

Dear SwanCape Horti AgriBusiness Hub (aka AgroNourish 2 Flourish Hub) Members,

I trust this meets you, your family and businesses well.

I am excited to announce the formal take off of our activities under the HORTINIGERIA program effective June 1, 2024.

This relationship being built cannot come at a better time than these precarious times in the history of our country. No one is immune to the current harsh economic, political, lack of skilled manpower, climatic issues among a host of others. There is no better time to handhold and support each other than now.

As our name signifies, we are here to Nourish 2 Flourish. 😊😊 Our goal is not just to survive these harsh times but to thrive and grow our businesses together. The key word here is “TOGETHER”.

The HortiNigeria Program posits that if agribusiness actors along the value chain are facilitated to truly connect at the local level, they can build trust, and come with sustainable solutions that improve the efficiency of their value chain at the local level and the profitability of all actors involved at that level also improves. Their coordinated action helps them to gain competitive advantage through collective learning, co-innovation and co-investments and pooling of information and resources. As mutual trust is built between and among the involved SMEs and farmers, there is better market access and increased capacity to reduce transaction costs and gain better (more sustainable and cost efficient) access to inputs, financial and other support services for the success of the individual businesses involved. These improvements propel the adoption of productivity-enhancing (soft and technical or technological) innovations at critical or vital points across the value chain.

OBJECTIVES OF THE HUB PARTNERSHIP

The objective of the Partnership is to develop an inclusive value chain in the horticulture sector and grow the overall production volumes and incomes of horticulture farmers, while reducing the risk and impact of seasonality of horticulture crops. This will be achieved through the piloting of innovative production systems and by improving the skills and business linkages of hub actors to opportunities and systematically and sustainably aligning relevant actors within the horticulture value chain to build trust and capacity to develop and grow their businesses together. The specific objectives include:

A. Piloting eco-efficient production system innovations that will increase the productivity and incomes of (to the greatest extent possible, young, and female. Entrepreneurial Farmers (EFs) and will increase continuity in vegetable supplies to markets in Nigeria.

B. Strengthening Horticulture EF's technical, relational or partnering skills as well as organizational and business skills through the Innovation and Business Support Services (IBSS) and other service providers to boost commercial production and enable them to supply high quality produce to the markets in return for sustainable pricing, improved income and enhanced livelihood.

C. Brokering linkage among value chain actors including the Business Champion, horticulture processing companies, horticulture off-takers, SMEs, financial and input service providers, technical service providers, transport/logistics service providers and other relevant actors across the value chain. This will improve value chain coordination and efficiency, provide access to resources such as credit and inputs, reduce transaction cost and build trust among the actors.

D. Facilitating an enabling business environment that promotes access to information, while fostering loyalty schemes specifically to cushion years of extreme price fluctuations and facilitating access to low interest credits, efficient and transparent transactions with signed contracts at all levels of the core value chain which is required to sustainably drive growth and development of the sub- sector

E. Developing and implementing partnership coordination and monitoring plans which give voice especially to the EFs and a system that ensures joint actions, co- learning and co-financing of value chain plans with service providers (where needed) empowered to carry-out and monitor field activities.

F. Developing access to quality produce and creating employment for youth and women by offering technical, relational or partnering skills as well as building organizational and business capacities along the value chain.

Let me not overload you with information in this message as more will surely come in due course. However, please feel free to contact me directly for any information or clarification you may require. Also let me know if you have trusted and interested colleague farmers with shared values that you would like to join us.

Thank you for your attention.

Best regards,



Dr. Agnes Fasehun
Business Champion

