

# FEED THE FUTURE NIGERIA AGRICULTURAL EXTENSION & ADVISORY SERVICES ACTIVITY

## BENEFICIARIES

Agricultural value chain stakeholders, particularly micro small and medium enterprises (MSMEs) and smallholder farmers, in the Nigerian states of Benue, Cross River, Delta, Ebonyi, Kaduna, Kebbi, and Niger

## IMPLEMENTING AGENCY & PARTNERS

**Lead Implementing Agency:**  
Winrock International

**Implementing Partners:**  
Digital Green Foundation, Connexus, European Cooperative for Rural Development (EUCORD)

## DURATION

May 25, 2020 to May 24, 2025

## TOTAL ACTIVITY BUDGET

\$16,634,861

## CONTACT

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## OVERVIEW

The Feed the Future Nigeria Agricultural Extension and Advisory Services Activity leverages the power of Nigerian entrepreneurship to spur the growth of self-sustaining, demand-driven extension and advisory services that are relevant and adoptable by smallholder farmers. The Extension Activity works through micro, small, and medium enterprises (MSMEs) partners, to facilitate learning, replication, and scale around alternative models of extension that increase access to and adoption of agricultural technologies that farmers need to increase market participation and build their resilience. Together, Extension Activity partners are piloting proven technologies, scaling successful ones, and promoting the adoption of improved production practices and service delivery. These efforts are aimed at rapidly, effectively, and sustainably expanding access to agro-inputs and services, as well as disseminating extension messaging to at least 2 million smallholder farmers in Nigeria.

## OBJECTIVES

**Build the capacity of private extension service providers to deliver extension and advisory services to value chain stakeholders**

The Extension Activity is demonstrating to MSMEs—through business and market analytics generated from 33 most impactful practices (MIPs)—the business case for investing in smallholder service provision and embedding extension services. As a result, 260 partner MSMEs are providing improved embedded extension and advisory services to 181,231 farmers. By the end of year 2, partner MSMEs re-invested close to \$3 million into expanding operations and enhancing service delivery to farmers. This investment has also resulted in rural employment opportunities for 425 people and has translated into farm-level behavior change, with over 115,000 farmers (34% women) adopting climate smart technologies such as improved seeds. MSMEs are increasingly seeing the value and profitability of providing extension services alongside the sale of their agricultural products and services to SHFs.

## TARGET VALUE CHAINS



maize



rice



soy



cowpea



aquaculture



The Extension Activity is developing alternative value chain finance models that are responsive to the risk aversion in commercial agricultural financing. This approach has resulted in \$7.3 million in financing facilitated in year 2 alone, largely in the form of value chain finance by input firms and MSMEs. The focus on value chain finance through informal or non-bank financial institutions, has also enabled inclusion of women who traditionally face the biggest barriers to accessing formal financial services.

The Extension Activity promoted the integration of practical farmer-responsive ICT solutions into MSME's business models to increase farmer awareness and drive adoption of MIPs. This includes integrating radio into MSME-led farmer demand stimulation campaigns, commercializing use of the RiceAdvice App by MSMEs to improve MSMEs efficiency in smallholder customer relationship management and use of video to provide practical demonstration of good farming practices to smallholder farmers.

**Strengthen linkages between agricultural research institutions, agro-allied companies, the public and private extension providers, and agricultural value chain stakeholders**

The Extension Activity facilitated enhanced inter-sectoral coordination around systemic barriers to commercialization and scale of MIPs through three-level scale system platforms: cohorts, community of practice (CoP), and market to research events. The Activity formed 64 cohorts consisting of 468 MSMEs to facilitate inter-firm learning and problem solving between firms operating in the same sector space. In the past two years, the cohort platform has evolved from a vehicle for demonstrating to MSMEs the business case for investing in smallholder farmer service delivery to a platform for pre-competitive collaboration. The CoP forums influenced the Nigeria Federal Ministry of Agriculture and Rural Development efforts to redefine the national extension delivery approach and integrate the Extension Activity's private sector-led extension service delivery methodology into the national extension manual. This initiative will institutionalize the Activity's extension delivery model while also bolstering the public extension service by coordinating with private extension agents to address the low extension agents to farmers ratio (1:10,000).