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# Why Eki Edo?

## *Why you?*

Aggregating Agro Processors for  
Scalability.





# The Problem of smallholder farming

## *In Nigeria*

Similar to other developing countries, the majority farmers are engaged in smallholder agriculture characterized by low productivity, asymmetric information in prices and selling opportunities, inability to harness post-harvest losses, and limited market access. Many of these sell their commodities in markets that are not only less demanding but also less rewarding, others sell through intermediaries at cut-throat rates, thereby reducing their profits drastically. This has stunted the growth of the agricultural sector and reduced access to rapidly evolving national and international markets.

# What can be done?

*And when?*

Agriculture is back at the top of Africa's development agenda, enjoying the support of governments and attracting heavy investments from the private sector.

Smallholder farmers across Nigeria are central to the agricultural transformation taking shape in the country, however, they struggle to benefit from these developments due to their dispersed, small-scale and unorganised nature. So its high time we asked the pertinent questions like;

What can be done? Who are the major players? When do we start?

To answer these questions; allow me to introduce you to:



**Èki-Edo**  
100% Nigerian Grocery



Aggregating Agro  
Processors for  
scalability



## About Eki Edo

For the first time, we are going to have a 100% Nigerian farmers mart, grown on Nigerian soil, by Nigerians but not just for Nigerians, this time for the world and Eki Edo is the vehicle that is driving all of these.

### Our mission is to...

- » To galvanize smallholder farmers and agro-processors towards promoting better sales and increased profits .
- » To make available fresh and hygienic groceries to Nigerian homes, while maintaining unbeatable affordability.
- » To standardize the quality of our local produce to meet and surpass export grade.

### As part of our vision statement, we seek to...

- » To become the number one channel for the sourcing and distribution of groceries in Nigeria, using Edo state as a launchpad.



Farming is hard;  
so we believe  
marketing  
should be easy.

Eki-Edo wants to Increase access to  
markets for farmers and agro  
processors.





## Our Partners

We are looking to partner with smallholder farmers and agro processors.

### What we expect from our partners.

- » Excellent packaging -Export grade.
- » Natural and Organic products preferably.
- » Shelf-life should be a minimum of six months.
- » No pesticides
- » All products should be barcoded

# Our Strategy

**For Agro-processors:** Our strategy is to support agro-processors by giving them access to markets, thereby inducing scalability and reducing post-harvest losses.

**For Smallholder Farmers:** We intend to link both ends of the Agric value chain, precisely those key players in the core (demand and supply); by bringing products from the out-growers and matching them with the much needed patronage from consumers.

Our strategy ensures a larger share of the market pie for everyone...

» And we would achieve this by greatly Increasing the pie.



## Our Facility



Work In Progress...

**Èki-Edo**  
100% Nigerian Grocery





## Our Products

The products we are focused on should, be preferably natural and organic but in all cases, must be 100% Nigerian.

We would expect the products to be:

- » Excellently packaged -Export grade.
- » Preferably Natural and Organic.
- » Should have a minimum shelf-life of six months.
- » Would contain no pesticides
- » And should have its data encoded in a readable barcode
- » **100% NIGERIAN MADE**

# Ownership

How

- » We do not intend to own Eki Edo solely. As the name implies, Eki Edo literally means market for all (Edolites).
- » Our strategic growth plan is to open ownership of Eki Edo to you



5 Years  
Franchise



# Our Strategic Partners



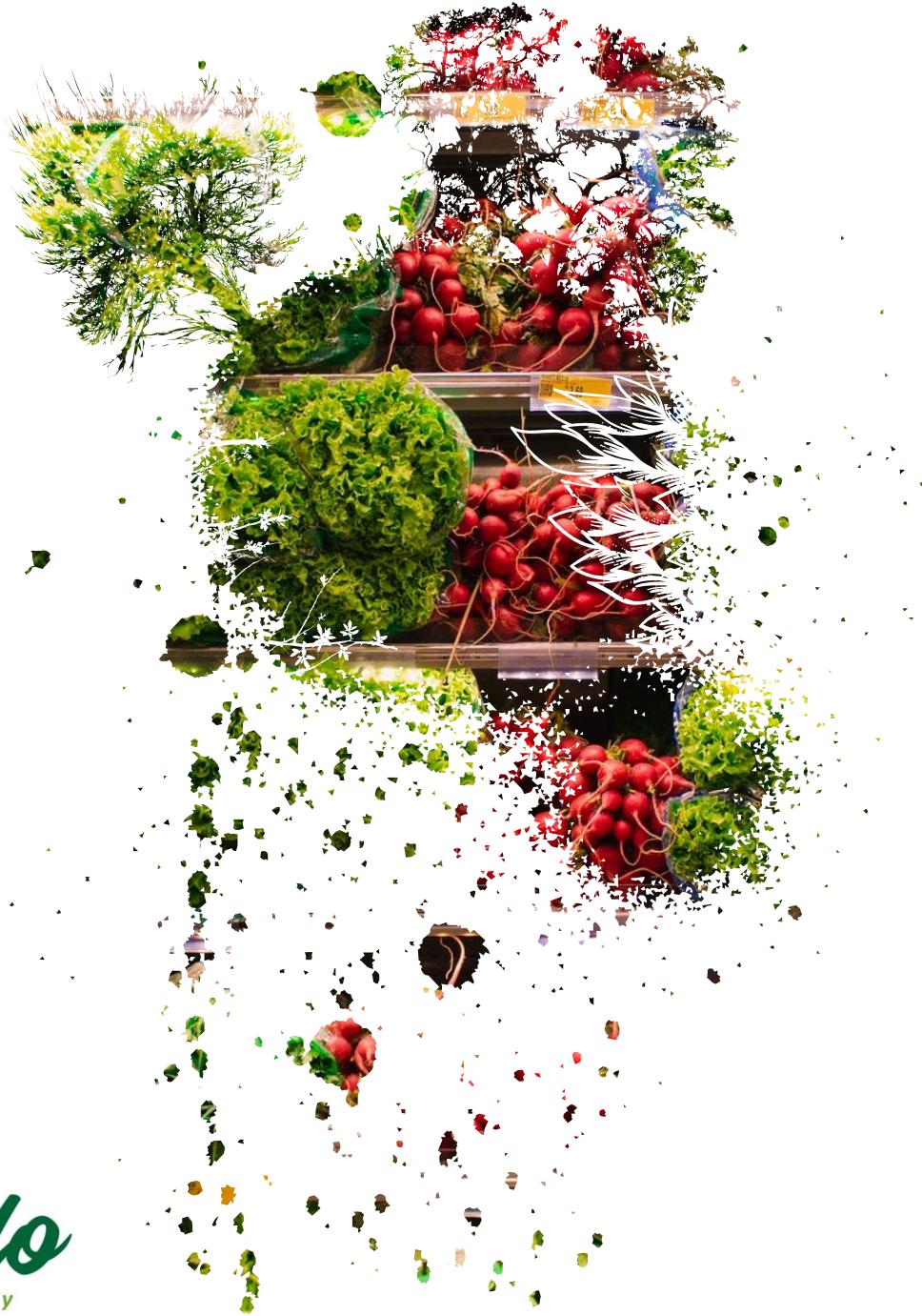
**Èki-Edo**  
100% Nigerian Grocery

- Office of The Office of the First Lady of Edo state
- Market Development in the Niger Delta (MADE)
- Edo Exporters Cluster
- The Central Bank of Nigeria(CBN)
- International Organisation for Migration (IOM)
- United Nations Industrial Development Organisation(UNIDO)



## Our Products and offerings

- The Sunday Bazaar (Weekly Farm to Consumer market)
- The Eki Edo Credit Card – Buy now, pay later, in collaboration with Access Bank.
- Workers Weekend Basket – A weekly ordering system that provides opportunities to people with stable income to access food stuff and grocery on a weekly or periodic basis.



“By 2030, the size of the food and Agric business in Africa will reach \$1 trillion. So if you are thinking of how to make money, that is the sector to be in.”

Dr. Akinwumi Adesina

- President of the African Development Bank Group





I'm sure you have some  
questions! Please ask now!



*Thank You*

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