



BRITISH AMERICAN
TOBACCO NIGERIA
FOUNDATION

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GREEN TALK

NEWSLETTER

RURAL AGRICULTURE & COMMUNITY DEVELOPMENT | ADVOCACY | PARTNERSHIP

Dear Partners,

We are pleased to present to you the 11th edition of the Greentalk newsletter.

The second quarter of this year, 2018 was a busy period for us, it all started with the donation of food items to 150 Lagos State women Waste Management personnel. What is significant about the donation is the dual benefit it served, on one hand it provided access to markets for the BATN Foundation supported farmers and on the other hand, social support to the waste personnel. Read more about this on page 3.

The events climaxed with the unveiling of the 2018 - 2022 BATN Foundation Country Program. The well-attended event highlighted various development programs earmarked for the next 4 years, the total investment to be made and the estimated reach.

We trust you would enjoy reading this edition. Kindly send your comments or inquiries to BATN_Foundation@bat.com or call 07088145072. You can also follow us on [Facebook](https://www.facebook.com/batnfoundation)/[twitter](https://twitter.com/batnfoundation)/[Instagram@batnfoundation](https://www.instagram.com/batnfoundation) or visit www.batnf.com to know more about the Foundation

We look forward to hearing from you!

Cordially
Ololade Johnson-Agiri
General Manager

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British American Tobacco Nigeria Foundation to invest N700,000,000 to support Agric Entrepreneurs



B RITISH American Tobacco Nigeria Foundation (BATN Foundation) unveiled its 4-year plan, to invest seven hundred million Naira (N700,000,000) to support smallholder farmers, young Agric-entrepreneurs and Agric related government interventions. This announcement was made at the unveiling of the Foundation's 2018 - 2022 Country programme.

The strategy for deployment is simple, fund rural agriculture enterprises to move farmers from subsistence to commercial farming; create young agric-entrepreneurs by promoting a commercial mindset towards agriculture; ensure human skills development for the adoption of good agronomic practices and provide access to markets to promote viable and sustainable businesses.

"If we get it right in Agriculture, Nigeria would be unstoppable, but in the era of modernization, many farmers struggle with

the pre-requisite needed to move from small scale to large scale agriculture and the inability to transit, threatens their ability to rise out of poverty" observed Chris McAllister, the Managing Director of BAT Nigeria; "as a responsible organization, BAT Nigeria will continue to provide funding and other necessary assistance to the Foundation to ensure that it is able to constantly support agricultural enterprises and improve the livelihood of those living in rural communities".

"It is our belief that the Country Programme launched today would move Nigeria a thousand steps closer towards achieving the 2030 United Nations Sustainable Development Goals where livelihoods are improved, poverty is eradicated and there is zero hunger. A Nigeria that is safe for you and me, where entrepreneurial dreams come true and we all thrive, reaching our full potential while ensuring 'No One is Left Behind'" said Abimbola Okoya, the Executive Director of BATN Foundation.

All agriculture-related institutions, the government, NGOs, CSOs and development partners, the Foundation would work within this four-year period, are encouraged to leverage on the grant being made available to ensure the realization of the set objective - to empower rural Nigeria for a sustainable future. British American Tobacco Nigeria Foundation was established in 2002 to improve the lives of those living in rural areas, with special emphasis on smallholder farmers, their families and communities. Till date, they have touched the lives of over 28,000 beneficiaries, implemented about 200 projects nationwide, supported 44 institutions and invested N1.5 billion in development activities. By 2022, the goal is to support 62,000 smallholder farmers and use all platforms to advocate on issues that affect them. You can join the conversation using #supportsmallholderfarmers.

2018-2022

Country Program at a glance

2018-2022 PROGRAM AREAS



ENTERPRISE DEVELOPMENT

Creating economic opportunities for rural farmers across the value chains, by taking up the cost of producing and providing linkage to market, so they can move from subsistence to commercial agriculture. The program promotes both crop and aquaculture farming.



ABC OF CROP MANAGEMENT

Farmers will be equipped with the technical capacity to respond to the changing agricultural environment, understand current technologies, climate change adaptation and good agricultural practices. Model farms of 0.5 hectare will be established as demonstration plots to show evidence of improved yields when good agricultural practices are adopted.



HUMANITARIAN AID

The humanitarian aid program entails the immediate short-term assistance to those in crisis. This may include support to victims of natural disasters, armed conflicts, deportees/refugees or famine in the country.



GRANT AND GOVERNMENT LED INTERVENTIONS

The Foundation would offer grants to reputable organisations who can deliver results in the outlined thematic areas. Solicitation for proposals will be extended to government partners at the federal, state and local government levels. This solicitation will be specific to any support for ongoing interventions or new development plans laid out by the benefitting state, ministry or parastatal.



Farmers for the future -youth entrepreneurship and empowerment

The long-term development of the agricultural sector Nigeria is hinged on the preparedness of succeeding generations- the youth - to take over from the current aging population of farmers in the country. The program provides scholarships/grants, mentorship and business skills development to students and agri-preneurs.



Communication for agriculture and rural development

Communication for development, especially behavioural change communication, is an integral element in the adoption of good agricultural practices. The Foundation would focus on behavioural change communication that promotes agriculture as viable business while engaging in high level advocacy to raise awareness on the challenges that affect smallholder farmers.



Food items donated to women waste management personnel

In everyone's life there are always 2 sides to it: time to cry and time to laugh. It was the right time to laugh, indeed laugh loud for 150 women members of Lagos State Waste Management personnel when British American Tobacco Nigeria Foundation distributed food items to them at the T-Block Hall, State Secretariat, Alausa, Ikeja on Friday, 18th May, 2018.

The event, which was in collaboration with the Lagos State Ministry of Women Affairs and Poverty Alleviation, climaxed the celebration of the 2018 United Nations' International Women Day celebration in Lagos State.

The State Commissioner for Women Affairs and Poverty Alleviation, Mrs. Lola Akande, thanked the BATN Foundation for deeming it fit to honour and support the waste management through the donation of the food items that was timely putting into cognizance the on-going Muslim fasting month of Ramadan. 'I want to use this opportunity to thank the BATN Foundation for the donation of food items to our street cleaning women. I want to enjoin other corporate bodies in the State to identify with the efforts of the State Government in bringing smiles to the faces of the down-trodden in our midst.' She added.

In her remarks, the BAT Nigeria HR Director, Temitope Akinsanya, said that as a socially responsible organization, BAT Nigeria is supporting the Lagos State Government with the donation of the food items to the women waste management

personnel as promised during the celebration of 2018 International Women Day. 'These women are demonstrating the value of women's participation in waste management by keeping Lagos city environment clean and good sight to behold thus contributing the economic development, therefore we want you to know that your contribution is recognized and appreciated.' She said.

The food items donated are the farm produce of BATN Foundation beneficiary smallholder farmers from Imo and Niger States.

“ These women are demonstrating the value of women's participation in waste management by keeping Lagos city environment clean and good sight to behold

-Temitope Akinsanya

'At the Foundation, we are committed to supporting the rural smallholder farmers in Nigeria'



It is a pleasure to be here with you and my interaction with you has given me the first-hand information on how impactful the projects are to you our beneficiaries. These were the words of Beverley Spencer-Obatoyinbo, a member of BATN Foundation Board when she visited one of the 2017 Lagos State BATN Foundation fish capacity building project sites at Ebute-Afuye Community in Epe Local Government Area of Lagos State on Monday, 11th June 2018.

Rasheed Banjo, a 70-year old smallholder fish farmer, lives in Ebute-Afuye community with his 2 wives and nine children for over 40 years now. He is one of the beneficiaries of the Foundation's 1-year Lagos State capacity building project in fishery value-chain. The capacity program has been very beneficial to us as smallholder fish farmers at Ebute Afuye. I now know very well the best practices in fishery value-chain: I know when to stock; when to feed; pond population; sorting; harvesting and book keeping. With the training, my fishing business and other beneficiaries have improved tremendously with us putting all training into practices. He said.

At the pond side during the visit, Beverley applauded the beneficiaries for putting all learning into practices which is evidently clear that they had benefitted from the project. She commended the beneficiaries for accepting the Foundation's support through the 1-year capacity building project to improve their farming activities; their income and a wellbeing family. 'At the Foundation, as we are committed to supporting the rural smallholder farmers, we also want to see that all learning and investment were all sustained by the farmers to continually improve their wellbeing. It is our hope that whenever we visit, we shall always find a very good story to tell. On our side, we will support you with necessary equipment in adding value to your farm produce.' She added.



At the pond.



At the exhibition table



Rasheed Banjo at the meeting.



own hall meeting with the farmers



Group photograph with the farmers

PICTURES

COUNTRY PROGRAM LAUNCH



Chris McAllister and Chief Kola Jamodu.



Guests at the event.



Dignitaries at the event.



Mrs. Badmus, a beneficiary at the event.



Dignitaries at the farm produce exhibition stand.

DONATION OF FOOD ITEMS



Women waste personnel at the event.



Dignitaries at the event.



Presentation of food items to beneficiaries.



The donated food items.



Another section of the women waste personnel.



Vote-of-thanks by a beneficiary



₦2million

Profit realised from Farm produce sold By benefitting Farmers since 2016



9

Farmers' group across the country supported



11

farmers' Market Organised

FARMER'S MARKET... THE JOURNEY SO FAR



1000

employees have benefitted from the farmers' market in Lagos, Ibadan and field staff



6

farm produce with high nutritional values processed and packaged under hygienic conditions



₦10million

spent on farmers' market from 2016 till date





**BRITISH AMERICAN
TOBACCO NIGERIA
FOUNDATION**

EMPOWERING RURAL NIGERIA
FOR A SUSTAINABLE FUTURE

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