

Bank & Entrepreneur

AFRICA

OCTOBER - DECEMBER 2020 | NGN2,000 | US\$5.50

THE NIGERIAN ASSOCIATION OF WOMEN ENTREPRENEURS

PUTTING FOOD
ON THE TABLE

FINTECH FINANCE

OPPORTUNITIES
FOR FARMERS,
INVESTORS

SME ENGAGEMENT

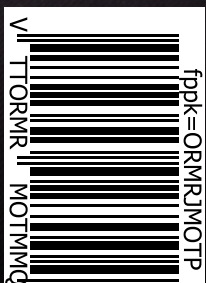
HOW WELL IS
YOUR BANK
LISTENING?

FOOD SECURITY

36 AGRIC
VENTURE IDEAS

ORGANIC LIFE & LIVING

THE INSIDER
Q&A



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OF INFECTIONS ARE CAUSED BY RESPIRATORY
DROPS WHEN SOMEONE COUGHS OR SNEEZES

54%
ARE
YOU
WEARING
A MASK?

BEING SAFE **IT'S BASIC**



DID
YOU
WASH
YOUR
HANDS?

OF PEOPLE DO NOT WASH
THEIR HANDS CONSTANTLY

%

#FLATTENTHECURVE

%

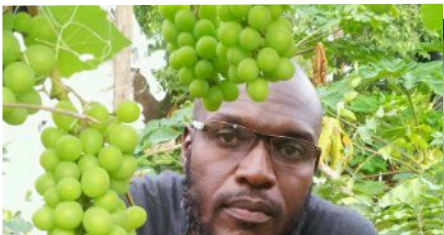
OF THE POPULATION TOUCHES FOOD
IN MARKETS WITHOUT PROTECTION.

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WASH
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BEFORE
EATING IT?

BEING SAFE IT'S BASIC



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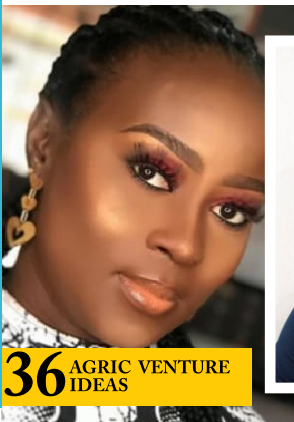
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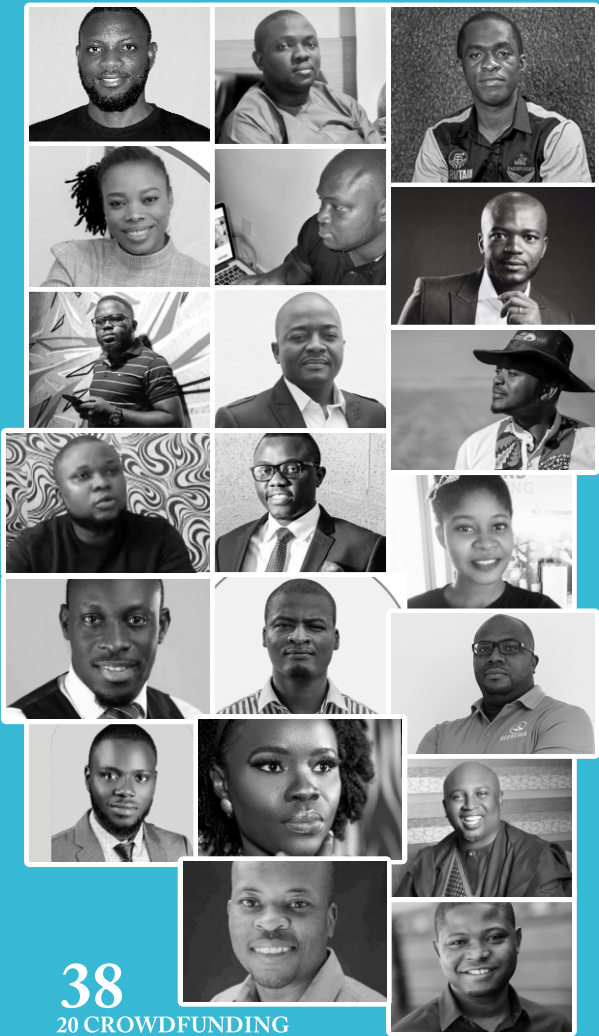
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Production & Copy
Numeria Media
Dorothy-N Enterprise

Marketing & Advertising
Virtual Marketing Services
(Société Anonyme)

Bank & Entrepreneur Africa
is owned and published by
NUMERIS MEDIA LIMITED

Bureau:
16, Dan Ogbeide Close
Lekki Peninsula Phase 1
Lagos - Nigeria

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Opportunities for Africa



In September 2020, Rwanda hosted the African Green Revolution Forum (AGRF) summit, during which contributors assessed the opportunities available to enable Africa's agribusinesses serve the continent's swiftly growing urban food markets – all leading to an agricultural revolution.

*

We are therefore delighted to have the Managing Director of AGRF, Dr. Adebisi Araba, pen the Op-Ed column of our Agriculture special edition – clearly, because the responsibility for managing the world's most important and impactful forum for African agriculture ensures his insights will provide tangible benefits for our readers the world over.

Dr. Araba's lucidity manifests when, in a recent interview, he stressed that beyond tilling the farm, Agri-tech could turn Africa into the world's food basket.

Hear him: "Africa has the youngest population. What I would like to see is millions more working higher up the value chain, working in mechanisation, working in research, working in retail, working on processing, working on logistics, distribution et cetera".

Other contributors to this magazine edition are as impressive, and key into Dr. Araba's trend of thought:

There is Chief **Mrs. Ada Ozongwu** (President, Nigerian Association of Women Entrepreneurs – NAWA); **Nma Okechukwu Okoroji** (President, the National Coconut Producers, Processors and Marketers Association of Nigeria -NACOPPMAN); **Patrick Uyakonwu** (Founder, Greenhouse.org); **Seun Sangoleye** (Founder, Baby Grubz); **Ope Olanrewaju** (Founder, kennieO_Cold Chain Logistics); **Yemisi Obe** (Founder, Grandios Pap); **Kunle Jinadu** (Founder, Mealimeter); and **Dorothy and Ladun Olokodana** (advocates for organic agriculture and living, and owners of Organic Dorothy).

Last, but certainly not least, we present a curious customer service column in which **Dr. Elizabeth Shaw** (CEO, Moxie Global, UK) and myself examine the quality of attention that an SME might receive, should they send an enquiry email to any of Nigeria's 22 banks, about a possible agriculture loan.

We trust you will find the October-November 2020 edition of Bank & Entrepreneur Africa engaging.

Anne Ngazi

Anne N. Agbakoba
anne@numeris-media.com

“
*Agri-tech
could turn
Africa into
the world's
food basket*
”



Dr. Adebisi Araba
(CEO, AGRF)



Ope Olanrewaju
Founder, Kennie-O Cold
Chain Logistics



**Chief (Mrs)
Ada Ozongwu**
President, NAWA



Ladun & Dorathy Olokoda
Founders, Organic Dorothy



Nma Okoroji
President, Nacoppman

* Download the Africa Agriculture Status Report 2020 – <https://bit.ly/2FRJaCu>

Africa's Agricultural sector has a promising future. We just need to put in the work.

By *Débí sí Àràbà Ph.D (DIC)*

We need to bring the *fierce urgency of now* to increasing the pathways to prosperity for millions of Africans through the agri-food sector. Globally, agri-food systems generate a value of \$8 trillion annually, that is about 10 per cent of global GDP. However, most of this value is still not captured in Africa by Africans.

In the next 25 years, Africa's population will have increased by about one billion people. In that duration, cities such as **Lagos** and **Kinshasa** are projected to grow by 3-4 per cent annually, increasing the number of inhabitants competing for jobs, while exerting pressure on the environment and food systems. We therefore have to be deliberate about charting a course that ensures that we maximise our potential and leverage the multiplier impact of the agri-food sector to grow our economies. We need to encourage and amplify the abundant entrepreneurial spirit to create stable, exciting and dignified jobs in the provision of healthy, nutritious, accessible and affordable food in a manner that is sustainable for the environment.

The challenges before us are daunting, but not insurmountable. It will require us to draw from both past experiences in successful programs, as well as deploying increased creativity in the testing, design and implementation of new ideas, programs, policies and entrepreneurship ventures. It will involve everyone from households, to governments, research and development organisations, as well as private entrepreneurs at all scales, aligned and collaborating in partnership. We need to focus on an agri-food transformation process that stimulates market-creating innovations where more people benefit from services previously inaccessible or unaffordable.

The green shoots of innovation and partnership are beginning to emerge, and there are lessons to glean from home and beyond, particularly in how market-creating innovations are materialising in different spots of agri-food systems, and providing the fundamentals for the creation of more jobs across the sector.

In Kenya, **Twiga Foods** continues to push the boundaries for how digital supply chain technologies can map market demand and ease the

“
The World Bank notes that as the demand rises for aggregation, storage, processing, logistics, food preparation, and so on, many off-farm employment opportunities will emerge in the larger agri-food systems
”

inventory management of SMEs, helping to reduce the volume of food loss, and enhancing income.

Other entrepreneurial innovations in supply-chain management include **ColdHubs**, a startup utilising solar power to deliver off-grid cooling solutions to agribusinesses in energy-deficient economies, helping to increase the shelf-life of perishable foods; and **Kobo360** and **LORI Systems**, both using digital systems to amplify the efficiency and profitability of the transportation of goods in the freight sector.

A further innovation is the creation of demand-based platforms for sharing mechanisation services, such as **Hello Tractor** and **Trotro Tractor**. These platforms connect tractor owners with those who require tractor services, thereby maximising the efficiency of the tractors, and through aggregating demand, make the services available and affordable for many more. These innovations, while addressing non-consumption gaps in the agri-food sector, are also creating multiple avenues for additional direct and indirect job opportunities.

The **World Bank** notes that as the demand rises for

aggregation, storage, processing, logistics, food preparation, and so on, many off-farm employment opportunities will emerge in the larger agri-food systems.

The innovations listed here, and the many more exciting prospects across the continent, require the conducive public policy enabling environments to blossom and thrive. It is through these innovations, capitalising on the verve and vigour and vitality of entrepreneurship across Africa, that we may create a prosperous future for millions of entrepreneurs in the agri-food system.

Dr. Araba is a public policy and strategy specialist, and is currently the Managing Director at the AGRF, the world's premier platform for African agriculture transformation, bringing together stakeholders in the agri-food landscape to take practical actions, and share lessons for prosperity.

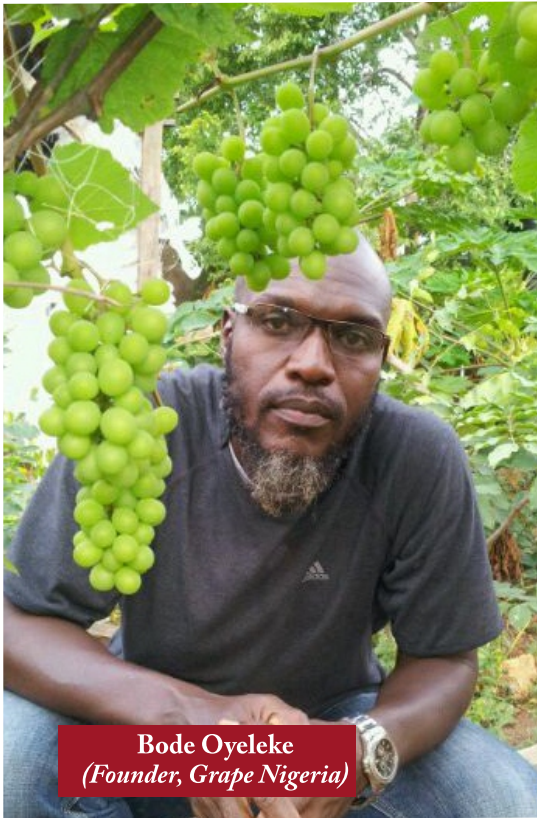


ARE
YOU
WEARING
YOUR
GLOVES?

81%

OF COMMUNICABLE DISEASES
ARE TRANSFERRED BY CONTACT.

Grape Nigeria: Resilience Pays Off



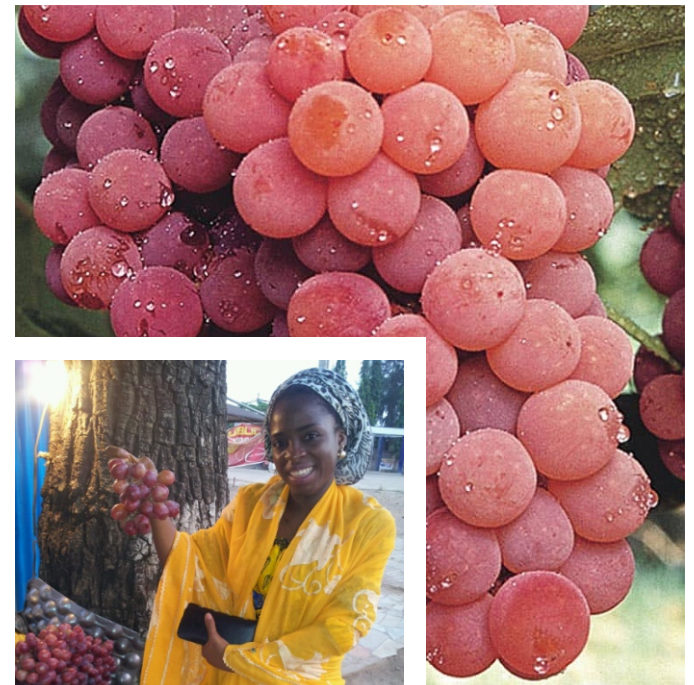
Bode Oyeleke
(Founder, Grape Nigeria)

“
[Our red grapes] are more
than capable of satisfying
burning national issues
on income generation,
job creation and import
substitution
”

Four years ago, Team *Bank & Entrepreneur Africa* drove five hours from Lagos to Offa (Kwara State) to meet founder of Grape Nigeria, Bode Oyeleke, who was experimenting with growing grapes in Nigeria's tropical climate.

Today, Bode has concluded his research on two red varieties, and is preparing to produce them in large quantities for institutionalised vineyards and orchards, such as Dansa Juice. Both grape varieties possess TSS (Total Sugar Saturation) 22. The sweetness of grapes is calibrated on a scale of 16 - 24.

Says Bode: “Whichever variety we consider, they are more than capable of satisfying burning national issues on income generation, job creation and import substitution”.



Grape Red variety #1

Grape Red variety #2

(photo: Aishah Raji)

Fresh-To-Dommot: Managing Food Security

Tomi Oki, co-Founder of on-demand online grocery store Fresh-to-Dommot, has shared COVID-19 season survival tips.

She says: “Nigerians are used to annual undulating food prices, but something about year 2020 is different. In times where remuneration is at a standstill (if not non-existent), while food prices have spiked, it's going be very tough to purchase food items, or even stock up and store, especially if electricity tariffs are expected to rise. When power was recently cut off in my home, I was unusually pleased because the less power supplied, the lower the electricity bill. It's absurd!”

Her top thoughts include:

- eCommerce collaboration: The online grocery space has seen an influx of new entrants. One of the ways forward may be for eCommerce providers to buy foodstuff collectively in bulk, store them cost-effectively, and then pass on the savings to customers

“
**Food waste can
be re-used, in-farm
and in-home: Banana
peels are a great compost
for edible gardens,
and excellent in a
skincare regiment
as well**
”

- Grow the basics like efo gbure (water leaf). Not only is it very nutritious, it is also cheap to grow, and versatile in its use.

- Food waste can be re-used, in-farm and in-home: Banana peels are a great compost for edible gardens, and excellent in a skincare regiment as well. It contains antioxidants and vitamin C. Over ripe fruits can be frozen instead of thrown away and used for smoothies.

- Reach out to family and friends: Perhaps a personal palliative plan for the less privileged? 'Adopt' one or two individuals or families that are clearly in need, and support as often as is feasible. It could be an employee, a friend, a relative or even a colleague.



Tomi Oki
Founder, Fresh-to-Dommot

| freshtodommot.com

The Coconut Farmer

“ The coconut as a cash crop is the most profitable agribusiness right now in Nigeria, because of its huge potentials in generating foreign exchange through its robust value chain ”

Nma Okechukwu Okoroji grew up around coconuts. Born in Mkpát Enin – the highest producers of coconut in Akwa Ibom state, and also currently housing the first coconut refinery in West Africa – Nma lived with her grandmother as a child. Grandma was a midwife and peasant coconut farmer who used coconuts for various medicinal purposes, which included giving pregnant women coconut oil to aid delivery, and mixing fresh coconut water with lime as a cure for fever, malaria and a whole lot of other ailments. In our chat with Nma, she shares her trajectory from first-hand witness of the efficacy of the coconut crop, up until her election as President of the National Coconut Producers and Marketers Association of Nigeria (NACOPPMAN).

At what point did you realise the potentials of the coconut plant?

Basically, my journey to coconut started from the environment I grew up in, and my early exposure to its potency and use. Thanks to my grandmother, I was very drawn to the coconut plant. My fascination grew even further when I got to university and realised that the potentials for coconut was grossly untapped in Nigeria. My final year research project was centered on farmers' cooperatives and the agricultural value chain in Nigeria, with the coconut subsector as a case study. This research exposed the enormous benefits of the crop, spurring me on to become a coconut farmer after my undergraduate studies. I continued to write various research pieces on the potency of coconuts. This year, in an international journal, I wrote and published a paper on prospects of the plant positively impacting the Nigerian economy. To this today, my family and I substitute cosmetic creams with coconut oil, and drink coconut water for hydration.

For those that may want to invest in coconut farming, what are the key areas of the value chain that can be exploited?

The coconut as a cash crop is the most profitable

agribusiness right now in Nigeria because of its huge potentials in generating foreign exchange through its robust value chain.

The estimated total world production for coconuts in the year 2017 was 60,773,435 metric tonnes, which went up by 3.0% from 59,010,635 tonnes in 2016, with a projected increase by 3% yearly.

Products from coconut are currently being exported to several countries all over the world from the United Kingdom, United States of America, Netherlands, and so on. According to a report from FoodStat, the global coconut products market size was at \$11.5 billion in 2018, with a potential to increase to \$31.1 billion in 2026, and an estimated revenue of \$19.7 billion within this period.

These figures show that the global demand for coconut products are increasing exponentially through its value chain. For example, in developed countries like the USA, coconut water is replacing carbonated energy drinks in the market, as active and health conscious consumers have shifted their preference towards natural alternatives.

With the growing global demand for coconut oil, water, and other by-products, Nigeria is losing potentially over \$1 billion yearly from the untapped coconut farming industry. While the country grows coconut on over 10,000 hectares of land, it is not producing enough to meet this global demand. Our coconut production is less than 4% nationally, and this isn't enough to even feed national demand for the product. Having said this, the important coconut value chain that can be exploited for investment includes:

- Coconut nursery establishment
- Coconut plantation
- Toddy production
- Coconut water production
- Coconut kernel processing
- Virgin coconut oil production
- Coconut by-product processing
- Coconut palm stem processing

You keep laying emphasis on the crucial role that coconut farming can play in the Nigerian economy. Please elaborate

The coconut is one of the most important and useful palms in the world's agrarian economies that provides food, drink, and shelter. It is fondly referred to as the “tree of life” for its significant role in the livelihoods of smallholders as a direct source of cash income, nutrition, and materials. It could easily occupy a pre-eminent position in the Nigerian economy, if only special consideration is given to its cultivation. It would develop the Nigerian economy in the following ways:

- A reduction in the unemployed population if the opportunities provided by the numerous applications of the coconut palm are fully tapped.
- The planting, harvesting, and processing of the coconut will not only provide business opportunities to thousands of people in the region where it is cultivated, but also offer a wide range of investment opportunities that are economically attractive to people at home and abroad.
- The role of the coconut in food production, foreign exchange earnings, raw materials for industries, income and employment generation to millions of Nigerians (including women and young people) make it a very crucial asset for National Economic Development.





What does it take to set up and maintain even the smallest lucrative coconut farming business?

The cost for setting up a coconut farming business would obviously vary according to location. The key variables are usually tied to the land (terrain and contour, soil type) and also farm input costs (for example labour, fertiliser, planting material). However, the process is quite straightforward, involving:

- **Land Preparation:** The best soil for coconut farming is sand-loam - this is because it can hold and drain water. Choose a suitable site with respect to the number of years required for the activities. It is usually advisable to use your own land or a land that can be leased for as long as 50 years. If you are purchasing, do so on the outskirts of town (suburbs) where you can buy land at low prices.

Make pathways in the land, clear grass, remove shrubs and trees. Plough and harrow the land for easy operation. Further prepare the land by digging holes of 1m x 1m. Mix the top soil with animal dung, such as poultry, pig, cow, goat dung, or compost manure. Fill the hole to about 50cm – 60cm. Treat the soil with chemicals for any trace of termites or any other pests.

- **Coconut nursery:** The coconut is a plant that is largely dependent on the presence and use of water, which makes the beginning of the rainy season (April – May) an ideal time for planting. The propagation of coconut is mostly done using seedlings that are grown and nurtured in a nursery. Seedlings should be 8–10 months of age before transplanting in order to achieve better growth and development. They are planted immediately, or at most three days after removal from the nursery, to avoid mortality.

- **Spacing:** For each planting hole, an area of soil 1 m in circumference is cleared of all vegetation and leveled. In planting the seedlings, the holes should be dug 0.3 x 0.3 x 0.3m for very fertile soils, and in marginal soils, holes measuring 0.9 x 0.9 x 0.9m are recommended.

- **Fertiliser and nutrition:** To ensure efficient growth, the seedling is placed in the hole and back-filled with topsoil, mixed with 30g NPK (12-24-12). The soil surrounding the seedling is raked, while the seedlings are irrigated, preferably immediately after planting. As the plant grows, soil is back-filled to the surrounding soil level.

- **Inter-cropping, mixed cropping:** Coconut plants are eco-friendly, and can therefore accommodate other plants. Inter-crop coconut farms with pineapple, banana, groundnut, cassava, sweet potatoes – mainly crops that are smaller in size.

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The background features a collage of newspaper classifieds. Visible text includes: "Single Family / \$32,900", "Bath. Property has been", "COMPLETELY RENOVATED!!!", "RENT TO OWN", "if you cannot qualify for a", "traditional mortgage through the", "banks. NO PROBLEM!", "BUSINESS", "MORTGAGE SOLUTIONS!", "provide complete Property", "ment, Leasing and Real", "Services for Residential", "Commercial Properties.", "HOME OWNER", "Property has been", "renovated and is", "RE", "VESTMENT", "EX)- Both un", "s and 1 bat", "in completely", "s currently", "enants are", "each unit is", "nd \$450.", "INS", "GAGE SOLUTIONS!", "complete Property", "Leasing and Real", "ces for Resident", "CALL NOW", "BY OWN", "GENERAL", "Seeking son", "eg. filing", "answering".

A fountain pen with a silver nib and a dark red barrel is positioned diagonally across the lower left. In the center, a circular logo for the Nigerian Association of Women Entrepreneurs (NAWE) is displayed, featuring a map of Nigeria and the text "NIGERIAN ASSOCIATION OF WOMEN", "Empowerment Of Women", "For A Greater, Nigeria", and "ENTREPRENEURS". Below the logo, the acronym "NAWE" is written in large, bold, blue capital letters.

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INTRODUCING THE NIGERIAN ASSOCIATION OF WOMEN ENTREPRENEURS (NAWE)

The Nigerian Association of Women Entrepreneurs (NAWE) was established in 1993 and exists to ensure empowerment of women for a peaceful and greater Nigeria.

NAWE has tangible presence in the six geopolitical zones of Nigeria. Approximately 60% of its membership is located in rural and semi urban areas. Membership is open to all Nigerian women who have an existing entrepreneurial activity or wish to start one.

The current national President, Chief (Mrs.) Ada Ozongwu is a proponent of inclusive governance and under her watch, NAWE has witnessed greater vibrancy, more cohesion and cooperation.

High points of NAWE activities include:

- **NAWE Online Market**, an in-house one-stop digital platform that provides exposure for women entrepreneurs (in the small and micro category), thereby enabling participation in the digital entrepreneurship ecosystem - not just as users and consumers, but also as producers, exporters and innovators.

- **NAWE Gen Y**, a collective of women entrepreneurs aged 17 – 33 years who aspire to be game changers. Members benefit from extensive mentorship, training and capacity-building programs, and the exposure effect.

- **Advocacy**: in collaboration with other NGOs in the gender-mainstreaming space, NAWE efforts have helped birth the National Collateral Registry, which is friendlier to women.

- **Partnerships on Financial Inclusion**: NAWE has partnered with institutions in order to build capacity for women in book keeping, embracing formal banking and all it takes to be financially literate.

- **Alternative, feasible access to funding**: 'loans' or credit are not always the best options for start ups. In this area, inexperienced entrepreneurs benefit from hand-holding by established and successful businesswomen whose 'start small, dream big, and steadily-inch-along' mantra is supported by smart advice on sources of finance.

NAWE has also raised its own funds to help members who would never have qualified for the upscale process demanded by financial institutions.

The NAWE Angel Intervention Funds (NADIF) provides members with access to credit, collateral-



Chief (Mrs.) Ada Ozongwu
National President, NAWE

free and at zero interest. NADIF is generated, owned and disbursed by NAWE members. The goal is for it to be adequately capitalised to become a microfinance bank.

- **Exposure to social interventions** put in place by government through agencies like such as the Bank of Industry (BOI), Nigerian Export-Import Bank (NEXIM), the Bank of Agriculture (BOA), and the Central Bank of Nigeria (CBN) mean bigger business opportunities, more food on the table, movement to the formal sector, and financial inclusion

- **Participation in international /local trade missions fair and expo**

Says Mrs. Ozongwu: "Our style of leadership is 'hands-on', and not an isolated ivory tower system".

[|newfaceofnawe.org](http://newfaceofnawe.org)

Bank & Entrepreneur CLASSIFIEDS

A LISTING OF NAWE ENTREPRENEURS IN THE AGRICULTURAL SECTOR



**Rin's
Poultry
Farm**

Name of business owner:
Jackham Narin

Location:
Loyoung Crescent,
Mai-adiko, Rayfield,
Jos, Plateau State
☎ 08162133588

Product(s):
Poultry

Website:
<https://jakhamnarin.wixsite.com/website>

✉ jakhamnarin@gmail.com
f Jackham Narin



**Nnaadama
Farms Ltd**

Name of business owner:
Dorcas Nnadama Yisa

Location:
Minna, Niger State
☎ +2348034524482
✉ nnaadamafarms2@gmail.com
i Dorcas Nnaadama Yisa

Product(s):

Hibiscus tea, Moringa powder and tea,
Turmeric powder, ginger powder and tea,
blackseed tea, 'dawadawa' locust bean seasoning

Website:
<https://jakhamnarin.wixsite.com/website>



**Kemi
Alawode
Commercial
Ventures
Ltd**

Name of business owner:
Alawode Folashade Oluwakemi

Location:
Unit 6, Commercial Technology
Incubation Centre, Ita Osa,
Ondo Road, Ile-Ife, Osun State
☎ 08033516013

Product(s):

Plantain flour(1kg & 4kg)
Beans flour with crayfish
Pepper (1kg & 4kg)
✉ greenoasisfoodng@gmail.com



**Nulif
Ventures Ltd**

Name of business owner:
Dame Ime Essien Udom

Location:
Asuna, Iman, Etinan LGA,
Akwa Ibom State
☎ 08023050783

Product(s):

Farm produce, palm produce,
petroleum products

Website:
ime_essienudom@yahoo.com
ime.essienudom@newfaceofnawe.org



**Enyeribe
Farms Ltd**

Name of business owner:
Amaka Ahunna Okwuosa

Location:
Enugu, Enugu State
☎ 08035463461
08064119999
✉ enyeribefarms@gmail.com

Product(s):

Omalicha Rice:
Polished Nigerian rice in 50kg, 25kg and 10kg

Mrs Florence Family Rice:
Unpolished, whole rice in 40kg, 20kg.
Nutritious too! Ideal for family on a budget
i @omalicharice f Enyeribe Farms Ltd



**A-gama
Processing
Company and
Global Concepts**

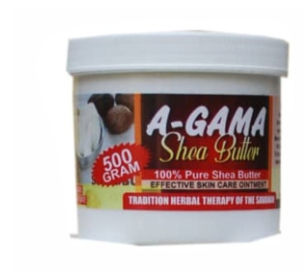
Name of business owner:
Gozie Adama Wakaso

Location:
Minna, Niger State

Product(s):

Shea butter, coconut oil, dry locust beans,
turmeric powder, peanut mix, activated charcoal

☎ 08094645008
✉ ime_essienudom@yahoo.com,
ime.essienudom@newfaceofnawe.org



Bank & Entrepreneur CLASSIFIEDS

A LISTING OF NAWE ENTREPRENEURS IN THE AGRICULTURAL SECTOR

	Pukat Linda Shehu	<p>Name of business owner: Pukat Linda Shehu</p> <p>Location: Rayfield, Jos, Plateau State</p> <p>☎ 08180501106</p>	<p>Product(s): Catfish and Tilapia (capacity: 13 pounds)</p> <p>Website: https://jakhamnarin.wixsite.com/website</p> <p>✉ linnpukat@gmail.com Linda.pukat@newfaceofnawe.org</p>	
	Pet-Ekhosa Nig Com (Pekosa Foods)	<p>Name of business owner: Evang (Mrs) Ekhosayator, Priscillia</p> <p>Location: Shop 4, 46b Plymouth Road, Benin City, Edo State</p> <p>☎ 08036679556 ✉ pekosai71@gmail.com Priscillia.ekhosayator@newfaceofnawe.org</p>	<p>Product(s): Cocoyam flour, cocoyam soup thickener, Ogbono, Egusi, sesame, groundnut, okra, bitter leaf, Oha, Onugbo, African black leaves, ginger powder, black pepper, Turmeric powder, Moringa leaf instant pepper soup mix, and apiculture services (beekeeping).</p>	
	Emmajo Tropical Foods & Veggies Enterprise	<p>Name of business owner: Pwajok Tongbal Milcher</p> <p>Location: Adjacent to Institute for Formators, Kazong, Du, Plateau state</p> <p>☎ 08081543288, 08036197496</p>	<p>Product(s): Nigerian local rice 'swallow' flour; Processing: pudding, pastry, Masa, pancake ,flat bread (Tortilla)</p> <p>Facebook: EmmaJoe Foods Instagram: @emmajotropicalfoods ✉ emmajotropicalfoods@gmail.com</p>	
	Ritavan Ventures	<p>Name of business owner: Oluwole Margarita Adeyinka</p> <p>Location: Jos, Plateau State.</p> <p>☎ 08063848657, 07080550605 ✉ rita_oluwole@yahoo.com</p>	<p>Product(s): Landrace & Large White pigs</p> <p>Instagram: @ritavarnventures</p>	
	A Salama Farms	<p>Name of business owner: Semiratu Abdullahi</p> <p>Location: Barji, Barkin Sale, Niger State</p> <p>☎ 08025231601 ✉ siwakaso@gmail.com</p>	<p>Product(s): Beans, locust beans</p>	
	Phileo Stores & Herbals	<p>Name of business owner: Mfon Ita Udo Ime</p> <p>Location: No. 7 Ukpo Close, Garki 2, Abuja.</p> <p>✉ udoimehmfon@gmail.com</p>	<p>Product(s): Snails</p> <p>☎ 08036517055</p>	
	Sultana Multi-Resource Enterprises	<p>Name of business owner: Saratu Muhammad Mera</p> <p>Location: Technology Incubation Centre Km2 Bulasa-Jega Road, Birnin Kebbi, Kebbi State.</p> <p>✉ info@sultanabrand.com</p>	<p>Product(s): Shea body butter, Shea butter soap, carrot body butter, carrot soap, carrot oil, tiger nut oil, tiger nut powder</p> <p>☎ 08161215570, 09096811222 Facebook: Sultana Brand Instagram: @sultanabranding</p>	

Bank & Entrepreneur CLASSIFIEDS

A LISTING OF NAWE ENTREPRENEURS IN THE AGRICULTURAL SECTOR



Dr. Nse Udoh
*Director-General, NAWE
& CEO Midzi Foods*

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*At NAWE,
the stakes are high,
but there is great
reward for her
members*

”

Nse Udoh is a seasoned administrator who has received extensive training in food and nutrition. She has been Director General at NAWE for over seven years. Dr. Udoh functions as the administrative head of the association, ensuring that members act in accordance with its constitution.

She says: "At NAWE, the stakes are high but there is great reward for her members especially with an experienced and focused leadership at the helm of affairs. This is part of the job I do as the Director General".

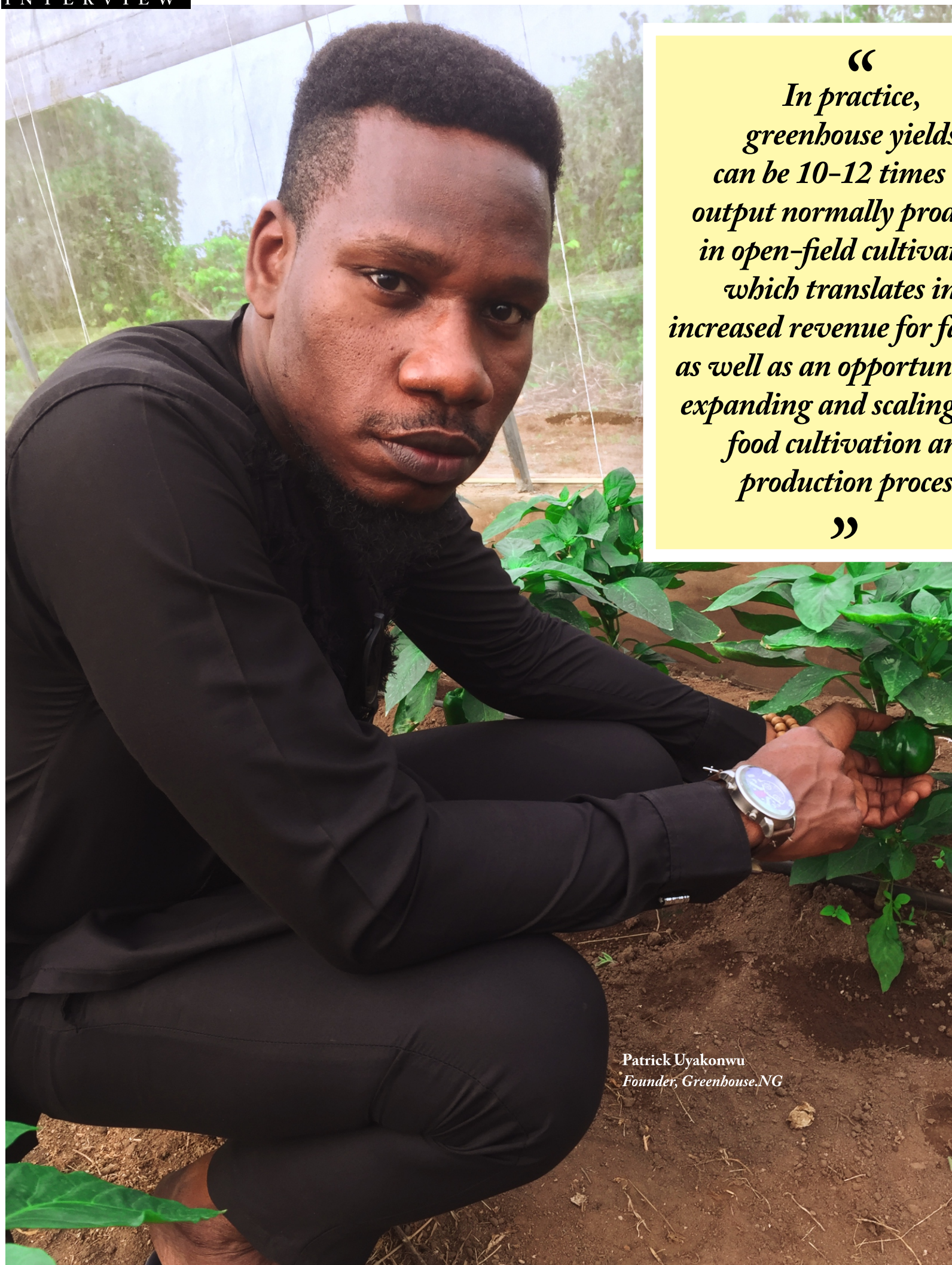
Dr. Udoh is also team lead at **Midzi Foods**, which focuses on the processing and sale of oil palm, as well as the packaging and sale of crayfish.

She adds: "The marketing opportunity is large, both in terms of bulk supplies and packaging into smaller packs for family consumption.

"At Midzi, we look forward to a future that delves into export marketing. Our products are items that are used daily in food preparation in every household, especially in the South South, South East, South west and Middle Belt regions of Nigeria



NAWE



“
*In practice,
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food cultivation and
production process*
”

Patrick Uyakonwu
Founder, Greenhouse.NG

GROWING IN THE *Greenhouse*

Patrick Uyakonwu's journey into agriculture began in 2016 with the management of a 100-hectare farm, and an added responsibility of setting up an ultramodern cassava processing facility. Sometime in 2017, the farm placed an order for 10 greenhouse units from China, at a cost slightly north of \$80,000. It made his razor-sharp mind begin to wonder how a locally-built unit could do two things: lower the barrier for new entrants into greenhouse farming, and get young people interested in this peculiar technique that would impact the drive for national food security. Patrick's passion for agriculture always shines through, and in our chat, he demonstrates how he is earning his stripes as an agribusiness entrepreneur, with active interests in greenhouse construction.

What is greenhouse farming, and what benefits does it offer over open-air field farming?

Greenhouse farming is the unique practice of growing crops within sheltered structures, covered by a transparent, or partially transparent material.

The major advantage of greenhouse farming over open-field cultivation is the protection of plant seedlings – especially vegetables, which are considered an exclusive preserve of greenhouse farming – such that the extra care and attention to the prevailing temperature and humidity inside of the greenhouse, followed with the right agronomic application, guarantee excellent yields at harvest time.

In practice, greenhouse yields can be 10-12 times the output normally produced in open-field cultivation, which translates into increased revenue for farmers, as well as an opportunity for expanding and scaling their food cultivation and production process.

What crops can successfully be grown in a greenhouse, and can various crops be planted at the same time?

Mostly vegetables like tomatoes, capsicum, habanero, cabbage, broccoli, kale, and lettuce. Planting of various vegetables simultaneously is best done in multi-span greenhouse structures with different compartments to handle mixed vegetable cropping.

Due to high temperature and hygrometer ranges, greenhouses create an ideal environment for the spread of biotic agents including insects, parasites, fungi, viruses and bacteria, that force the frequent use of pesticides. How is all of this controlled to protect the end-consumer?

Beautiful question. We talked about greenhouses being sheltered structures covered with transparent or partially transparent material. We use UV-Treated polythene with a thickness of about 180-220 microns. This plays a huge role in the creation of an ideal environment.

The UV radiation created by the polythene suppresses the proliferation of several foliar diseases, and protects the crop from insects and insect-borne diseases. This is achieved by partial or complete absorption of solar UV radiation, which interrupts the life cycle of several fungi pathogens and alters the visual behaviour of many insects.

This is why you should always insist on a UV-treated polythene for the covering of your greenhouse.

Another point to note is the use of double-entry doors. They act as a double barrier to insects looking to fly in. Greenhouse doors should be closed at all times and a foot dip should be built to clean all boots and footwear before entering the greenhouse.

In the event that a plant gets infected, it should be treated with the right dose of pesticides, herbicides, nematocides, or a combination, depending on the diagnosis.

Part of our services include the provision of top-notch agronomic guidance for clients who place greenhouse orders with us. We share their passion to succeed and will help them all the way to ensure they experience the joy of a bountiful harvest.

Greenhouse farming can be capital intensive. What does one need for starting the most basic (smallest) greenhouse venture, in terms of construction components and finance? For larger projects, how long can it take to recoup investment?

You're quite right about greenhouse farming being capital intensive. The initial capital costs can be staggering and ROI can be longer and uncertain. Nonetheless, there are a lot of active local farmers in this space.

First, you need to factor in the longevity of the structure, which is about 10-15 years for steel structured greenhouses. I should also point out that the capital costs should be amortised appropriately, in order to capture its equivalent cost for every production cycle.

Any basic greenhouse venture starts out with land; (which can be bought outrightly or leased), borehole(s), a tank stand, and a budget commensurate to the land space earmarked for cultivation.

Our smallest tunnel greenhouses measuring 8m in breadth and 24m in length costs about N2.3m, because of the slight tweaks we have made to our design (including: a foundation coach of blocks in which the steel pipes are buried to aid structural stability, aluminium gutters on the sides of the roof to channel rain water from the top to adjoining areas, a roof vent to provide extra ventilation, in addition to drip lines and a double entry door (porch).

A smaller version of the above can also be built. However, keep in mind that the plant population is influenced by the greenhouse size. Since revenue is directly proportional to harvest volume, which in turn is proportional to the greenhouse size, our professional advice is to begin with a greenhouse size not less than 8m by 24m to sustain cashflow and begin repayment of capital costs.

For larger projects involving 10 or more of the specific greenhouse unit I just mentioned, capital costs can be recouped within 6 production cycles which is a period of three years.

Where does one go to for capacity building and training to become a greenhouse farming expert?

One would go to the greenhouse experts. **Greenhouse.ng** provides adequate capacity building and training for persons interested in greenhouse farming. Our team of professionals combine more than 25 years of experience in greenhouse construction and installation, irrigation set-up and agronomic services, crop management, harvest and post-harvest management, as well as sales and marketing of premium vegetables.

| www.greenhouse.ng



Ladun & Dorothy Olokodana
Co-Founders, Organic Dorothy

ASK DOROTHY: The Organic Life

“A British Journal of Nutrition study was led by scientists at Newcastle University in the U.K, telling a powerful story of how organic plant-based foods are nutritionally superior and deliver bona fide health benefits”

Organic Dorothy was co-founded by Dorothy and Ladun Olokodana, with a primary focus on growing food organically, and raising awareness about an ideal nutritional health system for Nigeria. Being a promoter-in-Chief of wellness, Dorothy shares her answers to the most frequently asked questions that the company receives on a daily basis:

What does the term 'Organic' really mean?

Organic means pure, unadulterated, unaltered, natural, with regards to food or farming. It means a production system that prohibits the use of synthetic or chemical pesticides, fertilisers and herbicides, as well as antibiotics, hormone treatments, genetically modified organisms (GMOs), sewage sludge and the feeding of animal by-products to livestock.

Organic crops tend to be grown with natural fertilisers such as manure, compost or other natural inputs to improve plant growth. Animals raised organically are also not given antibiotics or hormones. Organic farming is agriculture that makes healthy food, healthy soils, healthy plants and healthy environments a priority, along with crop productivity.

Organic farmers use biological fertiliser inputs and management practices such as cover cropping and crop rotation to improve soil quality and build soil organic matter. By increasing the amount of organic matter in the soil, as nature does on a forest floor, organic farmers enhance the soil's ability to absorb water, reducing the impact of drought and flooding. Improving soil organic matter also helps it to absorb and store carbon and other nutrients needed to grow healthy crops which, in turn, are better able to resist insects and diseases.

What are the benefits of eating organic food?

A British Journal of Nutrition study was led by scientists at Newcastle University in the U.K. The study looked at an unprecedented 343 peer-reviewed publications, comparing the nutritional quality and safety of organic and conventional plant-based foods, including fruits, vegetables, and grains.

In general, the team found that organic crops have several nutritional benefits that stem from the way the crops are produced. A plant on a conventionally managed field will typically have access to high levels of synthetic nitrogen, and will marshal the extra resources into producing sugars and starches. As a result, the harvested portion of the plant will often contain lower concentrations of other nutrients, including health-promoting antioxidants.

Without the synthetic chemical pesticides applied on conventional crops, organic plants tend to produce more phenols and polyphenols to defend against pest attacks and related injuries. In people, phenols and polyphenols can, in turn, help prevent diseases triggered or promoted by oxidative-damage, such as coronary heart disease, strokes and certain cancers.

Overall, organic crops had 18 to 69 per cent higher concentrations of antioxidant compounds. The team concludes that consumers who switch to organic fruit, vegetables, and cereals would get 20 to 40 percent more antioxidants. That's the equivalent of about two extra portions of fruit and vegetables a day, with no increase in caloric intake.

The researchers also found pesticide residues were three to four times more likely in conventional foods than organic ones, because organic farmers are not allowed to apply toxic, synthetic pesticides. While crops harvested from organically managed fields sometimes contain pesticide residues, the levels are usually 10- to 100-fold lower in organic food, compared to the corresponding, conventionally grown food.

This study is telling a powerful story of how organic plant-based foods are nutritionally superior and deliver bona fide health benefits.

Organic foods also taste better, and are thought of as fresh, vibrant and flavourful

How can I identify adulterated and chemical laden foods like palm oil, beans, oranges, mangoes, plantain and bananas?

Considering the sudden rise in cases of cancer, organ damage and heart disease with no specific cause, it has become very important for Nigerians to pay particular attention to the quality of food they consume.

Traders, in their quest to make more money, have colluded with producers and marketers of **palm oil** to add some inedible substances or chemicals that could make palm oil appear fresher than it actually is. Chemicals such as solvent red 24 (for colouring plastics) and Anatol dye are used as an additive to improve redness, while yeast and water are also added to palm oil to help increase its volume.

SOLUTION:

Patronise farmers directly, and ensure that their processes are natural and clean. If not, ensure you search for a good source of palm oil. Another option is to do a taste and smell test.

Beans—is also a victim of the on-going food fraud. In order to kill off or decrease the amount of weevils that appear in beans, traders add insecticides (such as Sniper) into their bags of beans. To maintain a semblance of normalcy, a handful of beans mixed with weevils is sprinkled atop the chemically altered crop. Implications of ingesting Sniper-like insecticides are endocrine issues, asthma, breathlessness, food poisoning, and even death.

SOLUTION:

Source naturally grown beans. For preservation, one method that works perfectly for me is to use Neem (also known as **Dogonyaro**). I use fresh leaves as they dry up over time, which works perfectly.

Mangoes, plantains and bananas are not exempt from the food fraud. In a bid to meet the huge national demand for these foods, farmers freely resort to the use of calcium carbide for artificially ripening. Long term ingestion of calcium carbide is known to expose consumers to a high risk of developing cancer, kidney and heart diseases.

SOLUTION:

Source naturally grown foods, ask for referrals. Many times, the best option is to buy unripe fruits and store at home until ripe.

Many people claim their products are organic. How can we tell what is legitimate?

The only guaranteed way is through **certification**. There are a few organisations that certify organic farmers and organic food producers in the value chain. One of them is the Association of Organic Agriculture Practitioners of Nigeria (NOAN). NOAN trains and certifies farmers and producers locally and, thankfully, we have a few organic certified products out there in the marketplace.

NOAN carries out a form of certification called Participatory Guarantee Systems (PGS), which is a focused quality assurance system that has proven to be affordable, especially for small-scale farmers.

If a food vendor says their produce is organic, ask questions about their processes and certification. Certified organic foods carry the *Organic Certification logo* on their packaging.

It is noteworthy, though, that many products simply stamped as “100% organic” may need to be re-checked and reconfirmed, as that label doesn't accredit the food producer to claim organic processes



orgnicdorothy.com

hello@orgnicdorothy.com

THE AUTOMATED FOOD KIOSK

Adekunle Jinadu wrote his first desktop Java application at 16 years of age, before heading to Covenant University to study computer science. In retrospect, he had always been fascinated with providing services and making money. He had helped his mother with her bread business while in primary school, and sold laptops and lab coats at University. Since the campus bookstore never stocked enough lab coats, he had discovered a tailor who would produce them at half the market price. Adekunle's story reveals how he tinkered with the food value chain, and ended up with the spectacular concept of Mealimeter – the food kiosk.

What makes you tick!

Post-university and after Youth Service at Zenith Bank, I worked as a software engineer at Ericsson for over five years, building fraud/ revenue assurance and mobile money solutions for telecommunications companies in Africa. I always wanted to get involved in new and challenging roles, and when I decided it was time to build something in eCommerce, I resigned to start **Ashoebi.com** and **Jaramall** (an online grocery store that later became **Gingerbox**). Gingerbox was my first foray into providing nutritious food options in the form of fruits and vegetables.

You often talk about 'addressing the country's nutritional deficiencies through digital technology'. Please explain in detail

I'll start with the Gingerbox story. We pivoted from Jaramall, thanks to an investment from Chika Nwobi (Founder, Decagon), whose trust we will always be grateful for. We all wanted to go beyond just eCommerce to do something impactful. I had been working at Ericsson and was gaining more weight each year. I think Chika (I hope he laughs at this) had a similar story. I also started noticing young people had lifestyle and heart-related diseases. Gingerbox was our first attempt to change people's lifestyles – promoting less junk, more fruits and vegetables, using an eCommerce platform.

Adults need a diet with more fruits and vegetables to stay healthy. That was our first challenge – to make wholesome foods as accessible and affordable as junk food.

After about three years of starting, stopping, and negative feedback from the experts, we piloted

“

We piloted Mealimeter towards the end of 2019 to vend nutritious meal options from several food vendors, within offices and hospitals.

We wanted it to be in people's faces, and at zero delivery cost

”

Mealimeter towards the end of 2019 – first as an experiment – to vend nutritious meal options from several food vendors, in offices and hospitals. We wanted it to be within people's faces, and at zero delivery cost. Our next step is to help vendors make production less expensive once offices reopen so that more people can afford these meals.

I have to mention that I spent some time in the US, and lost 16kg in about a year, because nutritious food options were available. I became doubly productive at work, slept a lot better (I had a mild case of sleep apnea), and stopped having accidents (and near accidents) while driving, caused by sleep deprivation.

This is the type of transformation that we want to bring to working Nigerians. Corporate organisations can transform their businesses by taking the nutrition of their employees seriously, too. There's clear evidence to show that investment in the right workplace nutrition has massive ROIs for businesses.

After attending the FATE Foundation organised Nutripitch training, we found bigger challenges:

- People in the low-medium income bracket deserve healthy options too
- Stunting and wasting in younger than 5-year-olds was caused by under- or malnutrition
- Women of reproductive age (especially those at the bottom of the pyramid) have special diet needs that influence the health of their babies



As we sell and improve Mealimeter vending for offices, hospitals and apartment buildings, we are dedicating the next one year to building **Nutrivan** - our set of tech and innovation-based solutions for nutritious food at the bottom of the pyramid - easy to operate, with automated reporting for M&E, and very safe.

As food moves from the farm to the consumer, food fraud or compromise can occur. How do you ensure the ingredients used by your suppliers are fresh and nutritive, and that the same quality is passed on to your customers?

At the moment, we are prioritising working with SMEs with clear food standards. I mentioned earlier that our next step would be helping vendors make preparation of meals less expensive. That also involves helping with the sourcing process.

Our delivery system requires us to maintain food safety standards. We have devised structures, from the vendor up to vending machines, to keep the meals fresh and nutritive. We are as detailed as getting the temperature data of our vending machines in real time, which means we receive an alert immediately there has been an unusual increase or drop, depending on the situation.

How has your business been financed?

Till date, Mealimeter has been financed by personal savings of founders, and some input from family and friends. It was an experiment, and my experience building previous businesses led us to take our time with fundraising. We have some commitments for grants and potential seed investment in the next few weeks. COVID-19 disrupted some of our fundraising plans, but we're clear that we need to keep building. Ultimately, our best funding will come from happy customers - that's the goal.

| mealimeter.com



“
*I spent some time in the US,
and lost 16kg in about a year because
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WHAT'S IN THE KIOSK?



MEALS



DRINKS



SNACKS

FROM FARM TO TABLE

“Financial support for start-ups was almost non-existent when we started, so we had to rely mostly on our savings and family for funding. This helped us become frugal, and spend money on absolute necessities, thereby improving our financial efficiency till date ”

It all started with a quest to develop complementary meals from locally available raw materials. When Yemisi Obe had her first child, she wanted to introduce the baby to a variety of weaning foods in order to expand his palate. Being a working mother, she relied on ready-to-eat meals on sale at supermarkets, but faced challenges because of a seeming lack of variety. Also questioning why majority of the available edibles were imported, Yemisi engaged food scientists and equipment manufacturers, both at home and abroad, to understand what would be required to locally produce weaning food items. The inspiration for producing pap in dry form came during one of those meetings. And Grandios Pap was born.

Tell us about your journey into pap-making, the hard knocks you have encountered, and the solutions you needed to find in order to stay (and succeed) in business;

Getting equipment was rather tough. Commercial production of pap wasn't commonplace at the time we started, and there was no dedicated equipment for it. We had to improvise, and lost some money on purchasing equipment that ended up not meeting our requirements. But, this helped us to gain invaluable knowledge in scaling our business.

As a small business, we could not afford the kind of staff we needed. We also made some recruitment errors, so we struggled at the beginning to get things done properly. This was addressed by identifying the specific skill sets we needed for key staff, and applying the knowledge to our recruitment process.

Yemisi Obe
Founder, Grandios Pap

“
The Grandios Pap single-serve packs not only make our range affordable to low-income consumers, but offer an appealingly long shelf life due to its dry form.
Did I mention that our product saves women the stress of producing pap from scratch?”
 ”



We finally documented our processes and properly on-boarded staff in order to align with the organisation's objectives and culture. This has helped us to ensure we deliver excellent product quality consistently.

Funding had been a major challenge as well. Financial support for start-ups was almost non-existent when we started, so we had to rely mostly on our savings and family for funding. This helped us become frugal, and spend money on only absolute necessities, thereby improving our financial efficiency till date.

White pap. Yellow pap. Brown pap. What's the difference in ingredients and nutritive value? What differentiates your products from that of competitors?

Grandios Pap Yellow is made from yellow Vitamin A maize, while **Grandios Pap White** is made from white Vitamin A maize. **Grandios Pap Brown** is made from brown sorghum.

Our white and yellow pap help to address Vitamin A deficiency in vulnerable children aged six months to five years, and in pregnant and lactating women. Consumers turn to our sorghum pap as a good source of Vitamin B.

Being a fermented food product, Grandios Pap is excellent for gut health because of the inherent probiotics found therein.

In terms of clear benefits, our products promote food safety because they are produced in a certified facility. The Grandios Pap single-serve packs not only make our range affordable to low-income consumers, but also offer an appealingly long shelf life due to its dry form. These features help eliminate the costs of refrigeration, freezing, food wastage, and storage. It is easy to take Grandios Pap along on travels, and present them as gifts. Did I mention that our product saves women the stress of producing pap from scratch?

How do you develop a reliable, high quality source of produce, as well as ensure an efficient manufacturing process?

Working with our customers, we determined the quality standard of our product and the specifications of the raw materials required. We used the feedback as yardsticks for prequalifying suppliers. Today, we have suppliers who work with farmers in out-grower schemes, and this structure aids the traceability of the raw materials we use. When we started out, we worked with both external and in-house food technologists to develop the Grandios range. The combination of customer

feedback, internal process reviews, and continuous research ensures optimal delivery time and time again.

And the potentials for export?

Grandios Pap is well loved by Nigerians in the diaspora. We have a few distributors in the USA, Europe, Middle East, and Australia. We, however, believe we still have a lot of room to do better on the export scene. The product as packaged, as well as its existing regulatory approvals make it easy for Grandios Pap to be exported without any hiccups.

How has your business been financed?

Our startup fund was raised from personal savings and support from a few family members. In 2017, we obtained a three-year loan from the Lagos State Employment Trust Fund, which was paid off this year. In 2019, we were beneficiaries of a funding grant from the World Bank Assisted Growth and Employment Project of the Federal Government. We continue to fund the business by ploughing back our profits, and are currently in the process of sourcing finance to further scale the business.

| prothriveltd.com

“

We are actively promoting freshness and food safety in Nigeria today, and helping several businesses in the nutrition value chain to deliver fresh and nutritious foods to their clients, anywhere in the country

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REFRIGERATED TRUCKING

Kennie-O Cold Chain Logistics (KCCL) provides cold chain logistics solutions for the Nigerian food industry – reducing food waste, and preserving nutrients in fresh produce – which benefits farmers, processors, retailers and low income consumers. CEO and Founder, Ope Olanrewaju narrates how one life event led him create a business committed to instilling the highest levels of freshness, safety and sanitation of perishables shipments.

You became the first ever SUN Business Network (SBN) Nutrition Champion at the 2018 SUN Pitch Competition in Nairobi Kenya. What was life like before this win?

Prior to winning this competition, I had been an agribusiness entrepreneur, specialising in poultry

production. The poultry business suffered a major loss in 2013 when an outsourced cooling truck malfunctioned and led to spoilage and rejection of the products and a collapse of the business. In response, I established KCCL in 2015 to solve the problem of food and nutrients preservation, deliver freshness and eliminate food wastage.

We are actively promoting freshness and food safety in Nigeria today, and helping several businesses in the nutrition value chain to deliver fresh and nutritious foods to their clients, anywhere in the country.

The goal of the organisation is to increase Nigeria's food preservation rate and reduce wastage by five per cent within the next five years.

How did you finance your business, and how did you decide how small a fleet to start with?

To start the business, we sold some of our poultry business equipment, raised money from friends and associates, and invested the proceeds into the new business.

From inception, we have not taken any loan from money deposit banks, but rather plunged any profits back into the business. Since then, our start-up has become one of the fastest growing cold chain logistics businesses in the country, mostly because the hunt for more nutritious food increases daily among the younger population.

We have been able to acquire two cooling trucks and recently got a fully automated packing house under



lease. Our market has been well tested, and proof of concept validated.

Kennie-O Cold Chain Logistics plan to purchase a solar-powered refrigerated mobile cooling truck in the first quarter of 2021.

What are the biggest problems faced by your business, and what is that progressive mindset that a leader must adopt?

The biggest challenges confronting our business is the country's poor road infrastructure. Huge infrastructural gaps have continued to drive up the cost of production and cause delays in delivery time, thus making it difficult for the business.

Similarly, poor power infrastructure is another major challenge. The main roadblock to growth in the cold chain industry is the high energy consumption cost. Hopefully, government will develop national infrastructure and enabling policies to drive growth and industrialisation.

In the meantime, our strategy is not to keep our arms folded. Execution is everything. We always keep building, test things fast in the market, learn, and re-strategise.

| kccl.com.ng



Ope Olanrewaju
Founder & CEO,
Kennie-O Cold Chain Logistics

Seu Sangoleye was working as a Senior Engineer in an IT firm when she had her son. During the last week of her maternity leave, she had bought different cans of formula for her child, but he wouldn't have any of it. She started researching alternatives, but when she could not find local content on the subject, and no made-in-Nigeria baby food on the store shelves, she knew she had struck business opportunity gold. Seun takes us through her venture into producing highly nourishing African baby food, made from the finest crops.

What convinced you that BabyGrubz could be a viable business?

I took a study leave from work to undergo entrepreneurial training because I felt the need to be formally equipped for the big decision to switch from 9-5 employment to growing a structured business as an entrepreneur. I attended the Entrepreneurship Development Centre (EDC), run then by the Africa Leadership Forum, in conjunction with the Central Bank of Nigeria.

Today, I have a certificate in programming for Infant and Young Child Feeding (IYCF) from Cornell Nutrition Works and UNICEF. I have gone on to receive more training, and we also have experts on our Board and team who steer us in the right direction.

What were the biggest challenges you faced from idea to execution, and how did you overcome each obstacle?

The biggest challenge for me at the time was perfecting the art of producing nutritious foods for children.

I started out by making purées, but after a few months of feeding it to my son, he began to develop rickets, and also became a picky eater. We took him to an orthopaedic consultant who provided expert recommendations on meals and meal plans.

However, even though the meals were nutritious and would treat the rickets, they were also boring, bland and uninviting - to my palette and that of my picky-eater son!

I took up the challenge of creating tastier meals,

working with recommended ingredients from the experts but now infused with far more flavour. My love for food, coupled with an engineering background, came in handy for nourishing my son back to health in no time, using a whole array of natural foods. Combining and tweaking wholesome ingredients and recipes, I began to churn out a wealth of appetising, made-in-Nigeria, nutrient dense, affordable meal solutions for infants and young children.

I subsequently made an instant decision to learn all I could to formally help other children in my son's shoes become less picky eaters, and discover and enjoy different food flavours and textures. Ultimately, I would also help mothers avoid waste and save money.

This was achieved by producing Baby Grubz highly nutritious baby foods, packaged in jars, from which a variety of delicious meals could be made.

All other typical challenges such as business registration, sourcing raw materials, product pricing, product packaging, and supply chain did not pose much of a problem as I had a good mentor who helped me enormously during the teething stages of my business. I learned the ropes patiently.

Funding, however, was and still is the biggest challenge.

A baby's first foods are usually banana and rice cereal. What are your unique, nutrient-rich local offerings?

Our meals are produced from a diversity of food groups that are suitable for children aged six months to two years. We have the **Grubz Sweet Potatoes** and **Basil Meal** to promote Vitamin A intake. **Grubz Banana and Dates Cereal** serve as a replacement for sugar-laden meals. **Grubz Grains and Nuts Cereal** prevent protein energy malnutrition. **Grubz Sweet Beans and Moringa Meal** is a low-cost meal that addresses iron deficiency, while **Grubz Sweet Rice Instant Cereal**

is an instant meal that is very rich in calcium and omega 3 fatty acids. Our **Grubz Fermented Soyabeans powder** is no less a winner.

How does your range tackle the knotty issue of food allergies?

Thankfully, there is growing awareness about food intolerance and allergies. We have two products - **Grubz Sweet Rice** (instant cereal) and **Grubz Sweet Beans** - that do not contain allergenic foods. We will be launching more foods towards the end of the year to adequately cater to this. All our jars boldly display allergy information to help mums make informed decisions before a purchase.

What part does poverty alleviation play in your business strategy?

We employ a holistic approach towards poverty alleviation. Being part of the demographic we work with made me realise that we cannot tackle malnutrition in isolation, hence the need to leverage the strength of mothers. All our foods are exclusively distributed by women (and sold on our online marketplace with 298,000 members) for financial inclusion, as well as to serve as peer mentors who give nutrition education and breastfeeding support to ladies in their communities.

Our work-from-home model reduces overhead costs and allows mothers to be both full-time mothers as well as full-time entrepreneurs.

[| babygrubz.com](http://babygrubz.com)



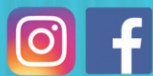


Seun Sangoleye
Founder, Baby Grubz

“
*My love for food,
coupled with an engineering
background, came in handy
for nourishing my young son
back to health, using a whole
array of natural foods*
”

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NIGERIA: HOW WELL IS YOUR BANK LISTENING?

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  Ademola Adebise	  Halima Buba	  Nnamdi Okonkwo	  Innocent Ike	  Ebenezer Onyeagwu	  Hassan Usman
  Lamin Manjang	  Walter Akpani	  Ireti Samuel Ogbu	  Adam Nuru		

NIGERIA: HOW WELL IS YOUR BANK LISTENING?

By Elizabeth Shaw (data) and Anne Agbakoba (editorial)

Our mystery shopping exercise involved sending an innocuous email to 22 banks:

“Dear Sir/ Madam, I'm looking to secure an agriculture loan. Kindly suggest who the best person to contact is. Thankyou.Regards”

The results (see tables) bring up issues that may be considered either loopholes, gaffes or a goldmine of precious opportunities to please the customer. What's important to the customer? Same-day, but hours-long, reasonable response (**Heritage Bank, Keystone Bank**)? A next-day, but comprehensive response (**United Bank for Africa – UBA**)? A combination bot-human response (**Globus Bank, Union Bank**)? A no-show digital response, but a pleasant bricks-and-mortar, in-branch relationship?

OVERLOOKING THE BACK OFFICE CAN BETREACHEROUS

Customer service is as critical to any business as sales and marketing -- maybe even more so. For decades, businesses around the world have engaged in an energetic battle to win over customers by using digital technology to transform front-end operations. They realise that without equal capabilities, the back office has the potential to weaken and eventually sabotage all the hard work on the front end of the business.

Here's an example: In 2008, baggage handlers at **United Airlines** had damaged Dave Carroll's \$3,500 guitar. He spent months asking for compensation, without success. Dave went and created a music video titled “United Breaks Guitars”, which detailed his sour experience, and posted it on YouTube. In one day alone, he had garnered 150,000 views. Within three days, the clip had been viewed by 1.5 million people who 'liked' and shared it, and even included their own complaints. United Airlines tried to resolve the matter, but significant reputational damage had been done.

Put another way, companies that do not quickly resolve customer issues risk alienating their customers, and sabotaging their bottom line

CUSTOMER SERVICE: AUTOMATION OR NOT?

The capacity and computational power of technology far exceeds that of a human. **Google** has become our one-stop-shop for answers to every query imaginable, while machine learning determines what advertising we get to see in cyberspace, and which movies are recommended to us by **IROKO-TV**. However, when seeking creative solutions to service problems, research also shows that we're perfectly happy engaging other human

beings. If we lack clarity, or require help with a purchase decision, we still unequivocally want to engage with a person.

Smart companies will continue to find new ways to use technology to improve the quality and efficiency of service. Rather than increasing the gap between customers and employees, technology can be used to enhance the connection. An example: customers who order pizza from a Domino's store are able to use the **Domino's Pizza Tracker** to “view” real-time the work that employees are doing for them. Customers can also send pre-specified messages back to these same employees to express their appreciation.

It's an absolute win-win situation for both parties.



Elizabeth Shaw (Ph. D) is a Management Consultant, and CEO of Moxie Global (UK) Limited.



Anne Agbakoba is Editor-in-Chief of Bank & Entrepreneur Africa

RESULTS: HOW WELL IS YOUR BANK LISTENING?

•HUMAN RESPONSE x 8

BANK	Email Sent	First Response	First Response Human/Bot	Key Content Message	Quality of Response
#1 Heritage Bank					
info@hbng.com	August 18, 2020, 8:55 PM	August 18, 2020, 9:28 PM	H	Application requirements	Reasonable
#2 Keystone Bank					
ContactCentre@keystonebankng.com	August 18, 2020, 8:44 PM	August 18, 2020, 11:59 PM	H	Application requirements	Reasonable
#3 Sterling Bank					
CustomerCare@sterling.ng	August 18, 2020, 8:46 PM	August 19, 2020, 2:15 PM	H	Link provided	Minimal support in email. Information provided through link
#4 UBA					
cfc@ubagroup.com	August 18, 2020, 8:38 PM	August 19, 2020, 3:56 PM	H	Loan details	Comprehensive
#5 Stanbic IBTC Bank					
CustomerCareNigeria@stanbicibtc.com	August 18, 2020, 8:47 PM	August 20, 2020, 9:49 AM	H	Application requirements	Reasonable. Got name wrong.
#6 Access Bank					
contactcenter@accessbankplc.com	August 18, 2020, 8:41 PM	August 20, 2020, 12:21 PM	H	Contact Account officer. Forwarding email and phone number	
#7 First Bank of Nigeria					
firstcontact@firstbanknigeria.com	August 18, 2020, 8:54 PM	August 22, 2020, 3:30 PM	H	Apology for delay. Forwarding email or in Branch.	Minimal support
#8 Unity Bank					
customercare@unitybankng.com	August 18, 2020 20:46	September 2, 2020, 3:02 PM	H	Apology for delay. Seeking further information	Minimal support

RESULTS: HOW WELL IS YOUR BANK LISTENING?

BOT-FIRST RESPONSE x 10

BANK	Email Sent	First Response	First Response Human/Bot	Second Response	Second Response Human/Bot	Key Content Message	Quality of Response
Globus Bank							
globusbank.onmicrosoft.com	August 18, 2020, 8:44 PM	August 18, 2020 8:44 PM Further response expected within 24 hours	B	Wed, Aug 19, 9:14 AM Response within 24 hours	H	Provided contact number	Minimal Support
Union Bank							
customerservice@unionbankng.com	August 18, 2020, 8:52 PM	August 18, 2020, 8:54 PM	B	Aug 19, 2020, 5:35 PM	H	Customer Verification	Minimal Support
Ecobank							
engcontactCentre@ecobank.com	August 18, 2020, 8:53 PM	August 18, 2020, 8:53 PM	B			acknowledge receipt	Minimal
GT Bank							
enquiries@gtbank.com	August 18, 2020, 8:54 PM	August 18, 2020, 8:54 PM	B			Undeliverable. Blocked	
Wema Bank							
purpleconnect@wemabank.com	August 18, 2020 8:58:27 PM	August 18, 2020, 8:58 PM	B	Aug 21, 2020, 5:51 AM		Apology for delay. Forwarding email or in Branch.	Minimal
Sun Trust Bank							
suntrust@suntrustng.com	August 18, 2020, 8:59 PM	August 18, 2020, 8:59 PM	B			Undeliverable. Blocked	
Fidelity Bank							
true.serve@fidelitybank.ng	August 18, 2020, 9:00 PM	August 18, 2020, 9:00 PM	B			acknowledge receipt	Minimal
Polaris Bank							
yescenter@polarisbanklimited.com	August 18, 2020, 9:01 PM	August 20, 2020, 4:53 AM	B				Minimal
Zenith Bank							
zenithdirect@zenithbank.com	August 18, 2020, 9:01 PM	August 18, 2020, 10:28 PM	B			Follow up phone number, email or in branch	Minimal
Jaiz Bank							
customercare@jaizbankplc.com	August 18, 2020, 8:45 PM	August 18, 2020, 9:56 PM	B			offering Customer Requirements	Reasonal

NON-RESPONDERS x 4

BANK	EMAIL SENT
Standard Chartered	
clientcare.ng@sc.com	August 18, 2020, 8:40 PM
Providus Bank	
providus@providusbank.com	August 18, 2020, 8:57 PM
Citi Bank	
publicaffairs.nigeria@citi.com	August 18, 2020, 8:57 PM
FCMB	
customerservice@fcmb.com	August 18, 2020, 8:52 PM

To purchase a customised report (bank competitor analysis or full response details per bank), please email: contact@moxieglobal.co.uk



Guaranty Trust Bank



36 AGRIC VENTURE IDEAS

As many African countries chase self-sufficiency in food and food security, the good news is that the challenges of Covid-19 pandemic present an opportunity for greater focus on local production and supplies. But, what farming opportunities are available? We present 36 of them:

#1 Cassava

Cassava is one of the most important and regular staple foods for Africans, and the market for its products - cassava flour, starch, ethanol and glucose syrup, dextrose, animal feed, biodegradable packaging - is huge across the continent. The lack of top quality cassava processing facilities on the Continent is a huge business opportunity.

See how DADTCO-PhilAfrica developed a mobile cassava processor that ensures farmers can process fresh cassava on-site, or close by - instead of transporting crops over a long distance to a factory.

| dadtco-philafrika.com/our-technology



Tegwolo Mujakperuo:
*Judge. Poultry and quail farmer.
Founder, Mujaks Farms.
Vice-President (Legal), OWIT*

| mujaksfarm.org



36

AGRIC VENTURE IDEAS

BUSINESS

#2. Aquafarming:

involves cultivating freshwater and saltwater populations (tuna, tilapia, mackerel, snapper, swordfish etc) under controlled conditions. Aquaculture contrasts with commercial fishing, which is the harvesting of wild fish. The demand for fish in Nigeria is through the roof.

#3. Avocado farming:

a key source of income for fruit farmers. Very rich in nutritional and medicinal properties.

#4. Botanical pesticide:

unlike harmful chemical pesticides, botanicals are extracted from plants or minerals, and are crucial to organic farming.

#5. Cashew:

widely consumed, with excellent market value. Also serves as raw material for drugs, antioxidants, fungicides, etc.

#6. Cattle farming:

Very profitable business, as meat is in perennial demand.

#7. Chicks:

rearing and selling point-of-cage or point-of-lay chicks to poultry farmers.

#8. Coconut:

all parts of this crop are useful for producing chips, oil, fibre, juice, and in construction (porcupine wood for houses and furniture)

#9. Cold chain storage:

According to The United Nations' Food and Agriculture Organisation, 40%-60% of food in sub-Saharan Africa perishes before it reaches a consumer. Cold-storage is the perfect business opportunity

#10. Corn farming:

Commercial corn farming can serve diverse uses - human consumption, animal feed, or industrial use, such as in the production of corn starch.

#11. Dairy farming:

milk and yoghurt production, manure

#12. Equipment leasing:

leasing agricultural tools and equipment to farmers

#13. Fodder:

agricultural foodstuff (seaweed, bone meal, molasses, green maize) for feeding livestock

#14. Fonio:

supergrain, and one of Africa's oldest cultivated cereals. Gluten-free, rich in vitamins, amino acids, protein.

#15. Food processing and storage:

Tap into the opportunity to curb extreme food wastage

#16. Fruit drying:

Solar drying helps preserve nutritional value. Also ensures year-round availability of seasonal fruits.

#17. Ginseng:

Rich in medicinal properties, and grown within a six-year period, Korea red ginseng was introduced in Nigeria, in 2017

#18. Goat farming can take off with little capital and minimal land space

#19. Groundnut processing:

The processed product fetches greater market value, and is used in animal feeds and the production of soaps, biodiesel, insecticides, and so on

#20. Hatchery: for the purpose of selling day-old chicks to poultry farmers.

#21. Honey:

Focus on health has produced demand for pure natural honey over harmful white sugar.

#22. Jatropha farming::

an oilseed tree or shrub that grows in almost all subtropical and tropical areas. Excellent raw material for producing biofuels - a crucial

#23. Machinery maintenance:

Repairing and maintaining farm machinery. A headache for farmers, and therefore a big niche waiting to be exploited

#24. Meat packaging:

consumers desiring hygienically packaged meats are waiting to be served

#25. Medicinal herbs:

ginger, aloe, onions and garlic are indispensable in treating a wide variety of illnesses. and diseases.

#26. Oil palm:

The miracle ingredient in everything from biscuits to shampoo. Palm oil is used for producing soap, lotions, margarine, ice-cream, and cosmetics

#27. Oils:

from the Mongongo nut, Marula nut, and baobab seed - as a natural, local, and sustainable alternative to petroleum jelly.

#28. Poultry farming:

the most commercialised and fastest growing segment in the animal husbandry subsector of Nigeria's agriculture industry. The demand for both fresh and frozen chicken is non-stop

#29. Quail farming:

profitable, requires minimal investment. Quail meat and eggs are tasty. Quail eggs are more nutritious than other poultry eggs as they contain comparatively more protein, phosphorus, iron, vitamin A, B1 and B2.

#30. Seedling nursery:

A farm nursery dedicated to producing high quality seeds for sale to crop farmers. Imagine future-proofing this - in August 2020, Nigeria borrowed 5,000mt of grains from the Economic Community of West Africa States (ECOWAS)

#31. Snail farming:

Snail meat is a healthy alternative to red meat. Nigerian snail farmer, Sunday Ido, recently called for scrutiny of the huge untapped benefits of the snail slime value chain for use in the pharmaceutical and cosmetics industry.

#32. Soybean:

amongst the major industrial and food crops grown on every continent. Soybean cultivation in Nigeria has expanded as a result of its nutritive and economic importance, and diverse domestic usage - edible oil, animal feeds, soy milk etc.

#33. Spices:

In a 2019 AGOA report, it was pointed out that Nigeria can harvest \$2.9bn a year from exporting spices, with ginger and Africa black pepper being the major Nigerian spices in the international market. Others (curry, sweet basil, bush tea, guinea pepper, turmeric, thyme, nutmeg etc) are consumed locally.

#34. Sugar cane farming:

versatile use in producing sugar, ethanol (a clean, affordable, and renewable transportation fuel), bioelectricity, bioplastics etc.

#35. Vegetables:











The most common and highly consumed food item across the world. Some of the leafy-green vegetables farmed in Nigeria include Ugwu, ewedu, water leaf, shoko - the most profitable being ugwu.




#36. Worm farming:

enriches the farm soil, supplies animal protein for pond-reared fish, and is one of the best ways of turning fruits and vegetable waste into manure. Not many are aware of the potentials of this business.

20 Crowdfarming Platforms

Africa is home to 25 per cent of the world's farmland, but just 10 per cent of crops produced globally are generated on the continent. Digital technology – in the shape of crowdfunding platforms – is voraciously connecting smallholder farmers across rural Africa with much-needed financing from investors across the globe, thereby enabling a fair exchange: farmers scale (in quantity and quality of produce), while investors reap a healthy ROI. Here are 20 agritech crowdfunding platforms:

PLATFORM	POSSIBLE FARM INVESTMENT PROJECTS	FOUNDER/ CO-FOUNDER/ CEO
1. AgreCourse(Nigeria) agrecourse.com	Fish, maize, rice, poultry, palm kernel	 Ayoola Oluga
2. Agrilet (Nigeria) agrilet.com	Poultry, pig farm, sesame seeds	 Victor Yunusa
3. BaySeddo (Senegal) bayseddo.com	Rice, onions, mixed projects (tomato, onions, peanuts, poultry)	 Mamadou Sall
4. Chubi Agro (Nigeria) chubiagro.com.ng	Poultry, maize, ginger, soybean, sorghum, rice,	 James Ogwu
5. Complete Farmer(Ghana) completefarmer.com	Soybeans, sweet potatoes, chili pepper, corn, ginger	 Desmond Koney
6. Crowdyvest(Nigeria) crowdyvest.com	Poultry, cattle, cassava, rice, wheat, tomatoes, maize, soya, farm equipment etc	 Onyeka Akumah
7. eFarms (Nigeria) efarms.com.ng	Maize, poultry, pig, cassava, catfish, tomato, soya, rice, pepper	 Divine-Love Akam
8. EZ Farming(Nigeria) ez-farming.com	Poultry, groundnut, goat, maize, farm equipment, cucumber, ginger, rice, hydroponics, piggery, chili, fish, soybeans, yam flour, cassava, tomato, pineapple	 Adewale Oparinde
9. Farm Ignite(Nigeria) farmignite.com	Maize, plantain, cashew, paw-paw, oil palm, cucumber, fruits, customised farm developments etc	 Toheeb Abdulsalam
10. Farmally (Nigeria) farmally.com.ng	Poultry farm, cattle fattening, rice paddy aggregation, rice, potatoes, tangerine, Shea, other crops	 Olatunji David

PLATFORM	POSSIBLE FARM INVESTMENT PROJECTS	FOUNDER/ CO-FOUNDER/ CEO
11. FarmFunded (Nigeria) farmfunded.com	Rice paddy aggregation, rice processing, rice milling, rice farm, rice trading, agricultural commodity trading, groundnut, maize, ginger, poultry, pepper, cassava	 Ajisope Joshua
12. FarmFunds Africa (Nigeria) farmfundsafrika.com	Chicken, pig, turkey, goat, fish, mechanised processing farm, green house farm	 Dorcas Omamuli
13. FarmKart (Nigeria) farmkart.ng	Fish, poultry, eggs	 Jesse Osiobe
14. Livestock Wealth (South Africa) livestockwealth.com	Macadamia nut, free-range ox, pregnant cow, connected garden	 Ntuthuko Shezi
15. Payfarmer (Nigeria) payfarmer.com	Yam, fish, pepper, poultry, catfish, pig, cucumber	 Bamidele H. Alimi
16. PorkVest (Nigeria) porkvest.com	Pig farm	 Oluwakunle Akinwale
17. ReQuid (Nigeria) requid.com	Cashew, lemon grass, sesame seed, catfish, poultry, beetroot, rice paddies, goat, maize, yam, sweet potato, grasscutter, cowpea	 Felix Imafidon
18. Seekewa (Côte d'Ivoire) seekewa.com/en	Cereals, fruits, vegetables, fishing, tubers	 Serge Zamblé
19. SmartFarm (Nigeria) smartfarm.com.ng	Cassava, maize, melon, sesame	 Modupeolu Oyetoso
20. YouFarm (South Africa) youfarm.africa	Vegetables, egg production, broiler chickens	 John-Paul Matenga

***Disclosures:** These agricultural investment platforms claim to be backed by comprehensive insurance cover for capital invested. However, this material does not provide individually tailored investment advice. It has been prepared without regard to financial circumstances and objectives of persons who consume it. Bank & Entrepreneur Africa (B&E) advises investors to independently evaluate specific investments and strategies, and seek the advice of a professional advisor.



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