AFRICAN UNION
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FOR ANIMAL RESOURCES

Women Catalysing Change in the Animal Resources Sector

Preamble

The African Women in Animal Resources Farming and Agribusiness Network (AWARFA-N) Nigeria is pioneering a transformative initiative to revolutionize feed and fodder production, empower women and strengthen the livestock sector across the nation. With a membership of over 2,800 women from diverse agricultural value chains, AWARFA-N Nigeria is committed to addressing the critical need for high-quality, year-round feed and fodder. This project focuses on establishing a feed mill, pasture, and fodder processing and packaging plant to meet the demands of livestock keepers and product off-takers, which will contribute significantly to food security and economic empowerment. AWARFA-N Nigeria aims to increase greater investment in women-led animal resources farming and agribusiness through provision technical assistance, financial support, and advocacy. The initiative includes producing livestock feed such as silage, hay, and compounded feed, and utilize a semi-automated process with mechanized harvesting and packaging. Through strategic partnerships with government and agricultural organizations, AWARFA-N Nigeria is set to expand its market reach and operational efficiency, promote sustainable fodder solutions and reduce costs for farmers. This project aims to both enhance the productivity of the livestock sector and also to create a sustainable market for women in agriculture, and thus drive the economic growth and resilience among Nigerian communities.



Key words: *Women in feed production Nigeria, Economic empowerment of women, Women-led feed and fodder production, Market expansion for women in animal feed industry, Women entrepreneurship in feed and fodder*

Introduction

AWARFA-N Nigeria, a chapter of the African Women in Animal Resources Farming and Agribusiness Network, is at the forefront of transforming Nigeria's animal resources sector. Officially registered and boasting a membership of over 2,800 women across various agricultural value chains, AWARFA-N Nigeria is strategically positioned to drive significant advancements in feed and fodder production. The organization's headquarters is in Abuja, Nigeria, and serves as the hub for its nationwide operations.

The Genesis: Addressing a Critical Market Need

The AWARFA-N Nigeria feed and fodder production project was conceived during a workshop with its members, which brought to the fore the pressing need for a consistent, year-round supply of high-quality feed. AWARFA-N Nigeria recognized that the availability of quality feed is crucial for the health and productivity of livestock. The organization, therefore, identified an opportunity to bridge this gap, particularly for its members and the broader livestock farming community.

Strategic Focus: Feed Mill and Fodder Production

AWARFA-N Nigeria's business enterprise is strategically focused on establishing a feed mill, pasture, and fodder processing and packaging plant. This integrated approach will ensure the availability of feed and fodder year-round, to meet the demands of AWARFA-N Nigeria members and the broader market.

AWARFA-N Nigeria aims to establish a feed mill and fodder processing plant to provide a consistent, year-round supply of high-quality livestock feed, including silage, hay, and compounded feed. The target market includes AWARFA-N Nigeria members, local livestock farmers in poultry, cattle, and aquaculture sectors, with plans for regional expansion into Abuja, Nasarawa, Benue, and Plateau. The production scale features a feed mill capable of processing 2.5 tons per hour and fodder cultivation on a 5-hectare leased plot with an output of 2 MT per hectare, utilizing semi-automated processes and mechanized harvesting. AWARFA-N's market strategy focuses on product diversification, direct sales through digital channels like WhatsApp, bulk SMS, and e-commerce platforms, alongside strategic partnerships with government and agricultural organizations.The competitive advantage lies in penetrating an untapped market for silage and hay, reducing costs through local production, and leveraging existing infrastructure for integrated operations. Products will be available in various packaging sizes, such as 15kg, 25kg, and 50kg for fodder and 25kg and 50kg for compounded feed.

Competitive Advantage: Pioneering the Fodder Market

AWARFA-N Nigeria is uniquely positioned for success in the animal feed industry due to several competitive advantages. The company is entering an untapped fodder market for silage and hay, setting it up to be a first mover in this sector. There exists a scarcity of significant competitors in the Nigerian fodder market, which presents a substantial opportunity for AWARFA-N Nigeria. The locally produced fodder offers cost savings for farmers, which provide an affordable alternative to expensive

imported feeds. The integration of feed and fodder production leverages existing infrastructure, and maximizes efficiency and reduces operational costs. AWARFA-N Nigeria benefits from its proximity to major markets near Abuja, resulting in reduced transportation costs and faster delivery times, which ensures consistent product availability. Additionally, AWARFA-N Nigeria offers veterinary support services alongside its feed and fodder products, which differentiates the company, enhances customer loyalty, and promotes better livestock management.

Marketing Strategies: Target Market

AWARFA-N Nigeria targets a diverse market, including its own members, local livestock farmers raising poultry, cattle, and aquaculture, and aims for expansion in Abuja, Nasarawa, and other regional markets like Benue and Plateau.

Diversification and Direct Engagement

AWARFA-N Nigeria employs a multi-layered market strategy to effectively reach its target audience. This includes offering specialized feed formulations for various livestock needs and utilizing direct sales through platforms like WhatsApp, bulk SMS, and an e-commerce platform to build local presence and foster loyalty. Strategic partnerships with government and agricultural organizations further expand AWARFA-N Nigeria's reach and impact.

Building Brand Awareness and Customer Loyalty

AWARFA-N Nigeria focuses on building brand awareness and customer loyalty through a multifaceted approach that includes targeted customer engagement, leveraging strategic partnerships, capitalizing on the untapped fodder market, securing government support, and implementing loyalty and retention programs. To build a local presence and facilitate direct communication, AWARFA-N Nigeria uses targeted customer engagement by utilizing WhatsApp and bulk SMS to reach farmers in key regions, including those without reliable internet access.

In addition, the organization leverages partnerships with entities such as the Federal Ministry of Agriculture and Food Security, the Federal Ministry of Livestock Development, iNGOs, and NALDA to inform stakeholders about fodder and feed products through workshops and educational programs, driving demand and demonstrating product effectiveness. AWARFA-N Nigeria aims to position itself as a market leader by capitalizing on the largely untapped fodder market in Nigeria through government partnerships and campaigns designed to reduce livestock production costs.

Furthermore, AWARFA-N Nigeria seeks government support for fodder as a cost-reducing solution to strengthen its market positioning, with campaigns for fodder inclusion in government initiatives to reduce production costs and increase confidence in its offerings. AWARFA-N Nigeria will be able to implements loyalty and retention programs with loyalty programs and referral incentives to retain both smallholder and large-scale farmers, build long-term relationships, encourage repeat purchases, and foster a sense of community among its customers.

Growth and Expansion Strategy: Reaching New Markets

AWARFA-N Nigeria is dedicated to expanding its market reach and enhancing operational efficiency through a range of strategic initiatives. These include market expansion, e-commerce platform development, leveraging government programs, optimizing operational efficiency, and implementing renewable energy solutions.

To achieve market expansion, AWARFA-N Nigeria plans to establish distribution channels and increase its customer base in the Nasarawa and Abuja regions. This will be followed by expansion into neighbouring states such as Benue and Plateau. This will involve conducting a detailed market analysis to identify the most profitable regions and setting up local distribution hubs. The organization aims to develop a robust e-commerce platform to enable direct sales to farmers, supported by digital marketing campaigns to enhance brand visibility. Furthermore, AWARFA-N Nigeria intends to leverage government programs that support livestock farming, particularly in feed production and sustainable farming practices. In the area of operational efficiency, AWARFA-N Nigeria will optimize supply chain management by building strong relationships with local suppliers to secure a steady supply of raw materials and mitigate price fluctuations. To enhance sustainability and reduce operational costs, AWARFA-N Nigeria plans to implement renewable energy solutions such as BIO-Gas.

Financial and Sustainability Strategy: Ensuring Long-Term Viability

AWARFA-N Nigeria's growth plan includes securing financial resources through external funding and reinvesting profits into expanding operations. Cost management is a top priority, with regular reviews of operational costs and the identification of areas where efficiencies can be achieved. Sustainability is integral to AWARFA-N Nigeria's long-term growth. The organization will adopt environmentally friendly practices such as using eco-friendly packaging and implementing energy-saving measures. Furthermore, AWARFA-N Nigeria will engage in community development projects to build strong relationships with local stakeholders, which can help bolster its reputation and market position.

Risk Analysis and Mitigation: Addressing Potential Challenges

AWARFA-N Nigeria addresses potential challenges through comprehensive risk analysis and mitigation strategies designed to ensure smooth operations. These strategies include addressing regulatory compliance issues, strengthening operational and financial management, and proactively managing community and environmental factors. To address regulatory compliance issues, AWARFA-N Nigeria plans to engage with regulatory bodies early, ensure all legal and environmental requirements are met, and maintain ongoing compliance.

In terms of operational and financial management, AWARFA-N Nigeria intends to implement strong governance, conduct regular audits, and provide staff training programs to prevent mismanagement. To mitigate risks associated with community and environmental factors, AWARFA-N Nigeria aims to engage with the local community and offer local benefits, that would ensure environmental standards are met.

Conclusion: AWARFA-N Nigeria – A Model for Sustainable Growth

AWARFA-N Nigeria is strategically positioned to become a major player in the Nigerian animal feed industry. AWARFA-N Nigeria is set to significantly increase its market share in the coming years through capitalizing on market trends, offering superior customer service, and maintaining competitive pricing.

List of Abbreviations:

- AWARFA-N: African Women in Animal Resources Farming and Agribusiness Network
- NALDA: National Agricultural Land Development Authority
- NGO: Non-Governmental Organization