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Business Support Facility for Resilient Agricultural Value Chains

Facilité d'Appui aux Entreprises pour des Chaînes de Valeur Agricoles Résilientes

Digital and Face-to-Face Human Capacity Development Offers

20 September, 2023





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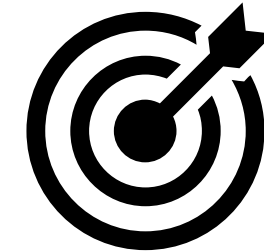


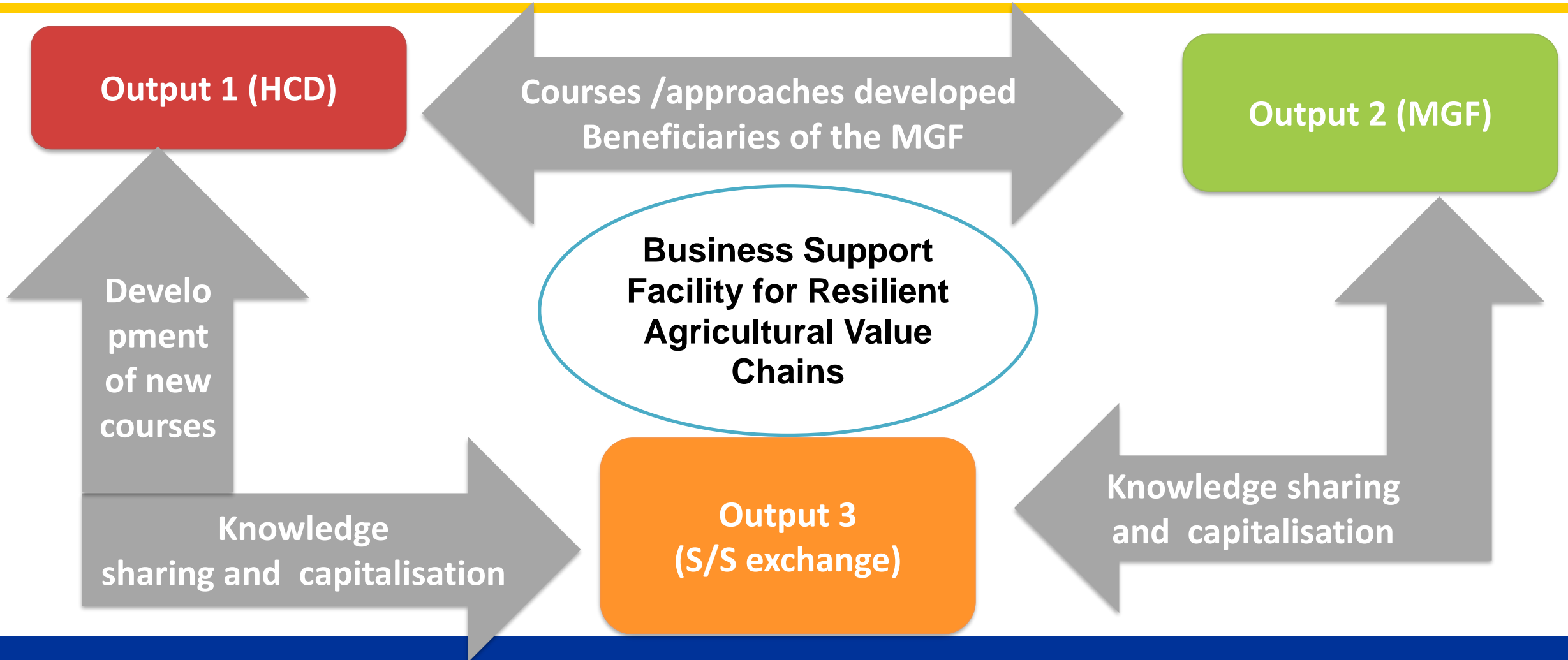
Agenda of the session:

- Introduction
- Face-to-Face training and blended learning
- E-learning
- Q&A

Objectives

- Help you prepare for the concept note and how to include capacity development approaches and strategies (face-to-face and online) in your project
- Inform you on the support that ABF can provide you during the implementation of your project
- Answer any questions that you may still have regarding a project idea







HCD Strategy

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Competences for agribusiness: Successful agribusiness training approaches and tools are scaled through self-paced **e-learning and blended learning** (online and face-to-face formats) for cost-effective capacity development in large scale. **Graduated young female and male learners, professionals, and entrepreneurs** from all OACPS member states can participate, and open linkages to financing opportunities with bankable (micro)-business projects.



ABF's HCD Strategy

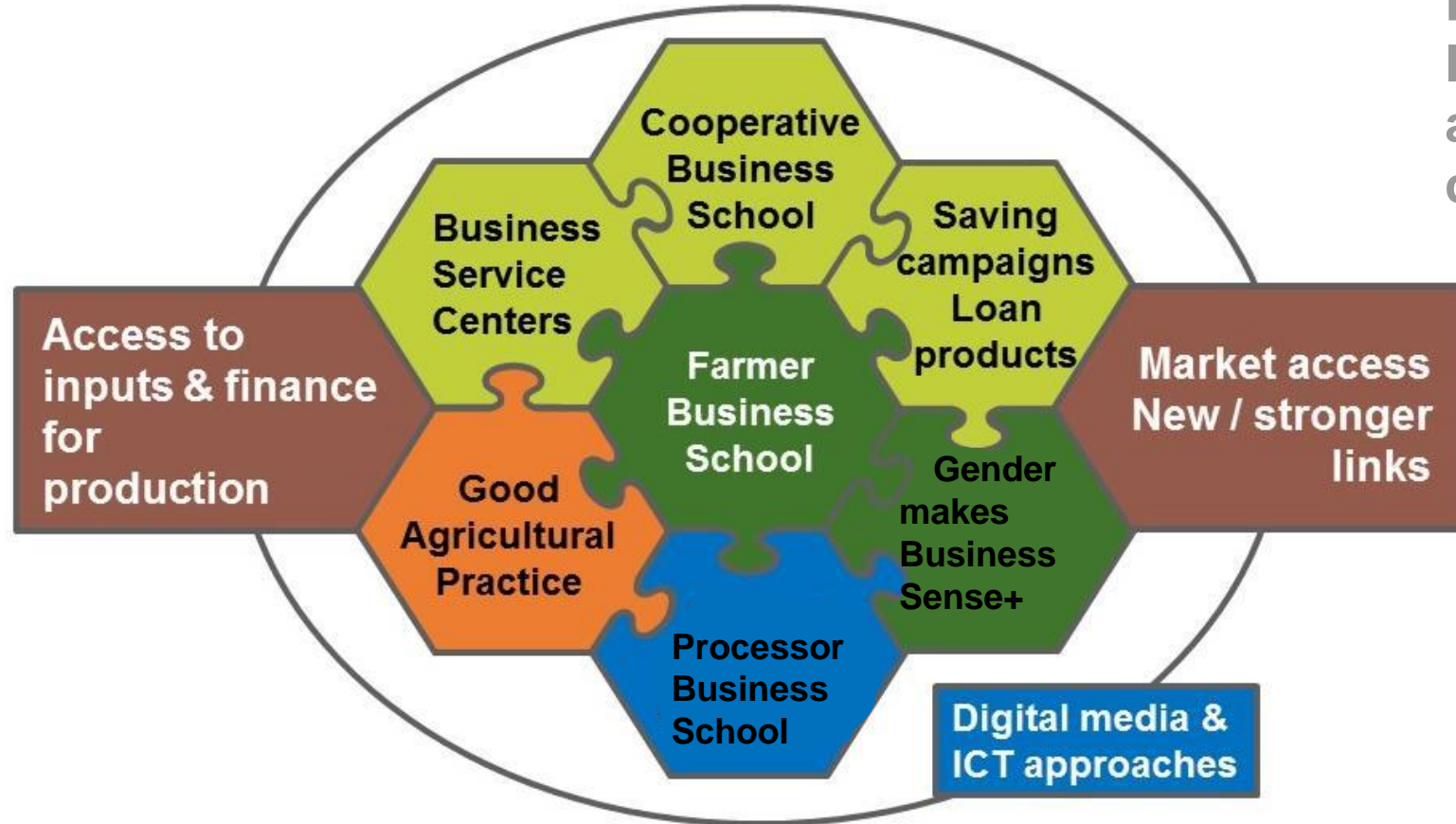
Unique Strategy:

- ✓ Institutionalization as sustainability strategy
- ✓ Defined quality standards based on several year dissemination experience
- ✓ Direct dissemination approach
- ✓ Big network of practitioners available: Local consultants, Master Trainers and Trainers
- ✓ Systematic capacity development programme for (master) trainers – training of trainers, supervised learning groups, refresher trainings and certification process.
- ✓ Application of andragogy principles – facilitation vs. teaching.
- ✓ Blended learning or e-learning – (master) trainers acquire technical knowledge in digital courses and focus on didactics and methodology in a in-person training.

ABF's HCD Strategy

HCD as part of Value chain promotion strategies

Focus on
lead Value Chain
and
diversification



Face-to-face large scale training offer

Agricultural production
Farm-level

Cooperative Business School (CBS)

TG: Management teams of cooperatives
Requirement: Registered PO or cooperative
Objective: Empower cooperatives with focus on youth

Gender makes Business Sense+ (GmBS+)

TG: MSME in agriculture
Requirement: Running business with at least 5 employees
Objective: Make better business by empowering women

Farmer Business School (FBS)

TG: Smallholder farmers
Requirement: Understanding Good Agricultural Practices
Objective: Subsistence agriculture → agribusiness

Technical Trainings (GAP etc.)

TG: Smallholder farmers
Objective: Context specific, e.g. improve productivity, climate resilience, good husbandry

Processor Business School (PBS)

TG: MSME in processing
Requirement: Running processing business
Objective: Increase income through processing

Transformation up- and downstream
SME-level

Combined with e-learning courses and ICT solutions

Face-to-face training offer

Farmer Business School (FBS)

Mindset shift for smallholder farmers that agriculture is business!

- More income from diversified production
- Informed decision making
- Getting organised in groups

Target group:


Smallholder farmers (no minimum education level required)

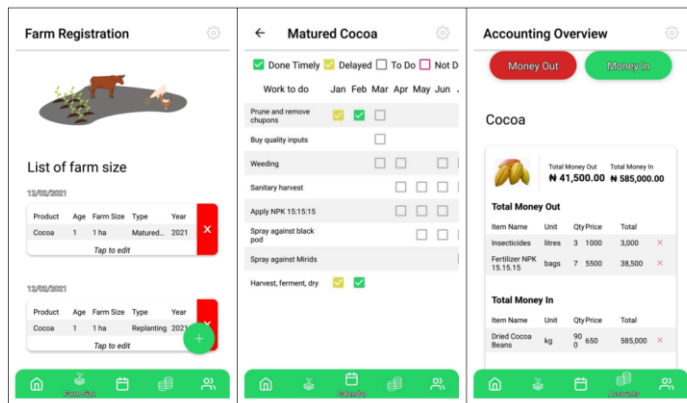
Duration of the training:

5 consecutive half-days - in the morning, decentralized

Costs:

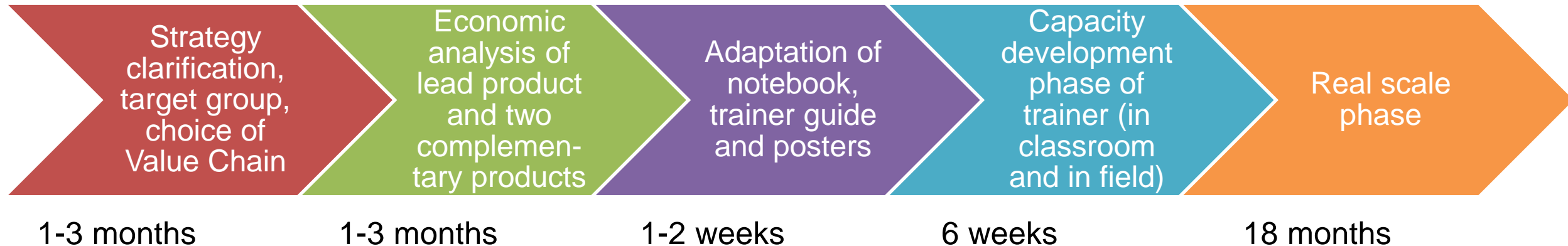
15-18 euros per participant (at large scale, min 5,000 producers)
Training material provided, no food/drinks

 **FBS Innova** in a nutshell [Download it here!](#)



Download it
[here](#)

Implementation Timeline





Farmer Business School Trainings

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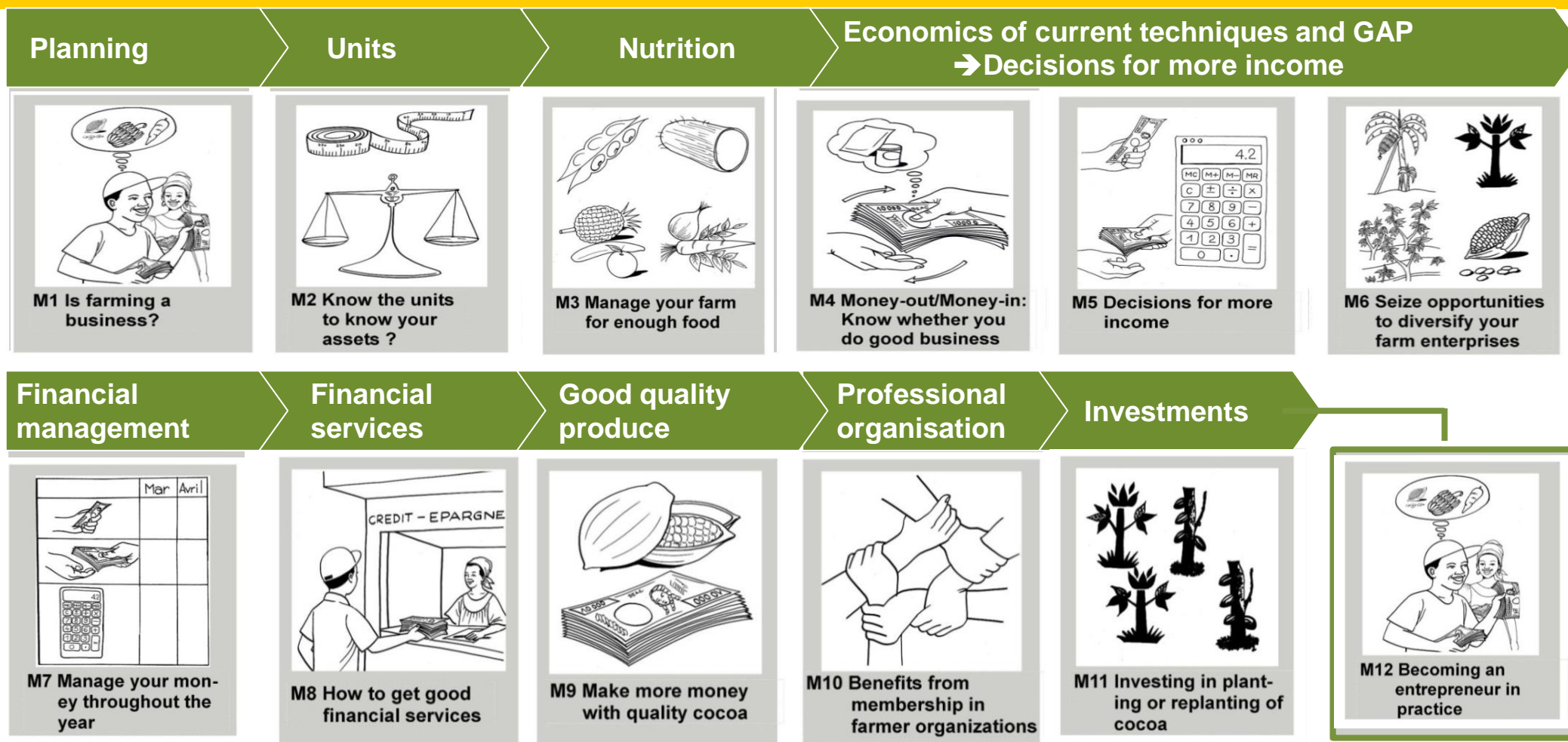
Master Training Program



FBS role game




FBS Climate



Face-to-face training offer

Cooperative Business School (CBS)

- Organisational development
 - Empowerment of smallholders
 - Structural transformation of rural economies
 - Employment beyond primary production
- 
- APO need to develop equity to become autonomous and powerful business entities on operating on behalf of their members
 - Emphasis on youth employment.

CBS for cocoa

Target group:

Producer organizations (PO) and their delegates : persons from the management team and members, FBS graduates

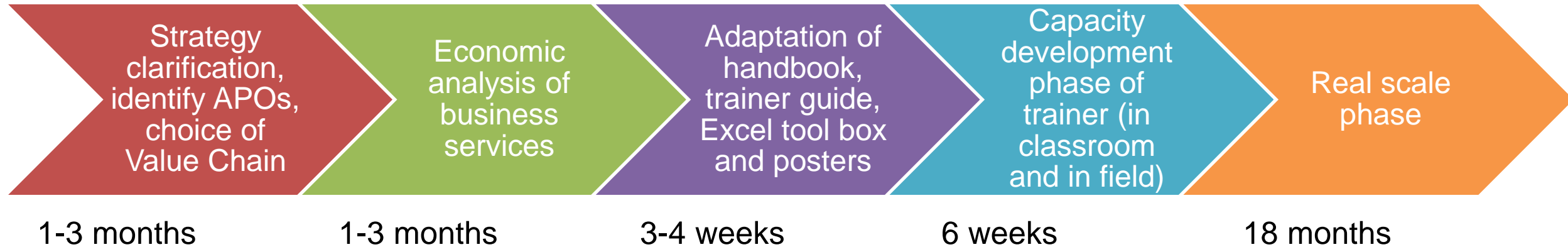
Duration of the training:

5 consecutive full days, centralized

Costs:

180-250 euros per participant (at large scale, min 40 PO /160-240 persons)

Implementation Timeline



Topics covered by CBS



Face-to-face training offer

Processor Business School (PBS)

Processors become aware that they are entrepreneurs and build up professional skills on small enterprise management, marketing and use of a variety of services.



Target group:






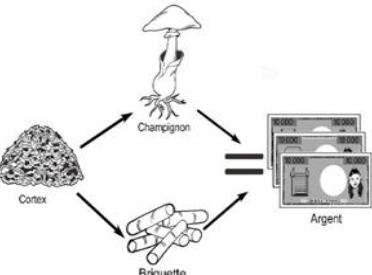


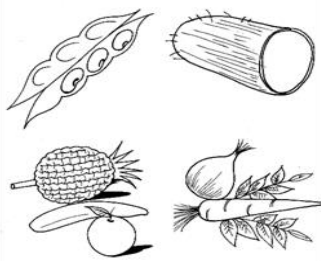

Smallholder farmers or processors (no minimum education level required)

Duration of the training:

3 consecutive half-days

Costs:

8-10 euros per participant (at large scale, min 5,000 producers)

 <p>M1 Processing is my business</p>	 <p>M2 Need to succeed on processing</p>	 <p>M3 Understanding cost of equipment and processing</p>	 <p>M4 Lost or profit, know if you are doing good business</p>	 <p>M5 Services and marketing for more income</p>
 <p>M6 Diversify for more income trough the year</p>	 <p>M7 More income with quality muschroom</p>	 <p>M8 Advantages for processing services in a cooperative</p>	 <p>M9 Good nutrition</p>	 <p>M10 Improve your business in practice</p>

Face-to-face training offer

Gender makes Business Sense + (GmBS+)

The training is a collaborative approach between women, men, public and private sector, and communities and can systematically change the gender imbalances in all agribusiness value chain segments.



Target group:

Micro, small and medium sized enterprises – both women and men

Objective:

Equip participants with: practical business management skills, business tools, financial know-how and understanding of the socioeconomic impact of gender dynamics to make better business


Duration of the training:

5 consecutive days

Implementation Timeline



Technical Trainings



Doing good business with quality cocoa

Producer's reference for a mature cocoa farm

Content

1. Cropping calendar 9
2. Pruning and removing chupons 10
3. Pruning 11
4. Buying fertilizer on time 12
5. Weeding to clean the cocoa farm 13
6. Buying fungicides and insecticides on time 14
7. Sanitary harvest 15
8. Fertilizer quantity per tree 16
9. Fertilizing 17
10. Spraying against mirids 18
11. Safe use of pesticides 19
12. Fungicides against black pod disease 21
13. Spraying against black pod disease 22
14. Harvesting 23
15. Pod breaking 24
16. Fermenting 25
17. Drying 26
18. Storage 27
19. Saving after sales 28
20. Managing money daily 29
21. Who has better profit? 30
22. Pay school fees 32
- Register your Money-Out and Money-In here 34
- Other notes 35

3



Doing good business with quality maize

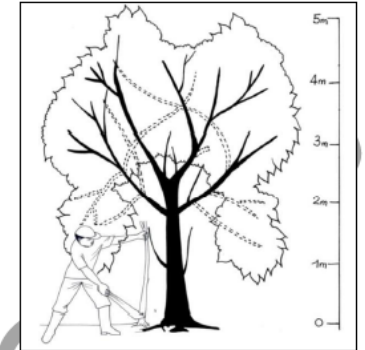
Producer's reference Southern Nigeria

Contents

1. The cropping calendar 5
2. Units to know 6
3. Choice of the good plot of land 7
4. Land preparation 8
5. Soil preparation 9
6. Choosing the good seed 10
7. Sourcing good quality seed 11
8. Buying mineral fertilizer 12
9. Pegging and sowing in lines 13
10. Dosage of mineral fertilizer NPK 15.15.15 14
11. First fertilization (NPK 15.15.15) 15
12. Thinning 16
13. 1st Weeding and heaping 17
14. Dosage of urea 18
15. Second fertilization with urea 19
16. 2nd Weeding and heaping 20
17. Safe use of pesticides 21
18. Application of insecticides 22
19. Insecticides authorized for the maize in field 23
20. Harvest of fresh maize 24
21. Harvesting dry maize 25
22. Treatment of maize before storage 26
23. Insecticides for the storage of maize 27
24. Drying maize 28
25. Shelling of maize 29
26. Storage of maize grains 30
27. Selling maize 31
28. Saving after sales 32
29. Managing money daily 33
30. Who does better business? 34
31. Pay school fees 36
32. Contacts of input and seed suppliers 38

3

2. Pruning and removing chupons



I cut these branches and chupons after the main harvest and before the flowering of my trees. These are the advantages:

- The cocoa farm receives more air.
- Black pod disease is better under control.
- I save pesticide cost and work is easier.
- I harvest more and bigger pods.

Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec

Technical Trainings

Integrated Pest Management

Digital Services

Agroforestry and
Improved Planting
Material

Good Agricultural Practices

Conservative Agriculture

O Climate Smart Agriculture

O Adaptation and/or mitigation of climate change

D

Husbandry Practices

S Diversification

Post-harvest management

O

Soil Fertility Management

I

L Fertility Mangement

E-learning for Agribusiness



« Free of charge! »

« Open to anyone! »

« Start any time! »

Developed by



Hosted on



Efficient knowledge dissemination

- Self-tutored & self-paced for scaling
- Saving cost/resources
- Reach new learners

Blended learning and stand-alone

- Provenly more effective knowledge transfer through different media and learning formats
- Offering mixed learning on the ground

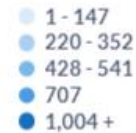
Pre-qualification & emPOWERment

- Flexible and equal access for women
- Upcoming: Access to services, job opportunities, networks, other offers through newsfeed and online-matchmaking

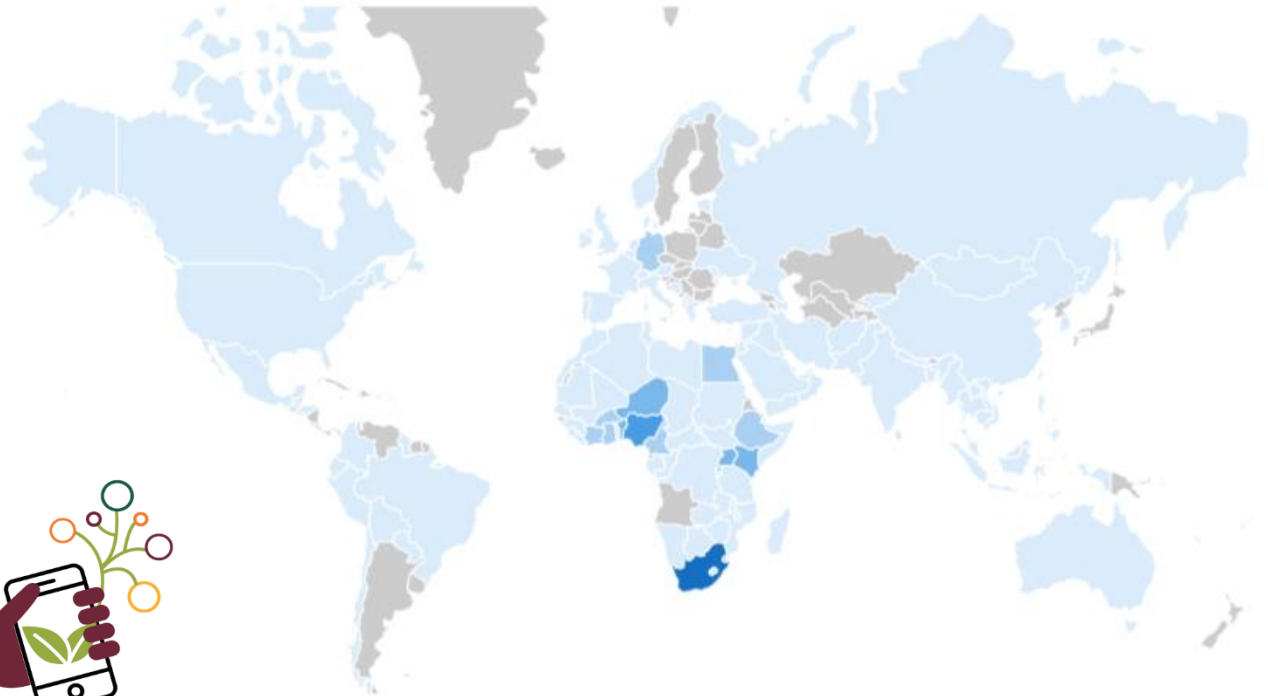
Digital learning for agribusiness professionals across the globe

- Agripreneurs & Agribusiness practitioners
- Youth in rural areas
- Staff and suppliers of value chain operators
- ATVET staff and students
- Teachers, Trainers & Extension agents
- ...

Enrolments by Country Map



Agribusiness
e-Academy



Current offers and outreach

>7,600 enrollments / >5,500 learners

>2,600 certificates issued

6 courses in EN, FR, ES, PT soon

Courses coming in 2023 & 2024:

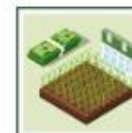
- Climate-Smart Agriculture
- Agroprocessing as a Business
- Value Chains in a Nutshell
- Business Model Canvas
- Regulatory frameworks/market access

Agribusiness
e-Academy



online

Entrepreneurship in Agribusiness



Agriculture as a
Business



Agroprocessing as
a Business (coming
soon)



Economics of
Cooperative
Services (coming soon)

online

Courses on GAP & nutrition in 3D



Healthy nutrition



Safe use of
pesticides



Good Agricultural
Practices for Maize



Good Agricultural
Practices for
Cassava



Good Agricultural
Practices for Cocoa

E-learning content strategy

- Designed for **both blended & stand-alone**
- Optimized for **self-tutored** learning:
 - Digestible dosage of content and learning steps
 - Easy and direct language supported by companions
 - Interactive knowledge test
 - Attitudinal and role change!
- Generic and value chain specific content



Hosted on:
www.atingi.org

« Agriculture as a Business »

Developed by **Agri-Business Facility for Africa**

Hosted at **atingi**

Agribusiness e-Academy



1. The farm as economic unit

- 1.1 Global Market trends for agriculture
- 1.2 Agriculture as a Business
- 1.3 Key success factors for your business

2. Agripreneurship

- 2.1 Agripreneurship, competencies
- 2.2 Production factors
- 2.3 Farm management
- 2.4 Risk management

3. Basics & key concepts

- 3.1 Units
- 3.2 Prices in Agribusiness
- 3.3 Production and Unit Cost
- 3.4 Value of production

4. Management & tools for short-term upgrading

- 4.1 Gross margin
- 4.2 Productivities
- 4.3 Choosing farm enterprises
- 4.4 Financial management over the year

5. Management & tools for medium-long-term upgrading

- 5.1 Investing in the future: extension, modernizing
- 5.2 Analyzing multi-annual investments (Cashflow, NPV, IRR before financing)
- 5.3 Sensitivity analysis
- 5.4 Constraint and opportunity analysis

6. Financial Services

- 6.1 Savings and payment services
- 6.2 Loans and risk management
- 6.3 Bankability of short-term investments complements session 4
- 6.4 Bankability of medium & long-term investments complements session 5
- 6.5 Financial Service Institutions

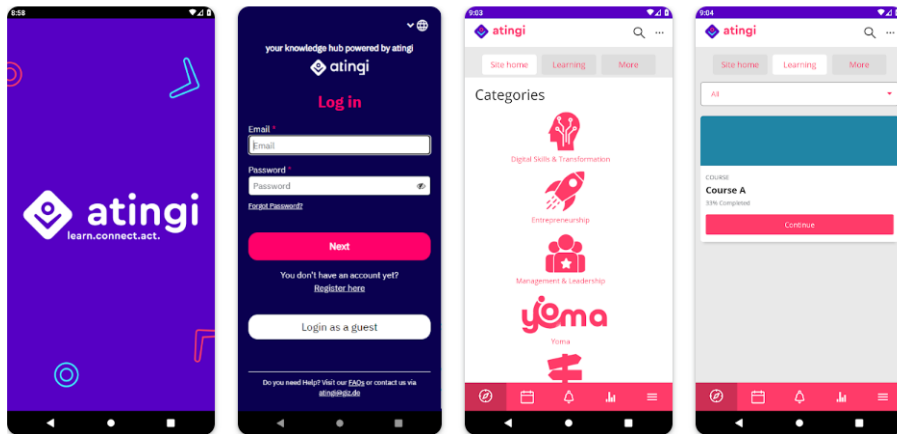
« More than 10h of seat time for a deep dive into agribusiness »

Ready to learn about my business secrets? Then follow me!



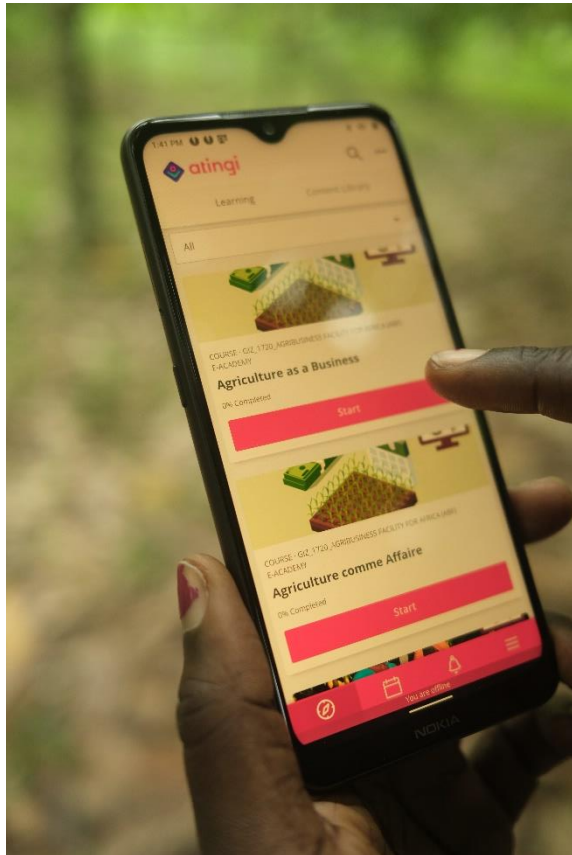
Digital offline learning solutions available

atingi app with offline functions



Remote classrooms:
« atingi box »

Building an agribusiness practitioner (e-learning) platform



South-South exchange network: Access to ABF on-site and online event



Competitive calls: Awards granted to agripreneurs with the most convincing, bankable business ideas



Matchmaking: Link successful graduates to service providers (MFIs, incubators, platforms and other learning offers)

News feed: Periodic updates and opportunities for agripreneurs

Course insights

Dosage examples of feed for good performance of dairy cows

Milk production (kg/day)	Water requirement (liter/day)	Energy	Protein	Minerals	Vitamins	Shelter and care
10	40 - 60	<ul style="list-style-type: none"> Forages including crop residues Pasture grasses and legume Pasture hay and silage Corn, rice bran, rice pollard Cereal by-product Cassava chip Oils 	<ul style="list-style-type: none"> Pasture legumes Legume trees i.e. Alphanha, Leucaena Oilseed meals and cakes Soybean meal Palm kernel cake 	<ul style="list-style-type: none"> Mineral premix Salt, lime stone Dicalcium phosphate 	Vitamin A, D, E	Shelter and care
15	60 - 80					
20	80 - 100					
30	100 - 140					
Dry cows	40 - 60					

Please click on the button to get more information on feeding requirements: 



Only healthy animals perform well, therefore:
I provide enough quality feed and fresh water.
I check my animals daily, get needed veterinary services, do pregnancy examination and keep track on the cycle.



When clicking the blue button with the i, you get even further information

Dosage examples of feed for good performance of dairy cows

Milk production (kg/day)	Water requirement (liter/day)	Energy	Protein	Minerals	Vitamins	Shelter and care
10	40 - 60	<ul style="list-style-type: none"> Forages including crop residues 	<ul style="list-style-type: none"> Pasture legumes Legume trees 	<ul style="list-style-type: none"> Mineral premix Salt, lime 	Vitamin A, D, E	<ul style="list-style-type: none"> Airy shelter Spacy Vaccin-
15	60 - 80					
20	80 - 100					
30	100 - 140					
Dry cows	40 - 60					

Please click on the button to

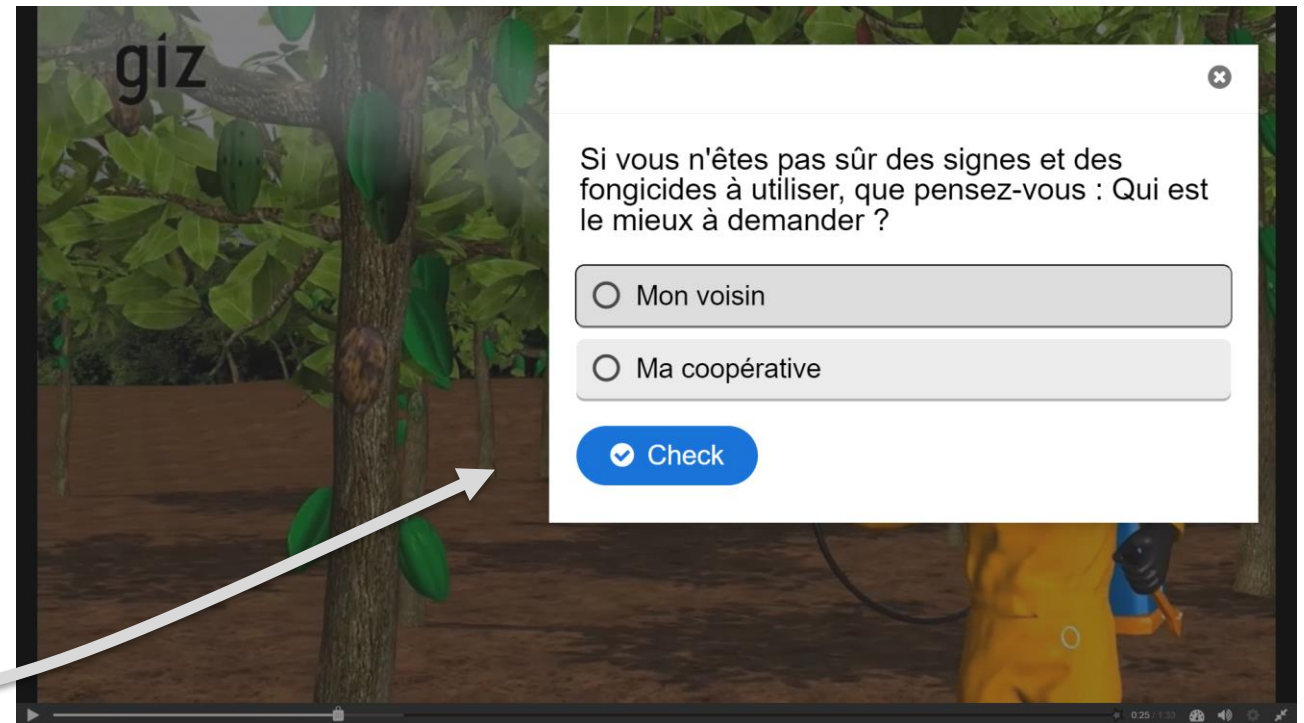
- More information of feeding requirements for
- Poultry: [Household Chicken Production WEB 15-03-13.pdf \(mdukatshani.com\)](#)
 - Sheep: [Intensive sheep production in the Near East \(fao.org\)](#)
 - Pigs: [Feeding.pigs in the tropics \(fao.org\)](#)
 - Goats: [Goat Farming Technical Manual_jica](#)

When clicking the blue button with the audio, Obi will give some advice.

Course insights



When clicking on the button that appears in the video, you will see a little quiz question.





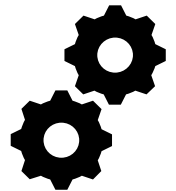
The Market Facilitation Unit

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The Cross-cutting Market Facilitation Unit specialized in **Regulatory frameworks and Market access.**

- Provide support (webinars, events,..) and personalized advisory services to broaden your understanding of EU-regulatory frameworks and improve your compliance to standards and market access conditions for import.
- Provide advisory services on market access. Support in creating **B-2-B connections with EU-companies** and **strengthen business linkages.**





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Q&A



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Thank you!
Merci beaucoup!
Obrigado!
Gracias!