

GAF Africa

GREEN AGRIBUSINESS FUND INAUGURAL COHORT

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ASSESSMENT REPORT



Drafted by:

JR Farms Limited
contact@jrarmsafrica.com

www.jrarmsafrica.com
+2348165368461

Overview

Green Agribusiness Fund (GAF) is designed to invest in youth-led agribusinesses in Africa that are deemed socially responsible in their business dealings. These businesses must be owned by young Africans who are living in Africa. Through access to finance, mentorship and related supports, the focus is to raise the next generation of agri- entrepreneurs that will lead great initiatives in agriculture and position agriculture in Africa on the path of decent jobs creation, food security and improved living standards.

GAF promotes agribusinesses focusing on priority aspects of agriculture such as post harvest loss, climate smart farming, urban farming, seed and soil improvement, precision farming, agtech, access to market and agro commodity trading.

GAF is an initiative of JR Farms Limited. The initiative is supported by United Nations Food and Agriculture Organization (lead partner) and Generation Africa.

Funding type: Equity

Guiding Themes

Sustainability:

Youth-led agribusinesses that will be accommodated on this initiative must deliver value to all stakeholders without degrading economic, social and natural capital.

Rural Economy:

This initiative will promote youth-led agribusiness innovations that address poverty, labor crisis, rural urban migration and improved living standards in rural economies across Africa.

Youth Entrepreneurship:

This initiative will focus on youth and opportunities for entrepreneurship; business ethics, aligning with macroeconomic policies for business gains, funding and trainings to foster youth-led agribusiness across Africa.

Gender Balance:

This initiative will give priority to businesses founded and led by young women. It will also give priority to businesses that show clear plans to employ young women particularly within the rural economy.

Technology:

This initiative will prioritize youth led agribusinesses that incorporate technology in their business projects.

GAF Support

Funding:

The project will provide equity funding of \$5000 to each beneficiary.

Financial mentorship for more financing:

Training of beneficiaries in book-keeping, financial management, business valuation, scaling and other topical issues in the areas of finance in order to position beneficiaries for more financing such as loans, grants, etc.

Advocacy and exposure:

The project will give thematic exposure to beneficiaries and their businesses through conferences, workshops and other relevant platforms.

Capacity building:

The project will offer capacity building to the beneficiaries in order to improve their business performance and sharpen them to be innovative while striving to stay relevant in a rapidly changing business world.

Access to market network:

Through the network of partners, the project will offer access to market network to beneficiaries. This is to ensure sustainability of their businesses.

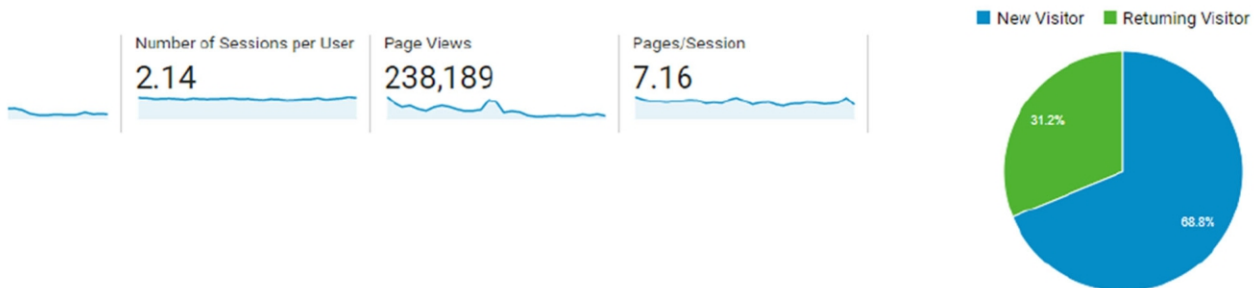
Data Analysis of Inaugural Application Process

Total number of hit/visit to the website (www.gafafrica.com) during the period of application (July 13th to August 10th 2020).

- **Users:** 15,000+
- **Sessions:** 33,000+
- **Average duration spent per visit:** 8m 58s



Number of visitors by country/location



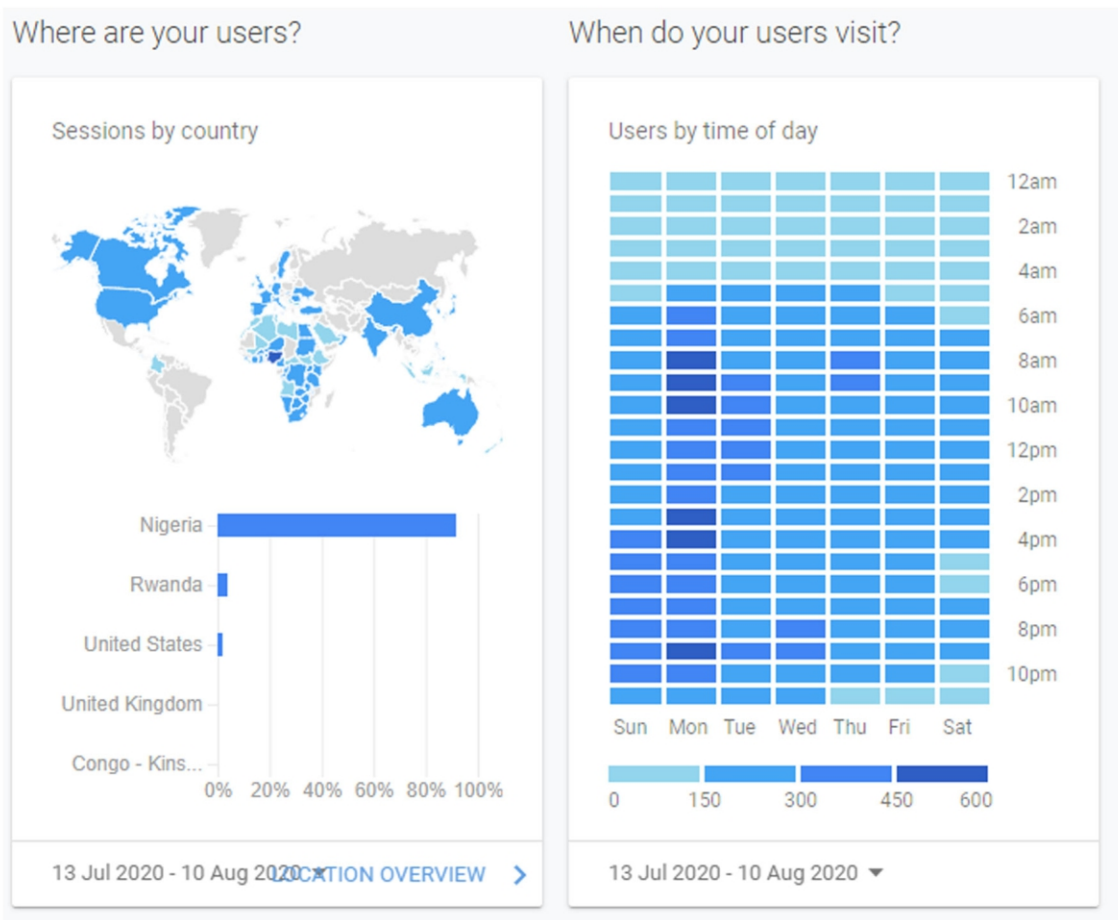
Country	Users	% Users
1. Nigeria	14,042	89.48%
2. Rwanda	641	4.08%
3. United States	425	2.71%
4. United Kingdom	99	0.63%
5. Ghana	42	0.27%
6. Kenya	42	0.27%
7. Congo - Kinshasa	35	0.22%
8. Netherlands	23	0.15%
9. Germany	19	0.12%
10. (not set)	19	0.12%

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Locations:

1. Nigeria:
2. Rwanda
3. United States
4. United Kingdom
5. Ghana
6. Kenya
7. Congo Kingdom
8. Netherlands
9. Germany
10. Others

Period with highest number of visitors

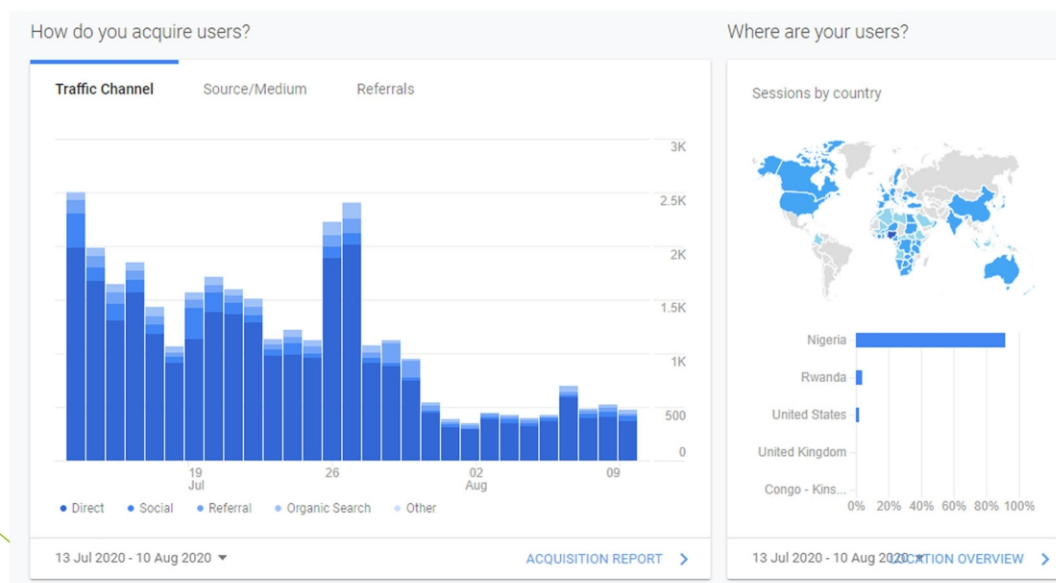


Description	Nigeria	Rwanda
Total number of applicants that signed up (Applicants that signed up without filling the application forms)	7781	180
Total number of applicants that submitted their application (Applicants that submitted their application forms)	602	20
Total number of female and male applicants (see clarifications below)	Female: 325 Male: 3436	Female: 6 Male: 61
Total number of unsubmitted applications (Applicants that signed up, commenced the application but did not submit their applications)	2834	41

Clarifications:

- i. Why figures of female and male applicants are lower than total applicants that signed up in both countries is because not all applicants that signed up filled the forms. On the sign-up page of the application, there's no provision for gender identification, applicants only fill in gender after sign-up has been confirmed and they start filling the application forms.
- ii. Why figures of female and male applicants are higher than the total submitted in both countries is because not all applicants that commenced the registration process and identified their gender submitted their forms, some started and never completed the forms.
- iii. Why data of male and female contradicts unsubmitted applications is because some applications were duplicated (they filled the forms more than once in separate applications).

How did we get traffic on GAF website and what are the top devices used?

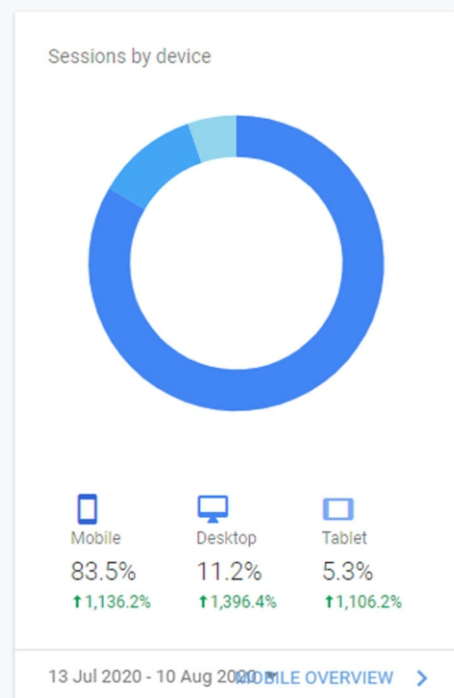


What pages do your users visit?

Page	Page Views	Page Value
/gaf/users/overview	43,051	\$0.00
/gaf/users/login	31,289	\$0.00
/gaf/users/apply	23,924	\$0.00
/gaf/users/personal	18,234	\$0.00
/	17,961	\$0.00
/gaf/users/business	13,319	\$0.00
/gaf/account/verified/status	11,974	\$0.00
/gaf/users/upload/files	10,414	\$0.00
/gaf/users/customers	10,364	\$0.00
/gaf/users/referees	7,526	\$0.00

13 Jul 2020 - 10 Aug 2020 ▾ [PAGES REPORT >](#)

What are your top devices?



Analysis of Major Gaps

Gender imbalance:

From data processed from the application phase, there was a significantly low turn-out of females. In both Nigeria and Rwanda, number of male applicants was 10 times more than number of female applicants. While 3436 applied from Nigeria, only 325 females applied in same country; in Rwanda, while 61 males filled application, only 6 female applicants applied in same country.

Low formalization of businesses:

During the application process, 76% of enquiry emails received are requesting for waivers for business registration documents in both Nigeria and Rwanda. This was further consolidated by Rwanda Youth in Agribusiness (RYAF) feedback from interaction with youth agri-entrepreneurs who are requesting for waiver of business registration documents as many youths in agribusiness do not have their businesses registered. Some of the registration conditions were waived to encourage potential applicants.

Language Barrier:

In both Nigeria and Rwanda, many applicants find it difficult to understand the details of GAF and fill the forms. For example, more than 80% applications received from northern Nigeria reflect inadequate understanding due to insufficient understanding of English language. During the application process, upon request of RYAF, flyers were also translated to Kinyarwanda (Rwanda's local language) to enhance understanding for non-English speakers among the youths.

Recommendations for Future Interventions/Collaborations

From the above gaps, it can be deduced that more tailored interventions are needed in Africa to address the issue of youth unemployment and youth involvement in agribusiness. Over time, many interventions have focused on providing funding for youth in form of grants, investments and loans; despite this, demography shows increasing youth unemployment and increased failure of youth led business initiatives. For future interventions and collaborations from Governments, Development Organizations, Academic and Financial Institutions, we recommend the following:

Ease of Doing Business Policies:

Policies removing obstacles hindering registration and formalization of MSMEs at national level are crucial- such policies should address cost of business registration, requirements for business registration, domestication of registration process, taxation for micro and small enterprises, financial inclusion and standardization requirements.

Business Formalization Trainings:

Qualifying for funding requires formalization- it is unlikely for banks, investment companies or development organizations to issue funding to businesses that are not formalized. Trainings targeted at promoting formalization of youth-led businesses should be encouraged. Such trainings can focus on youths in rural areas.

Investment in Girl Child Education:

Education is a universal right. According to UNESCO estimates, 130 million girls between the age of 6 and 17 are out of school and 15 million girls of primary-school age—half of them in sub-Saharan Africa— will never enter a classroom. Young women also face particular constraints in participating in the management of rural organizations for a variety of reasons, including lower literacy levels and lack of confidence to defend their interests. Finally, because they perform the bulk of household work, women often have little time left to pursue economic opportunities and actively participate in community organizations. Globally, young women are less likely than young men to become entrepreneurs, in part due to cultural and societal barriers in some countries, but also due to lack of necessary business and entrepreneurship skills. They often end up in smaller informal businesses and income generating activities, mainly in lower value added services. Lack of access to basic education, skills, productive resources and of a gender-sensitive business enabling environment deprive girls and young women of opportunities including business opportunities such as GAF—as we have seen reflect in the application process.

Expected Outcomes

- Increased business formalization, including in terms of contracts' formalization (for workers as well as with suppliers)
- Increased participation of females in business opportunities
- Increased financial inclusion
- Increased business sustainability

Commitment for Action

To ensure improvement through implementation of the above recommendations— JR Farms Limited commits to engaging with relevant partners through dialogue, advocacy, collaborations, projects, interventions and other global instruments that will translate to increased decent jobs among youth, increased girl child education and young women empowerment particularly in rural economies, business formalization and financial inclusion across Africa.

