



Long-term EU-AU Research and Innovation Partnership for Food and Nutrition Security and Sustainable Agriculture

Dialogue for Action and Brokerage in West Africa: Fostering Knowledge, Communication & Innovation Hu

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Long-term EU-AU Research and Innovation Partnership for **Food and Nutrition Security and Sustainable Agriculture**



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Long-term EU-AU Research and Innovation Partnership for Food and Nutrition Security and Sustainable Agriculture

Innovation and digitalization in agriculture:

Paving the way for entrepreneurs, AgriTech and FoodTech start-ups

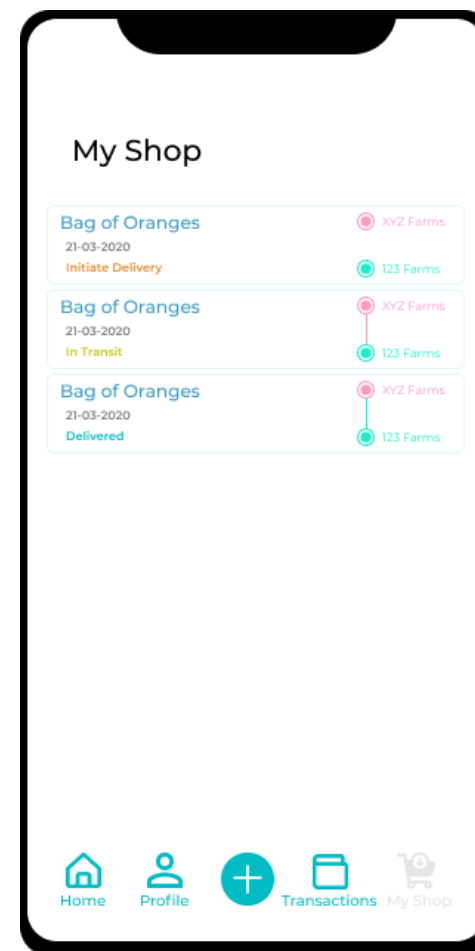
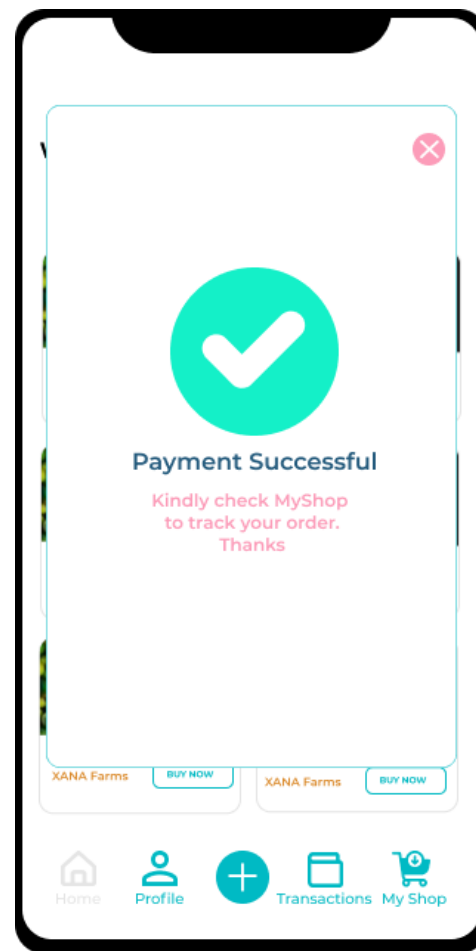
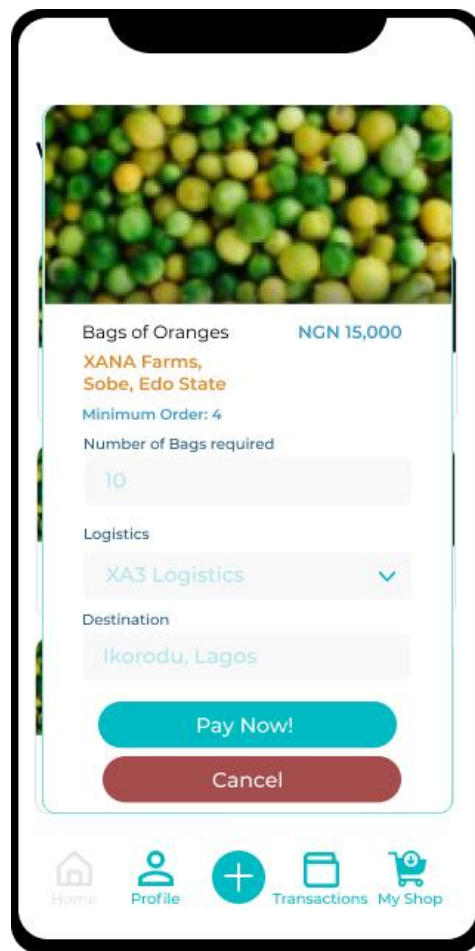
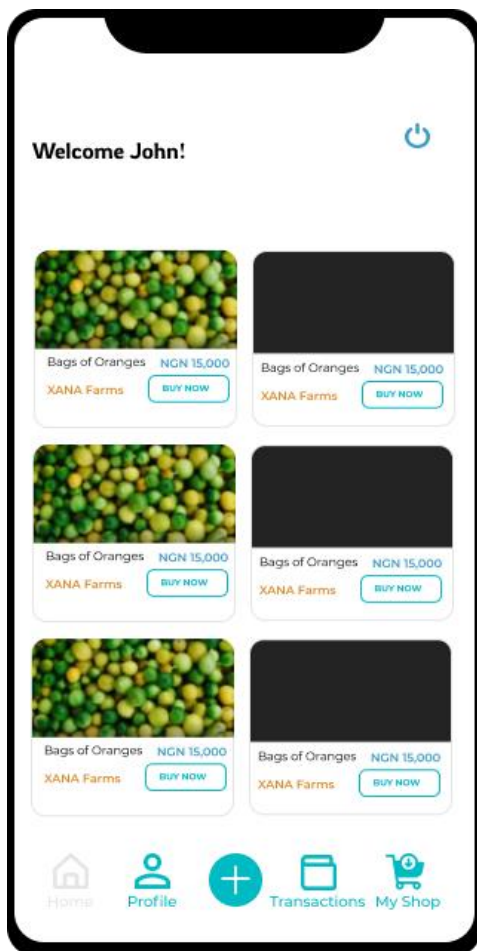




INTRODUCTION

- ❑ Agricultural productivity in Nigeria is **10X** lower than that of her South America counterparts.
- ❑ Major reason - **inadequate connection of farmers to markets**
- ❑ Thus, our idea - an e-market place mobile application that **connect every actor in the agricultural value chain.**







CRITICAL FACTORS FOR DEVELOPMENT SUCCESS

- Price mechanism:** Free market system
- Verification of sellers:** - FutuXverify (Integrity of the process-Trust)
- Private extension services for farmers**
- Onboarding sellers that are committed to provide safe and healthy food and livestock**





MOST PRESSING THEMATIC PRIORITY CONCERNING THIS TOPIC

Digital and efficient Food distribution chain

Private Extension services

Verification of Agricultural support services

Financial inclusion for farmers





KEY ACTORS, IMPORTANT PLAYERS

- Primary key actors:
 - ✓ **Sellers** - Small and Medium Scale Farmers
 - ✓ **Buyers** - Households, Traders and Processors.
- Secondary key actors:
 - ✓ **Third-Party Services** – Payment & Logistics solutions
- Tertiary key actors:
 - ✓ **Industry Regulators**





CONDITIONS FOR ENHANCING ACTORS' COOPERATION

- Prompt payment of service providers and sellers.
- Effective Feedback mechanism
- Tracking system for all actors to ensure transparency of operations.
- Effective and efficient customer support system.

