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TOBACCO NIGERIA  
FOUNDATION

# IMPROVING THE FISH ENTERPRISE IN NIGERIA

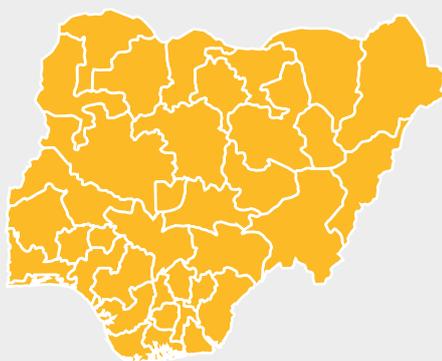


## SITUATION

Nigeria has a vast expanse of inland freshwater and brackish ecosystem that encourages fish farming; an enterprise that has endless possibilities to contribute significantly to the country's Gross Domestic product (GDP), creating job opportunities and generating income that can lift rural farmers out of poverty.

With a population of over One hundred and Ninety million people, Nigeria is the largest fish consumer in Africa and among the largest fish consumers in the world, with over 3.2 million tons of fish consumed annually. Yet, the country imports over 2 million metric tons of fish because of its limited domestic catch, and a total of 1.1 million metric tons of fish cultured. Consequently, the country depends largely on the importation of frozen fish, resulting in an annual expenditure of N125bn on fish imports.

The limited knowledge on best management practices in aquaculture, limited access to quality feeds and fingerlings, access to finance, insufficient market outlets; all contribute to the low output from the fish enterprise.



POPULATION  
**199M**

CONSUMED ANNUALLY  
**3.2 MILLION TONS**

IMPORTATION  
**2 MT**

CULTURED  
**1.1 MILLION MT**



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## INTERVENTION

To improve the production capacity of fish farmers, British American Tobacco Nigeria Foundation (BATN Foundation) implemented a Fish value chain development project, a capacity building programme for farmers in States with a comparative advantage in aquaculture, these states include Lagos, Cross River, Edo, Ondo and Delta. The project involved strengthening the capacity of farmers on the following:



### ADOPTION OF BEST MANAGEMENT PRACTICES IN AQUACULTURE

Farmers were trained on best management practises to ensure optimum yield.



### MARKET AND OFF-TAKER LINKAGE

Farmers were taught the importance of linking up to markets and the strategy to ensure success. Farmers were also introduced to the quarterly Farmers' Market organized by the Foundation.



### VALUE ADDITION

For long term economic growth, it is not sufficient to breed fish alone. There should be value-addition. Farmers were trained on the best methods to add value to their produce. These include use of improved processing techniques and standard processing kiln.



### DONATION OF SMOKING KILNS

To encourage value addition, smoking kilns were donated to cooperative groups in the States supported.

## OUTCOME

- Fish farmers recorded an output of 720- 830kg as against the 600-700kg recorded before the intervention. Also farmers were introduced to the BATNF Farmers' Market.
- The mortality rate of fish grown reduced from 40% to 10% as a result of stocking post juveniles as against the traditional practice of stocking with fingerlings.
- Beneficiaries were trained on the appropriate feeding ratio and the need to use high and affordable quality feeds to enhance productivity for maximum profit.

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# 2018 - 2022 COUNTRY PROGRAMME AT A GLANCE

Over the years, British American Tobacco Nigeria Foundation (BATN Foundation) has been promoting agribusiness development in Nigeria. In providing this assistance, the Foundation is focused on enhancing the livelihood of smallholder farmers, who form the bulk of the rural poor, in a way that is technically, economically, and environmentally sustainable.

## WHY RURAL FARMERS AND SUSTAINABLE AGRICULTURE?

Agriculture is the largest employer of labour and accounts for over 20% of the GDP. It remains a significant sector of Nigeria's economy. However, it is yet to reach its full potential due to weak policies and other challenges such as access to finance, access to markets and low adaptation of good agricultural practice. For many years, its growth has also been threatened by the concentration on the oil and gas sector. Recently, in the wake of the falling oil prices and weakening value of the naira, agriculture is taking center stage again and has become a priority area of development. Recently, threatened by the dominant dependency on the oil and gas sector, agriculture is taking center stage again and has become a priority area of development

In diversifying the economy, Agriculture is a priority for the Government of Nigeria and as a key development partner, BATN Foundation will promote and support rural smallholder farmers through market driven programmes focused on enterprise development, capacity building, youth empowerment & development and social protection.

### Specifically, the Foundation would:

1. Create market access through market driven interventions
2. Encourage participation in out-grower schemes for the production of staple crops such as maize, rice and cassava
3. Propel value addition in crops or aquaculture value chain
4. Promote the adoption of mechanization and good agricultural practices
5. Provide humanitarian aid to internally displaced farmers or victims of crisis
6. Support Government led interventions
7. Promote youth engagement and participation in agriculture
8. Quality human capacity building and enterprise development

Rural smallholder farmers are often left behind in development priorities. In the next four years, BATN Foundation would raise awareness on the challenges facing rural smallholder farmers and proffer solutions. Advocacy on topical issues, relating to the achievement of the 2030 Sustainable Development Goals, especially in the area of agriculture will be a priority. Projects developed, would be implemented across the six geo-political zones, reaching thousands of farmers, broadening the horizon of the youth and, most importantly, changing lives.



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### **ENTERPRISE DEVELOPMENT**

This model creates economic opportunities for rural farmers across the value chains, by taking up the cost of production and providing linkage to market, so they can move from subsistence to commercial Agriculture. The programme promotes both - crop and aquaculture farming.

### **ABC OF CROP MANAGEMENT**

Farmers will be equipped with the technical capacity to respond to the changing agricultural environment, understand current technologies, climate change adaptation and good agricultural practices. Model farms of 0.5 hectares will be established as demonstration plots to show evidence of improved yields when good agricultural practices are adopted.

### **HUMANITARIAN AID**

The humanitarian aid programme, entails the immediate short-term assistance to those in crisis. This may include support to victims of natural disasters, armed conflicts, deportees/refugees or famine in the country.

### **GRANTS AND GOVERNMENT LED INTERVENTIONS**

The Foundation would offer grants to reputable organizations who can deliver results in the outlined thematic areas. Solicitation for proposals will be extended to Government partners at the Federal, State and Local Government levels. This solicitation will be specific to any support for ongoing interventions or new development plans laid out by the benefiting State, Ministry or Parastatal.

## **2018-2022 PROGRAMME AREAS:**

### **FARMERS FOR THE FUTURE - YOUTH ENTREPRENEURSHIP AND EMPOWERMENT:**

The long-term development of the agricultural sector in Nigeria is hinged on the preparedness of succeeding generations - the youth - to take over from the current aging population of farmers in the country. The farmers for the future programme provides scholarships/grants, mentorship and business skills development to students and agripreneurs.

### **COMMUNICATION FOR AGRICULTURE AND RURAL DEVELOPMENT**

Communication for development, especially behavioral change communication, is an integral element in the adoption of good agricultural practices. The Foundation would focus on behavioural change communication that promotes agriculture as a viable business while engaging in high level advocacy to raise awareness on the challenges that affect smallholder farmers.

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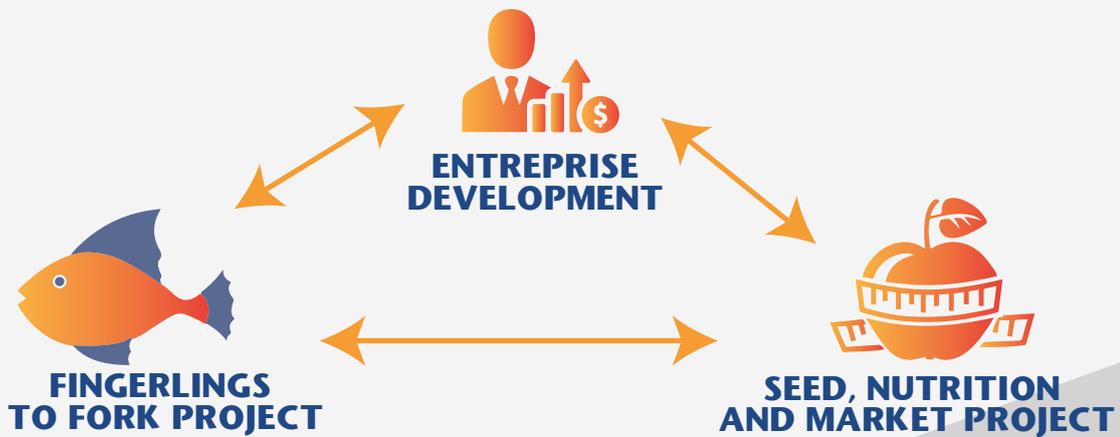
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# ENTERPRISE DEVELOPMENT PROGRAMME

The Enterprise Development Programme (EDP) is about creating economic opportunities for rural farmers across the value chains. It is a model that provides support to agripreneurs to help them create, build and expand their businesses in a viable and sustainable way. The EDP promotes both - crop and aquaculture farming.



## SEED, NUTRITION AND MARKET PROJECT

This is a series of market-led projects aimed at transiting smallholder farmers from subsistence to commercial farming. The projects have a 3-year cycle; in the first 2 years, farmers receive financial and technical support from the Foundation. A percentage of the Farmers' profits is set aside and paid into their cooperative account for sustainability. In the 3rd year, the Foundation would provide only technical support to the farmers and also ensure that the funds set aside in the first 2 years are used to maintain or expand their operations.

In the absence of a cooperative, an offtaker is identified and goes into partnership with the Foundation to support the farmers for a specified period of time, after which the offtaker is expected to continually provide technical assistance to the benefiting farmers.

The location of the crop enterprise development project is market driven.



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## FINGERLINGS TO FORK PROJECT

For long term economic growth, it is not sufficient to breed fish alone. There should be value-added. The aquaculture enterprise development project is tailored to encourage and empower fish farmers towards value addition. Farmers will be trained to adopt good agricultural practices on the best methods to breed fish. At the end of each aquaculture project, an equipment for value addition, for example, a smoking kiln will be donated to the beneficiary group.

## COMPONENTS OF THE ENTERPRISE DEVELOPMENT PROGRAMME

### CAPACITY BUILDING

Farmers will be trained on good agricultural practices to ensure maximum yield on the field. The capacity building will be conducted for both participating and non-participating farmers who are engaged in the same crop or aquaculture enterprise in the project locality.

### FINANCIAL SUPPORT/ INPUT SUPPLY

For crop enterprise development programme, the Foundation will support the beneficiaries with the required agricultural inputs needed to cultivate one hectare of land for the mandate crop being supported.

### MARKET AND OFF-TAKER LINKAGE

This component will entail creating access to the market and/or off-takers at the beginning of the farming season. The project will ensure participating farmers have contracts for the off-taking of their produce even from the start.

### ACCESS TO FINANCE

This entails providing support for accessing additional financing from financial institutions for crop production or aquaculture

### FABRICATION/DONATION OF EQUIPMENT/MACHINES

This entails the acquisition of basic equipment and machineries for participants to allow them to adopt best practices and encourage value addition.

### WOMEN EMPOWERMENT

Women are often side-lined in farming. This project will empower women with the resources they need to start and build successful businesses in agriculture

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# THE ABC OF CROP MANAGEMENT

Many smallholder farmers operate under very poor conditions, are uneducated and lack access to basic infrastructure and information needed to boost their yield as poor yield leads to poor profits. To increase their farm yields, it is important to equip farmers with the technical capacity to respond to the changing agricultural environment, to bring them up to speed with current technologies, climate change adaptation and good agricultural practices.

The programme strategy of the Foundation is to use model farms of 0.5 hectares as demonstration plots for capacity building and evidence for improved yields to farmers when good agricultural practices are adopted. Building the capacity of farmers is key to efficient food production as well as rural development and acknowledges the need to train farmers so that they can reach their potential capacity for farming and increase their income. Farmers trained will also be taught how to manage and access financial support from finance institutions.

Benefiting states of the Capacity Building Programme (CBP) are selected based on the sectoral priority of the State Government. Hence, efforts will be made, through the CBP to support the Government in achieving this goal.



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# FARMERS FOR THE FUTURE YOUTH EMPOWERMENT PROGRAMME



The long-term development of the agricultural sector in Nigeria is hinged on the preparedness of succeeding generations - the youth - to take over from the current aging population of farmers in the country. The preparedness of the youth; regardless of gender, entails having the required knowledge for a productive and sustainable farming as well as the passion that is required to participate in the agricultural sector as key players. Yet, few young people see a future for themselves in agriculture.



Today, the youth face many hurdles in trying to earn a living. Pressure on arable land is high, limited access to finance, market, infrastructure and technology, make it difficult to start a farm; but even if such hurdles can be overcome, isn't urban life much more appealing? This is the dilemma many youths find themselves.

While 70% of agricultural produce are from rural communities by [ageing] smallholder farmers, older farmers are less likely to adopt the new technologies needed to sustainably increase agricultural productivity, and ultimately, feed the growing population while protecting the environment. Hence, the youth need to be re-engaged to go into agriculture.



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**THE YOUTH EMPOWERMENT PROGRAMME IS A SERIES OF PROJECTS SET UP TO ENCOURAGE YOUTH PARTICIPATION IN AGRICULTURE. THE PROGRAMME ENTAILS THE FOLLOWING:**



**SCHOLARSHIP/GRANT**

To encourage the study and practice of agriculture, grants will be provided to the best students in Agriculture at the higher institution level and to out of school farmers below the age of 35years.



**CAPACITY BUILDING**

Young farmers will be trained on crop management, improved technologies, value addition and access to finance.



**MENTORSHIP**

Young farmers will be paired with experienced farmers to learn the agricultural business, improve their knowledge and gain experience in the field.



**SOCIAL MEDIA CAMPAIGN  
#WEALTHISHERE**

This is an online campaign to raise awareness about the entrepreneurial opportunities in agriculture. It is a campaign that will project successful agripreneurs as models to the youth. We anticipate that the #Wealthishere campaign will be an inspiration to young people.

Youth empowerment programmes will be of utmost priority for support in states that place strong importance on youth in agriculture.

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# COMMUNICATION FOR AGRICULTURAL AND RURAL DEVELOPMENT

Communication for development, especially behavioral change communication, is an integral element in the adoption of good agricultural practices.

## THIS PROJECT IS THREE PRONGED:



It is behavior centered aimed at supporting farmers to adopt new practices to improve their yield.



Promote agriculture as a "cool" business to encourage young entrepreneurs to adopt it as a profession.



Advocacy, to raise awareness on issues that affect smallholder farmers and explore solutions to them.

## THE PROJECT ENTAILS THE FOLLOWING:



### COMMUNITY SENSITIZATION

Farmers will be engaged on their agricultural practices and introduced to new ones using culturally sensitive educational materials. This community sensitization will be done as part of the capacity building programme.



### EDUTAINMENT

This is the development of educational materials through entertainment, to show how good agricultural practices affect crop yields when compared to traditional practices on the same plot of land. This also involves creating participatory videos for effecting dialogue among community members.



### MEDIA TOUR & AWARD

The media is essential for any communication activity. The tours will encourage stories on agriculture in rural communities and increase awareness on the issues facing farmers. The best agriculture journalist will be recognized and rewarded to encourage well written and in-depth coverage of all related activities.



### SOCIAL MEDIA CAMPAIGN #SUPPORTSMALLHOLDERFARMERS

Community sensitization, videos and materials will be developed and disseminated through social media platforms to create awareness and suggest solutions to challenges that affect smallholder farmers.



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## GRANTS & GOVERNMENT LED INTERVENTIONS

BATN Foundation is a grant giving organization.

In 2018, the Foundation would offer grants to reputable organizations who can deliver results in the outlined thematic areas above. Organizations will be selected through a rigorous screening process that starts with a private or public solicitation for proposals.

Solicitation for proposals will be extended to Government partners at the Federal, State and Local government levels. This solicitation will be specific to any support for ongoing interventions or new development plans laid out by the benefiting State, Ministry or Parastatal.

## HUMANITARIAN AID

From the Boko Haram crisis to herdsmen's conflict, from floods to erosion, Nigeria, in recent years, has experienced shades of natural disasters and manmade crisis that have affected livelihoods and displaced families. An example is the 2017 Benue State flood that displaced over 100, 000 people and the Boko Haram insurgency in the North East that has displaced 1.75million people . In crisis situation, there is always the immediate need for basic necessities like food and in times of recovery/resilience, an economic package that can restore financial independence.

The humanitarian aid programme, entails the immediate short-term assistance to those in crisis. This may include support to victims of natural disasters, armed conflicts, deportees/refugees or famine in the country.

Building on the humanitarian intervention in 2017, the Foundation will actively be involved in supporting the Government of Nigeria during any humanitarian crisis. The support would be limited to its mandate area of agriculture and agribusiness development. This support will usually be a one off unless otherwise stated.

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