



Adding Value, Increasing Incomes & Growing the Economy

COMPANY PROFILE

STATEMENT OF *Experience*

2008

Almost a decade ago we Incorporated as a company. We assemble quality fellow experts with confidence to deliver world class advisory services.

2017

As GEMS4 was rounding up, we were preparing to kick start operations in 2018

2018

We are delivering world class advisory services in Agribusiness with our best of talents and professionals across the value chain

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Adding Value, Increasing Incomes & Growing the Economy

JMSF AGRIBUSINESS

We are an agricultural advisory services provision consulting firm. Our team of experts have in the last 15 years worked in the International Development sector in Nigeria and Africa delivering results and creating value for stake-holders in the agribusiness sector. For a long time, the Nigerian economy has been driven (and is still driven) by Oil and Gas with little improvements on the non-oil sectors, especially agriculture.

Nigerian Agriculture comprises mainly of 4 key sectors Crop Production, Livestock, Fisheries and Forestry with crop production representing about 88.6% and the rest put together sharing 11.4%. Sadly, over 50% of the harvest from crop production is lost due to a myriad of challenges and results in a huge economic loss to all actors in the sector. The nation loses a lot of revenue in potential taxes and is unable to collect same from actors because there is no structure on ground to make this a win-win for all. We believe that any investment in the agribusiness sector should create value, improve livelihoods, develop local economies via provision of services by local operators in the various market systems and guarantee returns on the investment.

**VISION**

To promote accelerated development of the opportunities in the agribusiness services markets, creating value, jobs and incomes, better quality on finished produce and reduced wastage, ensuring that no harm is done to the environment.

**MISSION**

To provide sustainable market driven solutions to institutional, local and international investors entering the Nigerian Agribusiness Sector

CORE VALUES**VALUE CREATION:**

We deliberately analyse the value chain of the investment to understand the gaps and provide smart solutions to improve the market system for investors and beneficiaries.

ECONOMIC GROWTH:

We explore all avenues within the investment to develop the local economy of business locations via improved services required.

INTEGRITY:

We do all we can to deliver on our contractual obligations and protect sensitive information of our clients as may be required

FAIR TRADE:

We remain objective, consistent and fair with all our clients and stakeholders all through the transaction period.

SUSTAINABILITY:

We ensure that solutions being promoted to clients are sustainable and will not jeopardize the needs of existing and future generation.

DO NO HARM:

It is our core desire to ensure that the environment is protected at all times. If the investment will cause harm inspite of the benefits, and we cannot offer a safer alternative at the time of engagement, we will not participate.

INNOVATION:

We deliberately think out of the box to disrupt the system and create value to achieve systemic

OUR COMMODITIES

- Cocoa
- Sesame Seeds
- Soya Beans
- Cowpea
- Ginger
- Jatropha
- Cashew
- Sheanuts
- Rice
- Maize

OUR SERVICES

AGRICULTURAL ADVISORY

We deliberately analyse the value chain of the investment to understand the gaps and provide smart solutions to improve the market system for investors and beneficiaries

VALUE CHAIN & MARKET DEVELOPMENT

We provide sustainable market driven solutions to institutional, local and international investors entering the Nigerian Agricultural Industry.

AGRO-TOURISM

Who says hospitality or recreation cannot thrive within a farming system environment? we bring all these together and create a lifetime experience for guests and operators. Nature has a way of balancing itself and we just have to fit into it and not the other way round

TRAINING PROVISION

We deliberately think out of the box to disrupt the system and create value to achieve systemic change in the market system through training and capacity building.

COMMODITY TRADING

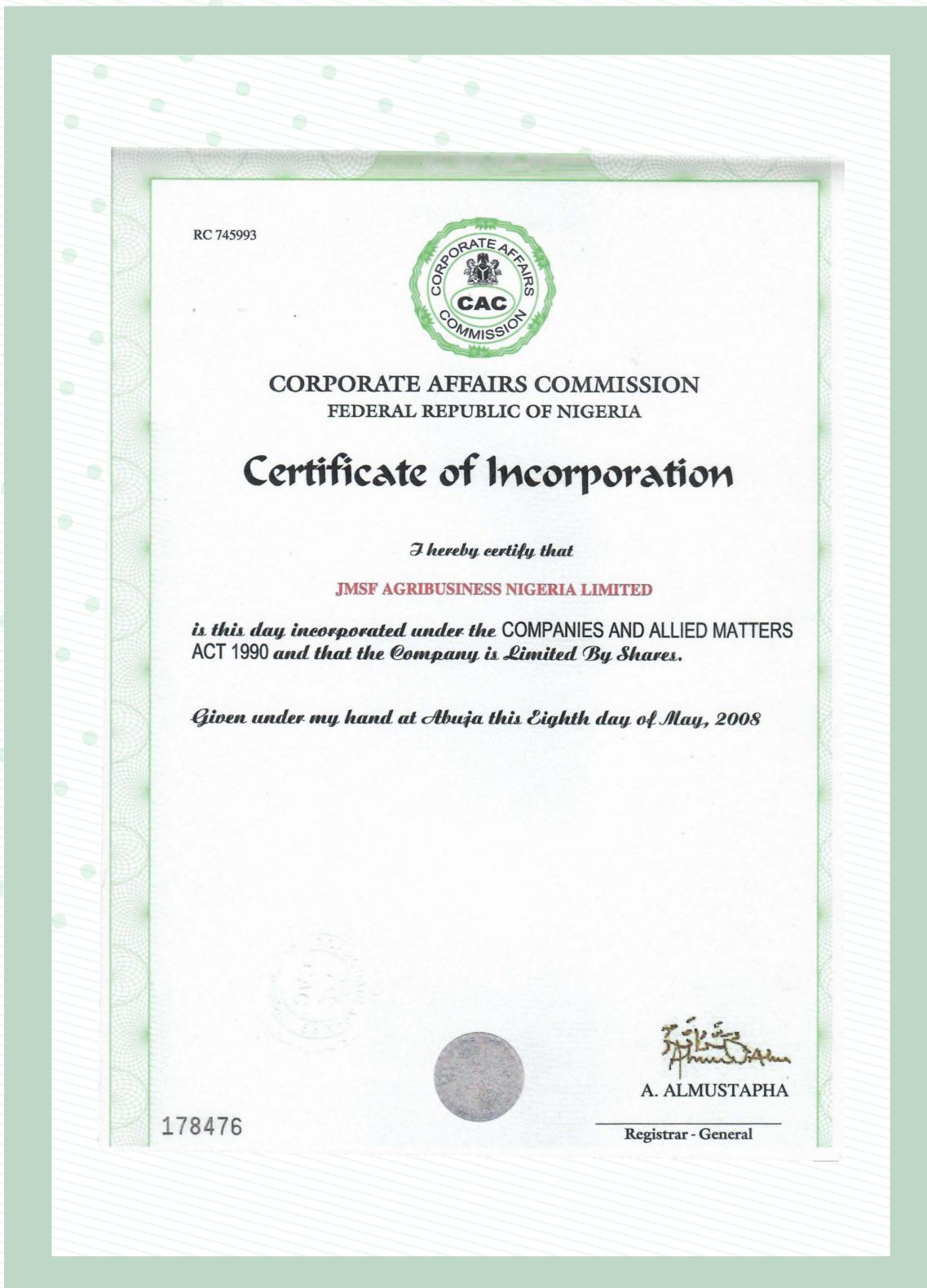
We offer professional services in commodity exports, brokerage and supply for Nigerian cash crop, fruits and vegetables

RENEWABLE ENERGY, ENVIRONMENTAL AND WASTE MANAGEMENT

We offer renewable energy, energy, environmental and waste management services.



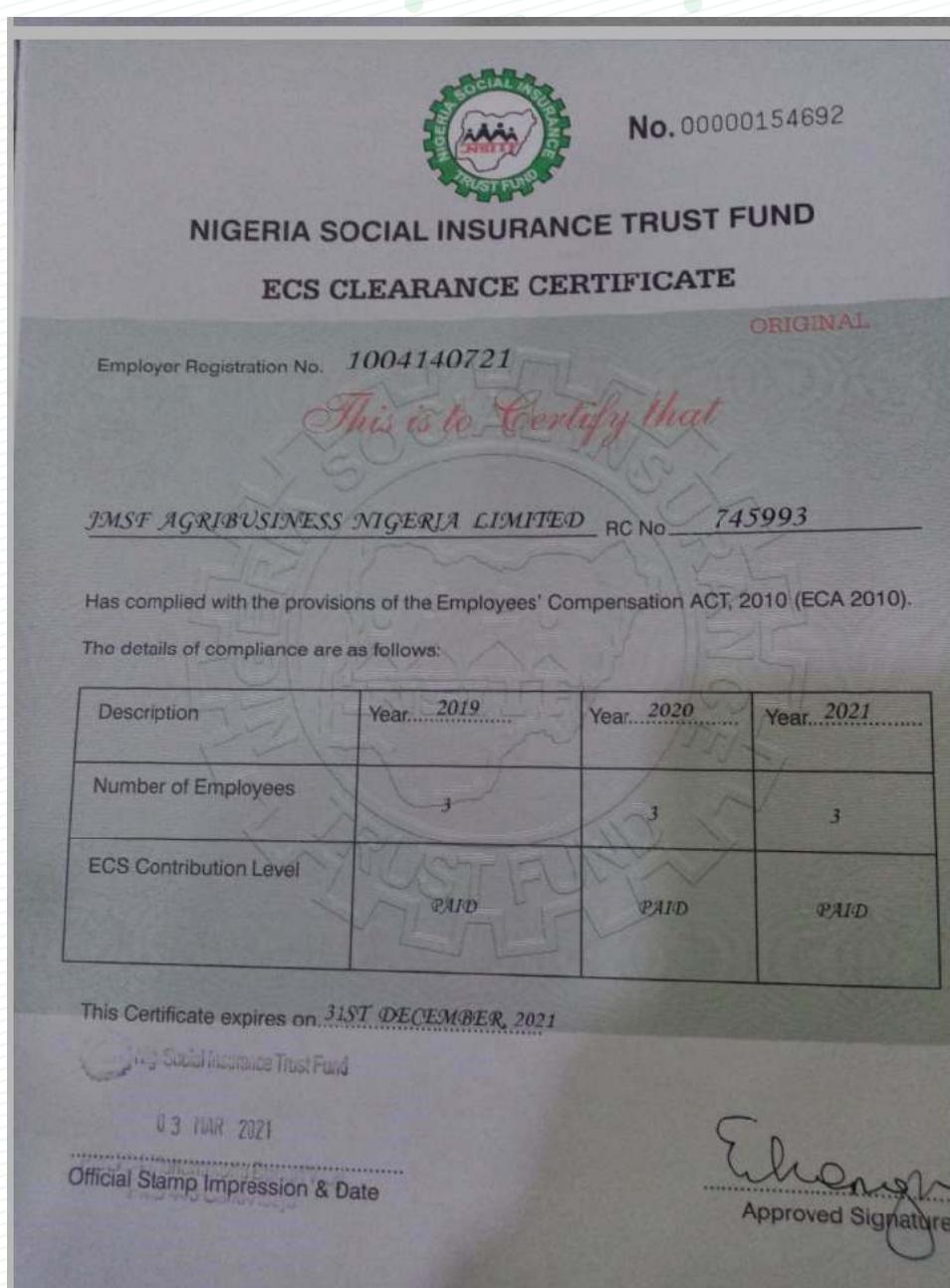
Certificates



**JMSF
AGRIBUSINESS**









JMSF AGRIBUSINESS TEAM PROFESSIONAL EXPERIENCE

CORE MANAGEMENT TEAM

- *Richard Ogundele:(FIAMN) MD/CEO
- *Dr. John Lapham- Technical Director
- *Kola Kuku – Livestock Value Chain Development Expert
- *Olaseni Olaniyi - Data Mgt/M&E/Logistics/Access to Market
- *Tolulope Ajimi Kuku - Project Manager
- *Basil Nwakpa - Market Systems Analyst
- *John Dada - Lead Field Agronomist
- *Mohammed Tijani - Produce Marketing
- * David Oyeniyi - Finance and Admin Manager
- * Kehinde Daramola - Legal
- * Solomon Niyi Adesubokan - Value Chain Development
- *Jonathan Alegeh - Alternative/Renewable Energy Expert
- * Taiwo Ajibade - Front Desk Officer
- * Kabir Lawal - Agribusiness Management and Finance



RICHARD OGUNDELE (FIAMN) MD/CEO

RECOGNITION FOR INSTITUTING CHANGE

The Good Handling Practices for Perishable Produce (GHP) Initiative Manager, Richard Ogundele and GEMS4 have won the Centre for Values in Leadership (CVL) Agric Sector Legend Award and the Achiever in Agriculture Award of the Nigeria Agriculture Awards (NAA).

While the Agric Sector Legend Award was organised by the Prof. Pat Utomi-led Centre for Values in Leadership, the Nigeria Agriculture Awards was powered by AgroNigeria, Nigeria's leading agricultural sector print and virtual publication.

GEMS4 and Ogundele were honoured for facilitating agribusiness opportunities in the perishable produce wholesale and retail markets. The Central Committee of the Nigeria Agriculture Awards (NAA) recognized and honoured GEMS4 and Richard Ogundele for "facilitating income and job opportunities in the Nigeria fresh produce value chain, while providing solutions to constraints that cause post-harvest losses". The Nigeria Agriculture Awards (NAA) holds annually, and recognises the service and contributions of public and private sector players towards improvements in Agricultural value chains in Nigeria.

Richard Ogundele, who leads the GHP Initiative of GEMS4, has worked to facilitate economic opportunities for small holder farmers and bottom-of-the-pyramid micro retailers of perishable produce in Nigeria. His exemplary achievements include linking tomato farmers to processing plants, establishing a GHP skills development service in fresh produce collection centres and retail markets and providing evidence to the Federal Ministry of Agriculture, which has led to the development of improved Fresh Produced Infrastructure as well as improved operations in the horticulture value chain in Nigeria.

Growth and Employment in States – Wholesale and Retail Sector (GEMS4) is a market development project in Nigeria. It is funded by DFID/UKaid and The World Bank. GEMS4 is working with Private and Public sector partners to stimulate market system changes that encourage growth and access in the wholesale and retail sector, and will ultimately provide jobs for 10,000 Nigerians and increase incomes for 500,000 more.



Richard Ogundele

RECOGNITION FOR INSTITUTING CHANGE

The Good Handling Practices for Perishable Produce (GHP) Initiative Manager, Richard Ogundele and GEMS4 have won the Centre for Values in Leadership (CVL) Agric Sector Legend Award and the Achiever in Agriculture Award of the Nigeria Agriculture Awards (NAA).

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JOB DONE

JMSF AGRIBUSINESS
*Adding Value, Increasing Incomes
& Growing the Economy*



Adding Value,
Increasing Income,
*Growing the
Economy*

JMSF provided a detailed review of the tomato processing industry in Nigeria as well as a ranking of available processing technologies that can be utilized for proximate processing of tomatoes. The report also contained a comprehensive list of tomato processing plants in Nigeria, their contact details, and current levels of functionality. The study summary bulletin is attached for perusal as well.

The company consultants also have extensive experience delivering similar studies on various development projects funded by the Department for International Development, the World Bank, the Bill, and Melinda Gates Foundation amongst others.

Below is a list of the major jobs done by JMSF Agribusiness Nigeria in the last 3 years of operation:

- Feasibility of Developing Aggregation Centre's in the Kano River Irrigation Scheme Project (KRIP) Zone in kano State for the tomato and other Fresh Perishable Produce sector. Short term consultancy 35 days LOE October to November 30th, 2017. **Client: IFDC Abuja Nigeria.**
- Organization of round table stakeholder's meeting and moderating of technical panel discussions on the tomato value chain development in Nigeria for Technoserve Nigeria in Jigawa State Nigeria. April 2018. **Client: Technoserve Nigeria.**
- Proximate Analysis of Tomato Processing for SMEs adoption and scaling up in Nigeria. Client: Global Alliance in Nutrition (GAIN), A USAID Funded project based out of Switzerland. May 2018. **Client: GAIN Project Nigeria.**
- Training of potential private sector investors on Feedlot Operations and Management for Small (Sheep and Goats) and large Ruminants (Cows) in Lagos 26th to 30th March 2018. Net training cycle scheduled for last week in May 2018. **Client: Organized Private Sector (OPS).**
- Support to Nigeria Investment Promotion Commission (NIPC) Abuja to develop sector summaries to drive investment promotion in agriculture (rice, tomato, maize, dairy and cassava) and non-agriculture sectors (power, transportation, solid minerals, manufacturing, oil and gas, and maritime - blue economy for the maiden edition of Direct Investors Summit Nigeria (DISN May 21-23 2018) organized by the Nigeria Investment Promotion Council NIPC. Support service provided to NIPC (beneficiary) at the instance of PDF 2 project(client) funded by UKAID/DFID May 2018. **Client: PDF2 DFID Funded project.**

- Technical assistance in selecting qualified private sector beneficiaries for support from GAIN project towards strengthening their business model or starting properly. August 2018. **Client: GAIN Project.**
- Review of curriculum for improved agronomic practices for tomatoes production in Nigeria for Yieldwise Project Stakeholders managed by Pyxera Global and funded by Rockefeller Foundation. August 2018. **Client: Yieldwise project managed by Pyxera Global funded by Rockefeller**
- Training on GAP/GHP/Use of plastic crates and agro commodity hubs for katsina, Kano and Jigawa states for Yieldwise Project Stakeholders managed by Pyxera Global and funded by Rockefeller Foundation. September 2018. Client: Yieldwise project managed by Pyxera Global funded by Rockefeller.
- Promotion of innovation and provision of market access to prototype machine designed for primary processing in the cassava sector in Nigeria for an agribusiness donor agency on behalf of AFG – Africa Foresight Group. October - November 2018.
- Operationalizing the Inter-ministerial Agriculture Nutrition Working Group at the Federal Ministry of Agriculture and Rural Development, Office of the Minister of Agriculture, Federal Republic of Nigeria. Funded by Bill & Melinda Gates Foundation and managed by GAIN PLAN project. October to December 2018.
- Survey of Medium to Large Agribusiness Operations in Nigeria covering 11 states – Ondo, Lagos, Oyo, Plateau, Kaduna, Katsina, Delta, Kano, Borno, Katsina, and Jigawa. Funded by AFOS Foundation, Germany. October 2018 to January 2019.
- Management of pilot out-grower scheme for farmers in katsina and kaduna state for Tomani Farms and Agroindustries Nigeria, a subsidiary of GB Foods Africa Nigeria, owners of Gino brand of tomato paste, Bama Maiyonaise and Gino Max cube, to feed its brand new 30mt tomato paste processing factory in kaduna. 15ha pilot with 30 farmers. January – August 2019
- Management of a 5000 Tomato Farmers Outgrowers project in Kebbi State over the next three years for Tomani Farms and Agroindustries Nigeria, a subsidiary of GB Foods Africa Nigeria, owners of Gino brand of tomato paste, Bama Mayonnaise and Gino Max cube, to feed its brand new tomato processing factory of 250mt/day of paste production. October 2019 to December 2022.

- Analysis of policy and recommendation of synthesized document to ensure effective coordination and organization of tomato triangle states TT+ comprising of Plateau, Kaduna, Kano, Jigawa and Katsina states for Technoserve Solutions to Poverty. August 2019 to February 2020.
- Study of Sources of Growth of Small and Medium Size Agribusinesses in Nigeria: A comparative value chain Analysis between Nigeria and Vietnam for The World Bank Group October 2019 to May 2020.
- Management and consultancy services for Virco Rice Mills Idu Industrial Area Abuja FCT Nigeria. June 2019 till December 2022.
- Food Loss Initiative Project on Dairy, Yam, cassava, Pepper and Tomato Value Chains in Nigeria for the Business Desk of the Danish Embassy in Nigeria. September to November 2020.
- Background study of Nigerian Agriculture Landscape for Danish Government Potential Areas of Collaboration with Government of Nigeria. January 2021
- Background Study of Nigerian Educational Landscape/Structure for **Danish Government Understanding towards Designing of Capacity Building Programmes for Agribusiness Development in Nigeria**. January 2021.
- **Proposal and Grant Writing Training** for Technical Staff of the Milk Value Chain Foundation (**MVCF**) Nigeria. October 2021.
- **CAP-F Value Chain Cluster Mapping and investment Opportunities Database Development for Nigeria**. November 2021.
- **Tomato Industry Position Paper: Adopting A Market Oriented Policy Framework and Implementation Approach to Make the Nigerian Tomato Sector work better for industry players and Stimulate Economic Growth, Value Addition, and Job Creation**. November 2021.
- **Livelihood Enhancement Training for Nigerian Smallholder Farmers** for AFOS Stiftung Nigeria Foundation targeting 30,000 farmers in **Sesame, Maize, Soybean, and Poultry** Value Chains in **Edo State and F.C.T. Nigeria**. November 2021 to October 2024.

REFERENCES OF PAST JOBS WITH DIRECT CONTACT DETAILS OF PROJECT MANAGERS

1.

Name of project	Survey of Medium to Large-Scale Agribusinesses in Nigeria
Dates	October 2018 – April 2019
Client name	AFOS Foundation
Assignment brief	An in-depth study on agribusinesses in Nigeria to understand their activities and engage with them to develop agricultural value chains through a combination of capacity building interventions and facilitating linkages between value chain actors and financial service providers. 84 respondents were interviewed across agribusinesses, development agencies, government, and farmer groups in 7 locations. Quantitative and qualitative datasets were extensively utilized.
Contact person	Ladi Akoni, Program Manager
Email	akoni@afos.ng
Phone number	09033122969

2.

Name of project	Operationalizing the Inter-Ministerial Agriculture Nutrition Working Group (IANWG)
Dates	November 2018 – December 2018
Client name	GAIN PLAN
Assignment brief	An in-depth study on the Inter-Ministerial Agriculture Nutrition Working Group (IANWG) of the Federal Ministry of Agriculture and Rural Development to understand why the working group failed to deliver on its mandate to aid the improvement of nutrition outcomes in Nigeria. The study was carried out by interviewing 18 respondents aided by pretested questionnaires that contain comprehensive question areas which covered all aspects of the IANWG proposed operations and the desk review of IANWG documents to understand where fault lines occurred in its past. The study utilised more of qualitative datasets.
Contact person	Adeyinka Onabolu PhD, Senior Advisor on Food Security & Nutrition to the Honourable Minister of Agriculture
Email	adeyinkaonabolu@yahoo.com
Phone number	+234 803 400 2756

3.

Name of project	Landscape Analysis of the Current Tomato Processing Methods, Technologies, and Packaging Material Types in Nigeria.
Dates	March 2018 – April 2018
Client name	GAIN PLAN
Assignment brief	An in-depth study to conduct a review of tomato processing technologies in Nigeria and where the processing is generally occurring; conduct a review of tomato processing, preservation and packaging technologies developed by the relevant National Agricultural Research Institutes (NARIs) and rank their suitability and scalability for commercialization by MSMEs; identify among the processing technologies for tomato which ones can be adopted as proximate processing models for MSMEs and conduct a review of the size of the market for locally processed tomato products sold as ingredients for other processed food products, or for direct consumption through supermarkets, or institutions and open markets. The study utilized a large amount of quantitative data.
Contact person	Dr. Augustine Okoruwa, Senior Project Manager
Email	aokoruwa@gainhealth.org
Phone number	+234 803 505 2634

4.

Name of project	Sources of Growth in Agribusiness Small and Medium-Sized Enterprises (SMEs): A comparative Analysis of Cassava, Cashew, Poultry and Rice Value Chains between Vietnam and Nigeria.
Dates	December 2019 – June 2020
Client name	THE WORLD BANK GROUP
Assignment brief	An indebt study to review the cassava, rice, poultry and cashew value chains via a comparative value chain analysis methodology between Vietnam and Nigeria to ascertain level of competitiveness in both countries. Key lessons are expected to be shared between both nations for internal support and development of small and medium sized agribusinesses in Nigeria especially.
Contact person	Dr. Elliot W. Mghenyi, Senior Agricultural Economist
Email	emghenyi@worldbank.org
Phone number	+234 08100210274 and +1 202-247-0096



5.

Name of project	Livelihood Enhancement Training for Nigerian Small holder Farmers for AFOS Foundation Nigeria, targeting 10,000 farmers in Sesame, Maize, Soybean, and Poultry.
Dates	November 2021 – October 2024
Client name	THE AFOS FOUNDATION
Assignment brief	Capacity building of Nigerian Small holder Farmers to improve yield and profitability amongst them. This is to improve their livelihoods and finances to ensure they do better than they are usually known to do economically. It entailed training in Good Agriculture Practices (GAP), Financial literacy and Farmer Business School (FBS), and Group Formation, Access to Markets and Finance.
Contact person	Moses Olatunji – Project Coordinator AFOS livelihood Enhancement Training Programme for Small Holder Farmers
Email	olatunji@afos.ng
Phone number	+234 08139570612

6.

Name of project	Tomato Industry Position Paper: Adopting A Market Oriented Policy Framework and Implementation Approach to Make the Nigerian Tomato Sector work better for industry players and Stimulate Economic Growth, Value Addition, and Job Creation. November 2021.
Dates	November 2021
Client name	JMSF Agribusiness Nigeria
Assignment brief	An indebt review of the tomato sector viz-a-viz the policy direction of the Federal Government of Nigeria towards controlling importation of tomato product due to shortage from internal production and processing. Nigeria being a major player in Africa and globally ought to have a better strategic approach in making the tomato sector work better for all actors especially, Small Holder Farmers. Paper suggested ways and means of making the tomato sector work better for all involved.
Contact person	Richard Ogundele
Email	Richard.ogundele@jmsfagribusiness.com
Phone number	+234 08129460848

7.

Name of project	CAP-F Value Chain Cluster Mapping and investment Opportunities Database Development for Nigeria. November 2021.
Dates	November 2021
Client name	THE AU-NEPAD/GROW AFRICA
Assignment brief	An indebt review of the Nigerian Agricultural Investment Plan (NAIP) and the Agricultural Promotion Plan (APP) to identify opportunities for investment and multi-stakeholder platforms (MSPs) within clusters for possible development. Value chains of focus included rice, tomato, soybean, Sorghum, maize, Oil Palm, Sesame, and wheat.
Contact person	Obinna Igwebuike, Programme Coordinator Grow Africa/Au-NEPAD Project
Email	o.igwebuike@sawobonang.com
Phone number	+234 08106397244

8.

Name of project	Proposal and Grant Writing Training for Technical Staff of the Milk Value Chain Foundation (MVCF) Nigeria. October 2021.
Dates	October 2021
Client name	THE MILK VALUE CHAIN FOUNDATION
Assignment brief	Capacity building of senior technical staff of the Milk Value Chain Foundation (MVCF) and its partners CORETS in writing technical proposals for response to grants and requesting for service providers to respond to their calls, as a way of managing their projects better.
Contact person	Dr. Ishak Bello, Chief Executive Officer (CEO)
Email	isbel@arlafoods.com
Phone number	+234 08034501972

9.

Name of project	The Food Loss Initiative Project in Nigeria 2020 by the Danish Embassy Business Desk . August to October 2020.
Dates	October 2020
Client name	THE DANISH EMBASSY BUSINESS DESK
Assignment brief	A Study to review possible areas of collaboration/support/intervention between Nigeria and Denmark based on cooperation agreement for both countries.
Contact person	Mr. Poul Erikstrup, Head, Agric Desk, Danish Embassy.
Email	pierik@um.dk
Phone number	+234 08066132063

10.

Name of project	Background study of Nigerian Agriculture Landscape for Danish Government Potential Areas of Collaboration with Government of Nigeria . November 2020
Dates	January 2021 – March 2021
Client name	THE DANISH EMBASSY BUSINESS DESK
Assignment brief	Study to review possible areas of collaboration/support/intervention between Nigeria and Denmark based on cooperation agreement for both countries.
Contact person	Mr. Poul Erikstrup, Head, Agric Desk, Danish Embassy.
Email	pierik@um.dk
Phone number	+234 08066132063

11.

Name of project	Background Study of Nigerian Educational Landscape/Structure for Danish Government Understanding towards Designing of Capacity Building Programmes for Agribusiness Development in Nigeria . November 2020.
Dates	November 2019 – February 2020
Client name	THE DANISH EMBASSY BUSINESS DESK
Assignment brief	Study to review possible areas of collaboration/support/intervention between Nigeria and Denmark based on cooperation agreement for both countries.
Contact person	Poul Erikstrup, Head of Agric Business Desk, Danish Embassy Business Desk
Email	pierik@um.dk
Phone number	+234 08066132063

12.

Name of project	Analysis of policy and recommendation of synthesized document to ensure effective coordination and organization of tomato triangle states TT+ comprising of Plateau, Kaduna, Kano, Jigawa and Katsina states for Technoserve Solutions to Poverty .
Dates	August 2019 – February 2020
Client name	TECHNOSERVE SOLUTIONS TO POVERTY
Assignment brief	Review of Tomato Triangle States and relevant Policies to improve the sector in Technoserve project states.
Contact person	Barrister Femi Olorunttoyin
Email	aayuba@tns.org ; oolorunfemi@tns.org
Phone number	+234 09037810176;08023591040;09062873765

13.

Name of project	Management of a 5000 Tomato Farmers Outgrowers project in Kebbi State for Tomani Farms and Agroindustries Nigeria , a subsidiary of GB Foods Africa Nigeria , owners of Gino brand of tomato paste, Bama Mayonnaise and Gino Max cube, to feed its brand-new tomato processing factory of 250mt/day of paste production.
Dates	October 2019 – August 2020
Client name	TOMANI AGRO-INDUSTRIES (THE GB FOODS) Nigeria.
Assignment brief	An outgrower programme for tomato farmers to supply factory and improve livelihoods based on increased yield, revenues, and quality tomatoes for the factory in kebbi state.
Contact person	Dr. Ted Ngu
Email	tngu@thegbfoods.com
Phone number	+234 08058021258

14.

Name of project	Management of pilot out-grower scheme for farmers in katsina and kaduna state for Tomani Farms and Agroindustries Nigeria, a subsidiary of GB Foods Africa Nigeria, owners of Gino brand of tomato paste, Bama Maiyonaise and Gino Max cube, to feed its brand new 30mt tomato paste processing factory in kaduna. 15ha pilot with 30 farmers. January – August 2019
Dates	January 2019 – August 2019
Client name	TOMANI FARMS AND AGRO-INDUSTRIES Nigeria (GB FOODS)
Assignment brief	Tomato pilot outgrower project.
Contact person	Dr Ted Ngu
Email	tngu@thegbfoods.com
Phone number	+234 08058021258

15.

Name of project	<ol style="list-style-type: none"> Review of curriculum for improved agronomic practices for tomatoes production in Nigeria for Yieldwise Project Stakeholders managed by Pyxera Global and funded by Rockefeller Foundation. Training on GAP/GHP/Use of plastic crates and agro commodity hubs for katsina, Kano and Jigawa states for Yieldwise Project Stakeholders managed by Pyxera Global and funded by Rockefeller Foundation.
Dates	June 2018– September 2018
Client name	THE YIELDWISE PROJECT, PYXERA GLOBAL FUNDED BY ROCKEFELLER FOUNDATION.
Assignment brief	A review of curriculum for training of extension agents and farmers in kano katsina and Jigawa states.
Contact person	Mr Lekan Tobe Programme Manager
Email	ltobe@pyxeraglobal.org
Phone number	+234 08034521777

AGRO SUPPORT SERVICES PROVISION: OUTGROWER FARMER PROGRAMMES; DESIGN, IMPLEMENTATION, OPERATIONS AND MANAGEMENT IN KEBBI STATE NIGERIA, WEST AFRICA.

Providing #agrosupportservices to medium and large-scale commercial-agribusiness-processing-firms is a major strength of #JMSF. This entails ensuring consistency (volume, quality, and specifications of raw materials) via an efficient and functional value chain operation from end-to-end to meet the needs of processors.

Having commissioned its \$50million dollars tomato processing factory and multi-hectare industrial farm in Kebbi State, North West Nigeria, #GBFOODSGroup has become the only fully backwardly integrated tomato factory in Nigeria. Its business model is based source 70 per cent of required fresh tomatoes from own farm production while the balance of 30 per cent will be outsourced from 5000 outgrower farmers.

In this regard, [#JMSF](#) in collaboration with TOMANI FARMS and AGRO-INDUSTRY LTD, a member of the [#GBFOODSGroup](#), piloted a [#fullyprivatesector](#) driven outgrower programme for farmers in Yauri/Ngaski LGA of Kebbi State Nigeria. Key targets were aimed at improved production capacity of farmers to grow quality tomatoes for its newly commissioned processing plant in kebbi state via adoption of improved agronomic practices (GAP), use of plastic crates (RPC), good handling practices (GHP), tomato colour code chart (TCC) for harvest, and operation of aggregation centers with distribution logistics to market (factory and fresh markets). Though initially challenging, it achieved set goals in the end with lessons learnt. The [#GBFOODSGROUP](#) has demonstrated a very deep understanding of the tomato sector in general due to their long term experience in Spain, a very solid business model and strong network in Nigeria.

Critical success factors were right [#partnerships](#) [#private-extension](#) [#farmer](#) identification [#database](#) [#close](#) monitoring and supervision of farmers; use of appropriate [#technology](#) [#continuous](#) learning for improvement and [#responsive](#) corporate management to customer/client service issues.





ADVOCACY AND COMMUNICATION

Communicating research and studies on innovative business models is part of our forte. Without proper messaging and clear communication, target actors and drivers of the value chain will miss out on the benefits of engagement. At #JMSF, we believe in public private dialogues, stakeholder engagements and concise dissemination of information to stimulate demand and supply activities in the market system. Major engagements to date include:

- Organization of round table stakeholder's meeting and moderating of technical panel discussions on the tomato value chain development in Nigeria for Technoserve Nigeria in Jigawa State Nigeria. April 2018. Client: Technoserve Nigeria.
- Analysis of policy and recommendation of synthesized document to ensure effective coordination and organization of tomato triangle states TT+ comprising of Plateau, Kaduna, Kano, Jigawa and Katsina states for Technoserve Solutions to Poverty. August 2019 to February 2020.



COMMODITY AGGREGATION, SALES MARKETING AND DISTRIBUTION

Our commodity aggregation and coordination activities are centered around the agro-support service provision strategic approach running from end-to-end. For ease of coordination and organization, #JMSF focuses on the highly demanded sectors such as soya, maize, rice, and sesame. Others include Cashew, Gum Arabic and Shea Nuts/Shea Butter.

Rice



**JMSF
AGRICULTURE**

CONSULTING AND ADVISORY SERVICES

In the last three years, we found out that majority of the clients (local and international) want to be clear on data, feasibility of a potential investment and where the opportunities for growth are in Nigeria. Furthermore, existing operating ventures want to add value to their standard operating procedures and improve their bottom line. Understanding the market dynamics and various routes is key. Innovative(blended)approaches have been found to be the solutions to most of the problems. These innovations often require smart policies to sustain them and achieve desired goals. Some of the strategic advisory services we have undertaken in the last three years include:

- Feasibility of Developing Aggregation Centre's in the Kano River Irrigation Scheme Project (KRIP) Zone in kano State for the tomato and other Fresh Perishable Produce sector.
- Proximate Analysis of Tomato Processing for SMEs adoption and scaling up in Nigeria.
- Support to Nigeria Investment Promotion Commission (NIPC) Abuja to develop sector summaries to drive investment promotion in agriculture (rice, tomato, maize, dairy and cassava) and non-agriculture sectors (power, transportation, solid minerals, manufacturing, oil, and gas, and maritime – blue economy for the maiden edition of Direct Investors Summit Nigeria (DISN May 21-23, 2018).
- Technical assistance in selecting qualified private sector beneficiaries for support from GAIN project towards strengthening their business model or starting properly.
- Promotion of innovation and provision of market access to prototype machine designed for primary processing in the cassava sector in Nigeria for an agribusiness donor agency on behalf of AFG – Africa Foresight Group.
- Operationalizing the Inter-ministerial Agriculture Nutrition Working Group at the Federal Ministry of Agriculture and Rural Development, Office of the Minister of Agriculture, Federal Republic of Nigeria.
- Survey of Medium to Large Agribusiness Operations in Nigeria covering 11 states - Ondo, Lagos, Oyo, Plateau, Kaduna, Katsina, Delta, Kano, Borno, Katsina, and Jigawa.

Analysis of policy and recommendation of synthesized document to ensure effective coordination and organization of tomato triangle states TT+ comprising of Plateau, Kaduna, Kano, Jigawa and Katsina states for Technoserve Solutions to Poverty. August 2019 to February 2020.

Study of Sources of Growth of Small and Medium Size Agribusinesses in Nigeria: A comparative value chain Analysis between Nigeria and Vietnam for The World Bank Group.

Food Loss Initiative Project on Dairy, Yam, cassava, Pepper and Tomato Value Chains in Nigeria for the Business Desk of the Danish Embassy in Nigeria.

Background study of Nigerian Agriculture Landscape for Danish Government Potential Areas of Collaboration with Government of Nigeria.

Background Study of Nigerian Educational Landscape/Structure for Danish Government Understanding towards Designing of Capacity Building Programmes for Agribusiness Development in Nigeria.

CAP-F Value Chain Cluster Mapping and investment Opportunities Database Development for Nigeria. November 2021.

Tomato Industry Position Paper: Adopting A Market Oriented Policy Framework and Implementation Approach to Make the Nigerian Tomato Sector work better for industry players and Stimulate Economic Growth, Value Addition, and Job Creation. November 2021.



CAPACITY BUILDING AND TRAINING SERVICES (ENTREPRENEURIAL)

- Training of potential private sector investors on Feedlot Operations and Management for Small (Sheep and Goats) and large Ruminants (Cows) in Lagos 26th to 30th March 2018. Net training cycle scheduled for last week in May 2018. **Client: Organized Private Sector (OPS).**
- Review of curriculum for improved agronomic practices for tomatoes production in Nigeria for Yieldwise Project Stakeholders managed by Pyxera Global and funded by Rockefeller Foundation. August 2018. **Client: Yieldwise project managed by Pyxera Global funded by Rockefeller**
- Training on GAP/GHP/Use of plastic crates and agro commodity hubs for katsina, Kano and Jigawa states for Yieldwise Project Stakeholders managed by Pyxera Global and funded by Rockefeller Foundation. September 2018. **Client: Yieldwise project managed by Pyxera Global funded by Rockefeller.**
- **Proposal and Grant Writing Training** for Technical Staff of the Milk Value Chain Foundation (**MVCF**) Nigeria. October 2021.
- **Livelihood Enhancement Training for Nigerian Small holder Farmers** for AFOS Foundation Nigeria, targeting 10,000 farmers in Sesame, Maize, Soybean, and Poultry. November 2021 to October 2024.





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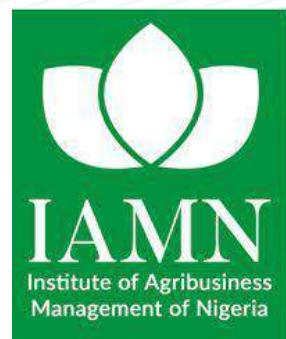


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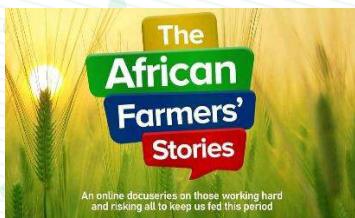


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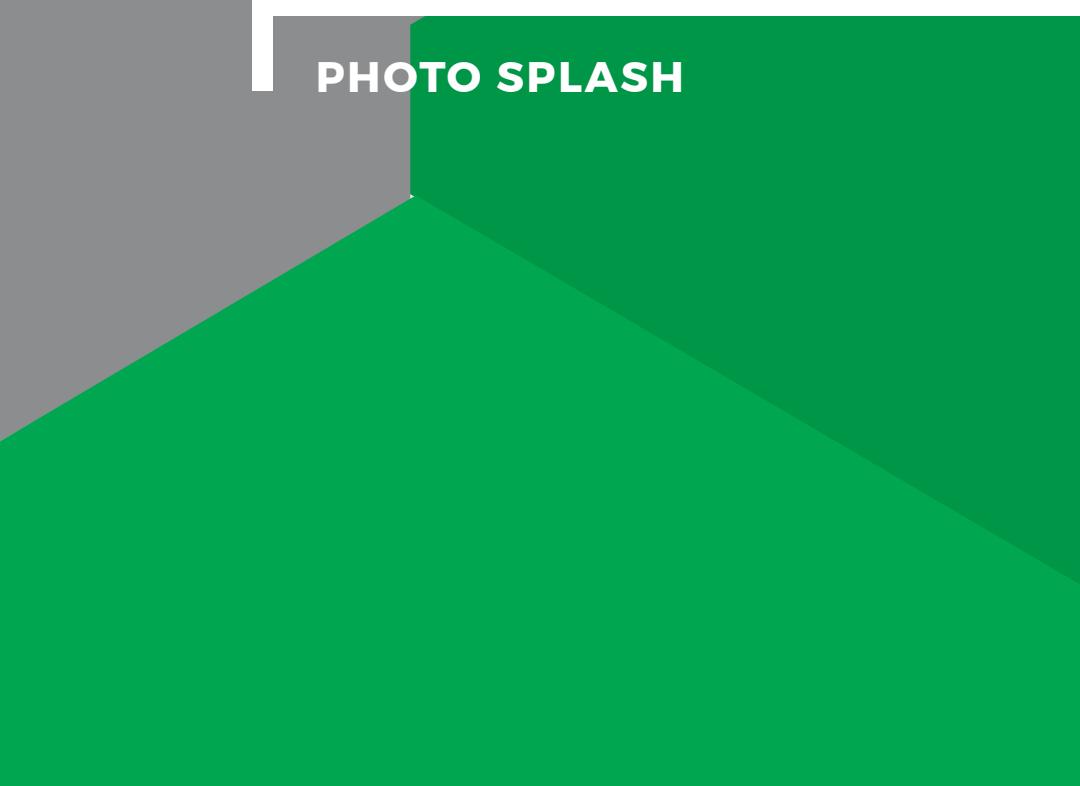


PHOTO SPLASH



Community Engagement



Community Engagement – Record Taking and Validation



Women Economic Empowerment(WEE) Tomato value Chain.



Soya



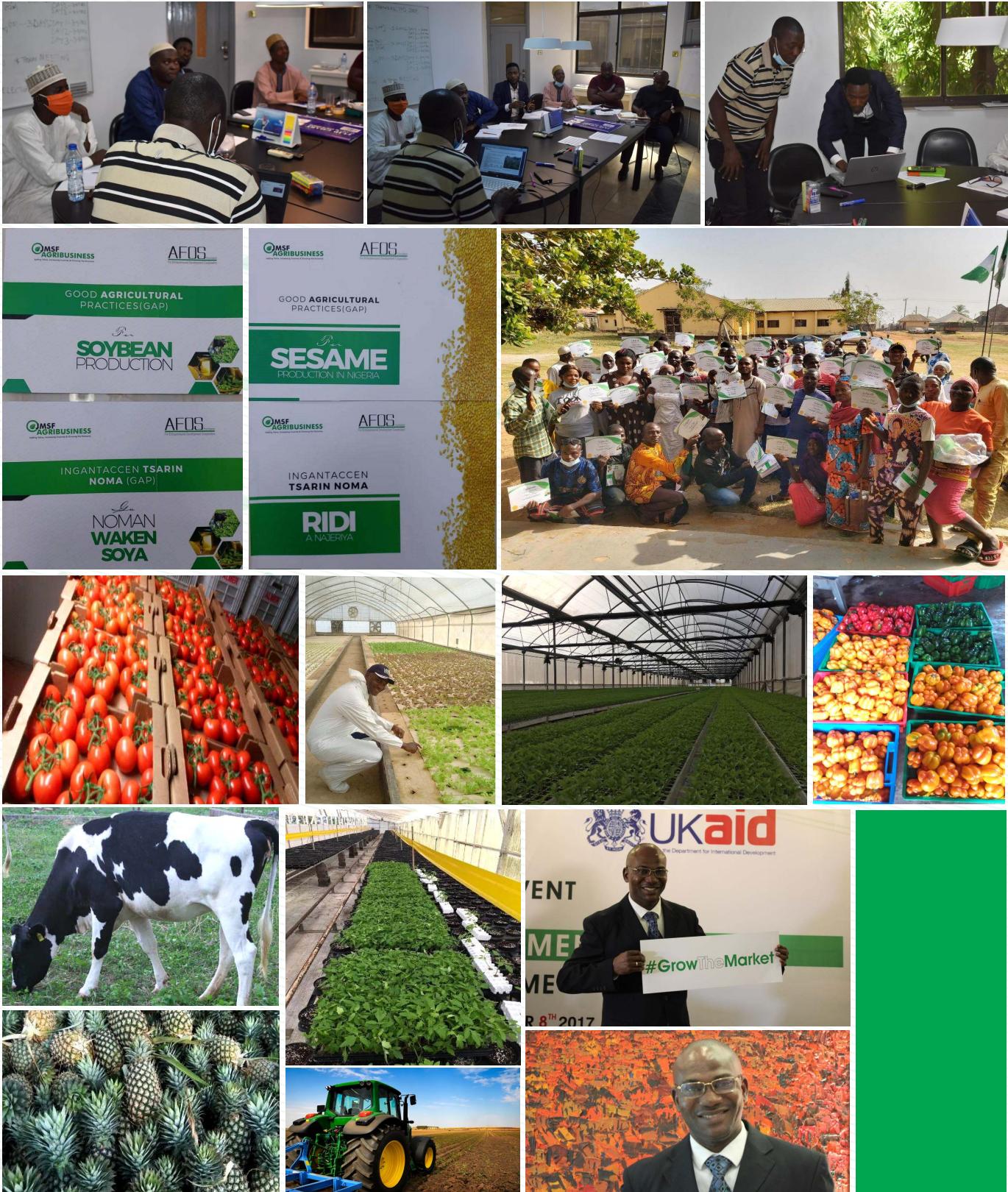
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