Babban Gona
An Agricultural Franchise
Lifting Smallholder Farmers Out of Poverty

November 2013
Our Challenge
Nigeria... One of the world's youngest countries
The Impact
The Solution - Agriculture
Nigeria's Job Creation Engine

40% of GDP
High Growth
Labor Intensive
Low Skill
We believe...

1. We must create millions of needed jobs now
2. Invest to Improve the profitability of farmers
3. Unlock millions of jobs
Why are farmers poor?
Low Economies of Scale
Small farmers stuck in poverty
100 Years ago American farmers were poor too.
Farmer Organizations deliver high economies of scale

1 Leadership
2 Management
3 Investment
An Agricultural Franchise

A business that creates **economies of scale** for farmers
Increase Farmers Profitability
Babban Gona service delivery model
Quality Inputs in Farmers' Homes Waiting for the Rain
A Partner Side By Side Throughout the Season
Creating **Profitable Small Commercial Farmers**

**Double Farmers Incomes**
- **Babban Gona Farm**
  - Yields up to 6.8 tons per Hectare

**Stuck In Poverty**
- **Non Babban Gona Farm**
  - Yields below 0.8 tons per Hectare
Creating **Profitable** Small Commercial Farmers

**Double Farmers Incomes**

Babban Gona Farm
Estimated Yields over 1 ton per Hectare

**Stuck In Poverty**

Non Babban Gona Farm
Yields below 0.5 tons per Hectare
Ibrahim Mustapha

4.6 MT/Ha

Attained yields of 4.6MT/ha i.e. 3X the National Average and almost 6X the average yield in the community.

$1,450

Achieved an economic value net of all loans of over $1,450 from his small 1.1 Hectare farm. From a GDP per capita standpoint he moves from poverty into a lower middle income bracket.

Samaila Haruna

$2,000

Achieved an economic value net of all loans of over $2,000 from his small 2.5 Hectare farm. From a GDP per capita standpoint he moves from poverty into a lower middle income bracket.

1

With his earning from his first season in Babban Gona he bought a car.
Babban Gona Growth Plan

Development Phase
Refine model in Northern Kaduna

Regional Expansion
Scale model across Nigeria

Organic Growth Phase
Each Trust Group recruits one new Trust Group every 2 years.
Babban Gona is a Sustainable For-Profit Enterprise

A Sustainable Business with 3 Sources of Income

- Credit Services Income
- Input Services Income
- Output Services Income
- Total income of all services
USDA / IITA Technology that naturally and cost effectively reduces Aflatoxin levels by 80% to 99%
Aflasafe Pilot Commercialization

1. Purchase Aflasafe
2. Repackage Aflasafe
3. Farmer Purchase Aflasafe for N2500/ha
4. Farmer applies Aflasafe
5. Babban Gona Test Maize at Harvest
6. Maize passes test farmer receives N1000/mt premium
7. Babban Gona markets maize for +N1000/Mt premium
Access To Premium Markets
# Contact Details

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<tr>
<th>Lagos</th>
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<tr>
<td>3B Baajiki Close</td>
<td>11 Mount Pleasant</td>
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<td>Lekki Phase I</td>
<td>London, England</td>
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