

Horti
Nigeria

BUILDING A SUSTAINABLE & INCLUSIVE
HORTICULTURE SECTOR



PUBLICITY REPORT

HortiNigeria PROGRAM LAUNCH

TRANSCORP HILTON ABUJA | THURSDAY - 3RD MARCH 2022





Table of Contents

Donor & Consortium Partners	4
Program Locations	5
Agenda	6
Executive Summary	8
The Context Of Horticulture In Nigeria And An Introduction To The Dutch-Funded Hortinigeria Program	9
Pictures Of Dignitaries' Present	10
Quotes And Excerpts From Speakers	18
Success Story	21
Post Event Publicity	22

COVER PHOTO: Oumou Camara, Regional Director IFDC, North and West Africa Division, and His Excellency Dr. Mohammed Mahmud Abubakar, Hon. Minister of Agriculture and Rural Development, alongside Albin Hubscher, President and CEO IFDC, launching HortiNigeria.

Donor & Consortium Partners



The Embassy of the Kingdom of the Netherlands (EKN)

In its multi-annual country strategy, the Embassy of the Kingdom of the Netherlands (EKN) aims to contribute to sustainable development of the Nigerian horticulture sector. EKN recognizes the high supply gap of 13million metric tons for major vegetable crops (tomato, onion, and okra) and aims to establish efforts that will fill this gap by funding consortium partners such as International Fertilizer Development Center (IFDC), East-West Seed Knowledge Transfer (EWS-KT), Wageningen University & Research (WUR) and KIT Royal Tropical Institute to implement interventions through the **HortiNigeria Program**.

The Netherlands is the seventh-largest donor country on the Organisation for Economic Cooperation and Development's (OECD's) Development Assistance Committee (DAC).



International Fertilizer Development Center (IFDC)

IFDC has been working since 1974 to promote agriculturally led local economic development "from the ground up." IFDC has promoted its vision of building healthier soils and plants for a food-secure and environmentally sustainable world. Since 2001, IFDC has worked in Nigeria to bring together innovative research, market expertise, and strategic public and private sector partners and to scale sustainable solutions for soil and plant nutrition that benefit farmers, entrepreneurs, and the environment.

In the implementation of **HortiNigeria Program**, IFDC is the prime implementer.



East-West Seed Knowledge Transfer (EWS-KT)

East-West Seed Knowledge Transfer, the ANBI-recognized non-profit corporate foundation of EWS, brings 20years of experience training smallholder farmers and service providers in partnership with local and international organisations. The foundation leverages a market-based approach to catalyze innovation and systemic change in less developed countries. The mission of EWS-KT is to improve the livelihoods of smallholder farmers.

In the **HortiNigeria Program** EWS-KT will showcase profitable and sustainable farm practices to 60,000 smallholder farmers in the horticulture sector in Nigeria.



Wageningen University & Research (WUR)

Wageningen University and Research (WUR) is one of the leading agricultural universities worldwide headquartered in the Netherlands, with approximately 30 locations and students from more than 100 countries. WUR works together with academic partners, companies, government organizations, and NGOs on global, regional, and local challenges and transitions.

In the implementation of **HortiNigeria Program**, WUR will work to support the gender and youth component.

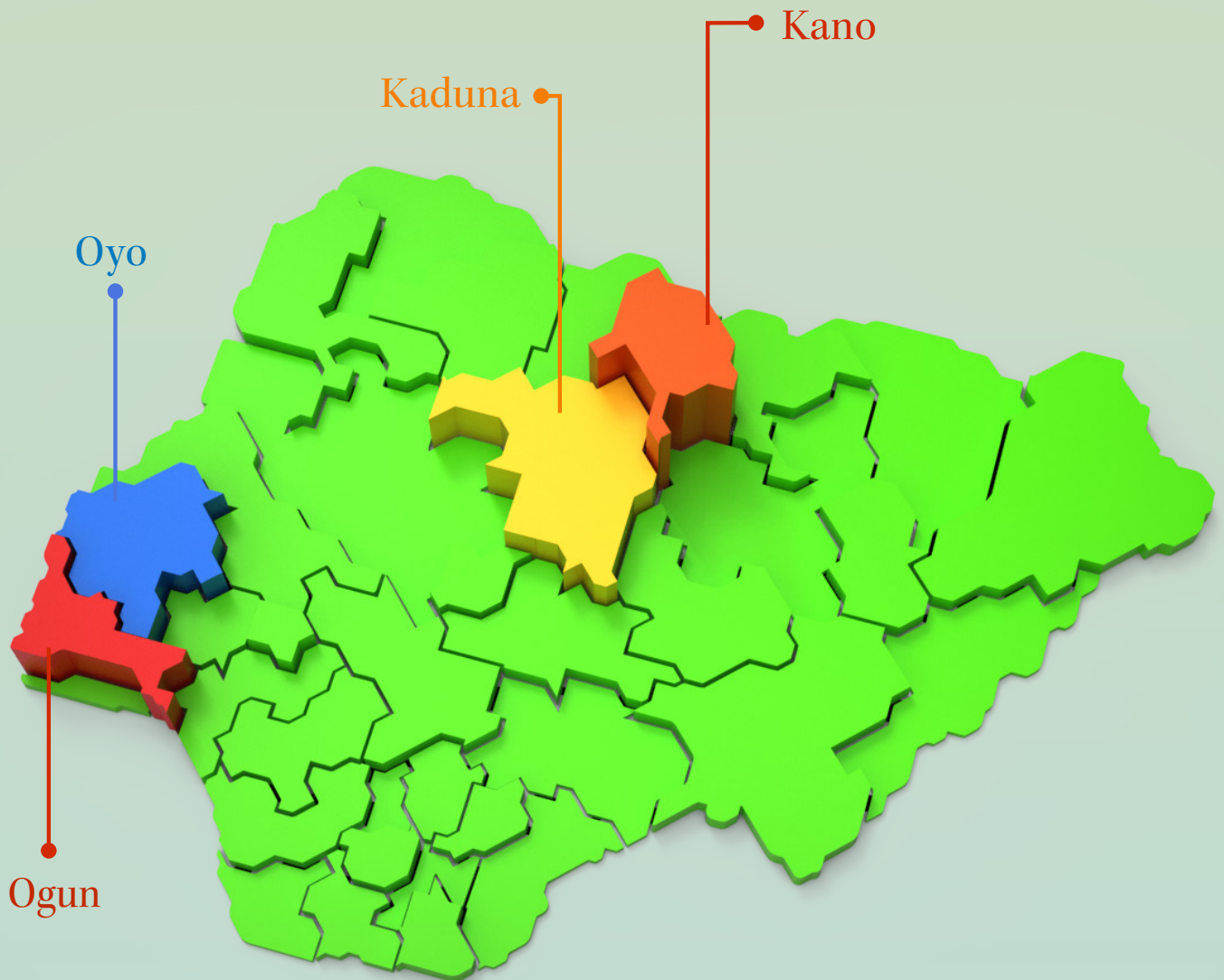


KIT Royal Tropical Institute

KIT Royal Tropical Institute is an applied knowledge institute with 85 international experts in the fields of health, sustainable economic development, and gender. KIT produces applicable insights from practice and theory and offers reliable, insightful data, policy recommendations, and proven tools, methods, and advice to catalyze systemic change.

In the implementation of **HortiNigeria Program** KIT will lead the monitoring, evaluation and learning activities, ensuring data collection, surveys conducted are knowledge-based and innovative.

Program Locations



AGENDA

TIME	ACTIVITY	RESPONSIBLE
09:00 - 09:30 AM	Registration	Secretariat
09:30 - 09:35 AM	National Anthem (Second Stanza)	Master of Ceremonies Mr. Fred Apeji
09:35 - 09:45 AM	Welcome Remark	Regional Director IFDC, North & West Africa Division Dr. Oumou Camara
09:45 - 09:55 AM	Overview of IFDC	IFDC President Albin Hubscher
09:55 - 10:05 AM	Embassy of the Kingdom of the Netherlands' Support to Horticulture Sector in Nigeria	Ambassador to Nigeria, Embassy of the Kingdom of the Netherlands (EKN) His Excellency, Harry van Dijk
10:05 - 10:10 AM	Team Europe Initiative Green Economy Alliance	European Union Ambassador to Nigeria and ECOWAS Her Excellency, Samuela Isopi
10:10 - 10:30 AM	Tea Break	All
10:30 - 11:00 AM	Goodwill Messages	Executive Governor of Kaduna State His Excellency, Mallam Nasir el-Rufai
		Executive Governor of Kano State His Excellency, Dr. Abdullahi Umar Ganduje OFR
		Executive Governor of Ogun State His Excellency, Dr. Dapo Abiodun
		Executive Governor of Oyo State His Excellency, Engr. Oluwaseyi Makinde
11:00 - 11:05 AM	Goodwill Message	Nigerian Ambassador to the Netherlands Ambassador Eniola Ajayi
11:05-11:10 AM	Goodwill Message	Nigeria Country Team Leader 2SCALE Maxwell Olitsa
11:10 - 11:40 AM	Panel: Building a Sustainable and Inclusive Horticulture Sector	East-Weed Seed Business Development Manager Mrs. Hadiza Yaro
		National Secretary- National Tomato Growers, Processors and Marketers Association of Nigeria (NAPTAN) Alhaji Sani Danladi
		Head of Horticulture Division, Federal Department of Agriculture, FMARD Mrs. Omotosho Agbani

11:05 - 11:40 AM	Panel: Building a Sustainable and Inclusive Horticulture Sector	Country Representative Netherlands-African Business Council (NABC) Mr. Kabir Ademoh
		MD NIRSAL Micro-Finance Bank Alhaji Abubakar Kure
		MD/CEO JMSFU Agribusiness Nigeria Limited Richard Ogundele
11:40 - 11:55 AM	Overview of HortiNigeria	HortiNigeria Program Director Mr. Mohammed Salasi Idris
11:55 - 12:00 PM	Expectations from HortiNigeria	Interactive session with farmers in the field Facebook Live
12:00 - 12:15 PM	Launch of HortiNigeria program	Honourable Minister Federal Ministry of Agriculture & Rural Development (FMARD) Dr. Mohammed Mahmud Abubakar
12:15 - 12:20 PM	Vote of Thanks	IFDC Country Director Mr. Yusuf Dramani
12:20 - 01:00 PM	Photo session	
	Inspection of Exhibition and Lunch	All

Executive Summary

On the 1st of October 2021, the Embassy of the Kingdom of the Netherlands (EKN) awarded the HortiNigeria program to the International Fertilizer Development Center (IFDC), and its consortium partners: East-West Seed Knowledge Transfer, Wageningen University and Research (WUR), and KIT Royal Tropical Institute. The program's implementation rolled-out on the 1st of November 2021.

On Thursday, 3rd of March 2022, HortiNigeria was launched in Transcorp Hilton, Abuja Nigeria. The key objectives of the launch were to:

- Increase the awareness of stakeholders of the HortiNigeria program within the horticultural and agricultural sector in Nigeria and abroad;
- Provide a forum for networking and sharing of innovative ideas.

The program was a hybrid event that hosted a total of 436 participants, having 232 participants online (Facebook and Zoom) and 204 physical participants. Dignitaries present at the event included, the Honourable Minister of Agriculture and Rural Development, Representatives of Governors from the program's intervention state (Kaduna, Kano, Ogun and Oyo), Representative of the EU Ambassador to Nigeria and ECOWAS, the Ambassador of the Kingdom of the Netherlands, Nigerian Ambassador to the Netherlands (Virtually), IFDC President & CEO, IFDC Regional Director, North and West Africa Division, the Global Director of East-West Seed Knowledge Transfer, Chairman House of Representatives on Agriculture, the Executive Secretary, Kaduna Investment Promotion Agency (KADIPA). Participants from NGO, Public and Private sector within the Agriculture sector were present.

20 Media houses and the interested audience from Agricultural based NGO, public and private organisations were present to witness the launch and goodwill messages that were shared by dignitaries from within and outside Nigeria.

A panel discussion was held during the launch with members from various industries and organisations representing the various components of the program to discuss the theme: **Building a Sustainable and Inclusive Horticulture Sector**.

The program components are divided into four and they include:

- **Component 1:** Increase Productivity and Income of 60,000 smallholder farmers in Kaduna and Kano States;
- **Component 2:** Pilot Production Systems Innovation and Regional Diversification for 2,000 Entrepreneurial Farmers in Ogun and Oyo States;
- **Component 3:** Increase Access to Finance for SME's;
- **Component 4:** Enhance Sector Coordination and Business to Business Linkages.

The launch also hosted an exhibition. 12 organisations participated and they included agribusiness companies, fertilizer associations, financial institutions, and NGOs.

- | | |
|---|--|
| ▪ Solokad | ▪ East-West Seed International |
| ▪ Sahel Consulting | ▪ FarmAfrik |
| ▪ Foodsden.ng | ▪ CropLife |
| ▪ Yadilan Investment | ▪ Dizengoff |
| ▪ Netherlands-African Business Council (NABC) | ▪ Organic Fertilizer Producers and Suppliers Association of Nigeria (OFPSAN) |
| ▪ Tomato Jos | |
| ▪ East-West Seed Knowledge Transfer | |

A recorded video of farmers who have been identified, sensitized, and registered under the HortiNigeria program in Kaduna state, (one of the program locations), was streamed during the event. The farmers introduced themselves and shared their expectations of the program to the audience. They also highlighted some activities they have engaged in with the program since they registered.

The event was a great success with members of the audience, providing positive feedback on the experience, inspirations and lessons learnt from the launch. See Page 21 for a success story from the launch.

ATTENDANCE SUMMARY

Speakers	Panelists	Exhibitors	Online Participants	Physical Participants	Organisations	Media
16	6	12	232	204	107	20

The Context of Horticulture in Nigeria and an Introduction to the Dutch-Funded HortiNigeria Program

Nigeria is one of the fastest-growing African countries and the continent's most populous nation. Despite this, 43% of the country's population is living under \$1 per day¹. One out of every two people in West Africa in need of nutrition assistance is in Nigeria². More than 12million people in Nigeria need food security assistance³. The recent COVID-19 lockdown measures had increased households' food insecurity by 12%⁴. These socio-economic burdens are further felt disproportionately by women and youths.

Agriculture contributes significantly to the Nigerian economy, employing 70% of the labor force and contributing one-fourth to the country's GDP⁵. The sector has been widely acknowledged to be the best means to improve livelihoods considering that it is the only sector that can adequately engage the populace productively, creating jobs in the most remote rural area and urban cities. Simply put, agriculture provides Nigeria with a strategic means to attain sustainable food and nutrition security while also enhancing inclusive economic growth and development. Meanwhile, the agriculture sector is beset with challenges that include low level of irrigation farming, limited use of Nigeria's arable land for farming, subsistence-level farming, inadequate infrastructure, and climate change amongst others. These challenges impede rural farmers' ability to maximize the potential in the agricultural sector.

The growing urban middle class has created a great opportunity for the agricultural sector, particularly the horticulture sector in Nigeria. As studies have shown that investments in horticulture provide the most value for money as more people can afford to diversify their

diets to include fruits and vegetables. Current market demand for vegetables constitutes a key driver in the horticulture sector because of the high supply gap that exists (Over 2million metric tons per annum in tomato, onion, and pepper value chains)⁶. The dietary diversification created by this stratum in society will have a positive influence on food-horticulture systems.

Though there is higher horticultural production in the northern region of Nigeria, the value chain is characterized by low productivity, high perishability, pest and disease issues, and volatile prices. Additionally, higher dependence on one region, inadequate transportation logistics throughout the country, poor access to finance, pest or disease outbreaks, limited innovations for effective aggregation are challenges that have inhibited the sector.

With an intent to deal with the myriad of challenges that exist and work to build a sustainable and inclusive horticulture sector in Nigeria, the Dutch and Nigerian Governments through a bilateral agreement have established the **HortiNigeria program**. The four-year program is being implemented through a consortium involving International Fertilizer Development Center (IFDC), East-West Seed Knowledge Transfer (EWS-KT), Wageningen University and Research (WUR), and KIT Royal Tropical Institute. The implementation is taking place in four states: Kaduna, Kano, Ogun, and Oyo. The Program will implement its interventions through four components and they include:

- Increasing Productivity and Incomes in Kaduna and Kano;

1 Global Hunger Index, 2020; OCHA Nigeria Situation Report, 2021

2 www.food-security.net/en/document/

3 www.vanguardngr.com

4 ebrary.ifpri.org

5 Nigerian Gross Domestic Product Report, 2020

6 www.researchgate.net/publication and Scoping Study on fruits and vegetables; results from Nigeria

- Piloting Production Systems Innovations and Regional Diversification in Ogun and Oyo States;
- Increasing Access to Finance for SMEs;
- Enhancing Sector Coordination and Business to Business Linkages.

Through the program interventions smallholder farmers especially women and youth will experience a quantitative and qualitative increase in vegetable production, receive a higher return on investment, generate higher household incomes, improved availability, and access to nutritious foods.

Also, the vegetable sub-sector in the target states will become competitive, innovative, self-reliant and sustainable while also contributing to improved food and nutrition security of men, women and youth.

At the end of the four years (2025), the program aims to have nurtured a change that will:

- Catalyze increased productivity for 60,000 smallholder farmers (40% women and 50% youth) that will be exposed to eco-efficient and improved agricultural practices leading to more than €9,000,000 (Nine Million Euros) in Net Income in Kano and Kaduna States;
- Increase acreage under sustainable land use by 15,000 hectares;
- Reduce seasonal risks and impacts by piloting innovative production systems with 2,000 entrepreneurial farmers in Ogun and Oyo states;
- Create 1000 direct jobs in agriculture SMEs;
- Increase access to finance for 50 agriculture-related SMEs, facilitating €6,000,000 (Six Million Euros) through various financial mechanisms for private SMEs in the horticulture sector;
- Facilitate 200 business to business linkages and 100 business partnerships.



His Excellency Dr. Mohammed Mahmud Abubakar, Honorable Minister of Agriculture and Rural Development.



His Excellency Harry van Dijk, Ambassador to Nigeria, Embassy of the Kingdom of the Netherlands.



Cecile Tassin-Pelzer, Head of Cooperation: European Union Delegation to Nigeria and ECOWAS, representing Her Excellency, Samuela Isopi, the European Union's Ambassador to Nigeria and ECOWAS.

Representatives of Governors from intervention states



Alhaji Hussaini Garba, Honorable Commissioner of Agriculture, Kaduna State, representing His Excellency the Governor of Kaduna State.



Dr. Adeola Odedina, Honourable Commissioner of Agriculture, Ogun State, representing His Excellency the Governor of Ogun State.



Dr. Debo Akande, Director General, Oyo State Agribusiness Development Agency, Representative of the Executive Governor of Oyo State, His Excellency. Engr. Oluwaseyi Makinde



His Excellency Dr. Nasir Yusuf Gawuna, The Deputy Governor of Kano State, representing, His Excellency the Governor of Kano State.



Khalil Nur Khalil, Executive Secretary, Kaduna Investment Promotion Agency (KADIPA), sharing the investment opportunities Kaduna State has achieved within the last five years.



Hon. Muntari Dandutse, House Committee Chairman on Agriculture Production and Services.

Representatives of Consortium



Albin Hubscher, President & CEO, International Fertilizer Development Center (IFDC).



Mohammed Salasi Idris, Program Director HortiNigeria.



Dr. Oumou Camara, Regional Director IFDC, North and West Africa Division, International Fertilizer Development Center (IFDC).



Stuart Morris, Global Director, East – West Seed Knowledge Transfer.

Representatives of Consortium



From Left to Right – **Ewout de Wit**, Deputy Head of Mission Netherland Embassy Nigeria, and **Mariska Lammers**, First Secretary Food Security and Climate, Embassy of the Kingdom of the Netherlands, Abuja, Nigeria.



Marianne van Dorp, Manager Business Development, Wageningen Centre for Development Innovation (WCDI).



Yeray Saavedra, Horticulture and sector transformation advisor, Wageningen Centre for Development Innovation (WCDI).



Yusuf Dramani, Country Director, International Fertilizer Development Center (IFDC), Nigeria.



Program Launch participants visiting various boots at the HortiNigeria Program Launch.



Solokad Exhibition booth at the HortiNigeria Program Launch.

Quotes and excerpts from Speakers

His Excellency Dr. Nasir Yusuf Gawuna, the Deputy Governor of Kano and Representative of the Executive Governor of Kano State, His Excellency, Dr. Abdul-lahi Umar Ganduje

According to the representative of the Executive Governor of Kano State, Kano State can contribute to the HortiNigeria Program as the biggest tomato-processing company a 1,200 metric ton installed capacity factory has been constructed in Kadawa-Bunkure axis of the Kano State. The Deputy Governor stated that Kano State has a good track record of partnership with various stakeholders and promised that similar success would be achieved with HortiNigeria, as he assured the state's government support and cooperation, especially in providing an enabling environment for the program.

Dr. Deola Odedina, Honorable Commissioner of Agriculture and Representative of the Executive Governor of Ogun State, Dr. Dapo Abiodun

In the goodwill message delivered on behalf of the Governor of Ogun state, the Commissioner stated, "HortiNigeria program will be an added opportunity to increase jobs in the agricultural and alike sectors." The speaker explained that the state is determined to add this program to the growing number of international development projects available in Ogun state. "On behalf of the government and good people of Ogun state, I congratulate IFDC and the other consortium partners in this program and pledge our support to be an active and contributing partner to this project that is of mutual benefit." He said.

Dr. Debo Akande, Director General, Oyo State Agribusiness Development Agency, Representative of the Executive Governor of Oyo State, His Excellency. Engr. Oluwaseyi Makinde

"This project is coming at the very right time. As a state and government, count on us that we would do all that is possible to partner with you in this project, providing an enabling environment and developing infrastructures to make this a success." Dr. Debo Akande stated. He concluded by thanking the donor, the Embassy of the Kingdom of the Netherlands.

Alhaji Ibrahim Hussaini Garba, Honorable Commissioner of Agriculture, representative of the Executive Governor of Kaduna State, His Excellency, Mallam Nasir el- Rufai

The Honorable Commissioner opened his message by stating his pleasure to be part of the official launch of the HortiNigeria program. "I am excited that Kaduna state is among the participating states of the program, funded by the Embassy of the Kingdom of the Netherlands."

He reported that Kaduna state strongly believes that through agriculture, food security, creation of jobs, increased and enhanced livelihood, and increased growth of small and medium-sized agribusinesses can be developed and achieved. He concluded by stating that there are opportunities for growth and economic benefits in the agricultural sector, considering the rise and demand for diverse and nutritious food. With the set objectives of the HortiNigeria program, the state is willing to provide an enabling environment for the success of this initiative.

Quotes and excerpts from Speakers

Oumou Camara, Regional Director IFDC, North and West Africa Division

In her welcome remarks, she said that “Each of us present is uniquely positioned to make an impact for the success of the HortiNigeria program, but more importantly for the development of a sustainable and inclusive horticulture sector.”

Albin Hubscher, President and CEO IFDC

In his overview of IFDC, he explained that IFDC focuses its efforts on Africa and South Asia because of the high population that goes to bed hungry in these regions. According to him, “800,000 million people go to bed without sufficient food and nutrition in these regions, and in sub-Saharan Africa, nine out of ten people are estimated to be in the poorest of the poor category by 2030. There is a lot of work to be done, and it is with this mandate IFDC works in Africa and South Asia to improve food security through better productivity.” He concluded by thanking the Kingdom of the Netherlands for their generosity in funding the HortiNigeria program.

Harry van Dijk, Ambassador of the Embassy of the Kingdom of the Netherlands

“I am very excited seeing our largest food security program taking off. This program is as a result of the intensification of the bilateral agreement between the Netherlands and Nigeria. Our bilateral cooperation focuses on trade and investment, peace, and security, social development, and migration.” The Ambassador stated that the Dutch government would be supporting the economy through the stimulation of partnerships between the private sector, government, knowledge institutions, and civil societies. He further stated that the Dutch Government envisions a Nigeria with an ideal food system that provides sufficient healthy food to a fast-growing population and develops a food system that creates jobs and entrepreneurship opportunities, especially for women and youth.

Cecile Tassin-Pelzer, Representative of the Ambassador of the EU to Nigeria and ECOWAS

Cecile started her speech by highlighting that the “HortiNigeria Program is a flagship project of the Green Economy Team Europe Initiative for Nigeria.” According to her, the initiative aims to support the Nigerian economy’s diversification by combining support to the Agricultural sector, access to renewable energy, and introduction to a secular economy and innovation. She explained that the initiative intends to support the agricultural sector in enhancing climate-smart agriculture, which would be seen in the HortiNigeria program.

Dr. Mohammed Abubakar, Honourable Minister of Agriculture and Rural Development

The Minister delivered the keynote speech to launch the HortiNigeria program, and in it, he stated that “the program will bring opportunities to promote the horticulture sector in Nigeria. This program could not have come at a better time. The government is looking forward to seeing an exceptional collaboration.”

Quotes and excerpts from Speakers

Dr. Eniola Ajayi, Nigerian Ambassador to the Netherlands

The Ambassador thanked the Netherlands Government for their support of the Nigerian Agriculture sector, stated her expectations of the program and the role the Mission will play. "On our part at the mission, we will sustain the tempo of the Nigerian-Dutch bilateral trade and investment relations with a view to ensure that Nigeria leverages adequately on the Dutch Diamond approach to experience in all sectors subnational and national development."

Marianne van Dorp, Wageningen Center Development Innovation (WCDI)

As a consortium partner, she stated that achieving success at the end of the program will be a collective effort. Giving context to the role of WCDI as a knowledge partner within the HortiNigeria program, she highlighted that they will be supporting the program in monitoring and evaluation, strategic and technical knowledge, capacity development, women and youth inclusion, key system approaches, innovation and production systems, enabling policy environment and business promotion.

Hon. Muntari Dandutse, Chairman House Committee on Agricultural Production and Services

The chairman in his speech, appreciated the efforts of the Embassy of the Kingdom of the Netherlands for sincerely pushing Nigeria's agriculture sector forward. He stated that the legislation will support the program to facilitate an enabling environment ensuring investments that will promote food security through the HortiNigeria program.

Khalil Nur Khalil, Executive Secretary of the Kaduna Investment Promotion Agency (KADIPA)

His speech gave context to the role of KADIPA. He stated his excitement about collaborating with the HortiNigeria Program, this program provides hope for the people of Kaduna state. He said that keying into this program will provide more jobs in the state thus, the government will make efforts to provide the primary infrastructure needed to support the program's efforts.

Mohammed Salasi Idris, HortiNigeria Program Director

The Program Director through his presentation provided an overview of the HortiNigeria program to the audience. Click link to watch: <https://nextcloud.ifdc.org/s/ozpWqxf7GWLwDjF>

Yusuf Dramani, Country Director IFDC Nigeria

The country Director closed the program with a vote of thanks, appreciating all sector stakeholders and the program's donor.

HortiNigeria Launch Presents Opportunities for Entrepreneurial Farmers



Taofeek Ahmed, a 31-year-old man from Ogun state, is one of the entrepreneurial farmers who attended the HortiNigeria program launch held in Abuja, Nigeria, on March 3, 2022.

In 2012, Taofeek started to gain interest in agriculture, even though he had previously studied computer science and sociology. He was working in an IT firm, but the high income his family and friends were making by cultivating and selling exotic vegetables piqued his interest. Some were earning more than three times as much as he was at the IT firm.

Venturing into the horticulture sector, Taofeek learned from family and friends who owned and managed farms, and he also conducted a lot of research. In 2015, he started cultivating vegetables on one acre of farmland.

Today, Taofeek is an established farmer of exotic vegetables, including cucumber,

green beans, and red pepper, and he owns and manages 10 acres of farmland. During the last six years, he has learned many lessons while cultivating more than 50 crops.

Though Taofeek has benefited financially, he shared several challenges he has encountered, such as weeds, pest and disease infestation, and inadequate labor. He has also experienced limited access to finance and knowledge of best farming practices.

"Although I know better now, I wish there had been a local resource center for Nigerian farmers like myself. The mistakes I made and the challenges I experienced could have been avoided. That is why I was excited to participate in the launching of the Dutch-funded HortiNigeria program."

According to Taofeek, many events he had attended in the past did not share up-to-date information on best practices in the horticulture sector. The panel discussion at the HortiNigeria launch was robust, and more interestingly, the exhibition allowed him to build his network to include other actors in the sector.

Taofeek said, "During the launch, I met farmers and agro-input dealers from other states. We discussed the challenges we have faced and shared ideas on how to deal with them."

Taofeek is excited about the HortiNigeria program, not just as a beneficiary who will be exposed to production system innovations; he also believes it will be a platform that will allow him to share the knowledge he has gained with other young farmers.

“ During the launch, I met farmers and agro-input dealers from other states. We discussed the challenges we have faced and shared ideas on how to deal with them.”

~TAOFEEK AHMED

Post Event Publicity

Publicity: Radio, TV, Newspapers

Photo Stories

1. Daily Trust: Friday March 4, 2022
2. The Guardian: Friday March 4, 2022
3. Leadership: Friday March 4, 2022
4. Thisday: Friday March 4, 2022
5. Peoples Daily: Friday March 4, 2022
6. Vanguard: Sunday March 6, 2022
7. The Nation: Sunday March 6, 2022

News Stories

1. Netherlands targets 9.7m euros income for farmers
The Nation: Thursday March 3, 2022
2. Nigeria not a leading tomato exporter
The Nation: Friday March 4, 2022
3. Dutch Government mobilises 6million euros investment into Nigeria's agric sector
The Guardian: Friday March 4, 2022
4. Four States' farmers to benefit from 9.7million euros Netherlands funded project
Nigerian Tribune: Friday March 4, 2022
5. The Netherlands Targets 9.7m euros Income for Nigerian Vegetable Farmers
Leadership: Saturday March 5, 2022
6. 60,000 Smallholder Farmers Targeted as IFDC launches HortiNigeria Program
Daily Trust: Sunday March 6, 2022
7. EU's member states projects in Nigeria hit 950 million euros, plans agri-platform
Nigerian Tribune: Monday March 7, 2022

Television and Radio

- | | |
|--|---|
| 1. NTA News at Noon.
Thursday March 3, 2022 | 7. TVC News.
Friday March 4, 2022 |
| 2. NTA Network News at 9pm.
Thursday March 3, 2022 | 8. TVC News.
Saturday March 5, 2022 |
| 3. AIT News at 4.30pm.
Thursday March 3, 2022 | 9. TVC News.
Sunday March 6, 2022 |
| 4. Arise TV News at 9pm.
Thursday March 3, 2022 | 10. Channels TV News at 10pm.
Saturday March 5, 2022 |
| 5. Arise TV News at 10.15pm.
Thursday March 3, 2022 | 11. FRCN
Fresh broadcast: Friday March 4, 2022 (Evening News 6 PM)
Repeat Broadcast: Saturday March 5, 2022 (Morning News 6 AM) |
| 6. Arise TV Business News.
Friday March 4, 2022 | |

Online News Stories/Social Media

Thenationonlineng.net

40 percent of Nigerians live on less than 1\$ daily

<https://thenationonlineng.net/40-per-cent-of-nigerians-live-on-less-than-1-daily/>

Businessday.ng

Nigeria loses out on tomato exportation, as poor seedlings cut production

<https://businessday.ng/agriculture/article/nigeria-lose-out-on-tomato-exportation-as-poor-seedlings-cut-production/>

Tribuneonlineng.com

Nigeria's vegetable demand exceeds supply by 13 million metric tons

<https://tribuneonlineng.com/nigerias-vegetable-demand-exceeds-supply-by-13-million-metric-tons-%e2%80%95-envoy/>

Tribuneonlineng.com

EU's member states projects in Nigeria hits 950m euros, plans agri-platforms

<https://tribuneonlineng.com/eus-member-states-projects-in-nigeria-hits-e950m-plans-agri-platform-%e2%80%95-ambassador/>

Thisdaylive.com

FG, Dutch Firms Target N4.42 bn in drive to harness horticultural sector

<https://www.thisdaylive.com/index.php/2022/03/07/fg-dutch-firms-target-n4-42bn-in-drive-to-harness-horticultural-sector/>

News Agency of Nigeria

<https://www.nannews.ng/2022/03/04/nigeria-africas-leading-tomato-producer-is-not-an-exporter-minister-laments/>

Dotunroy.com

Embassy of the Kingdom of Netherlands funds IFDC to launch #HortiNigeria

<https://dotunroy.com/2022/03/04/embassy-of-the-kingdom-of-netherlands-funds-ifdc-to-launch-hortinigeria/>

IFDC Website

IFDC and Partners launch HortiNigeria Program

<https://ifdc.org/2022/03/05/ifdc-and-partners-launch-hortinigeria-program/>

HortiNigeria Instagram Page

<https://www.instagram.com/p/Capw-C3tgsn/?igshid=YmMyMTA2M2Y=>

HortiNigeria Facebook Page

<http://www.facebook.com/HortiNigeria/videos/4862660777144423>



BUILDING A SUSTAINABLE & INCLUSIVE
HORTICULTURE SECTOR

IFDC Nigeria

No 6/Plot 1413 Ogbagi Street, Off Oro-Ago
Crescent, Cadastral Zone, Garki II, Abuja.

Email: ifdcnigeria@ifdc.org

<https://ifdc.org/projects/hortinigeria/>

www.facebook.com/HortiNigeria

www.instagram.com/hortinigeria_program

www.linkedin.com/company/hortinigeria-program