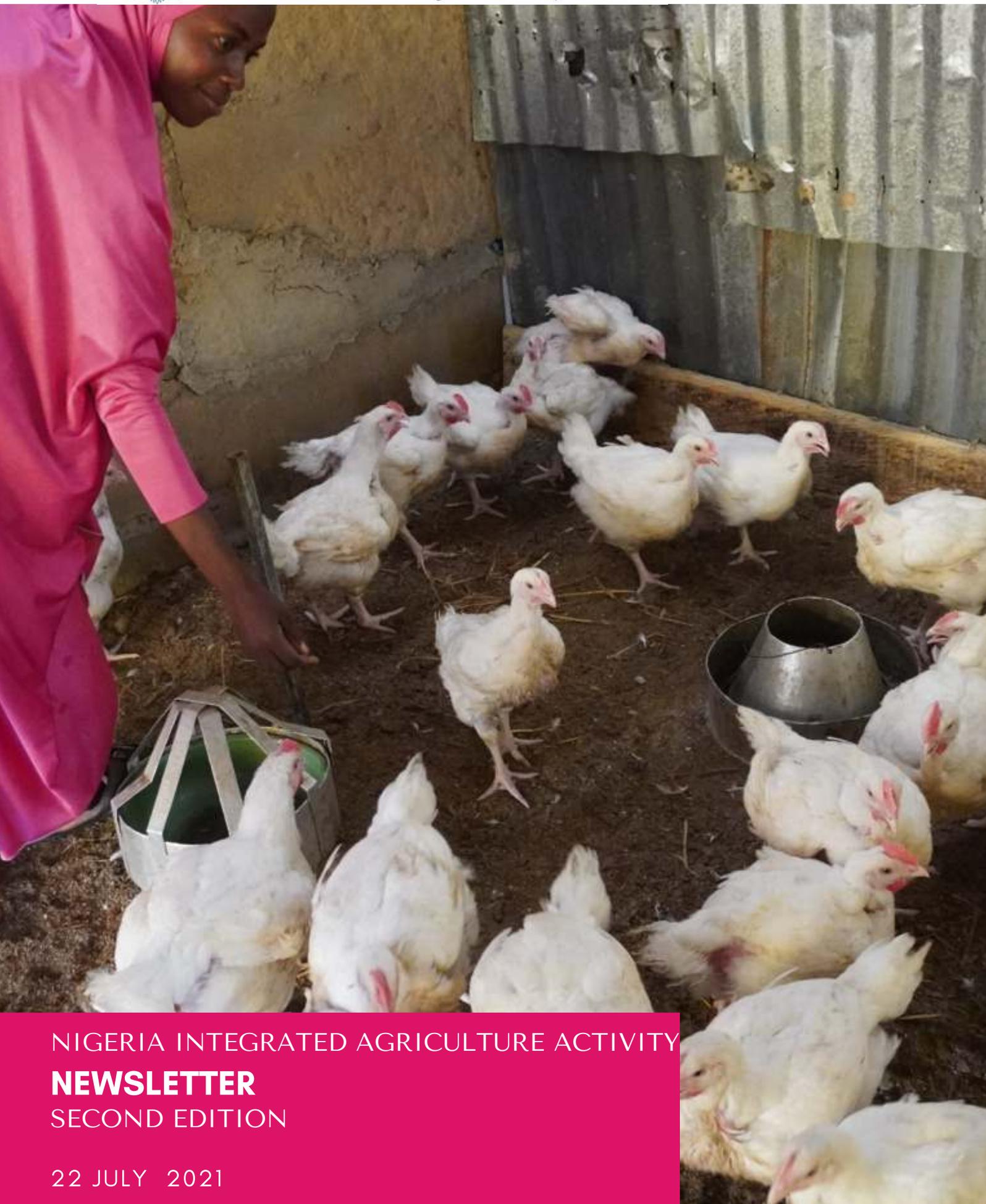




# FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



NIGERIA INTEGRATED AGRICULTURE ACTIVITY  
**NEWSLETTER**  
SECOND EDITION

22 JULY 2021

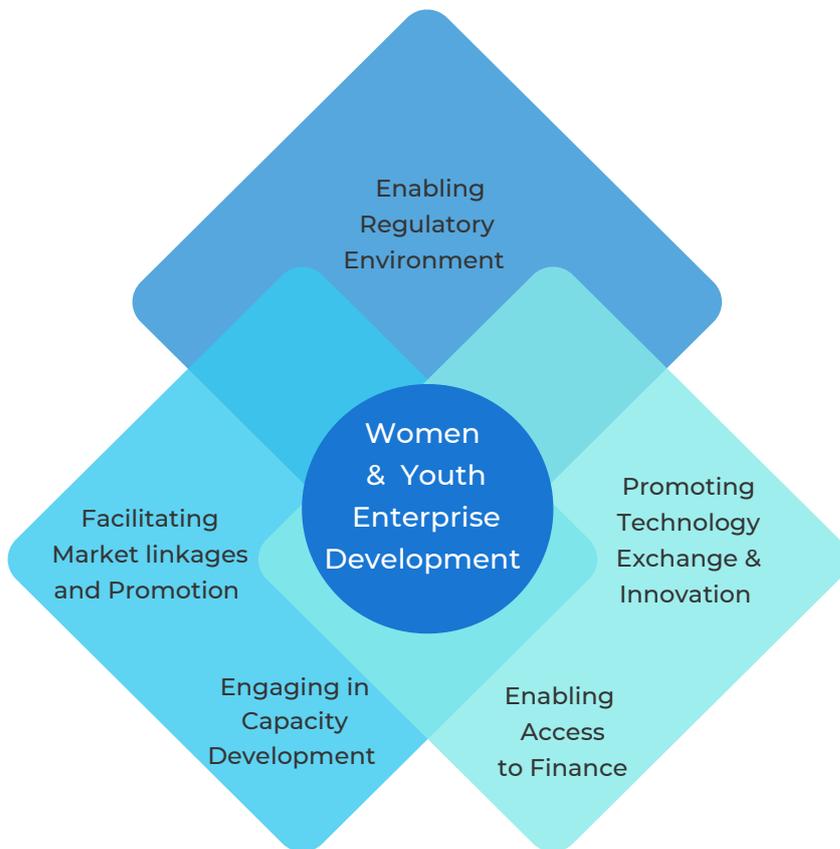


**USAID**  
FROM THE AMERICAN PEOPLE

**IITA**  
*Transforming African Agriculture*



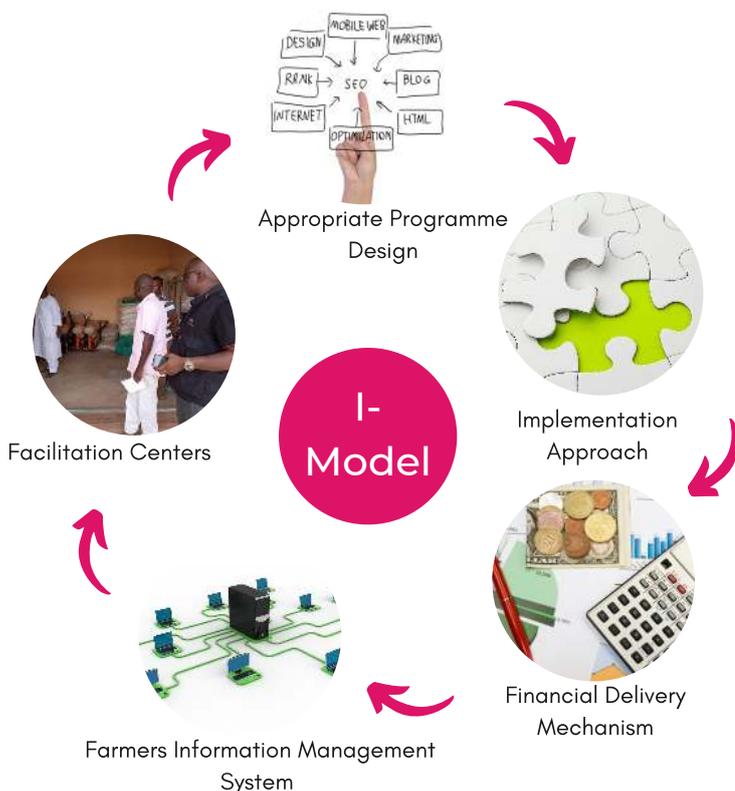
## IAA's - Enterprise Development & Market Models



### IAA Concept of Women & Youth Enterprise Development

Among the key components of Integrated Agriculture Activity IAA are developing capacities of youth and women in farm and non-farm enterprise. It supports them through value chain mentorship to enhance the skill set in income generation by linking to financial institutions and national banks, for credit and loan, Nigeria government's science and technology innovation centers for technical and financial support.

### Market Model to support small holder farmers



Integrated Agriculture Market Model [I-Model] Is designed to support all interventions undertaken in the three key components of the Activity, particularly intended for small-scale farmers in value chain leveraging, achieving scale, and sustaining marketing efforts. The focus is also on making available financial products from NIRSAL, CBN, etc., developing management information system MIS for information access to the farmers, establishing 24 facilitation centers on various Agri services, and implementing them through a well-planned program approach in the 12 LGAs of Adamawa and Borno states of Nigeria.



## Sachet Water Hawking to Poultry Enterprise: Aishatu Life Changed from Enterprise Training

With no basic understanding of poultry farming Aishat Jalaludeen, a diploma holder in Islamic studies from Adamawa State Polytechnic (2013), is now in her 9th set of poultry production. From raising just 2-3 chicks initially, she bought her first carton of 50 chicks for ₦15,000 from a soft loan. Trained through Integrated Agriculture Activity's-IAA intervention on good care, nutritious feed, and medication, within six weeks, Aishatu sold her first set of chickens for ₦80,000, making a net profit of ₦20,000.

Before Aishatu's exposure to IAA in June 2020, she was engaged in sachet water hawking to make ends meet. She often got exposed to dangerous activities on the street. She made less than ₦100 profit per day, which was too small to support herself and her family. Often, her daughter missed school due to the financial crisis her family was experiencing, which made her worried and depressed. "I was doing the sachet water hawking because there was nothing else to do. Many times I encountered losses and serious harassment doing the business."

However, things began to turn around when the IAA team, in partnership with Yola South Social Welfare Board, approached Aishatu's group during the search to identify prospective entrepreneurs in Yola South LGA of Adamawa State. Aisha demonstrated her keen interest in a more profitable business than what she has been doing previously. Due to her keen interest in Poultry farming, she was selected and enrolled in the June 2020 Batch for the Poultry Business Enterprise training held in AADIL Centre at Yola in Adamawa State.

"The poultry business through IAA intervention has impacted my life positively in a lot of areas. Before now, I am unable to solve my domestic needs, but now, I solve all domestic issues myself—issues like health, child school fees, etc. If I need money, I sell some of my chickens and get money to solve it. I do not wait or ask loan from anybody again."

Aishatu is now a proud owner of a poultry business with over 100 chickens and five turkeys. Starting from August 2020, she made a profit of about ₦35,000 in a month and has enough to support her family, paying her daughter Rukaya's school fees, and helping her aged parent's medication. Her marriage is now more strengthened with much love from her husband. Aishatu, a mother of two kids, lives with her husband, a tailor, in one bedroom apartment in Yola South, Adamawa State of Nigeria. She now has decent basic earnings to feed the family of four.





BUSINESS PLAN



YESHLY TOMAPEPO ENTERPRISE



## Tomapepo a Prospective Future Business: Training & Support Helped Yeshhy

“

After my graduation, I had no work, participated in a training organized by IAA, and was so excited that I borrowed ₦13,000 from my father to buy raw material for Tomato processing. When my father found that I could manage everything so well, he was so happy that he gifted me the bottle stickers. I could quickly sell my produce and made a profit of ₦2,000 after repaying the loan! I will continue it as my future business option and have submitted a business plan to the TIC Government office.

”

Yeshhy Simon, is a 27-year-old Political Science graduate youth. She is from the Shagari community in Yola South of Adamawa state in Nigeria, had no employment opportunity after her graduation in 2019. Post COVID-19 pandemic, in March 2021, she came to know about enterprise development training, got one on Tomato Processing and marketing, organized by Integrated Agriculture Activity-IAA at Adamawa Agricultural Development and Investment Limited Farming Skill Acquisition Center AADIL /FSAC, with 30 other participants.

Yeshhy confidently and flawlessly explains making Tomapepo puree from tomato- Tomatoes, tatashe-Cold Pepe, atargu-Hot Pepe, and albasha-Onions, grinding, steaming, quality check, storage, labeling, and marketing. From her first ₦13,000 borrowed, she could sell 11 bottles of (6.5kg) of Tomapepo puree, making a net profit of ₦2,000 after repaying the loan from her father.

In the next set of Tomapepo she could make a profit of ₦1,000 due to the high price of raw material, but now she learned very well that when to buy raw material for a better profit margin. Yeshhy has submitted a business plan of ₦100,000 for support to Technology Innovation and Commercialization -TIC center, a subsidiary of the Federal Ministry of Science and Technology Nigeria, mandated to register, promote and fund Small and Medium Enterprises SMEs employment and income generation initiatives. She is confident that she will expand her business with financial support from TIC.

YOUTH STARTUP



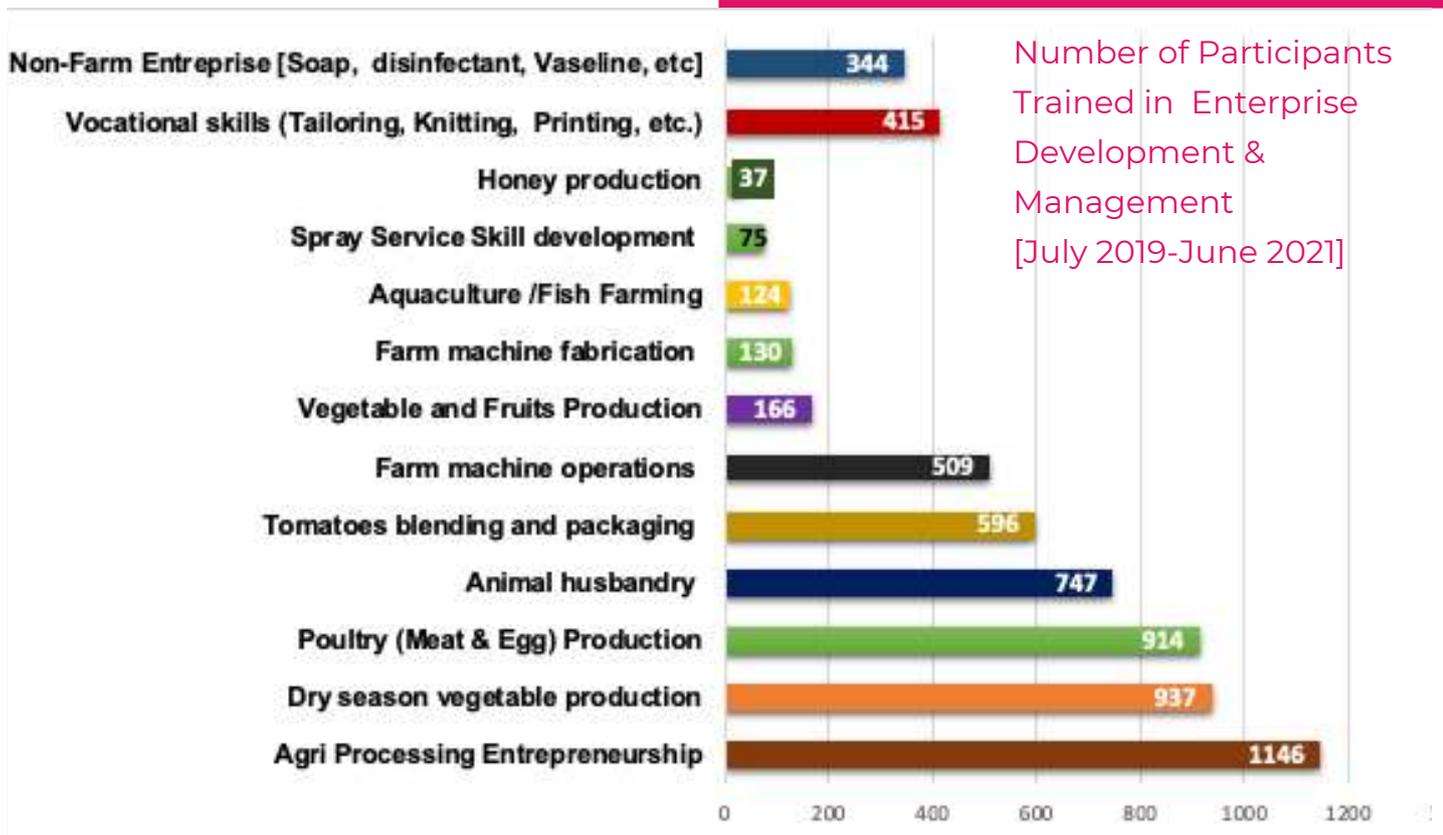


## IAA Efforts In Employment Generation

### Developing Capacities of Farmers, Women & Youths

- 52,825** **Small Holder Farmer Group members**  
Improved Crop production & Management Training
- 6,140** **Women, Youth & Farmers**  
Enterprise development trainings
- 1,274** **Women Group members**  
Homestead garden & Cooking demonstration Trainings
- 1,065** **Community Based Seed Producers**  
Certified Seed Production training in 7 priority Crops
- 454** **Livestock Farmers**  
Goat rearing and management pilot training to Entrepreneurs
- 1,875** **Businesses Registration with MFI**  
No. of Businesses registered with SMEDAN and CIC

In Integrated Agriculture Activity, during the last two years (2019-2021), many specialized trainings were provided to smallholder farmers, producer groups, women, youth, and prospective entrepreneurs. They ranged from certified seed production, good agronomic practices, crop management, homestead garden, nutritious meal preparation, agri-processing & non-farm enterprise development to livestock management and linking them to Financing Institutions. The infographics (see left) shows the number of participants and registered businesses.





**Prakash Kant Silwal**  
Chief of Party

## MESSAGE

In this second edition of the Newsletter, we bring you some significant capacity development efforts and stories of youth & women engagement in microenterprise activities that the Integrated Agriculture Activity-IAA has contributed to employment creation.

## ABOUT -IAA

The Feed the Future Nigeria Integrated Agriculture Activity-IAA issued under the US Government's Global Food Security Act was awarded by USAID Nigeria to the International Institute of Tropical Agriculture-IITA and its partners in July 2019 towards economic recovery in North-East Nigeria. It supports vulnerable populations in 12 Local Government Areas-LGAs of Adamawa and Borno states by engaging in basic farming activities to improve food security, increase agricultural incomes and improve resilience among smallholder farmers through strengthening institutions and market networks, youth, and women in agribusiness activities.

## SECOND EDITION

22 JULY 2021

### Contact

#### **PRAKASH KANT SILWAL**

Principal Specialist /Chief of Party

Feed the Future Nigeria Integrated Agriculture Activity

IITA-Abuja, Beside Old Water works Kubuwa PMB 82, 901101,

Abuja FCT, Nigeria Mobile: +234 9062927839

Email: p.silwal@cgiaar.org

[www.iita.org](http://www.iita.org)

[www.feedthefuture.gov](http://www.feedthefuture.gov)

