



# NAEC Learning Event

2019 | Year II planning and exit

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# MADE



Market Development in the Niger Delta (MADE) is a 2 year design and implement M4P programme implemented by DAI and supported by UK Department for International Development

Purpose	Goals
<p><b>To promote better performing poor small-scale farmers and entrepreneurs in target markets</b></p> <p><b>Create economic opportunities to reduce the incidence of human trafficking in Edo and Delta states</b></p>	<p>Incomes: To increase the incomes of 284,000 economically active poor people, 50% of whom must be women, by 15% through increased integration into select market systems</p>



# MADE Programme Approach



## Making Markets Work for the Poor

- Systemic change approach
- Sustainable change
- Scalable and replicable impact
- Facilitative role

## Women's Economic Empowerment

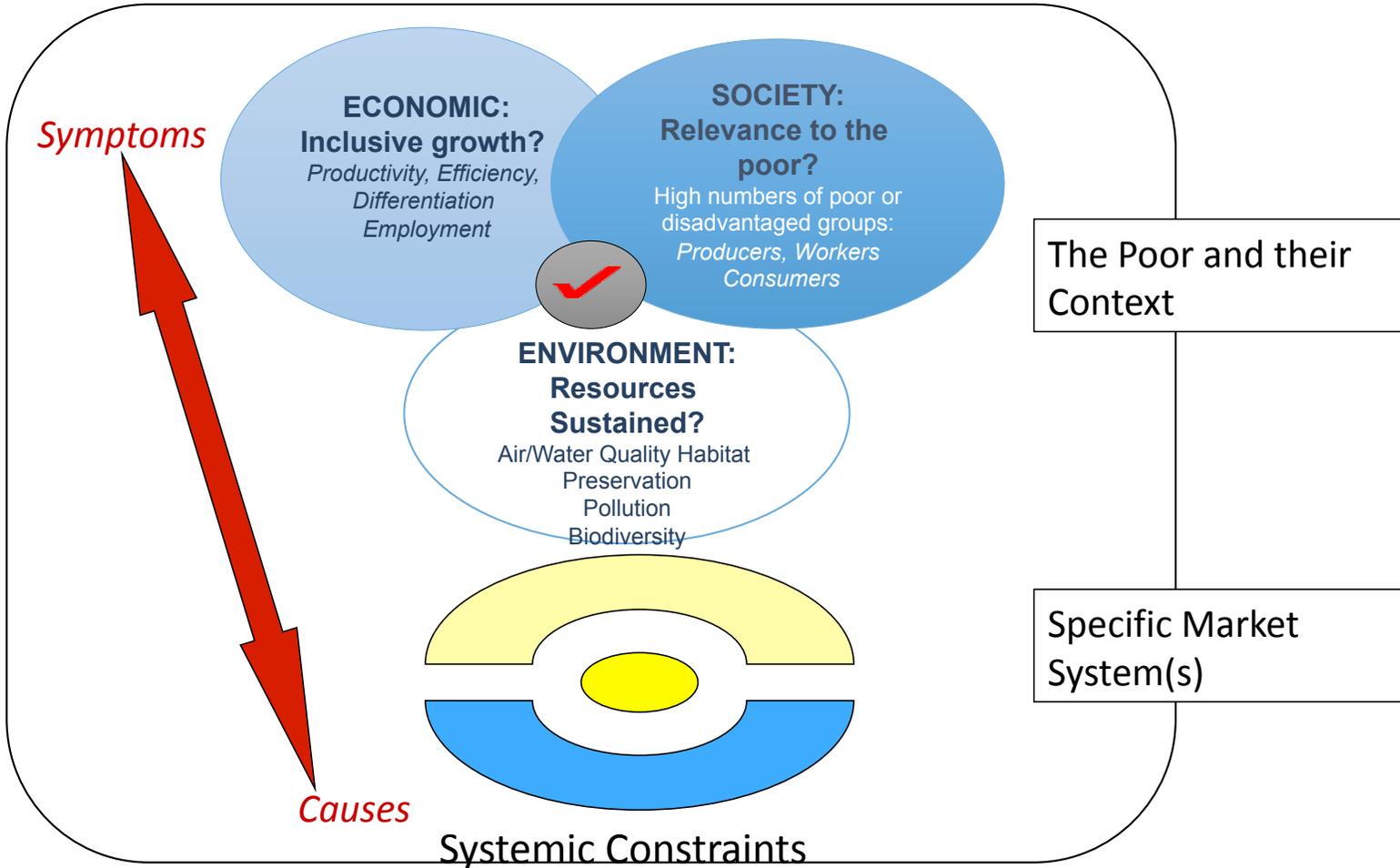
- Pursue initiatives to ensure opportunities, economic enhancement, and improved power and agency for women and vulnerable groups



# Market Systems facilitation



Strategic Rationale



# MADE Sector Background



## Programme Market Systems

The Programme facilitate partnerships with the private sector in six market systems namely:

1. Agricultural Inputs (Fertiliser and Crop Protection Products)
2. Fisheries (Aquaculture & Smoked Fish)
3. Palm Oil (Best Pond Management Practise & Palm Oil Processing)
4. Household Poultry (Vaccination & Poultry Production)
5. Cassava

### Cross cuttings:

Monitoring &  
Results  
Measurement

Knowledge  
Management

Gender

Communications  
& Advocacy

Access to  
Finance??



# MADE Sector Background



## Agricultural Input



- Started in 2014
- Key Constraints: Widespread low productivity
  - Education: Limited access to information on GAP and utilization of inputs (improved seeds, crop protection products and fertilisers, unskilled ASPs.
  - Access: poor supply and distribution network of Ag Input.
  - Availability: inappropriately packed products beyond small holder farmers' needs
- Partners worked with: Saro AgroSciences, Candell, Syngenta Nigeria Limited, Contec Global Agro Limited, Harvestfield and Crop Life Nigeria.
- Results cumulative: 148,205 farmers
- States: All nine states



# MADE Sector Background



## Fisheries



- Started in 2014
- Key Constraints: Widespread low productivity and post harvest losses.
  - Education: Limited access to information on BMP and utilization of inputs (feed, unskilled ASPs).
  - Access: poor access to good quality inputs .
  - Availability: Inefficient traditional fish smoking technologies
- Partners worked with: Aquagreen Initiative, Bangadonase, Diyen Agro service , Feb-Tech nig ltd, Geo fred agro farms, Armtec, Aquaton consults, Velaroe.
- Results cumulative: 23,081 farmers
- States: All nine states



# MADE Sector Background



## Poultry



- Started in 2015 .
- Key Constraints :
  - Lack of access to poultry inputs and services such as vaccines, drugs, and other poultry health related products and services by small scale poultry farmers.
  - Lack of information on better poultry management practices / enterprise knowledge by small scale poultry farmers by small scale poultry farmers.
  - Lack of appropriately sized poultry inputs targeted at small holder farmers by small scale poultry farmers.
- Partners: Zygonis Nigeria Limited, Turner Wright Limited and Agric Project Concept
- Results cumulative: 51,531 farmers.
- States: Akwa Ibom, Bayelsa, Ondo, Cross Rivers, Delta, Edo, Rivers, Imo States .

# MADE Sector Background



## Cassava



- Started in 2015
- Key Constraints: Widespread low productivity and market access
  - Education: Limited access to information on GAP and utilization of inputs (improved seeds, crop protection products and fertigation).
  - Access: poor supply and distribution network of genuine Input.
  - Availability: Limited availability of improved cassava high yielding variety seeds in the region
  - Access to market for cassava roots.
- Partners: Saro AgroSciences, Candel, Contec, Renascent, Winosa, Ego, De-Philajoms, Godilogo and Jossy
- Result cumulative: 184,000 farmers reach.
- States– Abia, Akwa Ibom, Bayelsa, Cross River, Delta, Edo, Imo, Ondo and Rivers States

# MADE Sector Background



## Palm Oil

- Started in 2014.
- Key constraints:
  - Poor oil extraction from crude and inefficient processing methods used by small scale).
  - Education: Weak information flow between technology providers and processors, poor access to information on Best Management Practices (BMP).
  - Availability: Poor access to quality inputs.
  - Access: Weak distribution channels by inputs and seed companies
- Partners worked with: Agricultural inputs company – Candel; Sprouted Nut producers – Allissee, S-ATM and NIFOR; Service providers – Fabricators, Commercial millers and Private Nursery Operators.
- Results cumulative: 22,018 small holders
- States: all states



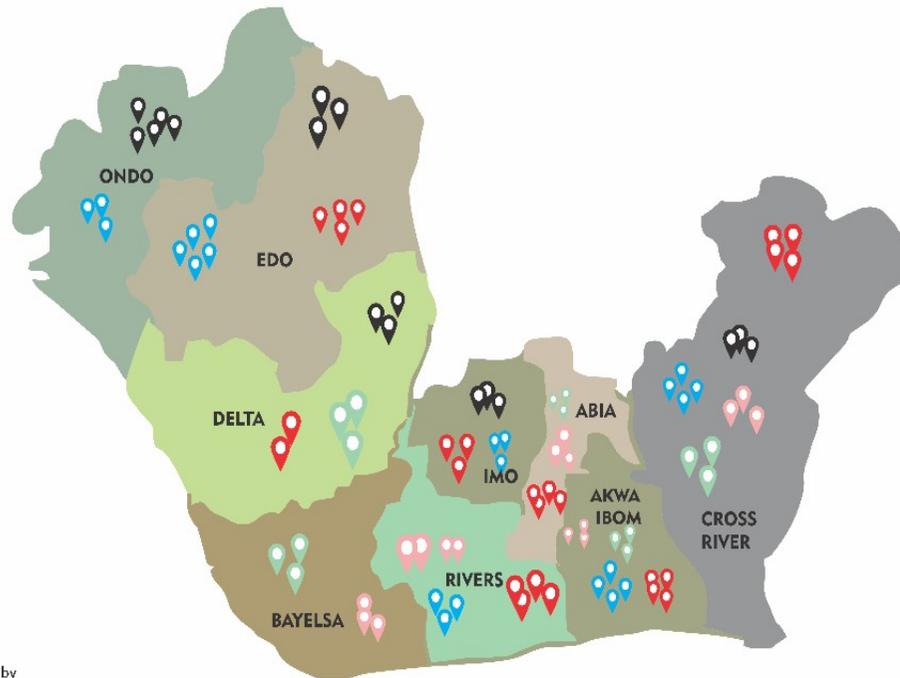
# MADE Location



## Map of MADE Value Chain Activities



- Agric Input
- Cassava
- Palm oil
- Poultry
- Fishery



Target:  
Small/medium oil farmers  
of which 50% is owned  
by women; large commercial  
corporate mills etc



Target:  
Smallholder cassava  
farmer, SMEs etc

Driving inclusive growth through  
a quiet revolution of the value chain



Target:  
Households,  
poultry retailers etc



Target:  
Small and medium  
farmers, farmer groups  
SME Hubs etc



Target:  
Catfish farmers,  
fish farmers associations,  
fish fed manufacturing companies,  
hatcheries and support service  
providers

