Africa Fertilizer Map – A portal for Africa

www.africafertilizermap.com

Live - 7 August 2020
AFRICA TOWARDS SUSTAINABLE AGRICULTURE
Africa Fertilizer Map portal - Data Visualization

INTERACTIVE MAP

Access the interactive map to find out more about imports 🎁, exports 🌟, manufacturing plants 🏭, manufacturing projects 🎁, blending units 🌡, blending projects 🎁 and fertilizer consumption 🍫.

OPEN MAP
Data are key to empower small hold farmers….but Africa has lots of other challenges…

**AFRICA CHALLENGES**

- Soil fertility depletion, low productivity of smallholder farms and often-insecure land holdings
- Undeveloped market infrastructure and insufficient number of agro-dealers
- Ineffective fertilizer investment policies and inadequate subsidies
- Lack of youth and women involvement in blending, selling, marketing and promotion of fertilizers
- Poor access to finance and perceived risks by financial institutions
- Slow adoption of new technologies, innovative business models, agricultural research and extensive services

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**FERTILIZER VALUE CHAIN - MAIN ACTORS**

- **Industry Associations and non-profit organizations:** FA/IFA Africa Forum, IFDC/AFO, APNI, FAO, UNECA, WAFA, FERTASA, AMOFERT, UNADA, AGRODIA, FAM, FAK, FEPSAN
- **Foundations:** Bill & Melinda Gates, Rockefeller, USAID, IFAD
- **Business Development Services:** AFAP
- **Finance:** African Fertilizer Financing Mechanism, African Development Bank, World Bank, IsDB
- **Private Sector:** Fertilizer producers, agro-dealers, distributors, farmers
- **National and International agricultural research institutes**
- **Public Sector:** National government ministries, AUC, RECs (EAC, ECOWAS, COMESA and SADC)

**AGRICULTURE TRANSFORMATION REQUIREMENTS**

- Better soil information and product-validation process for fertilizer blending
- More private sector investment in area, crop and site-specific fertilizers
- Public/private sector partnerships to transform the fertilizer value chain
- Improved port, infrastructure and transport facilities/ regulations
- Easier access to finance and lower costs/increased returns for farmers
- Better policies and removal of non-tariff barriers to production and trade
- Farmers education and extension advisory services
- Better fertilizer production and use practices
AFRICA DEVELOPMENT INITIATIVES

OCP
School Lab and Agrisbooster

OCP
Women Empowerment

AFAP
Zambia – A Partnership for Growth

WOULD YOU LIKE TO SHARE YOUR INITIATIVES WITH US?
Africa’s agriculture transformation is key to ensure food security and the end of hunger and malnutrition to the continent, while increasing farmers productivity and providing agriculture sustainability.

More investments, improved knowledge and information, better availability of fertilizers and balanced plant nutrition, enhanced agronomic advice and cooperation with farmers are needed, as well as a holistic and joint intervention of the private and public sectors, to lead a cost-effective African Green Revolution.
Antonella Harrison is a strategic advisor/business consultant for companies and associations in the fertilizer industry and related business fields.

With unrivalled contact networking, strong customer focus and subject market expertise, Antonella can provide visionary insight and understanding of the industry and help develop successful solutions.

Antonella provides independent advice, education and business services to the fertilizer and associated industries and to small enterprises:

**Customer Engagement**
- Industry networking introduction
- Customer insight research
- Strategic customer solutions

**Training and coaching**
- Organizing and chairing events
- Content packaging
- Event coordination

**Business Development**
- Performance/expansion reviews
- New products project support
- Competitive Landscape analysis
Antonella Harrison, Principal:

Antonella has been working in the fertilizer industry since 1993. Passionate, energetic and results-drive, Antonella is a thought leader in the industry and set up her own company, Astrategia Limited, in 2017 as a strategic advisor, business consultant.

Until December 2015, Antonella was the commercial director of fertilizers for ICIS/Reed Elsevier, UK, following the sale of her own partnership company, Decyfer Ltd, publisher of The Market and the Outlooks, in 2005.

Prior to setting up her own publishing company, Decyfer Ltd, in 1998, Antonella worked for CRU/British Sulphur as an editor of their fertilizer newsletter from 1993 to 1998.

Born in Italy and graduated in International Economics and Politics at the university of Turin, Antonella moved to London, United Kingdom in 1990 with an overseas contract for FIAT Auto. She then worked in the city for a financial organization for a few years until 1993.

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