



SUCCESS STORY: FISH FARMERS LEVERAGE DIGITAL TECHNOLOGY PROMOTED BY USAID TO INCREASE SALES IN CROSS RIVER STATE

Glory Adonase is a young female fish farmer from Cross River State, Nigeria. Before she met the Feed the Future Nigeria Agricultural Extension and Advisory Services Activity (the “Extension Activity”) in December 2021, she struggled with low sales and high mortality in her catfish hatchery business. Glory’s business typically involves the production of fingerlings (small fish typically about the size of a human finger) for sale to other smallholder catfish farmers who grow them to maturity. This production system is prone to a high mortality rate because the young fish are highly vulnerable to stress and weather changes at this tender stage. To assist Glory in overcoming the losses from the production and sales of fingerlings, the Extension Activity introduced her to the use of juveniles, one of the most impactful practices in fish production.



The Extension Activity also introduced Glory to digital technology tools and platforms such as Bulk SMS, video extension messaging, and WhatsApp as a new commercialization and marketing strategy, which allowed her to increase her sales and grow her business. The Extension Activity trained Glory to use these digital tools in her business strategy. As a result, she disseminated messages through SMS and WhatsApp about adopting juveniles instead of fingerlings to nearly 5,500 smallholder fish farmers in her area. By adopting this digital marketing approach, Glory sold over 120,000 juveniles worth N5,000,000 (\$11,574) in two months. Glory’s transition to a juvenile-based production model and embrace of digital technologies in her marketing strategies enabled her to increase her sales volumes from an average of 20,000 to 120,000 juveniles per production cycle of three months.

According to Glory, “Growing my fish to juvenile stage before sale to smallholder catfish farmers changed the face of my business. Applying digital technologies to market my juveniles led to increased visibility and sales for my business. I didn’t know using digital technologies was a good way to commercialize my fish. I can’t thank the Extension Activity enough.” Additionally, smallholder catfish farmers in Glory’s network who adopted juveniles instead of fingerlings in their farming operations also experienced increased survivability, productivity, and income.

