

Projected Impact



Mobilize and register 56,000 smallholder farmers to cultivate 90,000 metric tons of maize and rice.



Provide training, agricultural inputs, and field monitoring to smallholder farmers to increase crop yields.



Generate an estimated \$33.1 million in sales from 90,000 metric tons of harvested grains.



A Babban Gona field officer conducts monitoring activities on a member farmer's field in Kaduna State. Photo credit: Babban

About Babban Gona

[Babban Gona](#) is a high-impact agri-tech social enterprise part-owned by the farmers it serves. Through its innovative Babban Gona Direct (BGD) model, the company provides training, financial credit, agricultural inputs, and harvesting and marketing services to tens of thousands of smallholder farmers in Nigeria to significantly improve their labor productivity, market access, and incomes. Smallholders working with Babban Gona are enabled to increase their profitability, on average, to 2.5 times the national average.

Co-Investment Partnership

Babban Gona will leverage approximately \$15.4 million of private funds and a \$500,000 grant through the USAID-funded West Africa Trade & Investment Hub (Trade Hub) to strengthen the capacity of 56,000 smallholder farmers in Nigeria to produce 90,000 metric tons of maize and rice, and to provide mechanical threshing services to 28,000 (50%) of the benefitting farmers at harvest. Approximately 18,000 of these smallholder farmers will be located in Kaduna, Benue, Cross River, and Niger States, focus areas for USAID's Feed the Future initiative. In addition, entrepreneurship training will be provided to 25,000 women enrolled in Babban Gona's Women Economic Development Initiative and all 56,000 farmers will benefit from training in good agricultural practices.

Partnership Opportunities

Over the past few decades, a rising middle class in Nigeria has contributed to growing demand for higher-value food products in the country, including those made using maize and rice. However, smallholder farmers have seen significant reductions in their yields. They require access to quality agricultural inputs and adequate post-harvest services that can help them maximize their outputs, in turn securing reasonable incomes for themselves and their families and helping to ensure food security in Nigeria. Babban Gona continues to seek investors interested in supporting smallholder farmers and strengthening maize and rice supply chains. This current project is expected to generate \$33.1 million in sales from the approximately 90,000 metric tons of harvested grains for the 2021 season, of which an estimated \$20.1 million will be paid out to the benefitting farmers in profit/bonuses.

To learn more about investment and partnership opportunities with high-potential companies in West Africa, visit the Trade Hub's Virtual DealRoom at asokoinight.com/deals/watih/investor



[Westafricatradehub.com](https://westafricatradehub.com)



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