



A pitch on a project to galvanize local producers and processors of food and cash crops for the sole purpose of linking them with a burgeoning market and increasing their income.



Description of the System Failure

Background



From the beginning of time right to our independence in 1960, is about 20,000 years, and that was how much time it took the region known today as Nigeria to reach 40 million people. Now It has taken us just 50 years to multiply that number by 4 times. This is not a lecture on population growth, it's a statistic to show how the market has expanded and how this expansion has come with its many failures.

A 3.3% growth rate is more than just a figure. It means that the average family size in Nigeria is 5.6 people, in 22 years our population would have doubled and by 2050, we would have over 402 million Nigerians. Nigeria's population is rising and fast; growing with it is the demand for affordable and healthy food, hence the revitalization of our agricultural sector and the evolution of the status quo into a vibrant, sustainable and resilient sector is therefore vital for the country's economic future.

Market information

Needless to say, the country is bursting with potential. To feed our growing population, Nigeria needs to increase food production by 60% over the next 15 years, if you ask me, this is big business. At over 100 million hectares of arable land, Nigeria is home to a good portion of the world's uncultivated land. How can we then capitalize on these resources?

Demand/Supply Gaps

We must recognize that a major cause of this lacuna is a systemic failure in the agriculture value chain. 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, leaving room for only the major players. Smallholder farmers make up 88.0% of the sector but contribute less than 30%. There is no inclusiveness.

Analysis of the Options

- Housekeeping and Stewarding programme
- HP learning Initiatives For Entrepreneurs



Proposed Intervention and description

Eki Edo roughly translates to ‘Edo market; market of the people’. Our philosophy is to move for a market democracy- A market of the people, by the people and of course for the people.

The Eki Edo project will help the struggles of smallholder farmers and processors to scale and access viable markets due to their dispersed, small-scale and unorganized nature. This project will galvanize them into one powerful whole and serve as a platform through which their products will get to the tables of consumers. The aim of this project is to create a system of agriculture that will serve as the principal route out of poverty for many, also to build an agric sector that will support the livelihoods of future generations. This project will be nationwide but its pilot will be in Edo State Nigeria, Edo State is home to roughly 5 million people, majority of whom are farmers in small scale. Its major produce ranges from palm, cassava, pineapple, plantain to yam, cocoyam, timber, rubber, maize et al. By 2030, the size of the agricultural sector in Africa will rise to a whopping 1 trillion dollars, we expect our people to cut a sizeable share of this pie.

What Eki-Edo wants to do is to link both ends of the agriculture value chain (producers/processors to consumers) in a way that is unique not only because of its processes but also because of its widespread benefits to the entire agriculture value chain. Using the ‘farm-to-fork’ model, Eki-Edo wants to increase profitability for smallholder farmers and agro-processors while giving consumers the best value for every kobo spent. By so doing, Eki-Edo is providing access to markets through its offline and online channels to 600,000 small holder farmers and processors in the next 5 years, in a bid to stimulate growth within the sector; increase demand by creating a platform for consumers to see, feel and buy more Nigerian produced groceries and also help smallholder farmers scale by virtue of increased patronage and a wider market reach, and ultimately lead to increased income, better productivity and food security.



Farming is hard; finding a market should be easy.

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





How we plan to address the systemic failure in a sustainable manner

Our role in this project is merely facilitative and by so doing we would ensure that the demand and supply end of the value chain continue to benefit even without our involvement, this we understand is a major ingredient for project sustainability.

Using and joining the Ekiedo platform is free, its runnings get serviced by commissions from sales. In that way, the smallholder farmers get access to market and make more sales without having to increase their cost of production and the consumers get fresh groceries by actually paying less, all these relying on a system that is oiled by flow of goods between the demand and supply end of the value chain.

And also by opening the arms of the company via our carefully thought out franchising model we will ensure sustainability as any farmer or processor involved in the project can replicate the same thing, anywhere in the world.

Analysis of Potential Partners and Entry Point

– Who does what, who pays

Major Market Actors- 1. Smallholder farmers/Agro-processors

– Producers (supply)

2. Eki Edo Platform – Aggregate producers

and link them up with consumers

3. Consumers – Market (demand)

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
- » Incentives and Offer

For processors and smallholder farmers: Access to market and finance(through our partnership with the CBN)

For Consumers: Access to affordable yet unbeatable quality as it concerns groceries.





Summarized Results Chain
showing key activities, output,
outcome and impact (jobs and
additional income)

Result Chain

Impact

Reduce poverty among farmers in Edo State through improved farming practices, financial inclusion and access to market

Outcome

Standardized quality of agricultural produce to meet and surpass export grade by the third quarter of 2023

Increased access to markets for 3800 smallholder farmers in Edo by Q2 2020

Enhance availability of affordable fresh and hygienic groceries to Nigerian homes by vendor sorting and also ensuring scale and expansion by franchising

Output

500 agro processors trained on how to increase the shelf life of agro produce

2000 Farmers list their products on the Eki Edo on and offline platform

50,000 Monthly sales by Q2 2020

Activities

Identify and select Business membership organisations like cooperatives, farmers union etc.

Hold meeting with selected smallholder farmers and processors so as to on-board them

Set up and launch our offline and online platforms to engage consumers

Assumptions

1. Business membership organisations like cooperatives, farmers union etc. would let us in
2. Edo State would be politically stable in 2020



Theory of Change, Potential Outreach (including targets for women, youth, pwd), Scale and Exit

Agriculture employs over 36.5% of our country's workforce, and over 88% of these number are considered small holder farmers but most of the produce from these smallholder farmers are for consumption, rather than income. Despite their important role as food producers and rural stewards, the commercial prospects for millions of poor smallholder farmers remains to a large extent, bleak. The market, like we discussed earlier will be experiencing some changes which will spur demand in agricultural produce, causing a rise in the requirement of input from farmers. This change however will be most likely hijacked by major industry players and multinationals, further stifling smallholder farming and processing. Our intervention ensures that that doesn't manifest as we will be pulling this 88% into one huge force capable of stimulating the right growth that would make markets indeed work for the poor.

Theory of Change, Potential Outreach (including targets for women, youth, pwd), Scale and Exit

Reduce poverty among farmers(women, youth and PWDs) in Edo State through improved farming practices, financial inclusion and access to market

Increased income and poverty reduction

1. Increased access to markets for 16000 smallholder farmers and processors in Edo by Q1 2021, guaranteeing more sales and increased profits
2. Through franchising, each person on the platform becomes a partner, eliminating the need for us as facilitators

Improved enterprise performance

1. 2000 smallholder Farmers and micro-processors list their products on the Eki Edo on and offline platform
2. 30% of Households buy their groceries from the Eki Edo platform

Market System Change

1. Identify and select BMOs
2. Hold meetings with smallholder farmers and Processors
3. Set up and launch off and online platforms

Activities

Proposed activities and Budget

Activity	Description	Total Cost	Requested funds(Naira)
Human Resource	1. Project Coordinator (Paid)		Nil
	1. Assistant project Coordinator (Paid)		
	1. Sales executives (2) (Paid)		
	1. Technical assistant (Paid)		
Stocking and inventory management software		5,000,000	
Platforms	Offline (built)		Nil
	Online (Under Construction)		
Activities	Meeting with BMOs, Processors and Smallholder farmers (Done)		Nil
	Travel, accommodation and Per diem expenses (Handled)		
Adverts and Publicity	Offline		Nil
	Online		
Total			5,000,000



Thank You

• Eki-Edo

08070700000

