



BRITISH AMERICAN
TOBACCO NIGERIA
FOUNDATION

GREEN TALK

NEWSLETTER

RURAL AGRICULTURE & COMMUNITY DEVELOPMENT | ADVOCACY | PARTNERSHIP

Editorial

Dear Partners,

Welcome to a new decade!

The last decade was remarkable; although there were ups and downs, it left a lot to be remembered. In this 13th edition of the BATN Foundation Green World Newsletter, we highlight ten (10) noteworthy events and milestones we achieved in the last 10 years. You will also read about the impact the British American Tobacco Nigeria Foundation is still making in promoting sustainable agriculture development and in improving the livelihood of smallholder farmers in Nigeria.

We would love to hear from you. Kindly send your comments or inquiries to BATN_Foundation@bat.com or call 08028298284.

You can also follow us on Facebook/twitter/Instagram @batnfoundation or visit www.batnf.com to know more about the Foundation.

Cordially

Ololade Johnson-Agiri
General Manager



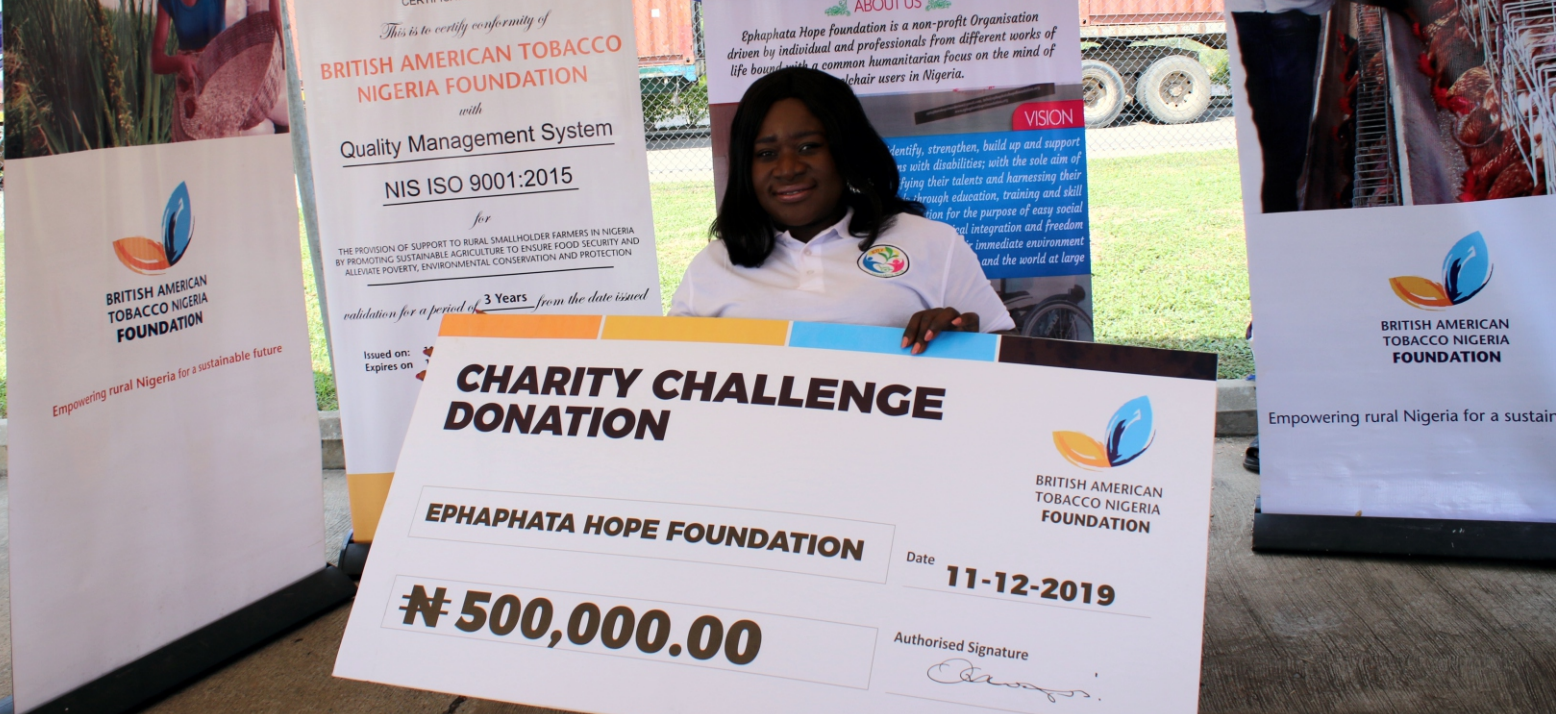
IN THIS EDITION

Top 10 remarkable things of the decade.

Launch of the Wealth is Here Campaign.

The youth and Agriculture, a yingyang story.

Farmers cash out at the Lagos farm fair.



Ephaphata Foundation Wins a Grant of N500,000.

Ephaphata Hope Foundation, a non-governmental organisation emerged winners of the BATN Foundation Charity Challenge. The charity challenge is a platform for staff members to nominate a charitable organization to compete for a grant of N500,000.

Ephaphata Hope Foundation was nominated for its activities in empowering the physically challenged and improving their livelihoods. The wheelchair Microbiz Entrepreneurship Initiative, their flagship programme, creates the opportunity for wheelchair users to learn basic leadership, interpersonal, and business skills that will assist them in owning and managing micro businesses.

While receiving the grant, Ms. Rita Ofili, the CEO of Ephaphata Hope Foundation said "the grant will enable us train more beneficiaries



in the art of beads making, basket weaving, shoe making, fashion designing, ICT, photography, poultry farming, bag making among other entrepreneurship skills".

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- Ms. Rita Ofili
CEO, Ephaphata Hope Foundation

Ephaphata Hope Foundation emerged winners from a pool of 30 organisations nominated.



NIGERIA IS OURS, WEALTH IS HERE

'From the borders of Libya to the shores of Italy, from Canada to America, anywhere but Nigeria the land is green'.

This statement is a misrepresentation of Nigeria, a narrative that is echoed by many youth and one that inhibits their ability to seek and find opportunities that abound in the land. Especially, for example, the wealth creating prowess in agriculture.

It was in recognition of this, that on September 24, 2019, BATN Foundation launched a patriotic campaign called Wealth is Here. The campaign was developed to expose young people to agri-preneurial opportunities in Nigeria and provide seed funding for agriculture enterprises. The objective of which is to re-engineer the mindset of young people to believe in Nigeria and encourage the active participation of the youth in sustainable agriculture.

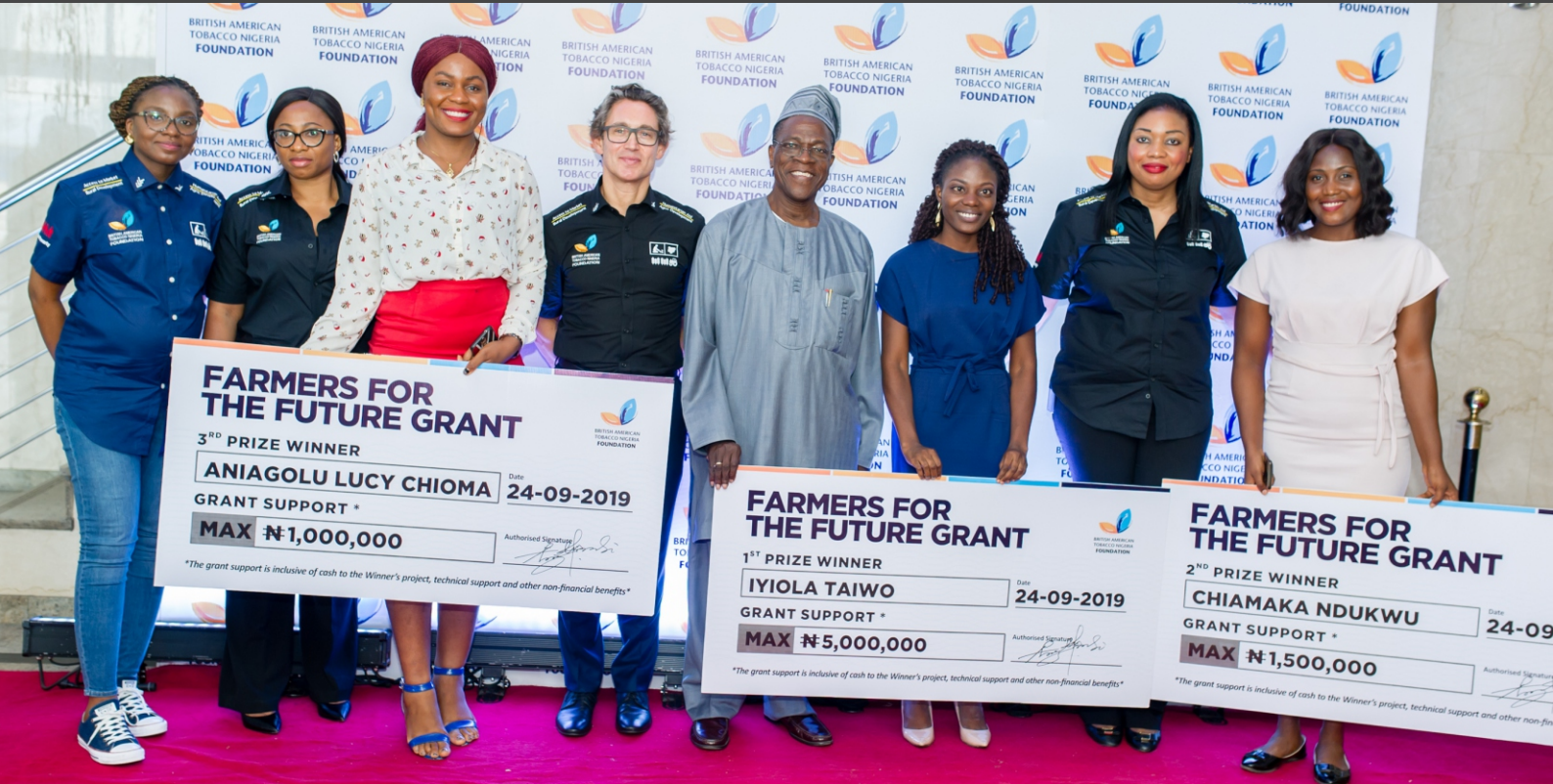
In his remarks, Mr. Yarub Al-Bahrani, the Managing Director of British American Tobacco Nigeria, said "the campaign is all about providing hope and most importantly creating multipliers in the economy for inclusive growth and shared prosperity".



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- Mr. Yarub Al-Bahrani
MD, British American Tobacco Nigeria

BATN Foundation Provides financial Boost for Young Agripreneurs.



The race to “stardom” they say begins with a step, but for an emerging entrepreneur, taking a step can often be halted by investment opportunities not reckoning with their untested business. This and more is the bane of young entrepreneurs wanting to hatch their ideas for economic gains and improved livelihood. In Realizing this gap BATN Foundation inaugurated a flagship project, an offshoot of the Wealth is Here Initiative, called “Farmers for the Future” (F4F). It is a project targeted at recent graduates of Agriculture in Nigeria to support their agribusiness startups through access to finance, skills development and mentorship.

Taiwo Olawumilyiola, founder of Quotidian-V Foods, a bee-farming and honey production business emerged winner of the N5,000,000 grant. With the funds provided, she intends to incorporate her business, expand her

scale of production and obtain relevant certifications for a new market niche.

Ms Taiwo's proposal and pitch were most outstanding from a total of 96 other applicants. Other winners include Chiamaka Ndukwu, CEO of AgroHive a social enterprise that deploys ICT to recruit, train and license unemployed youths and women as agricultural Lucy Chioma Aniagolu, founder of Agrodemy, an Agric-solution-providing company focused on digitization of the agricultural sector through knowledge dissemination and advertising and Jacob Musa, an Agripreneurs in the business of farming pigs.



From L-R: F4F Winners Lucy Aniagolu Chioma 3rd, Iyiola Taiwo 1st and Chiamaka Ndukwu 2nd



Improving the livelihoods of smallholder farmers through the Lagos Farm Fair

After a remarkable sale of produce at the World Food Day Lagos Farm Fair, Alhaja Badmus, one of the one thousand seven hundred (1,700) smallholder farmers who participated at the fair was euphoric about the outcome and the impact on her earnings 'I sold off all my 400 crates of eggs, I should have brought more'

The Lagos Farm fair is a fair organized by BATN Foundation together with the Lagos State Government to provide market linkage for farmers. With market linkage farmers are able to make direct contact with customers without a middleman taking cuts out of their profit, define their scale of production based on quantity demanded as well

as prevent post-harvest losses of their produce.

Speaking at the event, the Executive Director of BATN Foundation, Ms. Abimbola Okoya said supporting this fair is one of the Foundation's contribution towards achieving the United Nations Sustainable Development Goal. She also called upon other corporate bodies to partner with the **BATNF** to ensure a 'zero hunger Nigeria'.

The Lagos Farm Fair is held annually on **October 16th** in celebration of the World Food Day



Encouraging value addition amongst rural fish farmers



The Great Achievers Cooperative Society in Ikorodu, Lagos State was awarded a 250kg smoking kiln to encourage value addition for improved earnings on their catfish aquaculture business. The beneficiaries of the smoking kiln were part of a skill acquisition programme designed to empower farmers on good agriculture practices and healthy techniques to process and preserve fish.

The Fingerlings to Fork project is a scheme designed to encourage, train and empower fish farmers to adopt good agricultural practices and to develop their skills in fish hatchery management; production, value addition and marketing.

The Chairman of the cooperative, Mr. Charles Akinboboye, while receiving the smoking kiln said

'this kiln will help us multiply our output to meet the growing market demands, reduce price volatility and the expense incurred to process the fish through a third party'.

Great Achievers Cooperative Society emerged winners of the smoking kiln out of five cooperative societies evaluated.

Let us create an enabling environment for youths in Agriculture.



Agric-business Stakeholders at the 3rd biennial Dialogue Session organised by British American Tobacco Nigeria Foundation emphasized the need to provide an enabling environment through policy reviews, provision of adequate training programmes, mentorship opportunities and access to startup funds to encourage youth participation in agriculture.

The Dialogue Session which was held at the Radisson Blu Hotel, Ikeja, on Friday, 22nd November 2019 had about 200 participants from various players along the agriculture value chain in attendance. Amongst the participants were

Government representatives, farmers, members of the private sector, research institutes, development agencies, academia, and others.

The event which was themed 'Repositioning Sustainable Agriculture through Youth Engagement' sought to create awareness and proffer solutions on issues that affect small holder farmers, impede youth participation and deter sustainable agriculture development in Nigeria.

Key deliberations discussed during the three plenary sessions were issues related to capacity building initiatives for youths; credible statistics and database for agricultural information; climate change and environmental issues; access to finance for youths in agriculture and policies and enabling environment for youths to engage in sustainable agriculture.

In her closing remarks, the Executive Director of BATN Foundation Ms. Abimbola Okoya re-iterated the Foundation's commitment to support sustainable agriculture development 'we will continue to advocate for youth engagement in Agriculture because without them there can be no growth' she said.

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REMARKABLE THINGS OF THE DECADE

01 LAUNCH OF THE DIALOGUE SESSION ON SMALL HOLDER FARMERS:

In October 2015, the Foundation hosted the maiden edition of the Dialogue session.

The Dialogue Session is a biennial event hosted to discuss and proffer solutions on issues that affect smallholder farmers and sustainable agriculture development in Nigeria. The first Dialogue session addressed the "Government Agricultural Policies and the Nigerian Smallholder Farmers". The highlight of the event was the development of a communique that proffered solutions to critical bottleneck in the agricultural sector. A copy was shared with the Honourable Minister of Agriculture.

Subsequent editions hosted in 2017 and 2019 have addressed other issues such as "National Agriculture and Smallholder Farmer" and "Repositioning Sustainable Agriculture through Youth Engagement" respectively. The Dialogue session has reached over 3,551,777 with the online campaign [#supportsmallholderfarmers](#)



02 ISO CERTIFICATION:

On the 21st of August 2017, the Foundation received its first NIS ISO 9001:2015 Quality Management System (QMS) from the Standard Organisation of Nigeria (SON).



03 UNVEILING OF THE 2022 COUNTRY PROGRAMME:

In 2018, a comprehensive 4-year strategic plan to invest seven hundred million naira (N700,000,000) in sustainable agriculture development in Nigeria was unveiled by the Foundation. The 2018 – 2022 country programme. A programme that puts into perspective, thematic areas of intervention aligned to achieve the Foundations goals of moving smallholder farmers from subsistent to commercial farming engagement.



04 LAUNCH OF THE WEALTH IS HERE CAMPAIGN:

On September 24, 2019, BATN Foundation launched a patriotic campaign called Wealth is Here, to change the mindset of the Nigerian youth that they can only prosper abroad. The objective of the campaign was to create focus on the wealth creating opportunities in Nigeria with emphasis on sustainable agriculture.

A campaign video was developed, with an accompanying soundtrack written by the award winning artist – Cobhams Asuqua.



BATNF WINS 15 AWARDS OF EXCELLENCE

From Best Company in Wealth and Income Generation (for rural farmers in Nigeria) to Best Company in CSR. BATN Foundation has won 15 awards of excellence in recognition of our sustainable agriculture projects in rural communities and beyond.



05 LAUNCH OF THE FARMERS' MARKET:

The 1st Farmers' Market was held on the 8th of February 2016. It was developed to provide market access to rural small older farmers, by providing an opportunity to BAT Nigeria staff to buy fresh farm produce at affordable prices from farmers supported by the Foundation.



07 50,000 BENEFICIARIES REACHED

In 2019, the Foundation through its various initiatives and interventions has reached about **50,000 beneficiaries**.



08 INAUGURATED MEMBER OF THE UNITED NATIONS PRIVATE SECTOR ADVISORY GROUP.

In October 2017, BATN Foundation was inaugurated as a member of the United Nations Private Sector Advisory Group and Co-chair of the Agriculture development cluster.



09 LAGOS FARM FAIR:

The Lagos Farm Fair is an annual event organised by BATN Foundation in partnership with the Lagos State Government to provide market linkage for smallholder farmers. The event is done in celebration of the World Food Day. The maiden edition was in 2018, with an average of 300 smallholder farmers

displaying their farm produce for thousands of urban shoppers.



CHARITY CHALLENGE:

The charity challenge is a platform for staff of British American Tobacco to nominate a charitable organization to compete for a grant. The initiative started in 2019 with Ephaphata Hope Foundation, a non-governmental organisation emerging winner of the N500,000 grant. The winner of this year's edition will receive a N1m grant.

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EMPOWERING RURAL NIGERIA...

for a sustainable future



@batnfoundation

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