



Providing Support to  
African  
Agriculture/Food SMEs  
during COVID-19



[Nourishingafrica.com](http://Nourishingafrica.com)

April 2020

# Agenda

- Context before COVID-19
- Key Challenges facing African SMEs in the food & agriculture landscape
- Nourishingafrica.com's responses
- Plans for the future
- Q & A



# Africa is naturally endowed for agricultural excellence



**70%**

of the population is involved in agriculture



**80%**

of food produced in Africa is produced by smallholder farmers



**60%**

of the world's arable land is in Africa



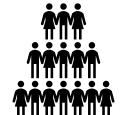
**60%**

of Africans are under the age of 25



**17**

By 2030, Africa will have 17 cities with more than 5 million people



**2.5**

**Billion** people will live in Africa by 2050

# Africa's agribusiness sector should be the driver of economic growth

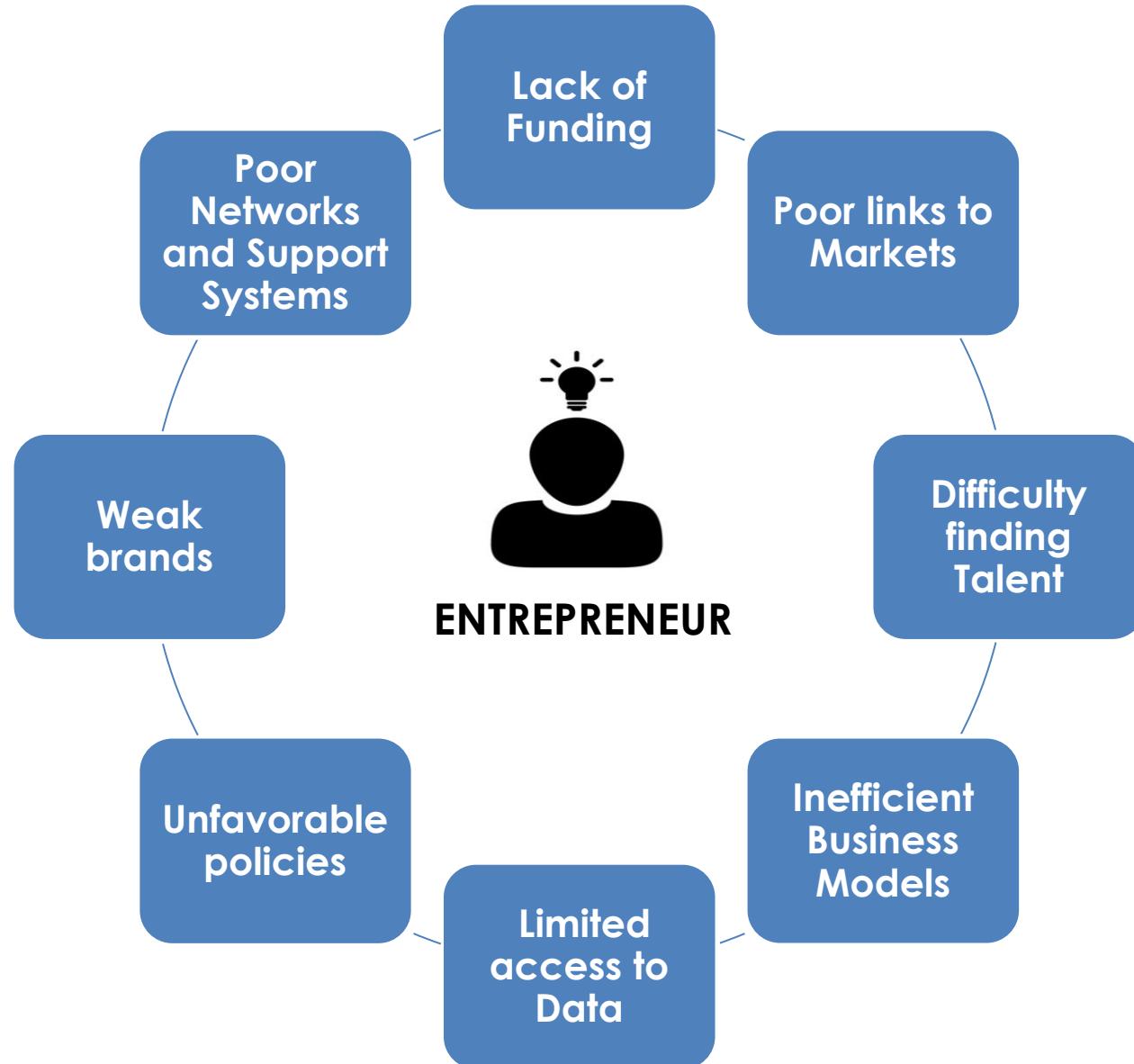
According to the Africa Agriculture Status Report 2019, published by the Alliance for a Green Revolution in Africa (AGRA), the African private sector handles 80% of the food consumed on the Continent.

Referred to as the “hidden middle,” these companies are the drivers of growth and innovation, providing inputs, logistics, processing, and distribution of critical food and cash crops, livestock and all other support services.

**80%** of Africa's food consumption is marketed and handled mostly through private operators

There are at least **390** active agricultural solutions leveraging innovation and technology in Africa

# However, African agrifood entrepreneurs face numerous challenges which prevent their businesses from scaling



Many agrifood entrepreneurs struggle for survival in very difficult and often hostile environments.

They face challenges developing and implementing demand-driven and sustainable business models, finding and retaining talent, raising appropriate financing, building strong brands, and shaping their ecosystems.



# These challenges are further exacerbated by the COVID-19 pandemic

APRIL 12, 2020 AIGBODION OJEHOMON

RIVER ROCK AGRO FARMS – It has been really troubling trying to move fresh goods interstate and down to city markets from our farm located in the rural areas. Paying staff in our processing factory has been a challenge coupled with the insufficient supply of our packaging packs which is imported. We seriously hope conditions...

APRIL 12, 2020 MORRIS KAWEL

WAVELENGTH INTERNATIONAL LIMITED (NIGERIA) – COVID-19 was a surprise. I never anticipated anything like this could ever happen. I had and still have great plans for 2020. The most astonishing part is the fact that even the most advanced nations are grasping for breath. However, I have learnt to accept it as a reality and...

APRIL 8, 2020 LUAMBO MUNZHEDZI

AGRO DEALERS ASSOCIATION OF SOUTH AFRICA (ADASA) – ADASA as an apex association of Agro Dealers. Historically disadvantaged inputs suppliers are in rural areas of South Africa and supply essential inputs such as seeds, fertilizer, animal feeds, stock remedies to farmers. Production during COVID19 has affected businesses financially as restriction of movement and lockdowns means...

APRIL 6, 2020 EFUNRONKE SOLUADE OGUNBUFUNMI

FARMGATE AGRO ALLIED – We have had to use our network and collaborate with people in the agricultural value chain. Going forward we will have to leverage on technology at every step of the way. We had created some online presence but we will have to scale up 100%.

APRIL 6, 2020 ELWIN MUBBA

ELWIN AMANCHASIS CO. LTD – Early this January, we procured and installed our capital equipments at an exorbitant price. A few days to the date of our official commissioning by NEXIM Bank, behold the announcement of a total lockdown of states. We have been unable to pay our raw material suppliers due to our inability...

APRIL 8, 2020 ONYEKACHI EKEZIE

KAPTAIN FOODS LIMITED – Covid-19 has had a negative impact on our supply chain operations. We have seen increased demand for our products but our inability to receive raw materials have caused a shortage in production output.

APRIL 8, 2020 CHIBUZOR OBIANUJU

VATIN FOODS COMPANY – I run a small bread bakery in my compound where i also reside. With this covid 19 crisis, I have been forced to shut down because of a range of challenges including the price of raw materials sky rocketing and I did not have the funds to stock up prior to...

APRIL 8, 2020 ISAAC MANDO

AGRIC NETWORK LIMITED – Since the Zambian lockdown, business has been so bad. Yet fixed obligations such as payments to suppliers, salaries, rent, taxes remain constant. If this situation continues the agro dealer business will be affected seriously with possible closure.

APRIL 3, 2020 EUNICE YAHAYA

YABINUMMIC FARMS – It's been hard here in Northern Nigeria aside lockdown and curfew. Our birds are due to sell, but no one is buying. Our feed is getting more expensive by the day. This is coupled with our loan interest.

# The emerging situation with the COVID-19 pandemic calls for urgent responses

- Lockdowns have made it difficult for farmers and processors to access inputs and raw materials for production
- Inability to access markets on time has resulted in increased food waste on farms and during transport
- Social distancing has resulted in limited labour supply to carry out major field operations including farm production and extension services
- Border closures have hindered movement of processed food products
- Little or no sales have resulted in the need to lay off employees
- Ongoing loan repayments

Urgent responses  
are required to support agrifood entrepreneurs

- **Access to information and resources** to stay abreast of opportunities in the landscape
- **Knowledge tools** to build capacity and develop new plans and business models
- **Financing** to enable recovery and growth beyond the pandemic
- **Ecosystem support** to provide mentoring, motivation and counsel

# Nourishing Africa; nourishingafrica.com is positioned to support entrepreneurs in building resilience and emerging stronger post COVID-19

Nourishing Africa is a **one-stop hub for entrepreneurs** in the agriculture and food landscapes leveraging innovative channels to help entrepreneurs scale their businesses:

- **The Hub:** Nourishing Africa provides critical links to funding, data, learning resources, events, technology, talents, inputs and other resources that entrepreneurs need to scale their businesses.
- **Membership Portal:** Nourishing Africa is an online community for entrepreneurs where they can access tailored opportunities, connect with each other and other stakeholders, and share experiences toward facilitating peer learning and build partnerships.
- **Knowledge and capacity building:** Nourishing Africa facilitates strategic online and offline convenings and trainings for agrifood entrepreneurs across Africa, partnering with local organizations to deliver relevant content in the entrepreneurs' communities and areas of focus.



# Nourishing Africa: Mission & Vision



**Our Mission:** To attract, empower, equip, connect and celebrate over 1 Million dynamic and innovative young entrepreneurs who are driving the profitable and sustainable growth of the African agriculture and food landscapes.

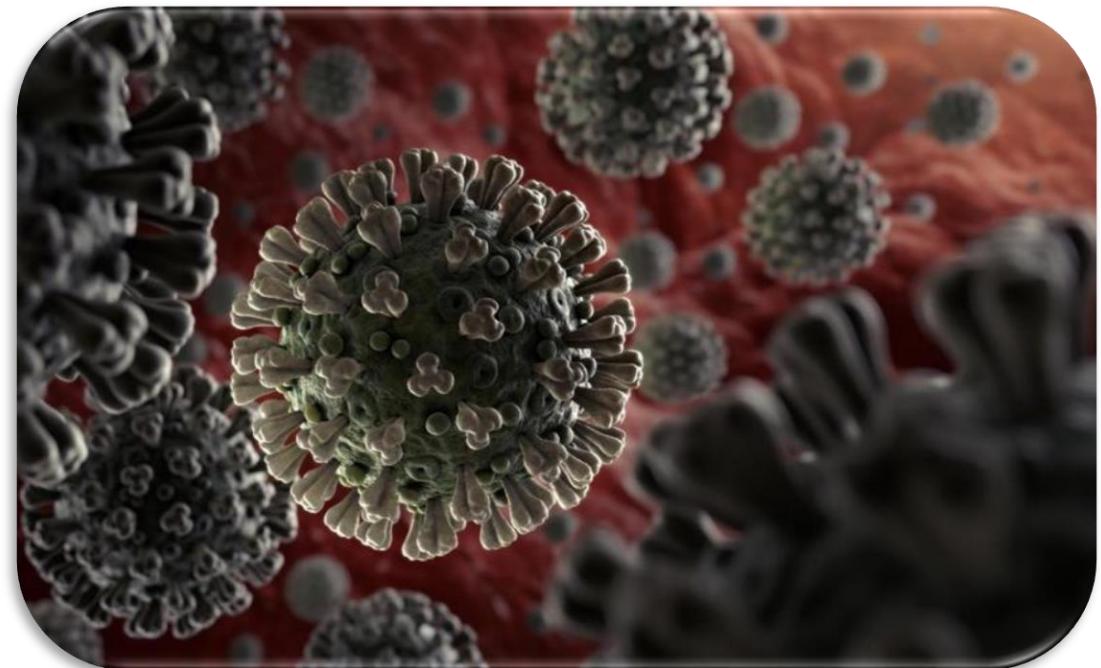
**Our Vision:** A flourishing, sustainable, and just food ecosystem, which leverages agtech and digital innovations, driven by Africa's vibrant entrepreneurs to ensure that the Continent nourishes itself and becomes a net exporter of food by 2050

# A Home for Agri-Food Entrepreneurs Transforming Africa's Agricultural Landscape.

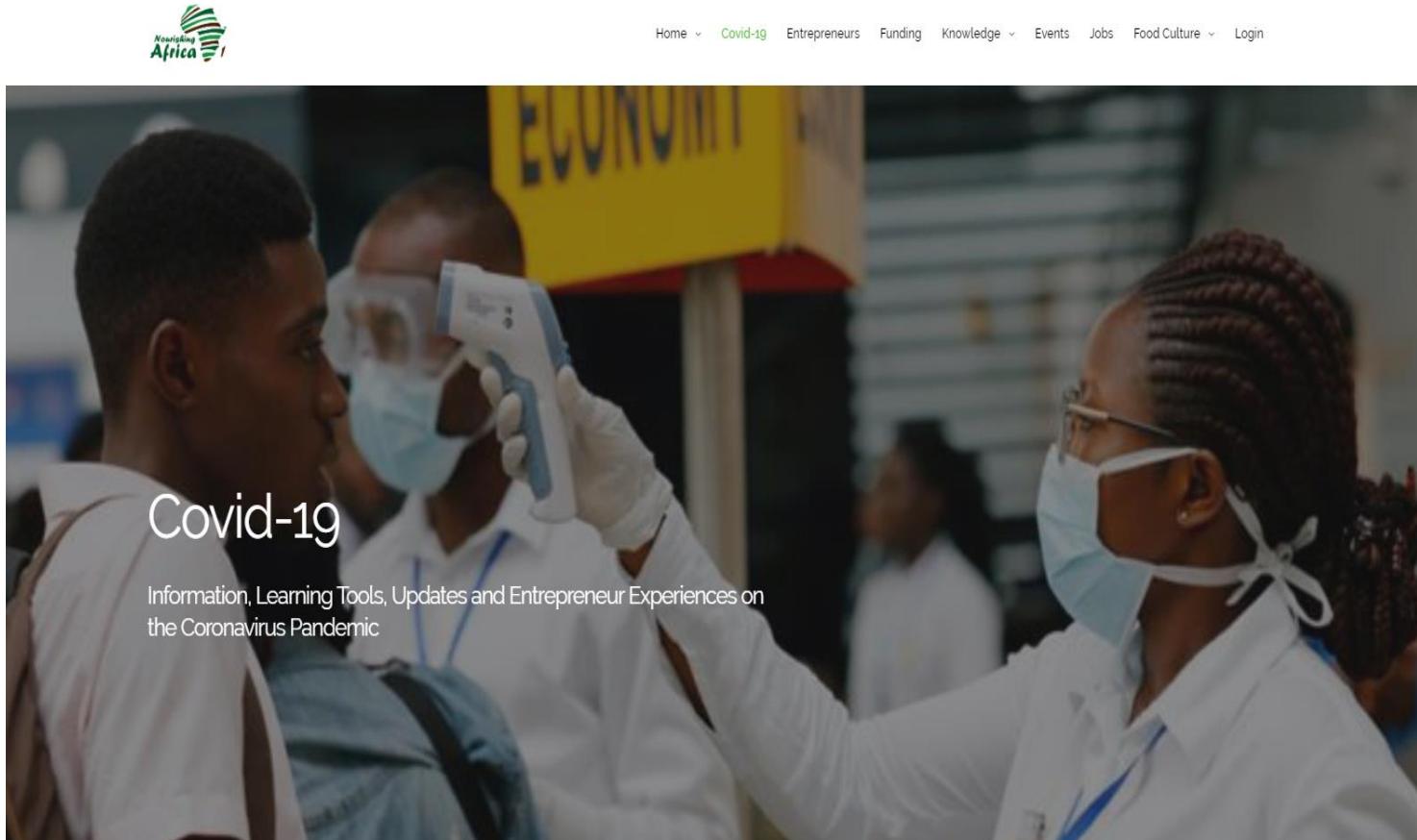
SHOWCASE YOUR BUSINESS



## Our response to COVID-19



# We have created a COVID-19 page on the Nourishing Africa hub



Home ▾ Covid-19 Entrepreneurs Funding Knowledge ▾ Events Jobs Food Culture ▾ Login

We have included a 'COVID-19' page on the Nourishing Africa hub dedicated to:

- **Sharing insights and experiences received directly from entrepreneurs across Africa;** critical to understanding how their businesses are affected and the support they need
- **Showcasing programs, initiatives and opportunities** from different stakeholders that entrepreneurs can leverage in this period
- **Providing easy access to opinions, news, articles, and research data** to help entrepreneurs make informed decision in this period
- **Showcasing toolkits and learning resources such as webinars, online courses,** etc. that entrepreneurs can utilize for capacity development

<https://nourishingafrica.com/covid-19/>

# We have shifted focus from physical convenings to virtual learning sessions



**ENTREPRENEURS MASTERCLASS SCALING YOUR AGIBUSINESS**

KNOW WHAT IT TAKES TO GROW

29TH FEBRUARY 2020 9:00 AM TO 12:30 PM  
NAIROBI, KENYA

**FACILITATORS**

- Ndidi Nwuneli**  
Sahel Consulting Agriculture and Nutrition
- James Nyambok**  
Root Capital
- Nneka Nwobi**  
Business Strategist and Leadership Coach
- Dr. Francis Nang'ayo**  
African Agricultural Technology Foundation (AATF)

**REGISTRATION LINK:**  
[HUB.NOURISHINGAFRICA.COM/ENTREPRENEURS-MASTERCLASS](http://HUB.NOURISHINGAFRICA.COM/ENTREPRENEURS-MASTERCLASS)

**AATF**



**SAHEL Consulting**

**COVID-19**  
Leveraging Innovation and Technology to Avert a Looming Food Crisis in Africa

**Speakers**

- Ndidi Nwuneli**  
Managing Partner, Sahel Consulting
- Steve Bawa**  
CEO, Fruits and Veggies Global Limited
- Jolene Dawson**  
Global Agriculture Lead, Accenture
- Ayodeji Balogun**  
CEO, AFEX

**SAHEL Consulting** **Nourishing Africa**

**COVID-19 AND THE FOOD SECTOR**  
Building a Resilient Food System in Africa

**AN ONLINE PANEL DISCUSSION**

**SPEAKERS**

- MODERATOR**: Ndidi Nwuneli, Sahel Consulting, Nigeria
- C.D. Glin**, African Development Foundation, U.S.
- Johnson Kiragu**, Partners in Food Solutions, Kenya
- Soukra Sakina**, Technobiz, Morocco



**SAHEL Consulting**

**iBAN** enabling change

**COVID-19**  
Building Resilient and Inclusive Agribusiness Models in Africa

**SIGN UP:** [nourishingafrica.com/agribusiness-models](http://nourishingafrica.com/agribusiness-models)

**MODERATOR**: Andrew Kaiser-Tedesco, Director, Africa and Impact Investment, IBAN

**SPEAKERS**

- Deji Adebusoye**, Vice President, Sahel Capital Agribusiness Managers
- Emiliano Mroue**, CEO, The WARC Group
- Micheline Ntiru**, Advisor-Agribusiness, African and Latin America
- Henk van Duijn**, Program Director, 2Scale

**Tuesday 14th April 3pm WAT**

[inclusivebusiness.net](http://inclusivebusiness.net)

**nourish\_africa** [in](#) [@](#) [tw](#)

[nourishingafrica.com](http://nourishingafrica.com)

# We continue to partner and source relevant funding opportunities for entrepreneurs



## NIRSAL Targeted Credit Facility for COVID-19

The Central Bank of Nigeria (CBN) introduces a N50 billion Targeted Credit Facility (TCF) as stimulus package to support households and Micro, Small and Medium Enterprises (MSMEs) affected by the COVID-19 pandemic.

### TARGET COUNTRIES:

Nigeria

**Deadline:** Rolling

Funding Type: Loans

### WEBSITE:

[Click Here](#)

## Africa YES Program 2020 (Cohort 3)

The Africa Young Entrepreneur Support (YES) Program is a 6-month funded intensive entrepreneurship, leadership and business training that provides early stage social entrepreneurs of under the age of 30 years, with the resources they need to discover opportunities, unlock their potential and create impact in their local communities. The program seeks to identify, inspire and empower 25 young social entrepreneurs to recognize opportunities, explore innovative approaches, mobilize resources, manage risks, and build viable social enterprises. The program will also invest a minimum total of \$15000 in grant funding to top fellows during the program.

### TARGET COUNTRIES:

Kenya

**Deadline:** Rolling

Funding Type: GrantTraining

### WEBSITE:

[Click Here](#)

## Grey Matters Capital- coLABS

coLABS is an early-stage investment portfolio seeking to invest in bold, innovative, and widely scalable social enterprises that have the potential to dramatically improve the lives of women and girls around the world. coLABS is a portfolio under Gray Matters Capital (GMC), a private operating foundation founded by Bob Pattillo that focuses on impact investments. GMC believes the best investment strategy is to bet on entrepreneurs and market-based solutions. Its mission is an education leading to a more purposeful life for 100 million women globally by 2036. Over the last 10 years, the Atlanta-based foundation has devoted \$160 million to microfinance and education initiatives, primarily in South Asia, Africa, and Latin America.

Funding Type: Investment

### WEBSITE:

[Click Here](#)

- Nourishing Africa showcases funding opportunities in the food and agriculture sector across Africa
- We have also continued to seek partnerships to create tailored funding support for agrifood businesses severely affected by the pandemic.
- We actively encourage our community of entrepreneurs to apply for available opportunities via our social media platforms, targeted mails and newsletters

# We have commenced a ‘COVID-19 and Agrifood Businesses in Africa’ Newsletter

We started a distinct weekly newsletter that features agri-food actors across Africa, towards chronicling the impacts of the pandemic on their activities. The newsletter will also spotlight emerging stakeholder initiatives to support the sector at this critical time toward:

- Generating awareness to prompt ecosystem stakeholders to provide required support for agri-food businesses that are negatively impacted
- Motivating other entrepreneurs through the stories of resilience shared by businesses that have managed to remain in operations while adhering to the required health safety standards in this period
- Ensuring that COVID-19 does not lead to a food crisis on the continent



Bringing you updates on the impacts of the COVID-19 pandemic on agri-food businesses across Africa and emerging stakeholder initiatives to support the sector.

Please contact [info@nourishingafrica.com](mailto:info@nourishingafrica.com) if you have information on tools, resources and opportunities to support agri-food businesses at this critical time.

## We are launching an 'Ask an Expert' Feature on our Membership Portal

Through our engagement with a wide network of agripreneurs, we have identified the need to create a platform that allows entrepreneurs to ask specific questions tailored to their business.

We have created the '**Ask An Expert**' feature on our membership platform for this purpose.

Each week, we will invite a different expert in various fields including marketing, finance, seed systems and input, sustainability, and logistics and distribution, etc. to answer questions directly from entrepreneurs





# Online Programs and Podcasts

Nourishing Africa publishes relevant online courses and podcasts and vlogs that entrepreneurs can leverage to build skills for themselves and their staff

**Knowledge**  
Useful learning resources including online courses, academic programmes, workshops, webinars, podcasts and more!  
Search by Resource type, Value Chain or Focus Area  
Search



Wageningen University and Research  
Drones for Agriculture: Prepare and Design Your Drone (UAV) Mission



Wageningen University and Research  
Food Security and Sustainability



Doane University  
Agri-Food Systems Analysis

## SDG\_academy

SDG Academy  
Feeding a Hungry Planet: Agriculture, Nutrition and Sustainability

**Episode 5**  
*How Agrifood Businesses can Remain Sustainable Beyond a Global Crisis*  
**GUESTS**  
Nike Anani and Tsitsi Mutendi,  
Co-founders,  
African Family Firms (AFF)  
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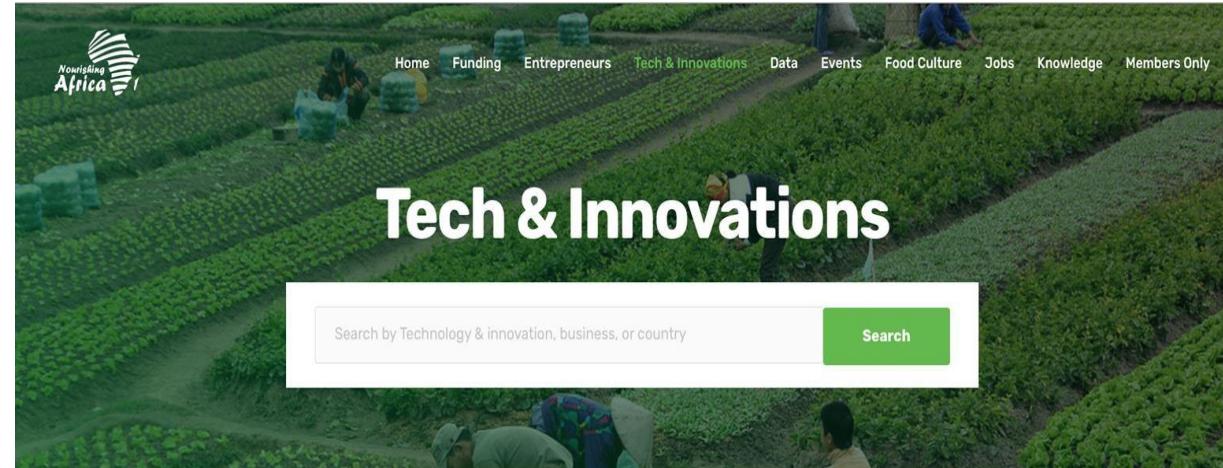
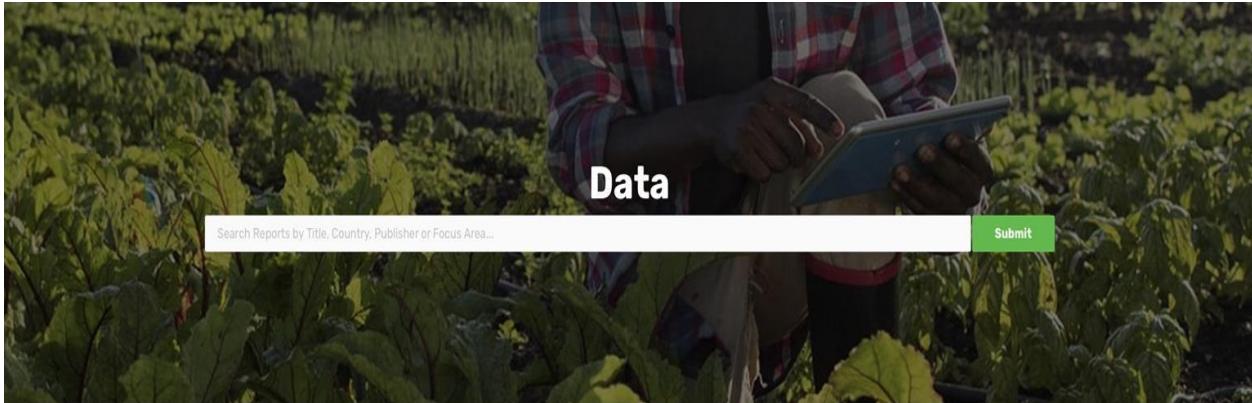
**Episode 7**  
*Incentivizing your workforce for optimal productivity*  
**SPEAKERS**  
Kellan Hays & Sunday Silungwe  
nourish\_africa  
@ f t s

**Episode 6**  
*Women Leading Innovation in Agriculture through Research*  
**GUESTS**  
Miriam Kimani,  
Njoki Thuo,  
Purity Wangui  
Organisation: Pest-Free Farming  
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**Episode 8**  
*Leveraging Technology to Increase your Brand Visibility*  
**Speaker:**  
Nike Majekodunmi  
Organization: Nuts About Cakes Lagos Nigeria  
nourish\_africa  
@ f t s

# Data, Technology & Innovation

Nourishing Africa publishes the latest findings, research publications, technology and innovations in the agriculture sector across the continent





**Managing Soil Acidity with Lime**  
2015  
Country/Region: East Africa  
Value Chain: Others  
Focus Area: On-Farm Production



**Maize MLND Variety Test**  
2016  
Country/Region: Kenya  
Value Chain: Grains  
Focus Area: Research and Development



**New Bean Varieties Ag Innovations**  
2014  
Country/Region: Rwanda  
Value Chain: Grains  
Focus Area: Research and Development



**Not by Technology and Money Alone: The Importance of Functional Capacity Strengthening in Agribusiness...**  
2017  
Country/Region: Sub-Saharan Africa  
Value Chain: Others  
Focus Area: Research and Development

**Upload Research**

**Filter by Value Chain**

 <p><b>SENEGAL</b> <b>Widim Pump</b></p> <p>Irrigated agriculture is a lever of our economy. Electric pumps and irrigation are pillars of</p>	 <p><b>KENYA</b> <b>Smart Brooder</b></p> <p>Smart Brooder is your digital mother hen. It constitutes 3 - 5 sensors that take readings</p>	 <p><b>KENYA</b> <b>DigiCow Dairy App</b></p> <p>DigiCow is a simple record keeping App for the dairy farmers. The App is targeting</p>	 <p><b>UGANDA</b> <b>AkaboxiTech</b></p> <p>AkaboxiTech is a cloud-based digital financial technology which is used to enable</p>
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<http://nourishingafrica.com/report>

**Upload Your Innovation**

Name of innovation

Name of innovator

Website/URL

Primary Country \*

Select Country

**Upload Your Innovation**

Name of innovation

Name of innovator

Website/URL

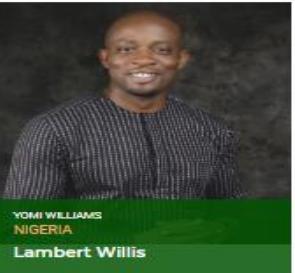
Primary Country \*

Select Country

<http://www.nourishingafrica.com/tech-innovation>

# Opportunities to Showcase Businesses and Find Talent

The Entrepreneurs page showcases the interventions of agri-food entrepreneurs while a dedicated Jobs page allows them to post openings at their enterprises



**Lambert Willis**  
YOMI WILLIAMS  
NIGERIA



**GREEN  
HOUSE  
VENTURES**  
ROLAND FOMUNDAM  
CAMEROON  
GreenHouse Ventures



**Aliu Iyanuoluwa Olamide**  
NIGERIA  
MyFarmbase Africa



**INCREDIBLE  
EDIBLES**  
FUNMILAYO BAKARE  
NIGERIA  
Incredible Edibles Catering Services



**OVERSE  
FOR IMPORT & EX**  
MOHAMMED ATTIA  
EGYPT  
OVER SEAS co for imp&exp



**Egy Fruit for Trade and export**  
ABDO HAFEZ  
EGYPT



**Tomatiki**  
MOHAMED BARAKAT ALI  
EGYPT



**Tasty Nutrich**  
CHRISTIANAH ADOLABI  
NIGERIA



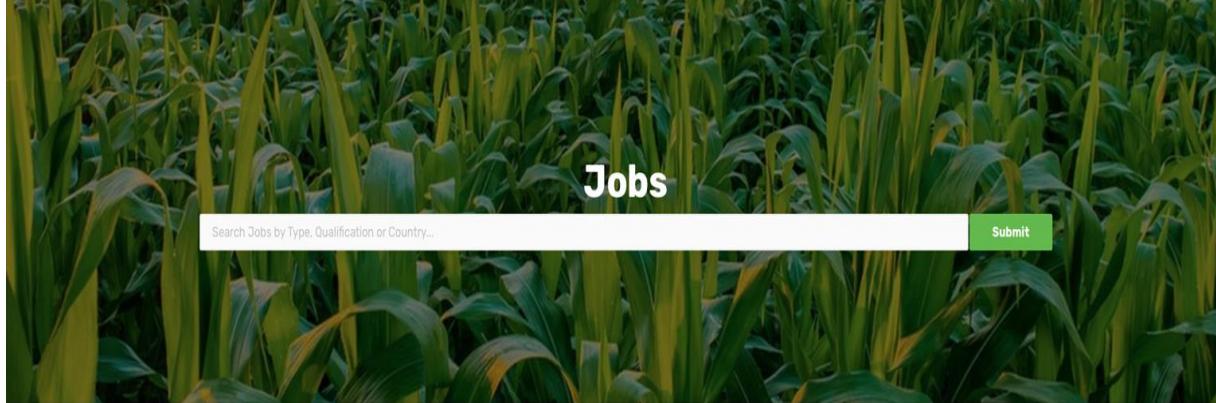
**FARMSPRITE**  
AKINTOYE ALAO  
NIGERIA  
Farmsprite



**RICO GADO  
AGRITEC**  
RICO GADO AGRITEC  
NIGERIA  
Rico Gado Agritec



**Sa Hara Farms**  
BAMIMORE OYINKANSOLA  
NIGERIA  
Sa Hara Farms



**Jobs**

Search Jobs by Type, Qualification or Country... Submit

Job Type

Program Associate (Operations, Innovations, multiple vacancies)

Industry

Save  Burundi, Kenya, Malawi, Rwanda, Tanzania, Uganda, Zambia  
 Full-time  Other  
 One Acre Fund

Qualification

Improve our program quality and help quadruple our farmer impact in the next five years.

Discipline

Rwanda Strategy and Operations Analyst

Location

Save  Rwanda  
 Full-time  Other  
 One Acre Fund

Conduct quantitative analysis and shape organizational strategy to support our operations and systems as we grow.

Search

Company Description

Upload New Opportunities

Company logo


Drop a file here or click to

Job Title

Name of Organization

<https://nourishingafrica.com/entrepreneurs/>

<http://nourishingafrica.com/job-openings>



AGRICULTURE & NUTRITION LTD.

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**What have we learned so far?**



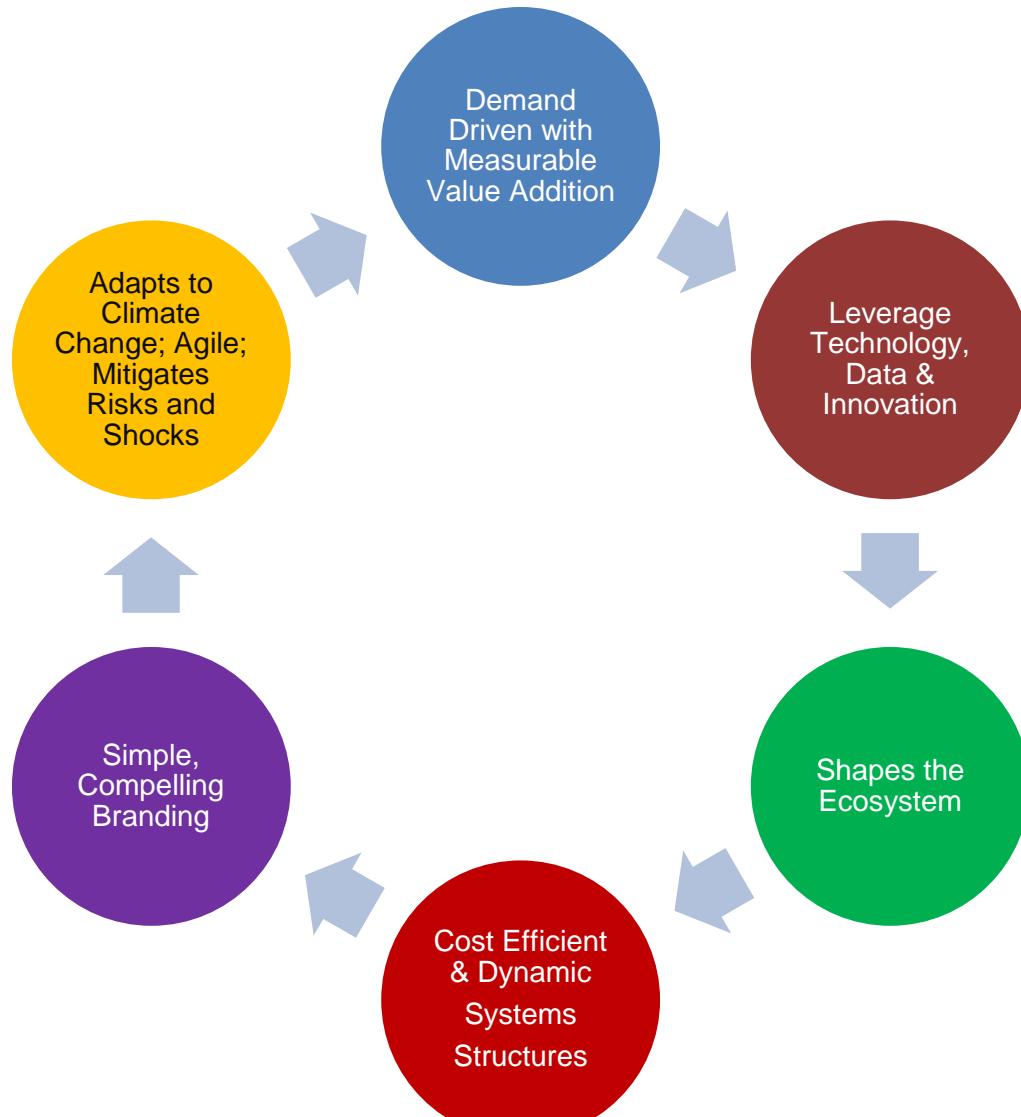
# Critical Issues that Entrepreneurs are Facing

- How can we sustain our business operations?
  - Cash flow management
  - Ability to pay staff salaries during lock-downs
  - Health & safety
  - Opportunities to leverage innovation and technology to sustain/revive operations during the COVID-19 pandemic?
  - Opportunities to create digital pathways to connect farmers with inputs and processors with raw materials?
  - Opportunities to continue to build personal and staff capacity?
  - Supply chain management
  - Cost management
    - Opportunities to renegotiate rents, lease and loan payments?
- What resources and opportunities are available for support? How can these resources be leveraged?
- Opportunities to create social value and community impact in the face of the ongoing crisis?
- Opportunities to rebuild and strengthen business models to avoid future shocks?



**50% of  
entrepreneurs  
have shut down  
their operations  
temporarily,  
with significant  
fears around  
business  
continuity**

# Urgent Need for New Business Models



- Enhanced price sensitivity: Price points for nutritious products must be under \$0.50 per person, per meal
- Technology & data are more critical than ever before
- Agility, & resilience to shocks have to built into the DNA
- Entrepreneurs must actively shape their ecosystems

# Interventions for stakeholders to consider: Insights from webinars, podcasts and entrepreneur feedback

## Governments

- Build **cohesive and resilient ecosystems**
- **Offer smart subsidies and de-risking tools** to agrifood SMEs
- Support **farm clusters, industry associations, aggregators, transporters and retailers** to ensure movement of products
- Develop **rescue funds and reduce taxes** on key commodities
- Form **strong local structures**, create local value chains and local markets
- Implement **financial, economic and social measures** to reduce effects on agrifood SMEs

## Development and financing organizations

- **Design and fund training programmes** that respond to production, processing and market access challenges for SMEs
- Provide grants for **businesses that need to pivot their business models**
- Develop **alternative strategies** leveraging innovation and technology to ensure food security
- Increase **investment in research and development**

## Interventions for stakeholders to consider: Insights from webinars, podcasts and entrepreneur feedback

### Private Sector

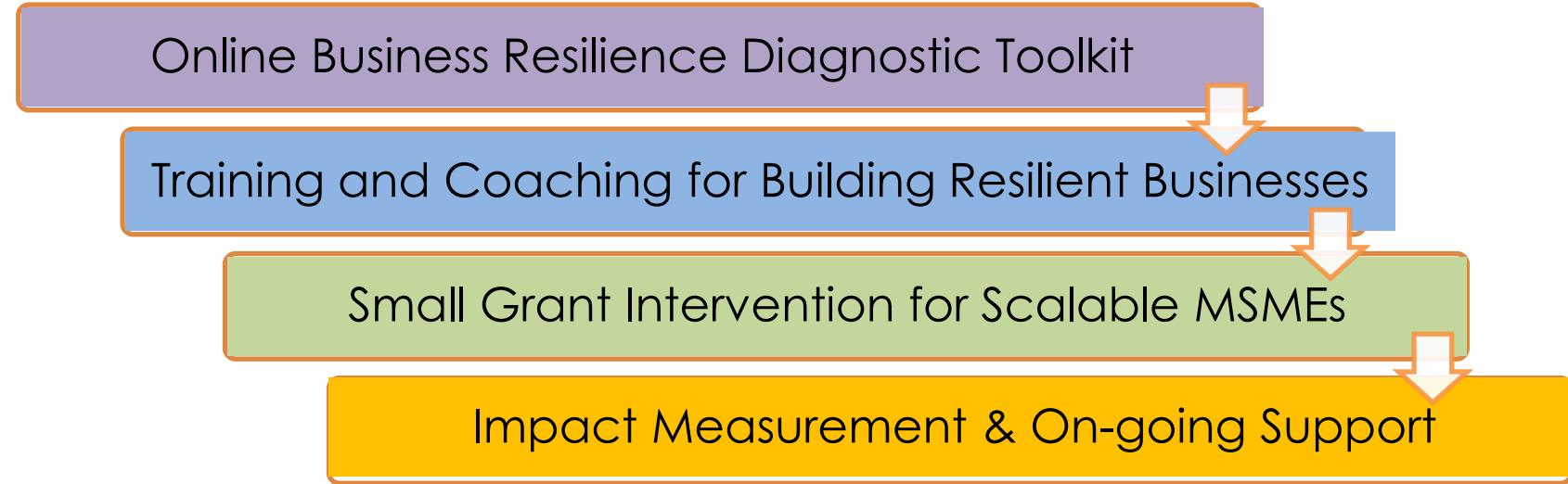
- Ensure **financial inclusion for farmers and SMEs** that they work with
- Provide **business advisory services** to help SMEs pivot their business models
- Build **a workforce that can support a rebuilding and retooling process**
- Ensure **productivity, efficiency, and increased adoption of best practices** in service delivery to SMEs

### Individuals

- Addressing **food waste in homes**
- Support **SMEs that leverage innovation and technology**
- Buy **locally made products**
- **Advocate, counsel and mentor**

# Nourishing Africa plans to support SMEs to rebuild and strengthen their businesses

Leveraging on ICT, data and innovation, Nourishing Africa has developed a 4-step program aimed at directly supporting private sector agriculture and food MSMEs with capabilities for the scaling up of their operations by providing a holistic business support program.



# Opportunities for Collaboration with Nourishing Africa

- Collaborate on support programs for agrifood entrepreneurs
- Serve as a champion and advocate
- Connect potential entrepreneurs, funders and partners to Nourishing Africa
- Serve as a knowledge partner
- Engage Nourishing Africa to co-host/participate in relevant initiatives, events and convenings
- Partner on a Webinar or Podcast
- Serve/feature as an industry expert on Nourishing Africa programs

# THANK YOU

We look forward to partnering with you



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www.nourishingafrca.com



nourish\_africa



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