



BRITISH AMERICAN  
TOBACCO NIGERIA  
FOUNDATION

GREEN TALK

# NEWSLETTER

RURAL AGRICULTURE & COMMUNITY DEVELOPMENT | ADVOCACY | PARTNERSHIP

## Editorial

Dear Partners,

It's our third edition of the year and this edition of the GREEN TALK Newsletter is filled with lots of exciting stories and pictures.

October plays a significant role in the lives of farmers as that is when they are being recognised and appreciated worldwide, thanks to the United Nations World Food Day celebration. You will get to read about BATN Foundation's partnership with the Lagos State Ministry of Agriculture in celebrating this day and how we brought dignitaries, farmers, and shoppers together for a memorable experience.

"If there is magic on this planet, it is contained in water" this statement by Loren Eiseley best describes our intervention in Adugan community, Ogun state where we provided the community with a 20,000 litre capacity solar-powered borehole to help alleviate their challenge of access to potable water.

You will also read about the second edition of the PSAG Business of Agriculture Masterclass, a virtual session where agribusiness professionals gave expert and practical answers to questions from agribusiness practitioners and enthusiasts.

We hope you enjoy reading this edition as much as we did putting it together.

Kindly send your comments or inquiries to [BATN\\_Foundation@bat.com](mailto:BATN_Foundation@bat.com) or call 08028298284. You can also follow us on Facebook/Instagram/Twitter/YouTube @batnfoundation or visit [www.batnf.com](http://www.batnf.com) to know more about the Foundation.

Yours Cordially

**Oludare Odusanya**  
General Manager

## IN THIS EDITION



**2022 World Food Day  
Celebration**



**Adugan Community Gets  
Solar-Powered Borehole**



**BATNF Receives  
Award of Recognition**

# CREATING AWARENESS FOR A HEALTHY TOMORROW



As part of the event to commemorate the United Nations' World Food Day awareness drive and fight against hunger, the British American Tobacco Nigeria Foundation in partnership with the Lagos State government and Stanbic IBTC Bank organized the 2022 Walk themed 'Leave No One Behind'.

The Commissioner for Agriculture, Ms. Abisola Olusanya, the Permanent Secretary on Agriculture, Mrs. Olatokunbo Emokpae, the Board Director, BATN Foundation, Odiri Erewa – Meggison, the Area Head of HR, BAT WCA, Sergio Berlanga, and volunteers from both BAT and Lagos State Government were among those who participated in the 4.2 Km walk from Ikeja under bridge to the Lagos State Secretariat in Alausa.

In her opening speech, Ms. Abisola Olusanya expressed gratitude to the British American Tobacco Nigeria

Foundation for being part of this year's World Food Day activities, having missed two previous celebrations due to the Covid-19 pandemic.

In response, Odiri Erewa – Meggison, reaffirmed the Foundation's commitment to supporting agriculture and smallholder farmers. "BATN Foundation is fully committed to supporting agriculture, the smallholder farmers and giving back to the community from which we derive our sustenance. We will continue to grow the size of our project, the amount of our community investment and the lives we impact to ensure no one is left behind", she said.

Odiri added that the importance of smallholder farmers and their contribution to Nigeria's Gross Domestic Product (GDP) cannot be overemphasized. She also used the opportunity to call on other

multinationals to play a major role in the growth of agriculture in Nigeria.

"We don't take for granted the impact the farmers have in our individual lives and the society at large. We want to continue to play a pivotal role in the development of agriculture in Nigeria and use this opportunity to call on other multinationals to join and play their own quota. This would impact more lives, create more jobs, and put more made-in-Nigeria products across the globe", she said.

Upon arrival at the secretariat, the Commissioner reiterated the immense contributions of farmers to Nigeria stating that without farmers, all other sectors would not exist because without food nobody can work. She also expressed concern about the welfare of farmers in the state and the nation at large and charged the government to appreciate more, the role the farmers play in Nigeria.



## ADUGAN COMMUNITY RECEIVES SOLAR-POWERED BOREHOLE WATER FACILITY

As a child, my mother prayed for the government to help provide potable water to the people of our community and today, I wish she was alive to witness it. These were the words of Mrs Adeoye Odeyemi, an indigene of Adugan community in Ogun state as they welcomed the staff of the British American Tobacco Nigeria Foundation and dignitaries of the state government to the official handover ceremony of the 20,000-litre solar-powered borehole donated by BATN Foundation.

Their joy knew no bounds as members of the community, dressed in specially designed 'asoebi' sang and danced while praising the Foundation for the intervention. Prior to the donation of the borehole facility, the indigenes and neighbouring communities get water from the "Agbayun omi" stream. An unhealthy source of water where herdsmen take their cows to also drink water. The water facility, which has a water management kiosk, five water dispensing taps, six 260 watts solar panels that power a submersible pump and a wire mesh fence that protects the facility, is expected to provide access to potable water and support domestic

use for more than 2,000 Adugan community members and neighbouring communities. The facility also has a manually operated pump provided to ensure a constant and sustainable supply of water in the community.

In her address, the Chairman, Odeda Local Government, Ogun State, Mrs Afolasade Adeyemo commended the Foundation for its humanitarian services. "Water is a very essential gift to life. That is why this intervention by BATN Foundation is highly appreciated. The intervention has taken a huge burden off our necks. As you know, government alone cannot shoulder the responsibility of providing social amenities for citizens" she said.

In a welcome address, the General

Manager, BATN Foundation, Oludare Odusanya, said that the BATN Foundation's attention was drawn to the lack of potable water and felt the need to provide the borehole facility for the community, after a recent visit to the project site of the inaugural winner of the Farmer's for the Future grant situated in the community. He noted that the borehole facility is one of the over 100 boreholes provided by the Foundation in various communities across the federation. The Olu of Olodo, Dr Adeosun Ebenezer, who was also in attendance expressed appreciation to BATN Foundation for the humanitarian gesture and implored the resident of Adugan village and the neighbouring villages to put the facility into good use and take adequate care of it.



Members of Adugan community celebrating during the handover ceremony.

# FARMERS' ROLE IN FOOD SECURITY COMMENDED AT THE LAGOS FARM FAIR



The State's agricultural initiatives include Lagos State Food Market System Transformation Programme, Agricultural Value Chains Enterprise Activation Programme, and Eko Agro Mechanization Programme.

In an address, the Board Director, British American Tobacco Nigerian (BATN) Foundation, Odiri Erewa-Meggison, acknowledged the important role that farmers play in ensuring food security, in spite of the myriad of challenges confronting them, while expressing BATN Foundation's commitment to supporting them.

The World Food Day was designated by the Food and Agricultural Organisation (FAO) in 1979 to promote local awareness and action for those who suffer from hunger and to ensure a healthy diet for all.

After a two-year hiatus occasioned by the covid-19 pandemic, the annual Lagos Farm Fair which is held in commemoration of World Food Day bounced back to life on Sunday, October 16, 2022, at the Police College Ground, Ikeja, Lagos.

The Lagos Farm Fair organized by the Lagos State Ministry of Agriculture in partnership with the British American Tobacco Nigeria Foundation (BATNF) and Stanbic IBTC Bank marks the grand finale of the weeklong activities, which earlier featured a press briefing and sensitization walk for creating awareness on the World Food Day and fitness. In attendance at the fair were top government functionaries in the Lagos State Ministry of Agriculture, representatives of other government agencies, agricultural institutes, agricultural cooperative societies and associations, food manufacturing and processing companies, and local government agricultural associations, among others.

Giving a keynote address at the occasion, the Lagos State governor, Mr Babajide Sanwoolu, pledged the state government's determination to increase local food production from the present 20 percent demand to 40 percent, through the implementation of various programmes and initiatives, in a bid to eradicate hunger, poverty and achieving the sustainable development goals (SDGs) relating to agriculture.

Mr Sanwo Olu, who was represented by the Secretary to the State Government, Mrs Folashade Jaji, said:

"The 2022 World Food Day campaign calls for global solidarity and action to restructure agrifood systems in order to create inclusive economic growth, alleviate inequalities, boost resilience, and achieve sustainable development. This must be met for us to have a certain and healthy tomorrow.

"It is worthy to state that we have implemented numerous projects/programmes to tackle hunger, malnutrition, unemployment, and under-employment and also boost food production and supply systems, which is in line with the Lagos State Agricultural and Food System Roadmap (2021-2025)."

"Farmers are pivotal to our daily lives. They contribute immensely to every aspect of our lives. As a nation blessed with arable farmland, fertile and suitable to grow food, and a rich human capital resource, we believe Nigeria can comfortably be the largest producer and exporter of farm produce in Africa and indeed the world.

"BATN Foundation is committed to improving the lives and livelihood of local farmers. Over the last 20 years, the Foundation has worked assiduously with various players in the agricultural sector from research institutions, input dealers, processors and off-takers to develop



Odiri Erewa-Meggison, Board Director, BATNF

## FARMERS' ROLE IN FOOD SECURITY Cont'd...

initiatives that drive the most impact to the farmers. The Lagos Farm Fair is one of them."

Speaking further Odiri said that the Foundation has invested over 2 billion naira and reached over 1.3 million beneficiaries in sustainable agricultural initiatives, providing financial support to rural farmers to cultivate food crops, and linking them also with processors and off-takers.

Earlier in a welcome address, the Lagos State Commissioner for Agriculture, Ms Abisola Olusanya, said that the administration has since inception embarked on programmes

and reforms aimed at ensuring food security for the State, noting that there are also policies intended to make the space profitable for stakeholders in various value chains that have been implemented. She sought further assistance to farmers from the state government.

The carnival-like occasion served as a day of appreciation of farmers as farmers and other stakeholders in the various value chains in the agriculture sector were honoured and celebrated by the Lagos state government for braving the odds in ensuring food availability in the State and the country at large.



Fish Farmers parading their products at the Lagos Farm Fair.

## BATN FOUNDATION AND PSAG HOSTS BUSINESS OF AGRICULTURE MASTERCLASS 2.0

Building on the success of last year's masterclass, the British American Tobacco Nigeria Foundation in partnership with the United Nations Private Sector Advisory Board (PSAG) Nigeria, hosted the second edition of the business of agriculture masterclass series themed "Agric in Practice."

The Co-Chair of PSAG Cluster 5 and Executive Director, BATN Foundation, Ololade Johnson-Agiri in her opening remarks appreciated the special guests who despite their busy schedule, found time to be part of this auspicious occasion to discuss pathways to make a living through engagement in agriculture as a business. According to her, "the rationale behind the Masterclass was to achieve awareness and develop capabilities in the business of agriculture with the aim of highlighting the opportunities that abound in the agricultural sector".

Also in attendance was the Executive Chair of Sahel Consulting, Dr. Ndidi Nwuneli who was represented by Dr Temitope Adegoroye, the Managing Partner of Sahel Consulting

Agriculture and Nutrition Limited. In his keynote address, he said "agriculture is no longer about culture alone, but agriculture is now a global thriving business that is projected to reach a trillion dollar in 2030, so we have a trillion-dollar market in our hands". He reiterated on the prospects in agriculture and the various value chains and encouraged youths to get more involved.

Over 7,000 people participated in the three-day virtual masterclass series which featured 9 technical sessions, 20+ speakers across 8 agricultural value chains. The masterclass gave young agric practitioners a platform to ask critical questions they had concerning their agribusinesses, and have experts give practical answers to these questions.

The event held virtually was streamed live on Facebook and YouTube with speakers like Mr Alexander Goma (CEO, Grand Cereal), Mrs Vera Ebhohan (Head Agribusiness & Product Dev., Sterling Bank), Mr Uche Chugbo

(CEO, The Farmhouse Club) and many other thriving Nigerian agri-practitioners from the private and public sector. They shared from their wealth of knowledge, answered pressing agribusiness questions from their vast experience. The masterclass covered nine agriculture value chains such as nutrition and lifestyle, aquaculture, crop farming, agricultural technology and financing, to mention a few, and uncovered secrets of agribusiness success to the masterclass attendees.

The masterclass participants echoed their gratitude to the PSAG Nigeria and applauded the high quality of information and high impact conversations shared in each session, calling for more initiatives like the Business of Agriculture Masterclass to further spotlight wealth opportunities in the agricultural sector.

If you missed out on any of the sessions visit <https://businessofagriculture.org/> or @PSAGNigeria on YouTube.

# BATN FOUNDATION WINS AWARD OF RECOGNITION FROM LAGOS STATE GOVERNMENT



For its continued support of agricultural development in Nigeria and most especially in the state, the Government of Lagos State during the grand finale of the World Food Day celebration presented an award of recognition and appreciation to the British American Tobacco Nigeria Foundation.

The recognition which took place during the Lagos Farm Fair at the Police College, Ikeja, brought together government dignitaries, corporate institutions, farmers from various local governments in the state and shoppers.

The Lagos Farm Fair was conceptualized in 2018 with the objective to upscale the then-agricultural show held during the World Food Day at the Johnson Agiri centre, Oko-Oba, Agege by creating a shopping platform for market linkage/access to farmers and to recognize the integral part they play to nation-building.

The BATN Foundation partners with the Lagos State Agriculture Development Authority to improve

the capacity of fish farmers in the state. Selected fish processing cooperatives are also supported with smoking kilns to encourage processing and value addition.

Speaking earlier, Odiri Erewa-Meggison, Board Director, BATN Foundation said the foundation is committed to improving the livelihood of rural farmers and supporting sustainable development in Nigeria. She noted that the Foundation has improved the capacities of farmers through training programmes, provided water facilities to rural agrarian

communities, and supported crisis-affected farmers under various humanitarian projects.

"We will continue to do this even more in the future. With the private sector support and the commitment of the government, there is no better time than now, for all players in the agricultural sector to come together to develop and implement a strategy that is deliberate and consistent, in ending all forms of hunger and malnutrition and more importantly is one that creates increased opportunities for our farmers to thrive sustainably".



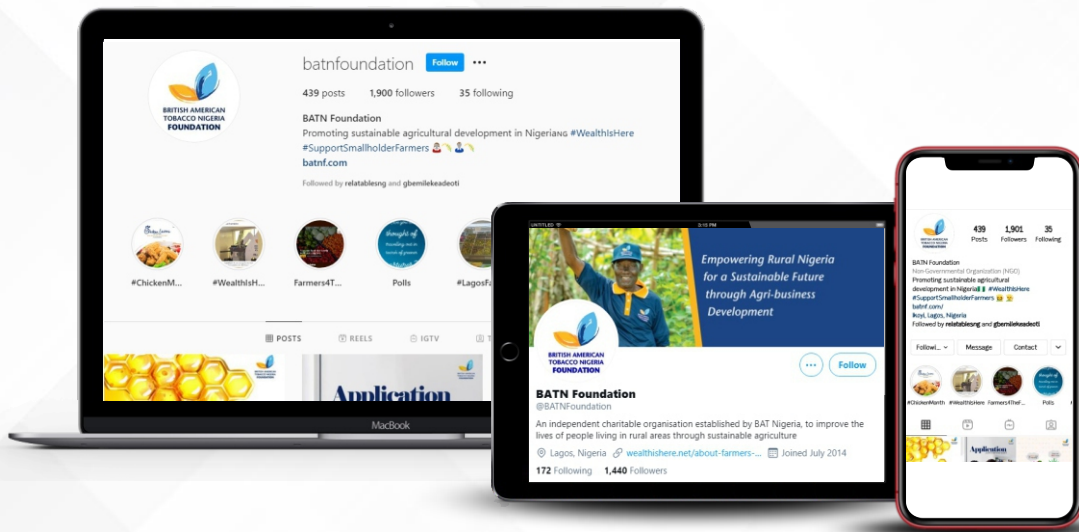
BATN Foundation staff and volunteers at the Lagos Farm Fair



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# EMPOWERING RURAL NIGERIA...


*for a sustainable future*



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