

## Projected Impact



Produce 50,000 metric tons of rice, maize, and soybean by the end of the 2021 season.



Generate \$14 million in project revenue.



Create 1,000 new jobs; 70 percent will be for women.



A Thrive Agric field officer in Saminaka, Nigeria, shows farmers how to use the TMoni app that allows them to easily send, receive, save, and borrow money. Photo credit: Thrive Agric

## About the Company

[Thrive Agric](#) is a Nigeria-based agricultural technology company that provides smallholder farmers with access to high-quality farm seeds and other inputs, finance, data-driven advisory services, and premium markets for their produce. Their mission is to build an Africa that feed herself and the world.

## Co-Investment Partnership

[The Trade Hub](#) awarded a \$1.75 million co-investment grant to [Thrive Agric](#) to support its goal to boost food security in Nigeria through technology-driven agricultural services. As part of this partnership, Thrive Agric will raise \$10 million to support 50,000 smallholder farmers growing rice, maize, and soybean in Kaduna, Kebbi, and Kano States. Using its forward-thinking strategies and technology, Thrive Agric will enroll these farmers into its program providing agronomy advisory services, pre- and post-harvest storage and logistics support, links to credit and agriculture insurance products, and access to the company's mobile apps. The support will assist these farmers to effectively produce rice, maize, and soybeans for domestic and international markets. In line with the Trade Hub and Thrive Agric's goal to ensure equity in the agricultural sector, 50 percent of the farmers will be women and/or youth. Read more [here](#).

## Partnership Opportunities

Smallholder farmers experience several challenges preventing them from participating in domestic and international agricultural product markets. Barriers to entry include limited access to quality seeds, equipment, and financial services; inadequate agricultural extension support; and limited market linkages. Thrive Agric seeks investors and partners committed to helping farmers overcome these obstacles and improve their livelihoods. Since launching in early 2020, the company has already served over 150,000 customers across six states in Nigeria, produced 170,000 metric tons of grains, and generated over \$50 million in revenue.

To learn more about investment and partnership opportunities with high-potential companies in West Africa, visit the Trade Hub's [Virtual DealRoom](#).



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