

# PARTNER FACT SHEET



## Projected Impact



Create full-time contractor jobs for 4,000 smallholder farmers; 60 percent will be for women.



Produce 3,600 metric tons of maize and 400 metric tons of soybean within 3 years.



Train 4,000 smallholder farmers in modern agricultural techniques.



Zichart Ladan, a Tomato Jos extension agent, provides support to farmers in Igabi LGA, Kaduna State. Photo credit: Tomato Jos

## About Tomato Jos

[Tomato Jos Farming and Processing Limited](#) (Tomato Jos) is a private equity-backed, fast-growing social enterprise located in Kaduna, Nigeria, that believes in the power of local production for local consumption. Its mission is to create a middle class in rural Nigeria by empowering smallholder subsistence farmers to transform into expert growers of tomato, maize, and soybean.

## Co-Investment Partnership

Through its COVID-19 rapid response, the USAID-funded [West Africa Trade & Investment Hub](#) (Trade Hub) awarded a \$1.2 million (492 million Naira) co-investment grant to Tomato Jos to boost the productivity, incomes, and resilience of 4,000 maize and soybean smallholder farmers in northern Nigeria's Kaduna State. As part of this 3-year project, the smallholders will receive loans to buy seeds and other inputs and be trained in modern agricultural techniques to improve their production efficiency and increase crop yields. Through these efforts, approximately 3,600 metric tons of maize and 400 metric tons of soybean will be produced by the third year of the project. These crops will then be bought from the farmers at a pre-agreed price to stabilize and increase their incomes. In support of this project, Tomato Jos will leverage 3.3 billion Naira of private funding.

## Partnership Opportunities

Maize and soybean are two popular staple plants in Nigeria, especially in northern Nigeria where smallholder farmers are concentrated. These two grains have seen a solid growth in demand in Nigeria in recent years, a trend that experts expect to continue due to increasing demand in human and livestock consumption. However, domestic production of these grains is failing to meet the high market demand because of several limitations faced by farmers, including outdated farming techniques, limited awareness of the market's quality demand, and a lack of funds to improve their farming practices. Tomato Jos seeks partners and potential investors committed to tackling these and other socioeconomic challenges. The company already has a track record of leveraging private investment to grow its business, boost profits, and improve livelihoods, as demonstrated with its recent work with [Prosper Africa](#).

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



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