

# GREENTALK NEWSLETTER

SUPPORTING SMALLHOLDER FARMERS - AGRICULTURAL DEVELOPMENT - YOUTH EMPOWERMENT & ENTREPRENURSHIP



World Food Day Celebration



BATNF empowers Unillorin graduates



Greenfield Day with Vegetable farmers in Abeokuta

## EDITORIAL

Dear valued readers,

In this edition of the GreenTalk newsletter, we are sharing updates on our efforts to drive positive impact and promote sustainable agricultural development in Nigeria, we showcase our continued commitment to empowering rural communities and fostering a better future for all.

Discover how we are empowering and improving the livelihood of vegetable farmers in Abeokuta through the establishment of demonstration farms to build their capacity in best-bet agronomic practices. You will also learn more about our initiatives to uplift women in Zamfara state through the provision of poultry inputs for economic empowerment.

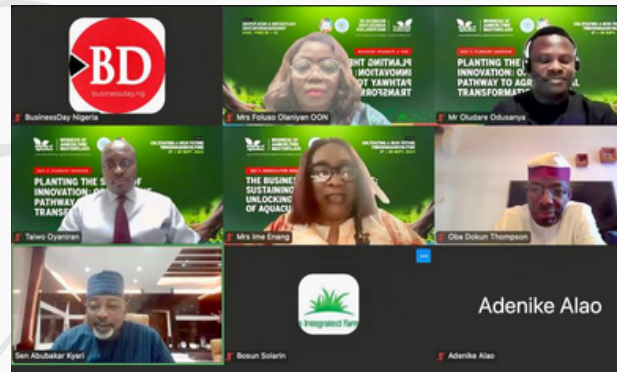
Additionally, The Minister of Agriculture and Food Systems recognizes BATN Foundation for its role in Agricultural development through the Business of Agriculture masterclass. We also spotlight the Graduate Agripreneur Program fostering entrepreneurship & innovation amongst youths in Nigeria; The World Food Day celebration advocating for the right to food for a better life and a better future, creating market linkages for Farmers and customers and promoting food security..

We invite you to delve into the inspiring stories and impactful projects featured in this newsletter and to join us in our mission to support smallholder farmers and empower rural Nigeria for a sustainable future. These stories demonstrate our commitment to making a lasting impact. We are proud to partner with individuals, organizations and communities working together towards a shared vision for a sustainable future.

Kindly send your comments or inquiries to [BATN\\_Foundation@bat.com](mailto:BATN_Foundation@bat.com) or call 07040441790. Engage with us on social media and stay connected as we share more inspiring stories and updates on Facebook/Instagram/twitter /LinkedIn and youtube -@batnfoundation, - Together, let's amplify our impact.

Warm regards,

Oludare Odusanya  
General Manager



Senator Abubakar Kyari, Minister of Agriculture & Food systems recognizes BATN Foundation in the Business of Agriculture masterclass



First lady of Zamfara state & BATN Foundation empowers Women with Poultry kit

# GREEN FIELD DAY AT ABEOKUTA: TRAINING OF FARMERS ON MODERN VEGETABLE FARMING TECHNOLOGIES



This project, successfully implemented by the Soiless Farm Lab, is helping farmers across four communities in Abeokuta; **Sango, Akinjole, Awowo, and Akinhan** adopt innovative farming methods that improve their yields, productivity, and livelihoods.

Demonstration farms were established for the training where farmers could gain practical insights into the utilizing and adopting the new technologies. Each zone had over 400 plant stand on their demonstration site of leafy vegetables.

The farmers on the Greenfield Day were eager to share their experiences and outcomes. Their stories were nothing short of inspiring. The farmers spoke about the transformative effects of the training they had received and how they enjoyed the way their tutors communicated with them. 'Our teacher-Farmer Nathaniel was amazing during the training and was fully involved in the process from start to the end, said one of the farmers.

The farmers' in the Sango zone comprises four (4) villages (Sango, Agbopa, Olowopapa, Egan rose) with a total number of 38 active trainees. The Akinjole zone comprises six (6) villages (Akinjole, kere, Eleyele, Lala, Ikereku, Akinbiye which had 37 (30 females) active farmer trainees. With a total number of 36 (14 females) farmers, the Akinhan zone comprises of four (4) villages (Akinhan, Iporo, Maku, Ojo) that actively participated in the training. The Awowo zone had 65 (34 females) farmers which comprises of four zones (Alaja, Rowe, Aroge, Aba-egba).



Field lecture on the use of irrigation technology



Harvest of Shoko and Tete



Transplant of tomatoes by farmers

Through the capacity-building program, they learnt how to better manage their farms and improve crop yields an essential element in a world where sustainability is more important than ever. It was clear that the project had made a tangible difference in their lives. Many of them spoke of how the new techniques (crop spacing, input calculation and usage, germplasm selection, water calibration etc.) had allowed them to grow more crops in less space, improving both their economic security and their communities' well-being.



**Farmer's Harvest of Shoko and Tete**



**Tomatoes plant being staked**

The hands-on approach to training fostered a sense of collaboration among the farmers, creating a supportive community dedicated to learning and growing together. The results were already visible: increased productivity, healthier crops, and a renewed sense of hope for the future. The positive feedback from the farmers was a testament to the power of knowledge-sharing and innovation.

All the Farmers were trained on climate-smart Agricultural practices, good agronomical practices, water management and safe use of agro chemicals and fertilizer application.

The traditional rulers of each community were supporters of the project and actively played a role in ensuring farmers in their communities engaged in the project to increase their livelihood.

Sango and Akinjole zones have both recorded over 60kg leafy vegetables harvested individually. Each zone successfully harvested their leafy vegetable ( Shoko, Ugwu, Tete, Tomatoes and Ewedu).

Despite being perceived as resistant to change, these rural farmers have been open to adopting new technologies. Farmers successfully replicated the training learnings and planted hybrid seeds in their other farms within the community and provided regular progress reports.



**Akinjole farmers, Baale & the team**



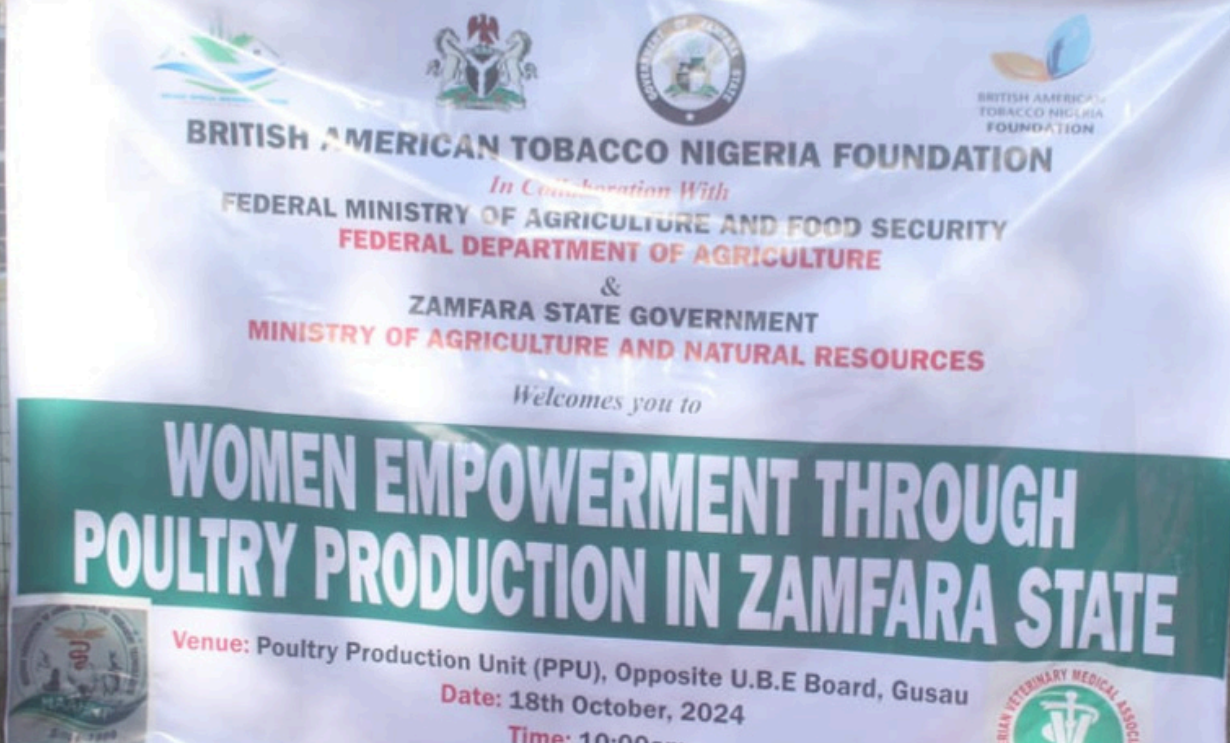
**Awowo community Farmers**



**Akinhan Farmers**



**Project Manager, BATN Foundation & Sango zone farmers**



## BATN FOUNDATION EMPOWERS 200 WOMEN IN ZAMFARA STATE WITH POULTRY RESOURCES

The British American Tobacco Nigeria (BATN) Foundation launched a groundbreaking women empowerment initiative, distributing five-week-old noiler birds to 200 women in Zamfara State. The project aims to provide vulnerable women a means to foster sustainable agricultural practices by enhancing rural livelihoods and alleviating poverty within the community.

The flag-off ceremony was attended by dignitaries, including the First Lady of Zamfara State, Her Excellency Hurriya Dauda Lawal, the Honourable Commissioner of Agriculture, Hon. Ya'u Haruna Gamji, the Permanent Secretary of Agriculture, Oludare Odusanya the General Manager of BATN Foundation and other officials. BATNF's efforts reflect its commitment to empowering rural women and fostering community resilience through sustainable agriculture.

Each beneficiary received 20 noiler birds, a bag of specially formulated feed, and essential multivitamins to support poultry farming. The project, implemented by Eco-lead Imperial Engineering and Global Resources Limited, goes beyond distribution but also equipping women with tools to establish profitable businesses.

In her address, Her Excellency Hurriya Dauda Lawal praised the initiative, highlighting the importance of empowering women to drive change. In her words, "The women of Zamfara are the heart of our communities and empowering them means empowering the future of our state. With this support, we are not just giving them birds and feed; we are giving them the tools to rebuild and strengthen their livelihoods despite the challenges we face. I thank BATNF for recognizing the potential of our women and investing in their growth."

Similarly, the Honourable Commissioner of Agriculture, Hon. Ya'u Haruna Gamji, emphasized the significance of the project for the state's agricultural development. He said "This initiative is a vital step towards sustainable food security and economic empowerment in Zamfara. By investing in women, we are creating a ripple effect that will touch families, communities, and ultimately transform our state. We appreciate the impactful work of the BATN Foundation and look forward to continued collaboration to scale up and transform the lives in our communities."





Zamfara state government through the office of the First Lady, reaffirms its commitment to empowering women and promoting agricultural development, building on the success of the project from BATNF which has empowered women farmers in the community and across the nation.

Speaking at the event, the General Manager of the BATN Foundation, Oludare Odusanya, emphasized the transformative potential of the initiative. He said, "It is an honour to be here today to implement a project designed to empower women and enhance rural livelihoods in our beloved state. We firmly believe that by investing in resilient and enterprising women, we are planting the seeds for a brighter and more prosperous future for all in Zamfara State."



"Poultry farming has emerged as an enterprise, providing not only a sustainable income but also advancing food security and strengthening community cohesion. Our goal is to equip these women with the tools and knowledge to establish successful businesses that will benefit the broader community."

Odusanya reaffirmed BATNF's commitment to the sustainability of the project by promising continuous support, including training and awareness programs, to ensure the long-term success of the beneficiaries. At BATN Foundation, we believe that empowering women farmers is crucial to building resilient communities.

Looking ahead, the foundation is committed to doubling its impact over the next decade by scaling up its support for rural farmers across all 36 states and the Federal Capital Territory (FCT). This ambitious goal involves expanding outreach programs, increasing funding, and establishing strategic partnerships with public and private stakeholders to enhance the delivery of agricultural interventions. BATNF will also place particular emphasis on empowering women and youth, recognizing these groups as key drivers of long-term agricultural growth and rural economic development. The Foundation calls for collaboration with likeminded organizations to expand its reach and make a lasting difference.



# BUSINESS OF AGRICULTURE MASTERCLASS 2024 CHAMPIONS INNOVATION AND COLLABORATION FOR NIGERIA'S AGRICULTURAL TRANSFORMATION



The three-day Masterclass brought together key stakeholders, policymakers, and agripreneurs to address the pressing challenges and opportunities within Nigeria's agricultural sector. Held virtually from September 17 to 19, 2024, the event was themed "Cultivating a Rich Future through Agriculture" and was organized by Cluster 5 of the United Nations Private Sector Advisory Group (PSAG) in collaboration with the British American Tobacco Nigeria (BATN) Foundation and executed by the BusinessDay Foundation.

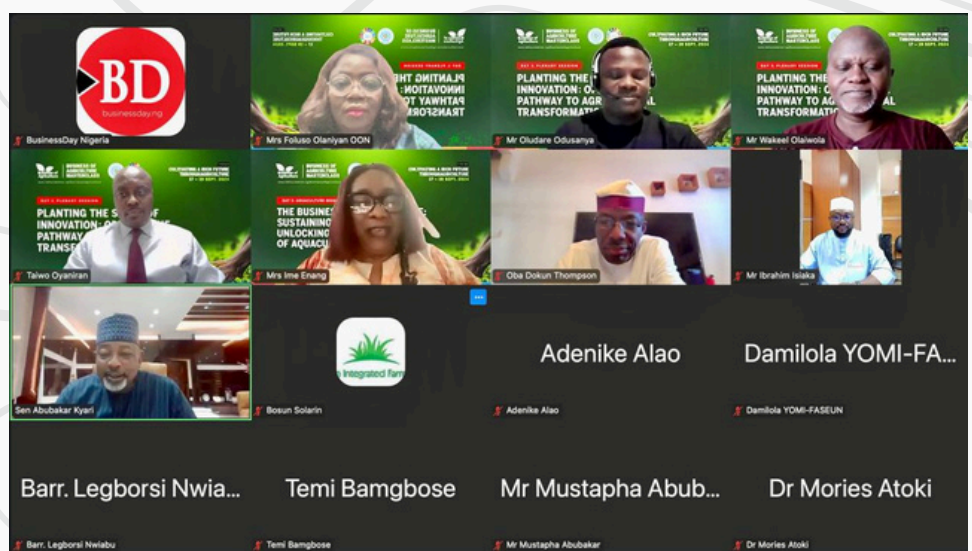
"The theme of this gathering, 'Planting the Seed of Innovation: Opening Pathways to Agricultural Transformation,' is both timely and relevant, aligning perfectly with our mission to ensure food security, economic growth, and sustainable development in Nigeria," said Senator Abubakar Kyari, Honorable Minister of Agriculture and Food Security, during his keynote address at the Business of Agriculture Masterclass

4.0. He commended the collaborative efforts of the private sector and international organizations for their unwavering dedication to advancing agriculture, emphasizing that the future of the sector depends on transitioning from traditional farming practices to innovative approaches.

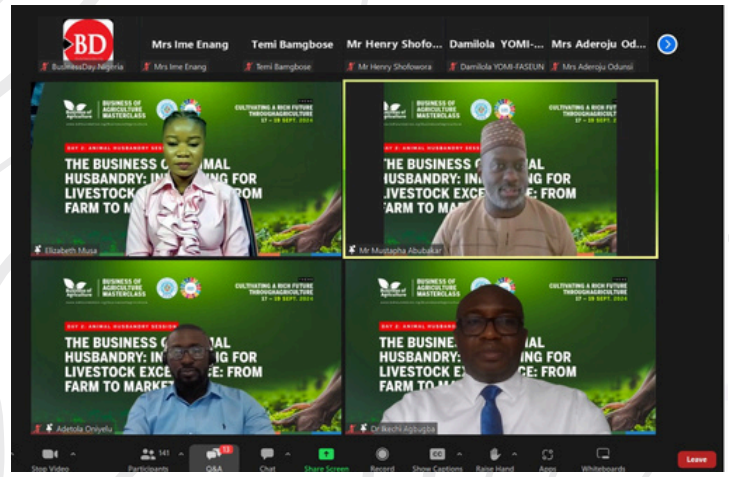
The masterclass featured ten expertly curated sessions, ranging from crop production, agri-finance, and agro-processing to animal husbandry, aquaculture, and agricultural technology. The opening session, titled "Planting the Seeds of Innovation: Opening the Pathway to Agricultural Transformation," set the stage for a series of discussions focused on adopting innovative solutions and a business mindset to unlock the potential of Nigeria's agriculture.

## A FEW LEARNING FROM THE SESSIONS

- The Business of Crop Production: Focused on improving crop yields and profitability through modern farming techniques.
- Agri-Finance: Discussed how to access and navigate financing options to support agricultural growth.
- The Business of Agricultural Technology: Emphasized the role of digital tools in driving agricultural efficiency and expansion.
- Business of Agro-Logistics and Trade: Highlighted the importance of efficient supply chains for market access.



This year's masterclass sought to equip both aspiring and established agricultural entrepreneurs with knowledge and strategies to turn agriculture into a profitable, sustainable business. The event also aimed to foster a new era of innovation in Nigeria's agricultural practices by providing participants with tools to enhance productivity and overcome the sector's longstanding challenges, such as outdated farming methods, lack of technology, limited investment, and youth disengagement.



Co-chair of UN PSAG Cluster 5, Dr. Mories Atoki, also highlighted the importance of innovation in her remarks. "Innovation is the seed from which transformative changes occur. By fostering a data-driven approach, we can optimize agricultural value chains and develop scalable farming practices that benefit our communities," Atoki stated, calling for new investment models that attract global interest and manage risks effectively.

Oludare Odusanya, General Manager of the BATN Foundation, expressed the Foundation's long-standing commitment to empowering rural communities and fostering sustainable agricultural practices. "For the past 20 years, BATN Foundation has worked to support smallholder farmers through innovative agricultural initiatives, contributing not only to poverty reduction but also to the achievement of multiple United Nations Sustainable Development Goals, particularly 1,2,6,8,10 & 13" Odusanya said. He encouraged participants to take full advantage of the masterclass to gain actionable insights that can transform agriculture into a thriving business.

The Business of Agriculture Masterclass underscored the critical role that agripreneurs play in the future of Nigeria's economy, given that agriculture contributes about 24% to the nation's GDP and employs nearly 70% of its workforce. Industry leaders, including Oba Dokun Thompson, the Oloni of Eti-Oni, and Segun Awolowo, National Coordinator of the National Committee AFCTA Nigeria Office, echoed the sentiment that innovation, technology, and private-sector collaboration are essential for driving the agricultural sector forward.

The masterclass concluded with a renewed commitment to advancing Nigeria's agricultural sector through sustainable, innovative practices. Participants were urged to continue leveraging the insights gained to build a thriving agricultural business.

To learn more about the masterclass and watch the sessions, visit [PSAG Nigeria](#) on Youtube

**DAY 1: FINANCE SESSION**

**AGRIFINANCE: FUNDING THE FUTURE: NAVIGATING AGRICULTURAL FINANCE FOR GROWTH**

**“ In Agrifinance, Cash flow mgt is key, master financial literacy early, diversify your revenue & research funding options**

**Chief Operating Officer, WoodHall Capital**

**Mr. Henry Shofowora**

**DAY 2: ANIMAL HUSBANDRY SESSION**

**The Business of Animal Husbandry: Innovating for Livestock Excellence: From Farm to Market**

18 SEPTEMBER 2024 | 9 - 10:30 AM

**“ To start in any sector of animal husbandry, do proper research, leverage AI, get proper knowledge from policies to value chains, to financing, etc.**

**CEO, Maizube Integrated Farms**

**Mustapha Abubakar**

**DAY 2: AGRO PROCESSING AND VALUE ADDITION SESSION**

**The Business of Agro Processing and Value Addition: Transforming Raw Produce into Profitable Products: The Power of Value Addition**

18 SEPTEMBER 2024 | 11 - 12:30 PM

**“ Agro processing holds immense potential for small scale businesses in Nigeria. With thoughtful planning, entrepreneurs with little resources can thrive in this sector.**

**Chief Executive Officer, Freshola Organics**

**Adesola Timmy Eboma**

**DAY 1: BRANDING SESSION**

**The Business of Branding: Cultivating a Strong Agricultural Brand From Farm to Market**

17 SEPTEMBER 2024 | 3 - 4:30 PM

**“ In the business of sales, branding is important. Branding does not need to be complicated, less is more. Leverage technology!**

**International Cocoa Diplomacy**

**Jacqueline Yawa**

**DAY 1: BRANDING SESSION**

**The Business of Branding: Cultivating a Strong Agricultural Brand From Farm to Market**

17 SEPTEMBER 2024 | 3 - 4:30 PM

**“ If you keep your integrity, you can break into the market. Upgrade your knowledge base, it will help you.**

**Founder, Sorello Foods and Beverages Limited**

**Mrs. Aderoju Odunsi**

**DAY 2: NUTRITION AND LIFESTYLE MANAGEMENT SESSION**

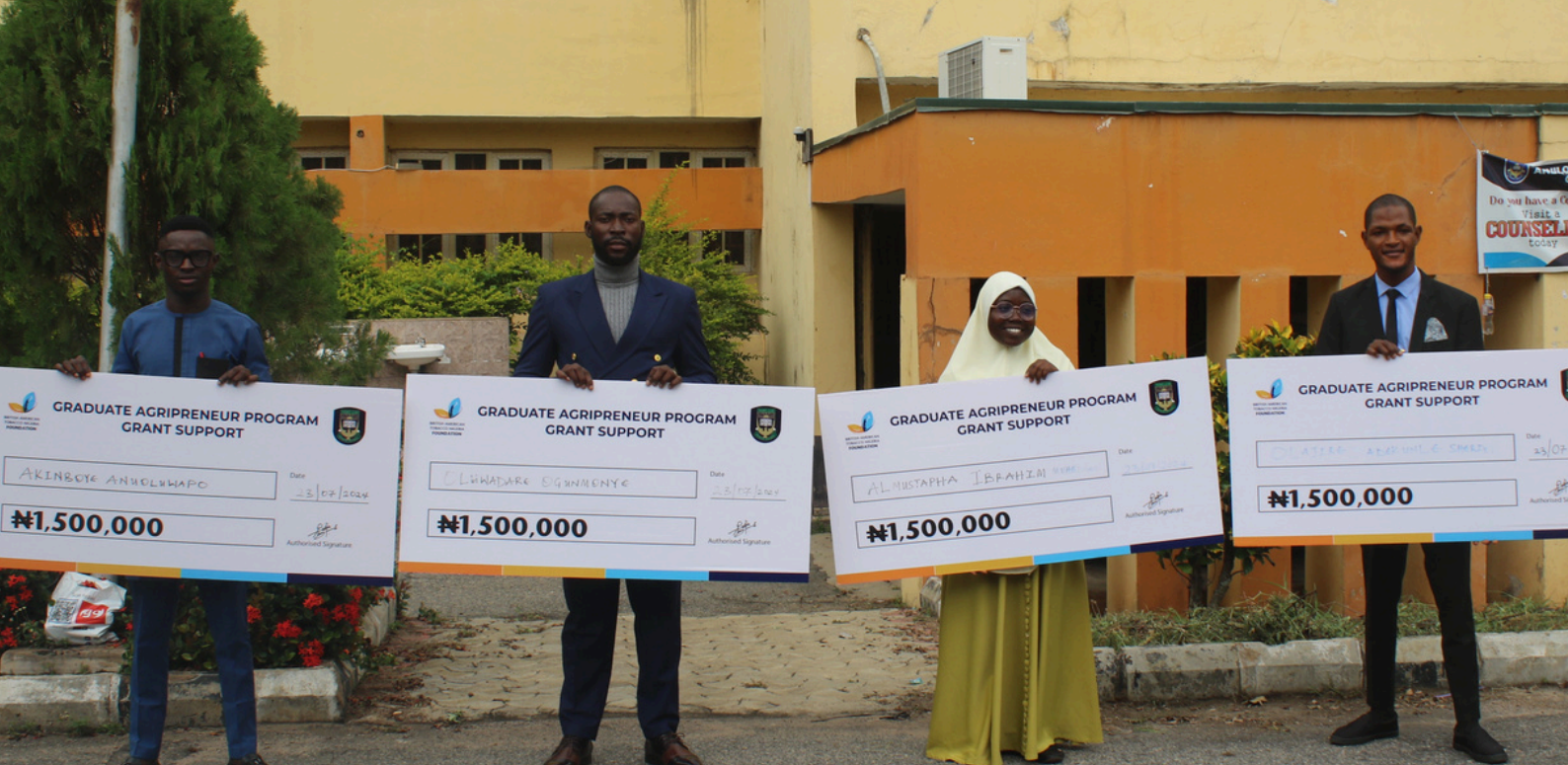
**The Business of Nutrition and Lifestyle: From Farm to Table: Promoting Healthy Lifestyles through Nutritious Agriculture**

18 SEPTEMBER 2024 | 1 - 2:30 PM

**“ To farm organically, you have to use regulated amount of fertilizers and there are natural fertilizers. Collaboration is key. Keep innovating!**

**CEO, Dalsun Integrated Farms**

**Bosun Solarin**



## UNIVERSITY OF ILORIN GRADUATES AWARDED ₦1.5 MILLION EACH IN PRESTIGIOUS AGRIPRENEUR PROGRAMME OF BATN FOUNDATION

**Akinboye Anuoluwapo, one of the winners with his "Tomato Paste production," expressed his gratitude and aspirations: "I am honoured to be selected as a winner of the BATN Foundation Graduate Agripreneur Programme," said Anuoluwapo. "This award will enable me to scale up my tomato cultivation project and contribute to food security in Nigeria. I am grateful for the support and mentorship provided through this programme."**

The four winners awarded from the University of Ilorin are: Mustapha Ibrahim who presented proposal on the Tomato Awakening Project (TAP), Olajire Adegunle Sherif on Catfish production, Oluwadare Ogunmonye for Maize production and Akinboye Anuoluwapo presented a proposal on scaling up his Tomato paste production. Each winner received an award of ₦1,500,000 to support their agricultural venture.

The University of Ilorin is a partner of the prestigious BATN Foundation Graduate Agripreneur Programme for 2024. This initiative aims to empower graduates with entrepreneurial skills and opportunities in the agricultural sector. Out of 8 business proposals presented, four outstanding graduates have been selected as winners.

"The Graduate Agripreneur Programme is a testament to our dedication to nurturing young talents and promoting innovation in agriculture," said Mr. Odusanya, General Manager BATN Foundation. "We believe in the potential of these graduates to transform the agricultural landscape and drive economic prosperity."

These graduates were selected based on their innovative project proposals, commitment to sustainable agricultural practices, and potential for scalability. They will each receive mentorship and support from industry experts to ensure the successful implementation and growth of their ventures.

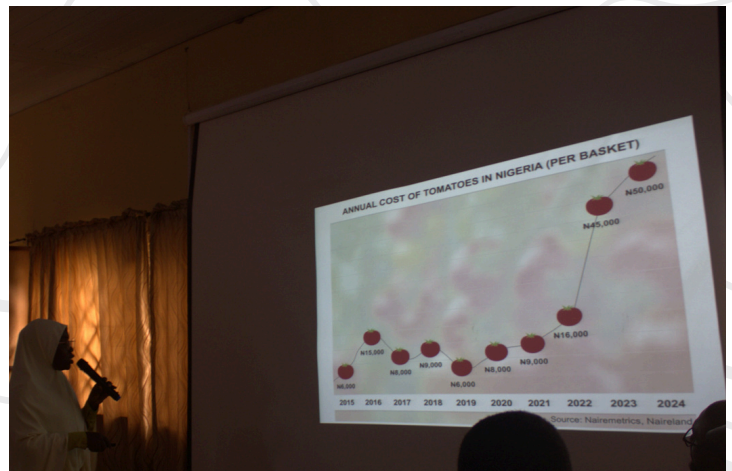


The award ceremony, held at the university campus, was graced by the presence of esteemed stakeholders from the University of Ilorin and BATN Foundation. Representatives from the university were present Professor Olubunmi Abayomi Omotesho, Deputy Vice-Chancellor (Academic), representing the Vice-Chancellor, Prof. Wahab Olasupo Egbewole (SAN), heads of department, registrar and the Dean of the faculty of Agriculture, Professor Olujemisi Bolajoko Fawole,



Professor Olubunmi Abayomi Omotesho, Deputy Vice-Chancellor (Academic), representing the Vice-Chancellor, highlighted the significance of the programme: "We are delighted by the achievements of our graduates in the BATN Foundation Graduate Agripreneur Programme," said Professor Omotesho. "This initiative aligns with our university's mission to produce graduates who are not only academically sound but also equipped with practical skills to drive economic growth. We congratulate the winners and look forward to their impactful contributions to the agricultural sector."

Professor Oluyemisi Bolajoko Fawole, Dean of the Faculty of Agriculture stated the Graduate Agripreneur Programme is a significant step towards achieving this goal, fostering entrepreneurial spirit among its graduates. The University of Ilorin remains committed to providing opportunities for its students to excel and make meaningful impacts in their chosen fields.



Looking forward, BATN Foundation continues to expand its impact through strategic partnerships and collaborations with educational institutions, industry stakeholders, and the government. By scaling up its initiatives, BATN Foundation aims to create more opportunities for young Agripreneurs across Nigeria, contributing to entrepreneurship and sustainable development.



## SANWO-OLU LEADS CALL FOR SUSTAINABLE AGRICULTURE AT LAGOS FARM FAIR, WORLD FOOD DAY CELEBRATION

In celebration of the United Nations World Food Day, Lagos State Governor, Babajide Sanwo-Olu, made a compelling call for action on food security at the Lagos Farm Fair, held at the Police College, Ikeja. The event, themed "Right to Foods for a Better Life and a Better Future," underscored the significance of agriculture and smallholder farmers in driving sustainable development and ensuring access to nutritious food for all Nigerians.

"Lagos is committed to transforming agriculture, and events like the Lagos Farm Fair provide a platform to strengthen our farmers while ensuring access to nutritious food for everyone," Governor Sanwo-Olu stated during his keynote address. He emphasized the need for ongoing public-private partnerships to combat hunger and malnutrition across the country.

The event, hosted by the Lagos State Ministry of Agriculture and Food Systems and chaired by Honourable Commissioner Abisola Olusanya, was organized in partnership with the BATN Foundation, and other private groups. This year's theme, "Right to Food for a Better Life and a Better Future," emphasizes the urgent need for innovative solutions to combat food insecurity, particularly through local initiatives and sustainable agriculture that promote self-sufficiency.



Dr. Rotimi Fashola, Senior Special Adviser to the Governor on Agriculture, lauded the efforts of the BATN Foundation and its partners for their invaluable contributions to Lagos' food security initiatives. He reiterated the government's commitment to supporting programs that empower farmers and boost agricultural productivity throughout the state. "We recognize the significant role of smallholder farmers in ensuring food security, and we will continue to provide the necessary support and resources to help them thrive," Dr. Fashola said.

Food is essential for human survival, and food security, as defined by the United Nations Committee on World Food Security, means that all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food that meets their preferences and dietary needs for an active and healthy life. A nation that guarantees food availability to all its citizens becomes stronger and more stable; however, food insecurity renders a country vulnerable and overly dependent on external aid.



A key highlight of the event was the donation of 40, fifty-kilogram smoking kilns to smallholder farmers and agribusinesses by the British American Tobacco Nigeria Foundation (BATN Foundation), in partnership with the Lagos State Agricultural Development Authority (LSADA). The "Fingerlings to Fork" initiative, aimed at supporting the livelihoods of smallholder fish farmers in Lagos State, is part of the foundation's ongoing efforts to boost agricultural productivity and enhance food security in the region. The smoking kilns will enable farmers to preserve fish and other produce more efficiently, reducing post-harvest losses and increasing income generation potential.



The Lagos Farm Fair, organized in collaboration with the Lagos State Ministry of Agriculture and Food System, continues to provide a platform for smallholder farmers to showcase their produce, enhance market access, and create business opportunities. The fair remains a key contributor to Lagos State's food security efforts by promoting agricultural development and fostering economic growth.

# FARM SIMULATION GAME: MANAGE YOUR VIRTUAL FARM!



**You are now the manager of a small virtual farm. Let's see how well you can manage your crops and livestock!**

## ACTIVITY

**Which statement matches the crop & task to plant on your farm:**

***Pest Control, Maize, Fertilization, Cassava, Irrigation, Rice***

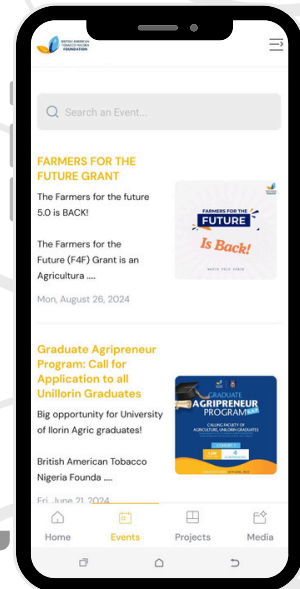
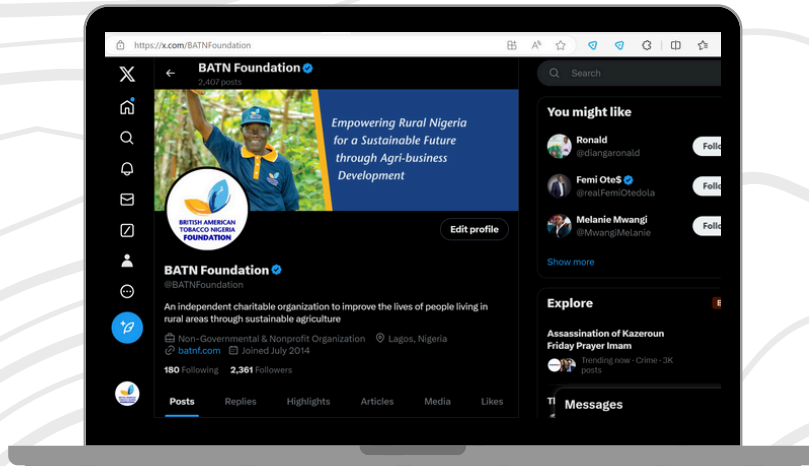
- A) Suitable for regions with good rainfall and fertile soil.
- B) Requires flooded fields and plenty of water.
- C) Thrives in well-drained sandy loam soil.
- D) Ensures crops receive adequate water to grow.
- E) Provides essential nutrients like nitrogen, phosphorus, and potassium.
- F) Prevents damage to crops from insects and diseases using safe and effective methods.



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TOBACCO NIGERIA  
FOUNDATION

# EMPOWERING RURAL NIGERIA...

for a sustainable future



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