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## CONFERENCE ON TRANSFORMING AGRI- FOOD SUPPLY CHAIN FOR A SUSTAINABLE FUTURE



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# Assessing the challenges of adopting digital platforms for localized resource sharing in agriculture in Morocco



*Hayat Lionboui, Congduc Pham, Fouad Elame, Seham El Gamal, Elhaj El Maadoudi, Véronique Henry, and Tarik Benabdelouahab*



**Presented by:**

**Dr. Hayat LIONBOUI**

**National Institute of Agronomic Research,  
INRA Morocco**

المعهد الوطني للبحوث الزراعية  
INRA Morocco



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# Context

- **Importance of Small Farms:** Small-scale farms play a crucial role in food security and local economies but face ongoing challenges.



- **Digital Transformation in Agriculture:** With technological advancements, digital platforms are becoming powerful tools to boost productivity, strengthen collaboration and increase resilience of smallholder farmers.

- **Potential Impact of Resource-Sharing Platforms:** Digital platforms enable farmers to share resources like machinery, seeds, and knowledge, fostering a more resilient and collaborative agricultural sector



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# Context

New technologies



Social and economic  
impacts



Accessibility

Perceptions

Constraints



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# RESILINK as an opportunity

- Develop a digital platform that enables real-time exchange of information on territorial resources, supply, and demands.
  - Likely to be progressively improved.
- Transform how farmers, respond, collaborate and adapt



**Adapt the platform to the needs of the Agricultural sector**



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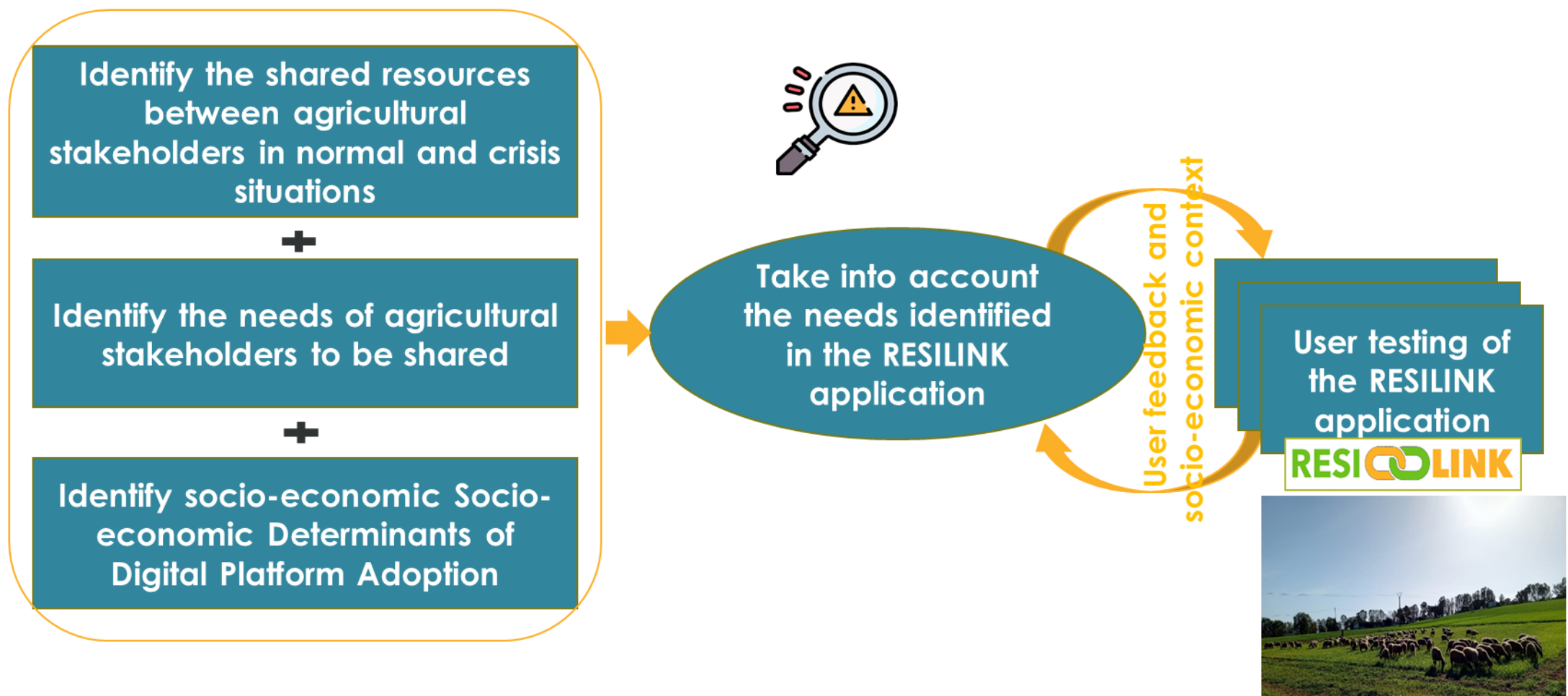
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# RESILINK as an opportunity



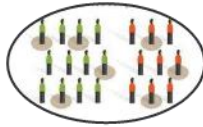
# Methodological approach



## Identification of agricultural stakeholders' needs for the RESILINK platform



Four questionnaires have been established and validated



Stratified simple random sampling



Data collection



Data analysis



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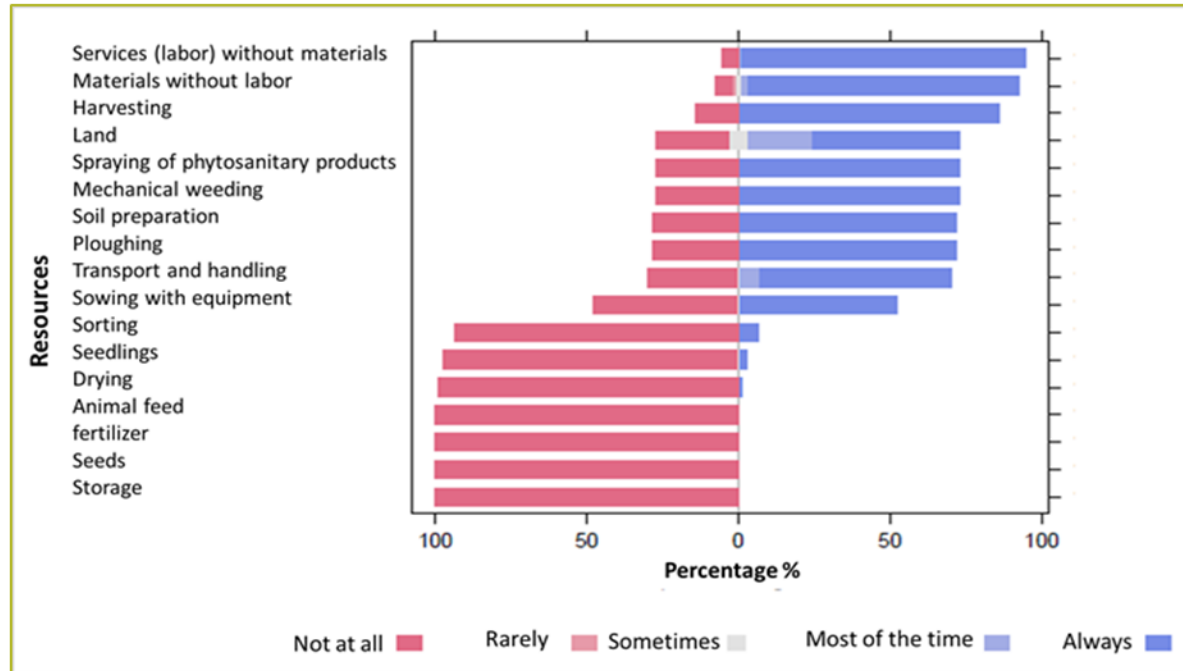


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# Willingness to share farm resources

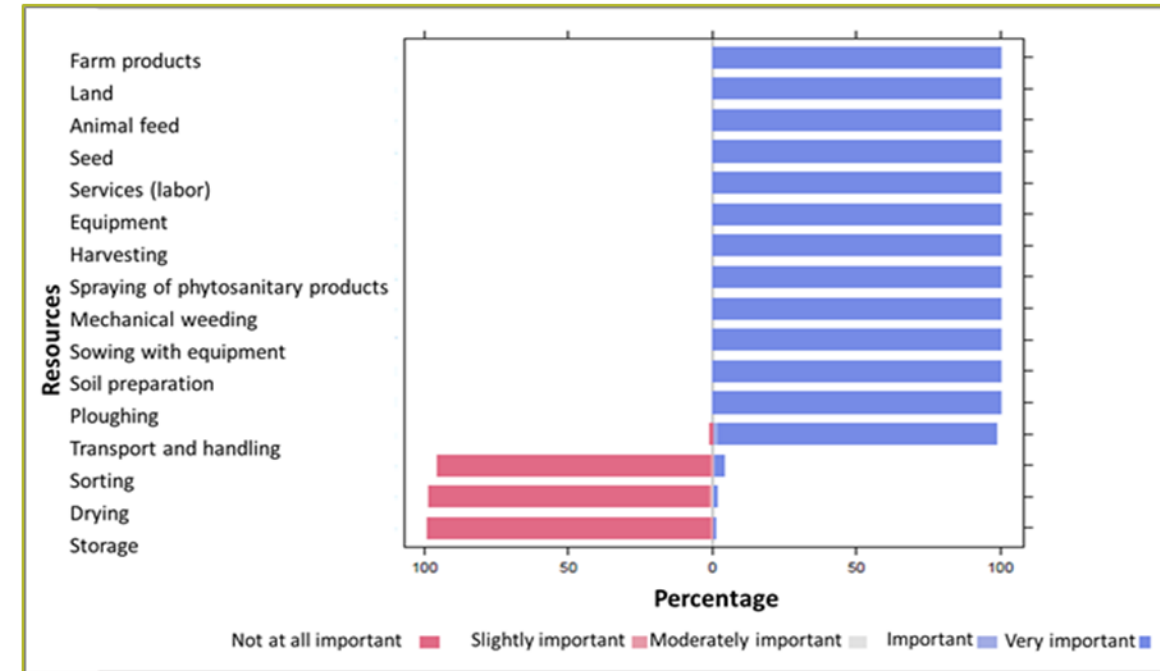
## Resources Currently Shared Among



### Currently:

Farmers share certain resources like plowing, weeding, and harvesting but are still reluctant to share resources like storage space, seeds or fertilizers.

## Resources Farmers Wish to Share



### In the future:

However, 100% expressed interest in expanding their resource sharing in the future.



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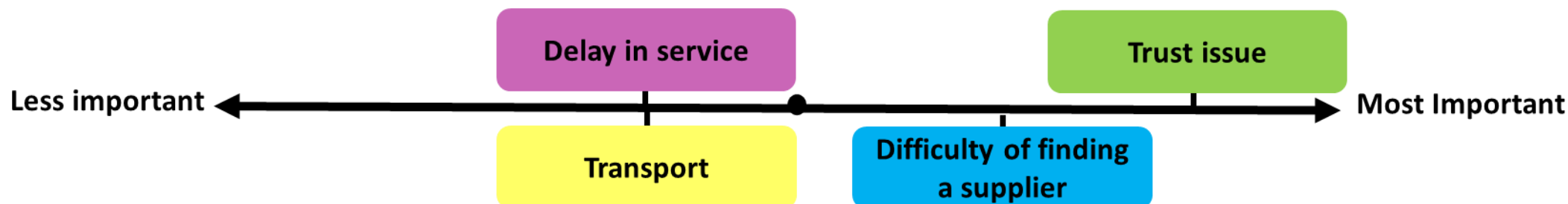


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# Factors affecting agricultural resources sharing



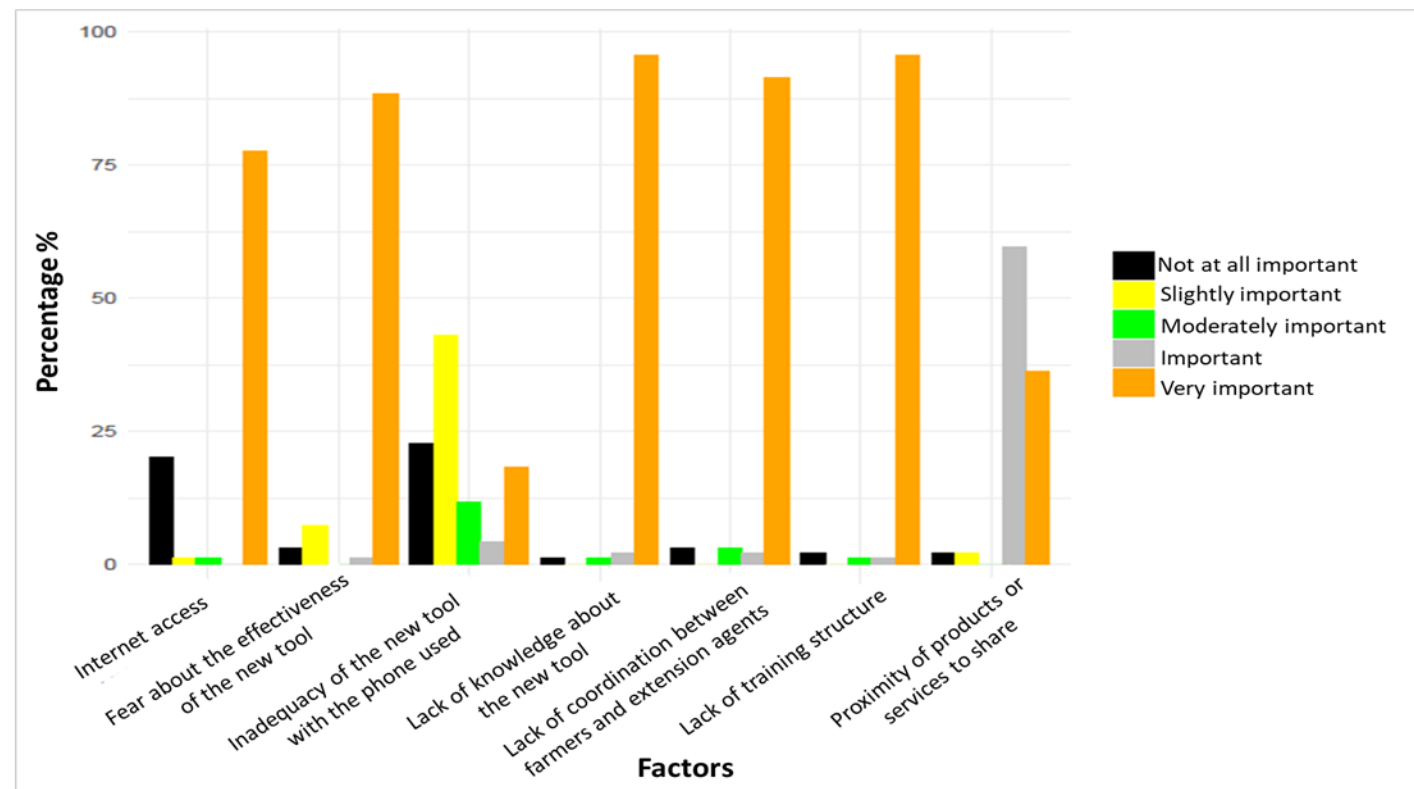
- **Trust:** Trust is a central factor that facilitates agricultural resource sharing by strengthening social ties and collaboration among farmers.
- **Resource Availability:** Difficulty finding suppliers drives farmers to rely more on sharing within their local network.
- **Logistics:** Service delays and a lack of suitable transportation complicate resource sharing, impacting the effectiveness of sharing mechanisms



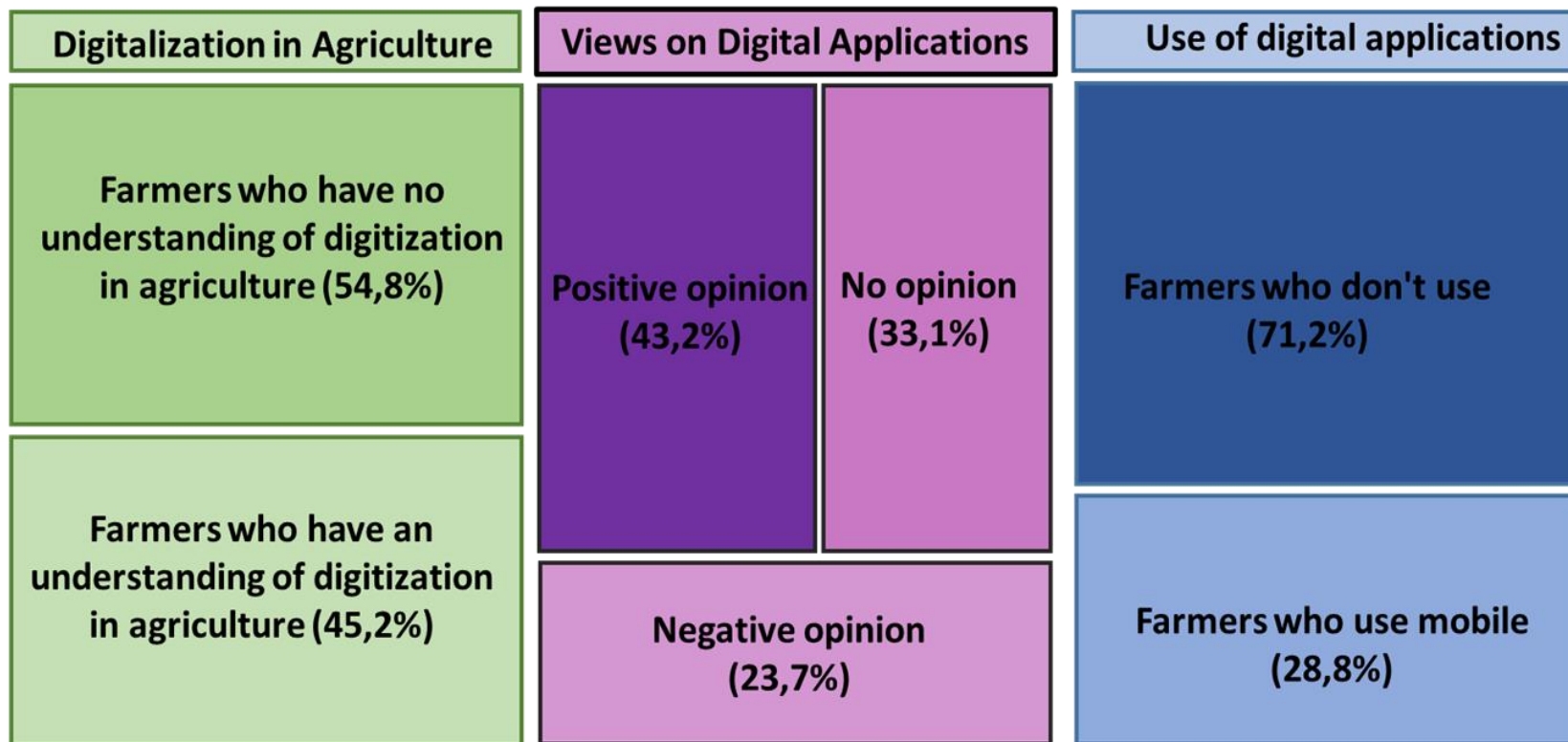
# Key Barriers to Adopting Digital Applications

Farmer interviews reveal key obstacles to adopting agricultural digital applications:

- ✓ **95.7% cite lack of knowledge and training as a major hurdle.**
- ✓ **Coordination issues with agricultural advisors.**
- ✓ **Distrust of digital tools**
- ✓ **Limited internet access**



# Attitudes and Perceptions Towards Digital Applications in Agriculture in Morocco



- ✓ Limited Knowledge and Mixed Perceptions
- ✓ Low Adoption with High Potential



# Attitudes of agricultural actors in crisis situations



## In Times of Crisis:

- **Farmers:** Difficulties in marketing and accessing supplies.
- **Traders:** Need for better market regulation and logistics.
- **Consumers:** call for Improvements in e-commerce and product quality control.



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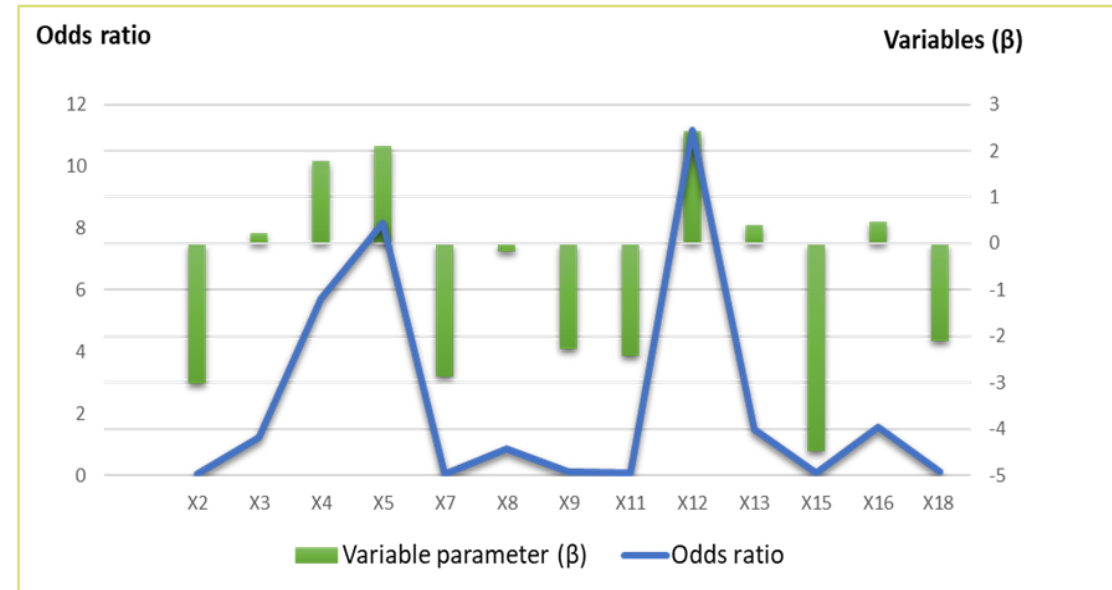
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# Factors Motivating the Use of Digital Applications

## Socio-Economic Acceptability of Digital Platforms Among Farmers: A Modeling Approach

- The logistic regression analysis shows that socio-economic variables, such as age, farm size, education level, and membership in organizations, play a key role in farmers' adoption of digital platforms.



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# Conclusions

- Small-scale farmers have specific resource needs that must be considered during the development of the platform.
- Farmers' opinions on the use of digital technology in agriculture also prove to be a significant factor.
- Training, access and trust-building, are crucial for enhancing small-scale farmers' resource management skills and fostering the adoption of new agricultural tools.



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Thank you

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