



How startups are positively transforming the Agrofood sector in Nigeria.

# What is the Agrofood sector?

## Agriculture

Raising crops,  
livestock, and  
seafood

## Agri-chemicals Manufacturing

agricultural construction,  
farm machinery and  
supplies, seed

## Food processing

Preparation of fresh products,  
manufacture of prepared food  
products

## Marketing

Marketing campaigns,  
public relations

## Food distribution

Logistics, transportation,  
warehousing

## Regulation

Local, regional, national, and  
international rules and regulations  
for food quality, food security,  
food safety, and industry activities

## Food service

Food catering

## Academic Education

consultancy,  
vocational

## Research and development

Food technology

# Some of the challenges in the Agro Food sector?



Inaccessible marketing facilities




Lack of information



High cost of modern farming equipments



Insufficient financial support



How are startups  
combating these  
challenges?

# Access to Agro food Marketing Platforms

Farmers can now market their produce on online platforms and connect with traders, marketers and transporters.



Agric startups such as Psaltry International allows farmers to market cassava produce as well as receive training on how to cultivate agricultural products.

## Access to Agro data

Market information is now available to make farmers more visible to other key players in the Agrofood sector.



Verdant Agritech provides a platform for farmers to obtain crucial data for decision making which improves efficiency.



## Accessibility to Affordable Modern

### Farming Equipment

Farmers who cannot afford to purchase modern farming equipment can rent the services of Agricultural Technology company.



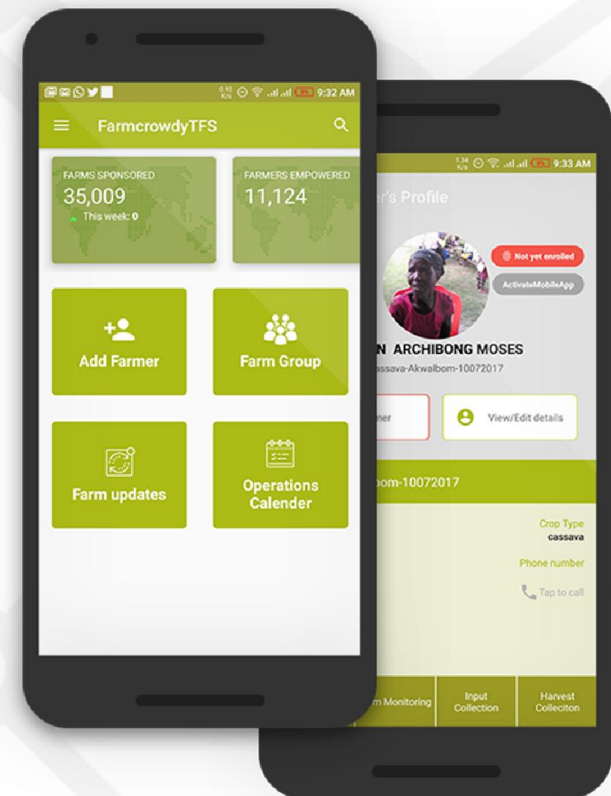
Platforms such as Hello Tractor connect tractor owners with farmers in need of tractor services.



# Land Measurement and Resource Calculation

Field specialists can now measure land area and calculate the resources needed to complete a farm cycle in a land area.

Farmcrowdy has developed a Technical Field Specialist App with pre-installed GPS geometer to improve farm management.





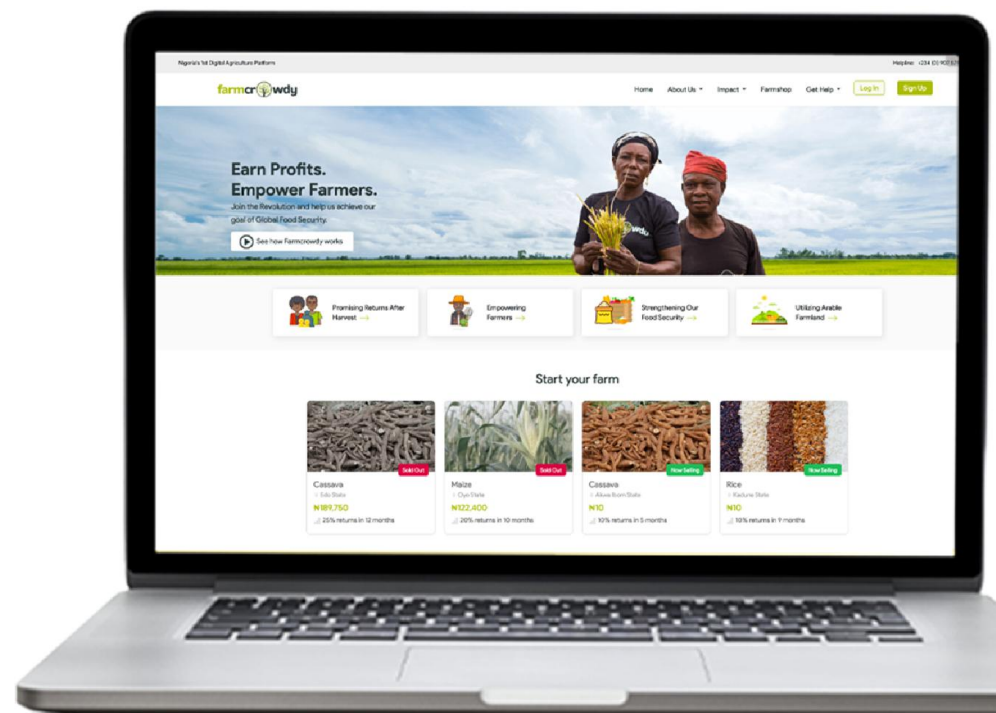
# Financial support for Farmers


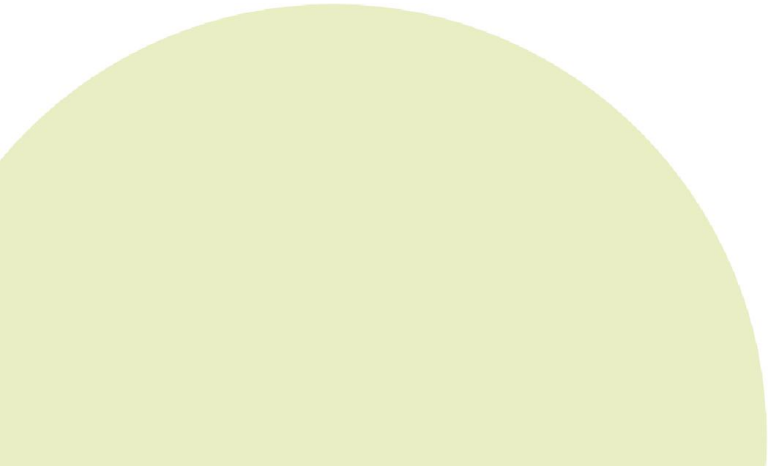
Farmers who cannot obtain loans now have an alternative way of getting funds to grow food and increase their income



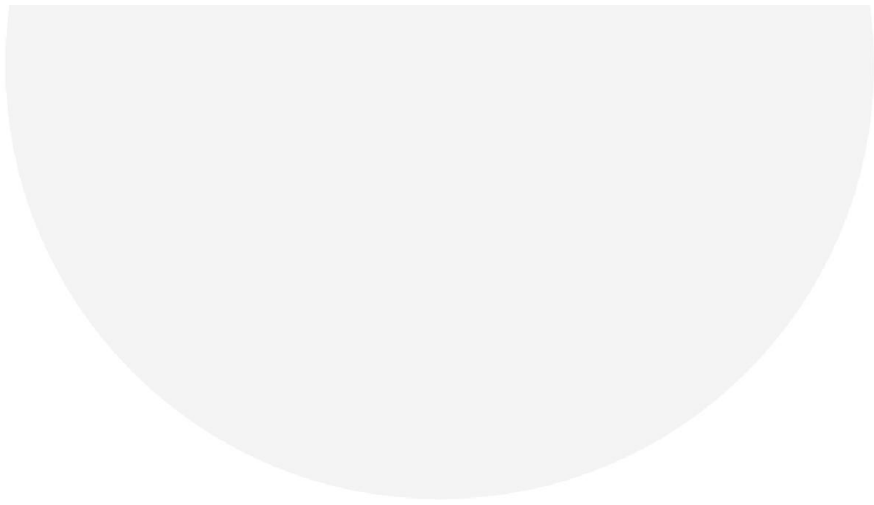
Farmcrowdy has set up a secure platform where farm sponsors can sponsor farm units and the funds are given to farmers to cover farming activities from pre-planting to post-harvest.

At the end of the farm cycle, the profits are split between the farm sponsors, the farmers, and the platform.





Startups have disrupted  
food sector and are providing opportunities for growth  
the value chain.



Thank you

