

Strengthening rice value chain actors in Nigeria by improving access to specific inputs

By Achimba Nguemo Jennifer, GIZ-GIAE, Nigeria.

Introduction

Rice is the most consumed staple in Nigeria and also has abundant land for production. Its Production rate is at 5 million metric tones (MT), and consumption rate 7 million metric tones (MT). (<https://gro.intelligence.com> 2019). Despite the high consumption rate and sufficient land for rice production, Nigeria is not producing enough rice for its citizens.

Problem statement

Rice production is faced by Poor access to specific inputs and Communication gap between input suppliers and Rice farmers among others.

Solution approach:

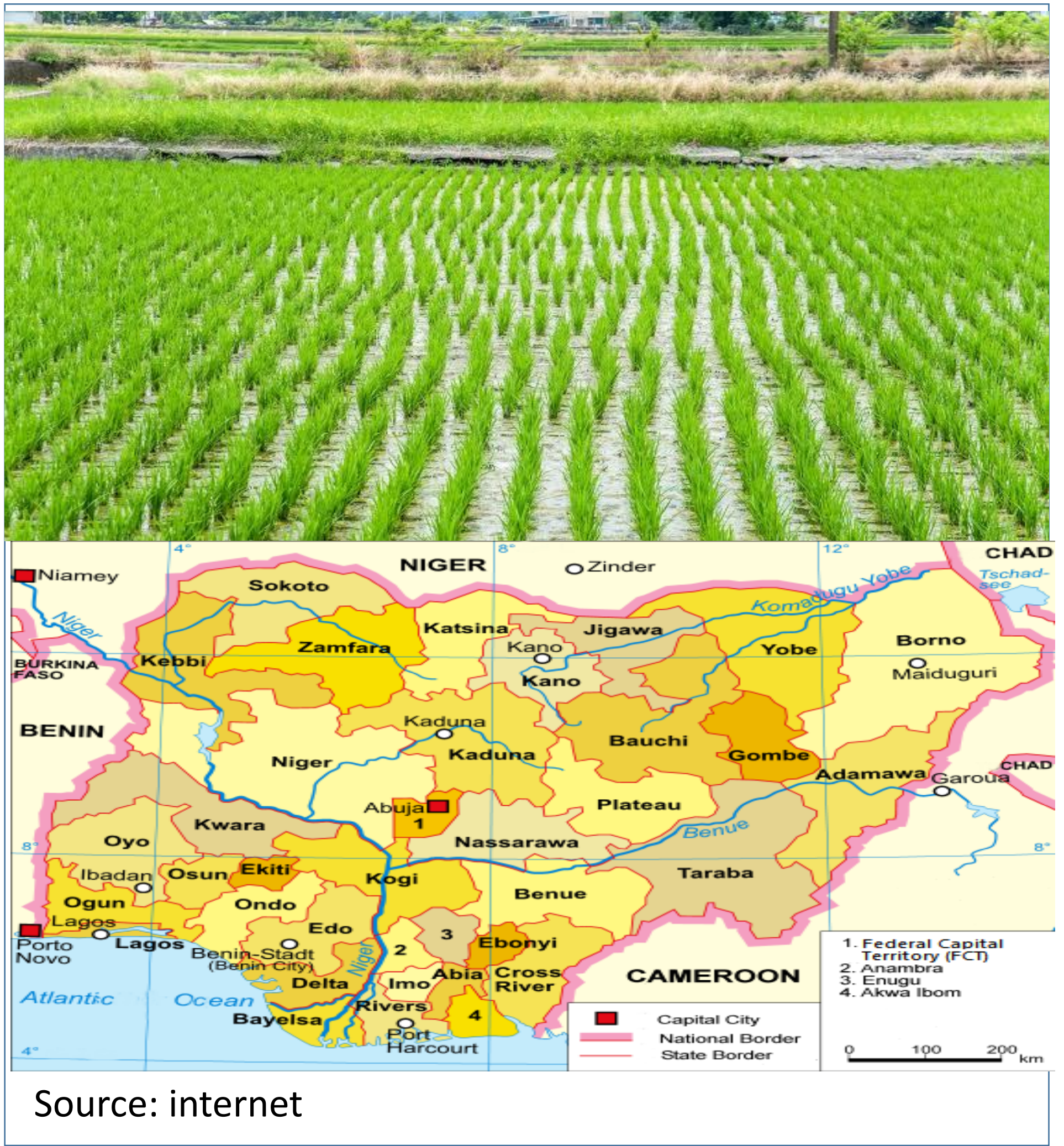
Improving access to inputs through B2B social media marketing and facilitation of one stop Agro inputs shops installment.

Objectives

- To strengthen rice value chain actors focusing on improving access to specific inputs, - if access to farming inputs is improved, it will lead to;
 - ✓Improvement in Food security.
 - ✓Reduced importation of Rice in Nigeria.
 - ✓Improve Youths employment.

SWOT / Problem tree

STRENGTH Rice is the most consumed staple food in Nigeria	Opportunity <ul style="list-style-type: none">• Availability of FADAMA (low land) for production.• Support from GIZ and other developmental partners.
Weaknesses <ul style="list-style-type: none">• 80% are small holder farmers, therefore, produce on a small scale.• Prevalent use of farm saved seeds• Poor infrastructure.• Diseases and pest attacks.	Threat <ul style="list-style-type: none">• Farmers - herder crises• Willingness of farmers to pay for quality inputs.



Conclusion / Highlight

- Nigeria is blessed with FADAMA Land for Rice production, yet rice produced is insufficient for its citizens.
- A lot of social media marketing content exist in Nigeria, but up till now, only a few exist for promotion of access to inputs especially for rice production.
- A B2B Internet marketing content and one stop shop installation will not only improve access to inputs but also strengthen the entire rice value chain since both actors on the value chain are connected.



Implementation steps...

Phase 1	Development of social medial channels that link buyers and dealers of specific inputs Advertisement of available inputs through short video clips on the channels developed Creation of awareness through other social medial platforms
Phase 2	<ul style="list-style-type: none">• Identification of inputs dealers willing to install one stop shops. (NOTORE,INDORAMA etc)• A meeting with input dealers identified.• planning• Facilitation of one stop Agro shop installment.• Advertisement through news channels and radio jingles.

Expected costs/ Results

- Transportation: € 700
- Data recharge: € 1000
- Call units: € 700
- Android device: € 400
- Cost of advertisement: € 350.
- Computer: €600

RESULTS

- Inputs accessible
- Rice value chain actors strengthened.
- Youths will be employed to manage the one stop shops established at different locations, They will advice farmers on the right inputs to purchase and use when need be.

Expected outcomes

- rice value chain actors will be Strengthened
- Improved access to inputs
- Improved livelihood through improved productivity.
- Improved Youth employment.