BABBAN GONA
ADAPTING NIGERIAN FARMS TO CLIMATE CHANGE BY RAISING YIELDS AND ARABLE LAND USE

Description: Company helping farmers overcome CC productivity challenges by increasing yields and easing market access. Babban Gona offers low cost high quality inputs, drought tolerance seed, crop protection and machine supply, soil analysis, weather, yield and commodity insurance products, business and agronomy training, enhanced warehouse receipt system, marketing services and tailored loans to turn subsistence farmers into sustainable business owners. Specificity: Each smallholder is a franchise leveraging scale economies realized at Babban Gona level
Impact: 100 farmer members in 2012, +8,000 members in 2016

Scope
NIGERIA
+12 600 small farmers reached directly or indirectly

Budget
$ 39,400,000 in 2016

Capacity building
- Training to good practices favoring soil regeneration and technology transfers

Financial services
- De-risking approach
- Credit services adapted to each farm

Market access
- Availability of storage warehouses
- Supply chain scope and reliability

Agricultural inputs
- Supply of adapted inputs at competitive prices

Impacts
Agricultural productivity
Yields up to 2.3x the national average
3.5x increase of net income
Food import reduction

Climate change
Tackling CC-induced productivity drop
Sustainable soils management
Drought tolerance seed
Insurance products
Sustainable dev. goals
Adaptation to climate change, food security, land ecosystem conservation, limitation of rural exodus

Players
Partners

NEXT STEPS
- Ambitious objective to increase the number of member farmers to 1 million by 2025
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SEVERAL INTERNATIONAL PRESS ARTICLES HAVE RECOGNIZED THE INNOVATIVE MODEL PROPOSED BY BABBAN GONA:

“Early results are promising, with yields more than doubling.”

Financial Times

“He [Kola Masha, Managing Director] gives farmers high-quality fertilizer, seeds, equipment and expertise on credit to massively increase their yields, while negotiating with firms like Nestle to buy the produce at higher prices than the farmers could get themselves.”

Reuters

“Babban Gona farmers are beginning to experience similar benefits. Some have been able to buy cars and put new roofs on their homes; one is preparing to buy a tractor for his fellow members to share, another is sending his children to private school.”

Harvard Business School