



# BRITISH AMERICAN TOBACCO NIGERIA **FOUNDATION**

Empowering rural Nigeria for a sustainable future





BRITISH AMERICAN  
TOBACCO NIGERIA  
**FOUNDATION**

## VISION

A Nigeria in which poverty has been significantly reduced in rural communities.

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## MISSION

To focus on projects that reduce poverty and make positive, sustainable impacts on our communities.

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## STRATEGY

Sustainable agriculture in rural communities.

## FACTS



**2002**

British American Tobacco Nigeria Foundation was established.



**2003**

First project implemented



**2007**

72 agricultural projects established



**2013**

Re-strategized to a pure focus on sustainable agriculture



**2015**

First Dialogue Session on small holder farmers



**2016**

Introduced the Farmer's Market



**2017**

Received the ISO 9001:2015 Quality Management System certification

# BOARD OF DIRECTORS

The British American Tobacco Nigeria Foundation is registered as a company limited under guarantee, with a Board of Directors responsible for the general control and management of the Foundation.

The day-to-day management of the Foundation is the responsibility of the General Manager.

The current Chairman is Chief Kola Jamodu (CFR). His predecessors were Dr. Christopher Kolade (CON), Chief Kola Daisi (CON) and Chief Olu Akinkugbe (CON), the pioneer Chairman.

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## GOVERNANCE

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The Activities of the Foundation are guided by the Memorandum and Articles of Association, its Term of Reference, Code of Conduct, strategic implementation document and other internal policies and guidelines.

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## TECHNICAL COMMITTEE

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The Technical Committee includes two external experts with professional experience in agriculture, climate resilience and development planning, including four other committee members from BATN Foundation and BAT Nigeria

## OUR DIRECTORS' RESPONSIBILITIES INCLUDE:

- Setting Strategy
- Establishing policies
- Ensuring accountability and compliance with regulation
- Maintaining fiscal oversight
- Promoting the activities of the Foundation

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## OUR TECHNICAL COMMITTEE'S RESPONSIBILITIES INCLUDE:

- Defining the Foundation's technical strategy
- Developing and Monitoring Standards, process, new technologies and methods of measurement
- Reviewing and submitting technical proposals to the Board and keeping them informed of technical developments
- Meeting at least four times a year

# OUR STRATEGY | *Promoting Agricultural Enterprise*

Through our enterprise development strategy, we encourage a commercial mindset in subsistence farmers and support them to run their farms as sustainable businesses.

We have established model enterprise farms cultivating cassava, maize, rice, watermelon and vegetables, and also have funded water projects to support farming activities.

## HOW OUR ENTERPRISE DEVELOPMENT STRATEGY WORKS



We fund the establishment of model enterprise farms to transfer technical skills to smallholder farmers.



We partner with third-party organizations with the capacity to provide technical support to farming communities.



We work with agricultural cooperatives or, where none exist, organize the smallholder farmers into groups to work on the model farms.



The farmers are introduced to the concept of agricultural value chains and the various stages required to get their produce from the farm to the customer.



We provide seed funding to the cooperatives, which the cooperative members can access as loans to cover the cost of inputs, land preparation and technical assistance.



Each farmer cultivates at least one hectare of land as part of the shift in mindset from subsistence farming to commercial farming.



The third-party organisations we work with support the cooperatives with market access and links to distribution.

### Our Directors:

Chief Kola Jamodu (CFR) - *Chairman, Board of Directors*

Mr. Falalu Bello (OFR, FCIB)

Mr. Yusuf Ageni

Mr. Chris McAllister

Mrs. Beverly Spencer-Obatoyinbo

Mr. Faisal Saif

Mr. Freddy Messanvi

Mrs. Flora Okereke

Ms. Abimbola Okoya

### General Management:

Lolade Johnson-Agiri - *General Manager*

# WHAT THE FARMERS GAIN



Experience in large-scale farming, including how to improve crop yield and overall productivity using new agricultural techniques and technologies.



Knowledge about sustainable land management practices and environmentally-friendly pest/weed management techniques.



Awareness of alternative renewable sources of energy, particularly solar energy and bio-fuels.



Information on how to prevent pre/post harvest losses through seed treatment, harvesting, storing and processing farm produce correctly.



Opportunities to earn additional incomes from land conservation and rehabilitation activities, such as agroforestry.

**1,109**



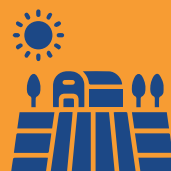
**MODEL FARMS ESTABLISHED**

**28,000+**



**FARMERS REACHED**

**1 HECTARE**



**MINIMUM FARMLAND CULTIVATED**

**5**



**MANDATE CROPS**

## WHERE WE SUPPORT THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



## MODEL FARM CROPS



**CASSAVA**



**RICE**



**MAIZE**



**VEGETABLES**

# CHAIRMAN'S MESSAGE

16 years ago British American Tobacco Nigeria established the BATN Foundation with a start-up grant of US\$1 million. In setting up the Foundation, British American Tobacco lived up to its commitment to contribute to the country's socio-economic development, as detailed in the Memorandum of Understanding (MoU) the company signed with the Federal Government.

Since the Foundation has worked hard to improve the quality of life of Nigerians, particularly those living in rural areas, and has made significant impact with over 150 community projects established across the country within the first decade of its operations.

Many of our interventions have yielded notable benefits to beneficiary communities. Desert encroachment is being combated and in some cases arrested in the 13 environmental projects we have implemented. Our tree plantations have contributed to improving soil fertility and supporting the biodiversity that is needed to preserve environmental balance. The tree plantations have also generated employment for members of the beneficiary communities, some of whom were involved in planting trees or were employed as forest guards.

Through our vocational skills development projects, we have supported the unemployed to gain the skills and confidence to become self-employed, by providing vocational training as varied as plumbing, bricklaying and hairdressing.

The BATN Foundation is perhaps best known for its water and agricultural projects, of which 64 and 69 were implemented respectively, as at 2012. Our water supply projects provide safe, potable water for communities in every geopolitical zone; the North East, North Central, North West, South East, South Central, South West, and even one in the Federal Capital Territory. We are proud of this achievement and of our contribution to reducing waterborne diseases, making clean water accessible, and providing community-based cottage food processing industries with the water they need to operate. Our previous work in agriculture provided the basis for our new agricultural enterprise strategy, which we adopted in 2013.

After a decade of focusing on four areas – environmental protection, vocational skills development, water supply and agricultural development – in 2013 we repositioned the Foundation to focus on supporting small holder farmers to become agro-entrepreneurs. This slight shift in our approach is in support of the government's drive to achieve the country's agricultural potential in order to improve domestic food supply, reduce dependency on food imports, and increase non-oil revenues.

Our work in water supply is still ongoing, as we are still involved in providing irrigation infrastructure to support the farming enterprises. So far over 28,000 small holder farmers have benefited from our model enterprise farms, and we will continue to expand our model enterprise farms so that more rural farmers can benefit from our support.

We may have fine-tuned our focus but our vision remains the same: a Nigeria in which poverty has been significantly reduced in rural communities.

{Dr.} Chief Kola Jamodu {CFR}  
Chairman, British American Tobacco  
Nigeria Foundation

# OUR PROJECTS



## Thematic Areas:

- Enterprise Development: This project creates economic opportunities for rural farmers across the agricultural value chain.
- Farmers for the future: Scholarship/Grant, mentorship and business skills development are provided to agriculture students and agriprenures.
- ABC of crop management: Farmers are equipped with the technical capacity to respond to the changing agricultural environment.
- Grants/Government Intervention: The foundation offers grants to reputable organisations who deliver results in the outlined thematic areas.
- Humanitarian Aid: We offer immediate short-term assistance to those in crisis.



**FUNDING RURAL AGRICULTURAL ENTERPRISES  
THAT EMPOWER SMALL HOLDER FARMERS,  
TO MOVE FROM SUBSISTENCE TO COMMERCIAL AGRICULTURE**



**14 DISTINGUISHED  
AWARDS FOR EXCELLENCE  
IN COMMUNITY  
DEVELOPMENT**



**EST. 2002**



**200 COMMUNITY PROJECTS  
IMPLEMENTED IN  
THE 36 STATES + FCT**



**44 INSTITUTIONS  
STRENGTHENED**



**NIS ISO 9001:2015  
QUALITY CERTIFICATEION  
AND AWARD RECOGNITION**



**N1.5BILLION  
INVESTED IN COMMUNITY  
DEVELOPMENT**



**PROMOTED MORDERN  
AGRICULTURAL PRACTICES &  
AGRICULTURAL DEVELOPMENT  
AMONGST RURAL FARMERSFOR 16YEARS**



**28,000+  
FARMERS  
REACHED**



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*Empowering rural Nigeria  
for a sustainable future*

Advocacy through New Media  
#supportsmallholderfarmers  
#Wealthishere



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