Agricultural and Technological Innovation: Serving African SME’s and Farmers
AFAP has co-developed the fertilizer sector across 12 countries in Africa developing market-driven Agro-dealer networks and related platforms.

AFAP provides practical business and technical support, actionable advice on regional regulations, branding and financial support services.

Over 5,000 major distributors and over 450 farmer organizations have benefited directly from this work. Over 7.5 million African farmers have been reached through these platforms and networks.

Now, this reach provides an opportunity to address real market needs and recurring challenges:

1. Strategically engage in collective action on standards for data collection of farm field data, digital data aggregation and usage;
2. Leverage industry networks, farmer groups, national governments and REC’s with the advances of digital technology;
3. Provide data-based assessment and benchmarking with actionable priorities and programs on policy, extension, financing and digitization;
**Agro-dealer networks**

At the heart of AFAP are the market-driven ‘Hub’ Agro-dealers, which AFAP develops and bolsters.

Hub networks add value to farmers in two ways:
1. **Input supplier** before and during the planting season; and
2. **Output aggregator** during harvest and post-harvest, reducing losses and increasing farmers income.

Digital recording, risk mitigation and digital-advisory services on input management are an integral part of these networks using both mobile and desktop hardware as enablers.

Through this work and continental reach, AFAP provides an excellent platform to develop, validate and launch new digital technologies and solutions.
Partnerships:

• **Policy.** Data-based guidance to governments to create an enabling environment for agribusiness (AGRA, various African governments, EU)

• **Supply Chain.** Distribution, Business and SME-development with proprietary datasets to enhance agro-dealer networks and standardize M&E systems (BMGF, iSDA, various IT-providers, multiple countries)

• **POS Retail.** Retail management support tools to manage and measure product performance and stocks (various IT-providers, BMGF, iSDA).

• **Farmfield.** Customised advisory services to the farmer on inputs, GAP, recordkeeping and offtake (private sector, donor partners)

Benefits:

✓ **Policy.** Customised government support, tied to research-based facts, proven interventions and policy development programs.

✓ **Supply Chain.** Data-based interventions on capacity/distribution development of agro-dealers and product portfolio. Optimised coverage focused on availability and affordability of inputs. KM framework for robust m&e support.

✓ **POS.** Standardised measures to capture transactions and stocks at retail level. Efficient retail management, better ROI Accurate aggregated analysis

✓ **Farmfield.** Punctual, custom advice based on soil, performance and location with incentives for the farmer to adopt and collaborate.
Enabling business environment for fertilizer systems through agribusiness partnerships and agricultural Transformation in Target countries (Ethiopia, Nigeria, Kenya, Malawi, Mozambique, Tanzania and Uganda)

Fertilizer Dashboard and Online Database Contents

<table>
<thead>
<tr>
<th>Fertilizer Market Performance</th>
<th>Fertilizer Market Maturity (5 Key Indicators)</th>
<th>Project Documents</th>
<th>Fertilizer Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
<td>Country</td>
<td>Country</td>
<td>Country</td>
</tr>
<tr>
<td>Fertilizer market size</td>
<td>Fertilizer Policy &amp; Regulations</td>
<td>Policy Reform</td>
<td>Country</td>
</tr>
<tr>
<td>Quantity of blends traded</td>
<td>Fertilizer Quality</td>
<td>Tracking Table</td>
<td>PPDs</td>
</tr>
<tr>
<td>Price/bag/metric ton</td>
<td>Institutional Support &amp; Services to Farmers</td>
<td>Fertilizer Policy</td>
<td>Announcements</td>
</tr>
<tr>
<td>Fertilizer subsidies</td>
<td>Market Access</td>
<td>briefs</td>
<td>&amp; agendas</td>
</tr>
<tr>
<td>Fertilizer Profit Margins</td>
<td>Research and Development</td>
<td>PPDs Report</td>
<td>Fertilizer news</td>
</tr>
<tr>
<td>Number of registered/</td>
<td></td>
<td>Fertilizer Policy</td>
<td></td>
</tr>
<tr>
<td>Accredited Agrodealers</td>
<td></td>
<td>Framework</td>
<td></td>
</tr>
</tbody>
</table>

Policy Review, Design and Implementation
### Policy Review, Design and Implementation

**Uganda Fertilizer Policy Reform Tracker 1990 - 2019**

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>Liberation Policy</td>
<td></td>
</tr>
<tr>
<td>1995</td>
<td>AUGUST - 1st Fertilizer Public-Private Dialogue (PPD)</td>
<td><strong>Outcome:</strong> Demonstrated understanding by the private sector of the government’s position on the scale of fertilizer quality and safety in Uganda and its proposed actions.</td>
</tr>
<tr>
<td>2000</td>
<td>JANUARY - 1st National Fertilizer Policy Steering Committee</td>
<td><strong>Outcome:</strong> Increased awareness of the potential impact of the Uganda fertilizer market if the tariff is introduced.</td>
</tr>
<tr>
<td>2005</td>
<td>MARCH - MAF/AFAP and National Agriculture Policy Commission (NIPC)</td>
<td><strong>Outcome:</strong> Increased awareness of the potential impact of the Uganda fertilizer market if the tariff is introduced.</td>
</tr>
<tr>
<td>2010</td>
<td>JANUARY - 1st National Fertilizer Policy Steering Committee</td>
<td><strong>Outcome:</strong> Improved understanding by the private sector of the government’s position on the scale of fertilizer quality and safety in Uganda and its proposed actions.</td>
</tr>
<tr>
<td>2015</td>
<td>FEBRUARY - 2nd Fertilizer Public-Private Dialogue (PPD)</td>
<td><strong>Outcome:</strong> Improved understanding by the private sector of the government’s position on the scale of fertilizer quality and safety in Uganda and its proposed actions.</td>
</tr>
<tr>
<td>2020</td>
<td>JULY - An agreement has been reached with GrainUse (a local fertilizer blending company) to develop a Communication Strategy for blends.</td>
<td><strong>Outcome:</strong> The key outcome of the Public Private dialogue was to sign an MOU between MAF/AFAP and AGF, which will guide close collaboration in the fertilizer sector about:</td>
</tr>
</tbody>
</table>

*Fertilizer policy review and enforcement operations.
*Fertilizer product knowledge dissemination around the Hub Agrodealers.
*Fertilizer quality control measures that are jointly monitored.
*Engagement on the resources of each of the two partners (MAF/AFAP) for efficiency and more output.
*Agreement between UNIDO and MAF/AFAP to collaborate on quality control and introduce a step-by-step online registration for agrodealers.
The Country Market Maturity Index:

Key Indicator scores (right) result in the rating index, which the matrix converts into market phasing and recommended public sector priorities (below)

Country Maturity Matrix

1. Setting Priorities
   - Multi-Stakeholder Platform
   - Gap Analysis
   - Institutional alignment
   - Shared vision and roadmap

2. Market/Industry Intelligence
   - Size of the Opportunity
   - Policy drivers
   - Business investment cases
   - Strategic planning

3. Collaborative Platform
   - Business development
   - Policy framework legislation
   - Match-making linkages
   - Investment agreements

4. Enforcement and Activation
   - M&E
   - Investment Activation
   - Mutual Accountabilities
   - Replicate and reinforce

Enabling environment
Supply Chain Development

Geospatial mapping of agro-dealer networks and operational details

POS Retail Solutions

Agro-dealer retail management
Farmer training modules typically follow the crop cycle

- Seed management
- Soil health management
- Crop health management
- Harvest management
- Marketing & Sales

And also represent the users’ adoption cycle..

Systematic extension and input/output market linkages throughout the crop cycle based on solid record keeping.
Explore digital extension and input/output market linkages to relieve the physical extension network

**Farmfield Empowerment**

**the core model**

**AFAP's iFarming: extension 2.0**

- **Farming as a business**
  - Yield optimisation
  - Financial planning
  - Access to services
  - Rejuvenate farming
  - Farmers collaboration

- **Digital extension**
  - Calibrated with market needs and extension network

- **"Farmer's Foreman"**
  - Best practise at scale
  - Input management
  - Record keeping
  - Secure off take
  - Partner agreements

- **(Lead) Farmers and Cooperatives**

- **Processors, Aggregators and Agrodealers**
AFAP has a unique series of collaborative networks and platforms across the African continent to capture and use grassroot agribusiness data.

We work to use these data to enhance farmers support and farm productivity.

AFAP offers partnership options and services to leverage these insights and our unique position in fertilizers and agribusiness in this Digital Age:

- Policy review, design and implementation
- Supply Chain and Value Chain development,
- Capacity development SME’s and retail
- Farmfield extension and advisory services.
- Fertilizer financing services

Contact us:
jvanodijk@afap-partnership.org