



**10** Years of  
building  
legacy for  
brands.

# Services

**Branding**  
Brand Strategy  
Visual Identity

**Design**  
Web Design  
Graphics  
Illustration  
Infographics  
2D Animation  
Report Design

**Campaigns**  
Product Campaigns  
Governmental Campaigns

**Digital**  
Content Strategy  
Digital Marketing  
App Development  
UI Design  
Motion Design  
Design Systems

**Production**  
Video  
Print

## Content Outline

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Finance

45  
Infographics

Cluebox is an integrated creative agency of distinguished Marketing Communication Consultants with a vision 'to transform Africa's business landscape by exploring story-telling and human centered design, backed by research based insights to enhance growth and global positioning of flocal businesses in Africa.

We are positioned to help brands and organisations solve business challenges connecting them to consumer insights that meet the rising demand of a fast changing business environment

**Our work is united by a simple belief: putting people first.**

We have years of proven track record as a team with cumulative experiences in sub sahara Africa and The United Kingdom Marketing Communication Industry.

Our team has been pivotal in creating brands, campaigns and positioning Non-profit organisations in ways that change mindsets and actions in positive, lasting ways.

ESTABLISHED

2015





ClueBox executed a comprehensive brand, shaping their identity across diverse touchpoints.

From a dynamic logo to cohesive color schemes and typography. We crafted a seamless while physical assets from specialized vehicles to billboards.

Our communications strategy bridged ministries and investors, showcasing Speak Out campaign as accessible and efficient as possible.





# Designing Clarity for Gender-Based Violence Data in West Africa



### Ghana

#### Demographics

30.95 million

50% Urban

Ghana's population was approximately 30.95 million in 2020, with over 50% living in urban areas. The country exhibits ethnic diversity, with the Akan's being the largest group.

#### GBV Challenges

GBV is often considered a private family matter, highly stigmatized, making reporting difficult. Limited resources and traditional gender roles contribute to the social acceptance of GBV. Women with lower assets are more likely to experience violence.

#### Women and Girls with Disabilities

Face challenges in education, economic empowerment, and healthcare accessibility. Limited participation in formal society leads to begging or working as beggars' aid."

#### Land Rights and Social Norms

Ghanaian women's access and control over productive resources including land are almost entirely determined by male-identified kinship institutions and authority structures, which tend to restrict women's land rights in favour of men."

#### Women's Rights

Ghana was one of the first countries in Africa to address women's rights and gender concerns – concretely, the current gender gap in 2021 ranks Ghana in the bottom 25% worldwide.

#### Education

Ghana has made progress in closing the gender gap in education, ranking 7th in sub-Saharan Africa for in 2021\*. However, gender-based violence (GBV) remains a significant barrier to girls' education.

#### Economic Participation

Women make up almost half of the economically active population but are predominantly in the private informal sector. Challenges in accessing credit facilities contribute to women's concentration in low-capital activities.

#### Informal Systems

Ghana has informal systems, including traditional dispute resolution centers, local community structures, and family networks, often used as the first point of referral or when formal systems fail.

### Senegal

#### Demographics

16.74 Million

Senegal's population was around 16.74 million in 2020, with a high fertility rate and challenges in education, healthcare, and economic development due to rapid population growth. Over 42% of the population resides in rural areas, and there is a male population surplus.

#### Education Disparities

Girls enrolled in primary schools vs Girls who complete school vs Girls least to secondary

Girls do not have the same opportunity for education as boys. Gender norms, disparities in education, reports suggests that Senegal has made some strides in reducing the gender disparity in education, with over 80 percent of girls enrolled in primary schools. However, this does not translate to the number of girls who complete school (63 percent) and transit to secondary (57 percent).<sup>12</sup>

#### Economic Overview

The economy relies on fish, phosphates, nuts, and tourism. Volatility in agriculture is compounded by unpredictable weather conditions. Despite foreign aid reliance, nearly half the population lives below the poverty line.

#### Women and Girls with Disabilities

Face challenges in access, participation, and stigma. Negative prejudices make them vulnerable to GBV, exacerbated by limited access to healthcare services.

#### Women's Labor Force Participation

Women's participation in the total labour force has increased at a faster pace in Senegal than in the rest of West Africa. Despite this advancement, the participation of women in Senegal remains below the average participation of men – women have lesser participation in the labour market than men, with 28.56% of women versus 55.9% of men due to some important societal factors.

#### Legal and Institutional Protections

Senegal guarantees judicial protection of human rights through the Supreme Court. It has ratified international conventions and implemented policies like the AU Gender Policy and the Plan of Action on the African Women's Decade, the National Action Plan for GBV, and the National Strategy for Gender Equity and Equality.

#### Low Reporting Rates

Despite legal measures, fear of reprisals leads to low reporting rates. Informal systems, including traditional and faith-based structures, NGOs, and family networks, are commonly used due to their accessibility, but limited resources hamper their effectiveness in combating GBV.

### Nigeria

#### Demographics

213.43 million

50% Urban

Nigeria is the most populous West African country with around 213.43 million people in 2021. About 50% live in rural areas, relying on agriculture and wage employment.

#### GBV Challenges

Harmful practices like child marriage, female genital mutilation/cutting (FGM/C), and trafficking persist. Conflict in Nigeria's northeast geopolitical zone has further contributed to a steep rise in violence targeted against women and children by Boko Haram."

#### Ethnic Diversity

Nigeria has 389 ethnic groups, with the Hausa/Fulani, Igbo, and Yoruba considered the major ethnic groups. Patrilineal kinship systems impact social and economic roles for women.

#### Women with Disabilities

Disproportionate barriers in accessing financial products, face higher rates of GBV, and struggle to participate in the labor market due to stigma and lack of accessibility.

#### Education Disparities

60% Out of School

Gender disparity exists in education, according to UNICEF girls constitute 60% of the 18.3% out-of-school children. This contributes to women's lower workforce participation, often in low-paying sectors.

#### Informal Systems

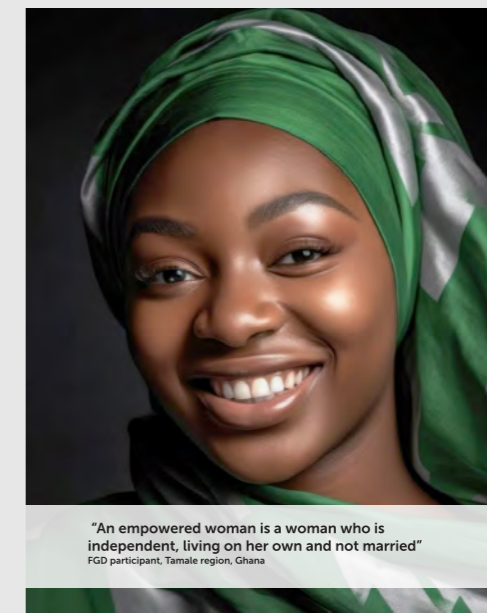
Literature suggests that informal systems, including family networks and local community structures, play a crucial role in responding to GBV cases.

#### Legal Complexity

Nigeria has a complex legal system with pluralism in customary, Islamic, and English-style laws, as well as federal and state laws. Various institutions and international frameworks address women's rights and GBV.

#### Relevant Laws and Policies

Several laws and policies aim to address discrimination and violence against women, including the Constitution, the Child's Rights Act, the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), Violence Prohibition, the Violence Against Persons Prohibition (VAPP) Act, and state-specific legislation.



TechnoServe entrusted Cluebox with a critical task: transforming complex data on Gender-Based Violence (GBV) in West Africa into a digestible and impactful report. This project wasn't merely about presenting numbers; it was about illuminating the stark realities of GBV across diverse national contexts and empowering stakeholders with actionable insights.

Our challenge was to navigate a wealth of survey and statistical information, often dense and overwhelming, and translate it into a compelling narrative. We recognized the need for a design solution that prioritized clarity and accessibility, ensuring that the report's findings resonated with a broad audience.

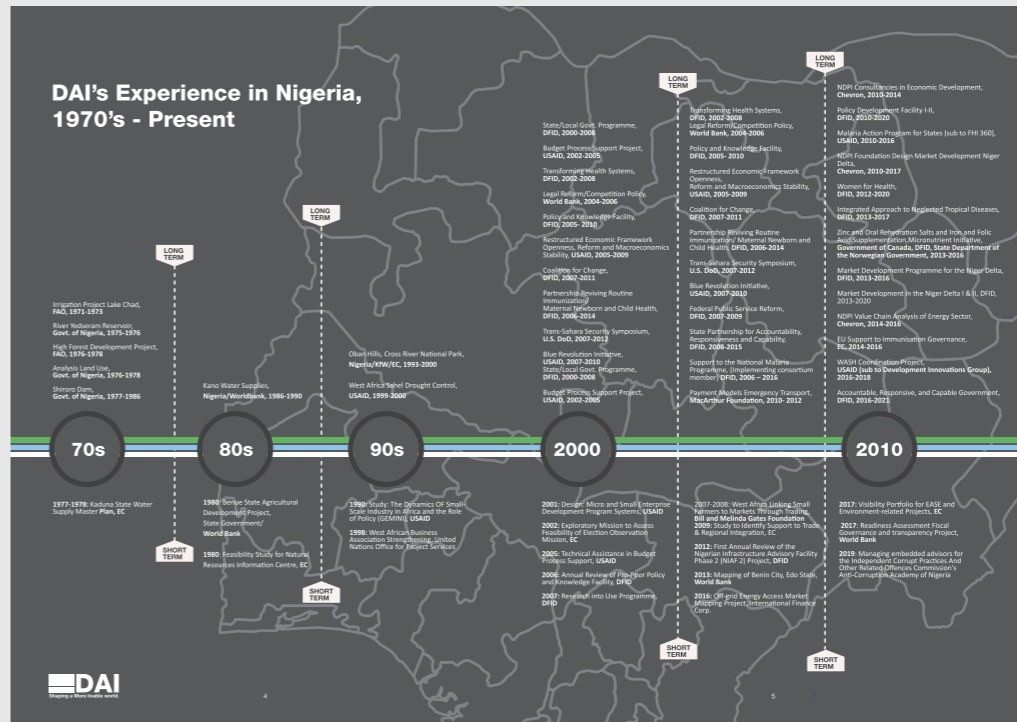




DAI Global has worked in more than **150 countries** Shaping a More livable world.



DAI tackles fundamental social and economic development problems caused by inefficient markets, ineffective governance, and instability. We work with a wide range of clients, including national and local governments, bilateral and multilateral donors, private corporations, and philanthropies.



### Current Projects in Nigeria

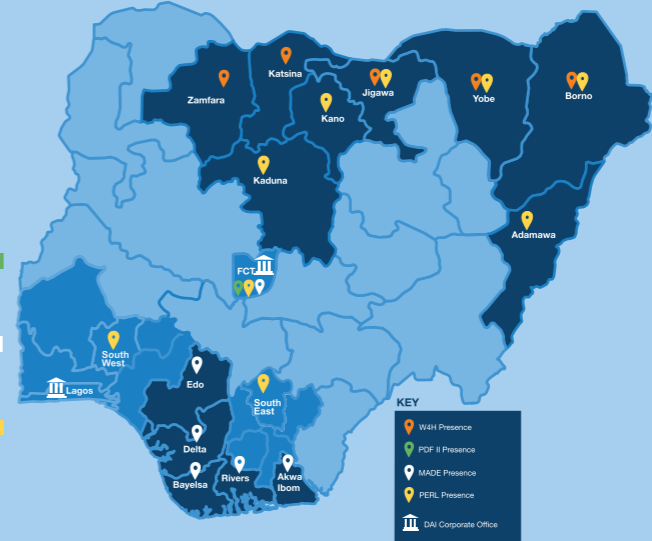
**DAI Nigeria Corporate Offices**  
Through our team in Abuja and Lagos, DAI Nigeria provides programme management and technical services to individuals, teams and organizations. We draw on the diverse expertise of more than 3,000 employees and consultants in our global network and work as a collaborative team to design, manage and deliver projects, initiatives and technical solutions for our clients.

**Women for Health (W4H)**  
is a human resource for health development programme funded by DFID. W4H provides support to health institutions and state ministries to increase the number of female midwives and skilled birth attendants in rural facilities and to build the capacity of existing ones. The goal of the programme is to improve health access and reduce maternal and child mortality.

**Policy Development Facility (PDF II)**  
is an economic policy development programme funded by DFID. The goal of PDF II is to support the development of a competitive and dynamic non-oil economy. PDF II provides targeted technical assistance to the Federal government for the implementation of evidence-based economic and social policies and reforms.

**Market Development in the Niger Delta (MADE)**  
is an agricultural market systems programme funded by DFID. MADE II implements interventions in cassava, fisheries, palm oil, poultry, finished leather goods, and agricultural inputs value chains that develop capacities, facilitate market linkages and help improve the profitability of small enterprises.

**Partnership to Engage, Reform and Learn (PERL)**  
is a Governance programme, funded by DFID. PERL provides technical support for governments to make, implement and track policies, plans and budgets that aid the delivery of public services to citizens. PERL is delivered through coordinated "pillars" and Pillar One is Accountable, Responsive, and Capable Government (ARCC), delivered by DAI; Pillar 2, Engaged Citizens, is delivered by Palladium. PERL builds on the experiences of DAI implemented SPARC and received an A+ in its most recent evaluation.



### Policy



### Designing DAI Nigeria's Impact Brochure with Infographics

For DAI Nigeria, a leading international consulting firm dedicated to driving positive change in the non-profit sector, we undertook the crucial task of designing a comprehensive brochure that would effectively showcase their years of impactful activities.

Recognizing the diverse audience and the complexity of their work, we opted for a visually driven approach, leveraging the power of infographics.

Our primary objective was to transform complex data and extensive project information into easily digestible and engaging visual narratives. We understood that stakeholders, ranging from government officials and donor agencies to community leaders and beneficiaries, needed to quickly grasp the breadth and depth of DAI Nigeria's contributions.



10 Minutes  
by Boat  
Or 3 Hours  
In Traffic?

|               |              |
|---------------|--------------|
| Departure     | Ilaje Bariga |
| Arrival       | Apapa, CMS   |
| Trip Duration | 10 mins      |



#TalkToLASWA

ALWAYS HAVE  
A SAFE BOAT TRIP.



Know your waterways:  
this will aid navigation!



Make sure you have  
enough food and  
fresh water for  
everyone on board.



Make sure you have  
enough fuel for  
the whole trip.



#TalkToLASWA

VISION

TO TRANSFORM  
LAGOS INTO A  
MODEL CITY WITH  
WORLD CLASS  
INLAND WATERWAYS  
SERVICES AND  
INFRASTRUCTURE



Lagos State, wanted more residence to use water transportation and increase private sector investment in water transportation opportunities.

We started by rebranding LASWA to a more contemporary brand in order to make it more visually appealing and to build trust of professionalism within Lagos residence.

We ran a 3-month digital campaign to educate the populace about the safety and advantages of water transportation, this helped to drive behavioural change and general perception about water transportation in Lagos State.





# National Sensitization Posters



**Taking herbal concoctions if you are pregnant and HIV positive can harm you and your unborn baby**

**Avoid herbal concoctions and adhere to HIV medications**

This Message is from the National HIV/AIDS, STIs and Viral Hepatitis Control Program (NASCP) with support from Global Fund

**To have a safe delivery and a healthy baby**

**Start antenatal care EARLY and test for HIV, Syphilis and Hepatitis B**

This Message is from the National HIV/AIDS, STIs and Viral Hepatitis Control Program (NASCP) with support from Global Fund

**Your Dedicated Services to Pregnant Women Help Save Mother and Child**

**Be Friendly as you Offer Services to Encourage Clients to Come Back**

This Message is from the National HIV/AIDS, STIs and Viral Hepatitis Control Program (NASCP) with support from Global Fund

**For all Hepatitis B Positive Mothers! Your Baby can be Protected from Hepatitis B Infection if VACCINATED with IgG Immediately at Birth**

**Visit the Nearest Health Facility for More Information**

This Message is from the National HIV/AIDS, STIs and Viral Hepatitis Control Program (NASCP) with support from Global Fund



Cluebox was honored to partner with the National AIDS, Viral Hepatitis, and STI Control Programme (NASCP) on their crucial national sensitization campaign. Our role as the official graphic designers for this initiative was not merely about creating visually appealing posters; it was about crafting powerful tools for behavioral change and empowering vulnerable populations.

Specifically, we focused on developing a series of impactful posters designed to educate and guide pregnant women living with HIV and Hepatitis. This sensitive and vital task demanded a deep understanding of the target audience, cultural nuances, and the critical information that needed to be conveyed.





Cluebox was privileged to collaborate with the National Primary Health Care Development Agency (NPHCDA) on a national immunization awareness campaign aimed at safeguarding our children's future. As the official graphic design partner, Cluebox didn't just create posters—we developed visual tools of advocacy, designed to inspire action and reassure parents and caregivers.

Our creative focus was on producing a series of bright, child-friendly, and culturally relevant posters that educate communities on the importance of routine immunization and timely vaccinations. Each design was developed with care, balancing engaging illustrations with clear, simple messages to help parents understand what vaccines are needed, when, and why. Through this effort, we aimed to support national efforts to reduce preventable childhood illnesses and ensure every child has a chance at a healthy life.

### A Vaccinated Community is A Protected Community

- 1 Immunization protects children against severe and preventable diseases that can affect a child's health and even result in death.
- 2 Childhood vaccines such as BCG, OPV, IPV, Penta, PCV, Vitamin A, etc. protect against polio, whooping cough, measles, yellow fever, tetanus, tuberculosis, and other childhood diseases.
- 3 Vaccination of pregnant women with tetanus and diphtheria toxoids (TdT) vaccine protects both mother and child.
- 4 Vaccination against COVID-19 protects you, your family, your friends, and your community against the disease.

Vaccines are safe, effective, and free of charge at government health centres. Vaccinate your child today! Visit the nearest health centre.

For inquiries, send a mail to: [info@nphcda.gov.ng](mailto:info@nphcda.gov.ng) [www.nphcda.gov.ng](http://www.nphcda.gov.ng)  
 NPHCDA nphcda @NphcdaNG

### Ohun márùn-ún tí ẹ gbọḍomọ nipa abere ẹjesára

- 1 Ẹ se ẹgbẹga abere ẹjesára ẹtẹgbẹdẹga
  - Ẹ se ẹgbẹga ẹjesára ẹtẹgbẹdẹga ẹti kọ́rýá fun ẹwon ọbí ẹti ẹlẹgbẹtọ lati maa taale ẹwo ẹjesára káakiri Oni-Ẹlẹ.
  - Ẹ se kọ́rýá fun ẹwon ọbí ẹti ẹlẹgbẹtọ lati gbẹ ẹwon ọmọ won wá fun abere ẹjesára ti ọ ye ni kákíká.
- 2 Ẹ se ẹgbẹlẹrẹge ifun ẹwon ọmọdẹ ẹwújọ yin ni abere ẹjesára
  - Ẹ ti ẹdájú pé ẹwon ọbí ẹti ẹlẹgbẹtọ ń gba abere ẹjesára fun ẹwon ọmọ won lati ẹsábọ bo won loṣo ẹwon ẹrun burúkú ti ọ se ọ dẹn.
- 3 Ẹ kẹde ofo maa
  - Ẹ dá ẹwon ọbí ẹti ẹlẹgbẹtọ kẹkọ́ lóri ipẹ abere ẹjesára ẹti bi kọ se ẹwenu.
  - Ẹ ti ẹdájú pé ẹwon ọmọdẹ níní ẹbí yin, ẹdẹgbọ yin, ẹti ẹwújọ yin gba abere ẹjesára lati ẹnà ẹwon ẹrun ti ọ n bá ọmọdẹ finra.
- 4 Ẹ ẹsábọ bo ẹwújọ yin loṣo ẹrun romolápe-romolése
  - Ẹ ti ẹdájú pé gbogbo ọmọ ti kọ ti í pé ọsú mokándínlogofa (59) ni ẹsin ẹbí, ẹwújọ ẹti ẹjọ yin ni ọ gba abere ẹjesára lati ẹnà ẹrun romolápe-romolése ni ẹsáko loṣo ẹjọde-ẹjọde ẹwon loṣo alabere ẹjesára tabi ni ẹbúde ẹlẹra ni ẹsáko abere ẹjesára ẹtẹgbẹdẹga.
- 5 Ẹ se ẹgbẹga fun itojú alábọyín
  - Ẹ ti ẹdájú pé ẹwon alábọyín ń lo si ẹbúde ẹwọ ẹlẹra ti ọ súnmọ won lati gba abere ẹjesára ti ọ n ẹnà ẹrun ẹti lo ẹbúde-ẹwọde-ẹwọde.
  - Bere itojú ni kete ti won bá ti ri í pé won ti loyín.

For inquiries, send a mail to: [info@nphcda.gov.ng](mailto:info@nphcda.gov.ng) [www.nphcda.gov.ng](http://www.nphcda.gov.ng)  
 NPHCDA nphcda @NphcdaNG

## Get Your Child Fully Immunized

For inquiries, send a mail to: [info@nphcda.gov.ng](mailto:info@nphcda.gov.ng) [www.nphcda.gov.ng](http://www.nphcda.gov.ng)  
 NPHCDA nphcda @NphcdaNG

# National Immunization Awareness Campaign

15



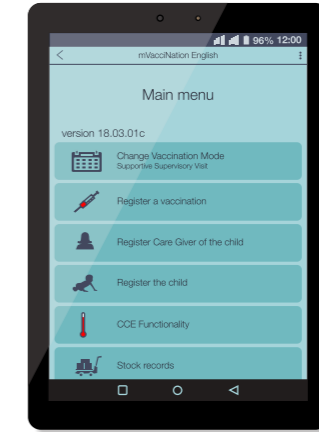


**Mvaccination**



# mVacc

creating visibility to enhance health outcomes.



## Completing your Immunization is Important for your Child

### 4 steps to get your child completely immunised

- 1 Visit the nearest Immunisation center in your community
- 2 The health worker will register your phone number on the mvacc device
- 3 The health worker will immunise your child
- 4 You will receive a Text Message to remind you on your next immunisation visit



Project: Mvaccination  
Client: Adam Smith International West Africa & GSK

MVaccination was a pilot program (Digital platform) setup by GSK and implemented by ASIWA, to collate data for vaccination and ensure zero non-vaccination cases within the primary healthcare scheme in northern Nigeria.

We designed the brand and developed sensitisation materials for beneficiaries.





# Community-Based Hygiene Initiative

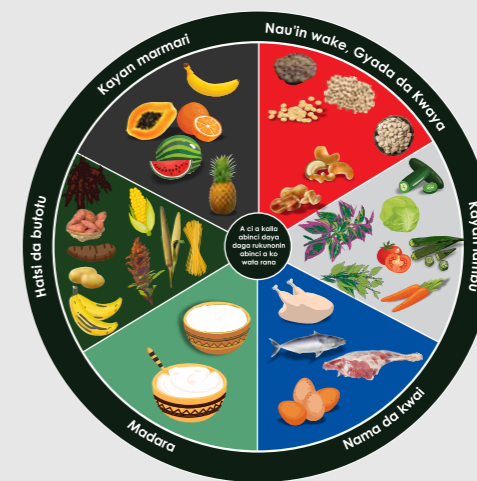
NUTRITION MODULE 3 POSTER

## Hand Washing Saves Lives

- 1 Wet your hands
- 2 Apply soap to your hands
- 3 Rub your palms together while counting from one to five
- 4 Rub the back of both your hands while counting from one to five
- 5 Wash in-between your fingers while counting from one to five
- 6 Rub the back of fingers while counting from one to five
- 7 Wash the thumbs of both hands while counting from one to five
- 8 Scrub the middle of both palms with the tips of your finger
- 9 Wash the wrist of both hands while counting from one to five
- 10 Rinse off all the foam from your hands
- 11 Shake your hands and allow air to dry them

SAHEL Consulting ALDADN

### Important Hand Washing Moments



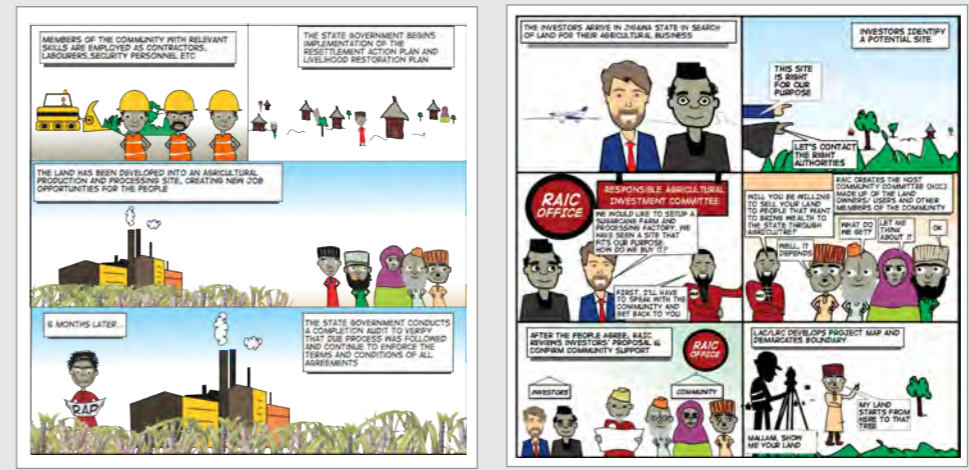
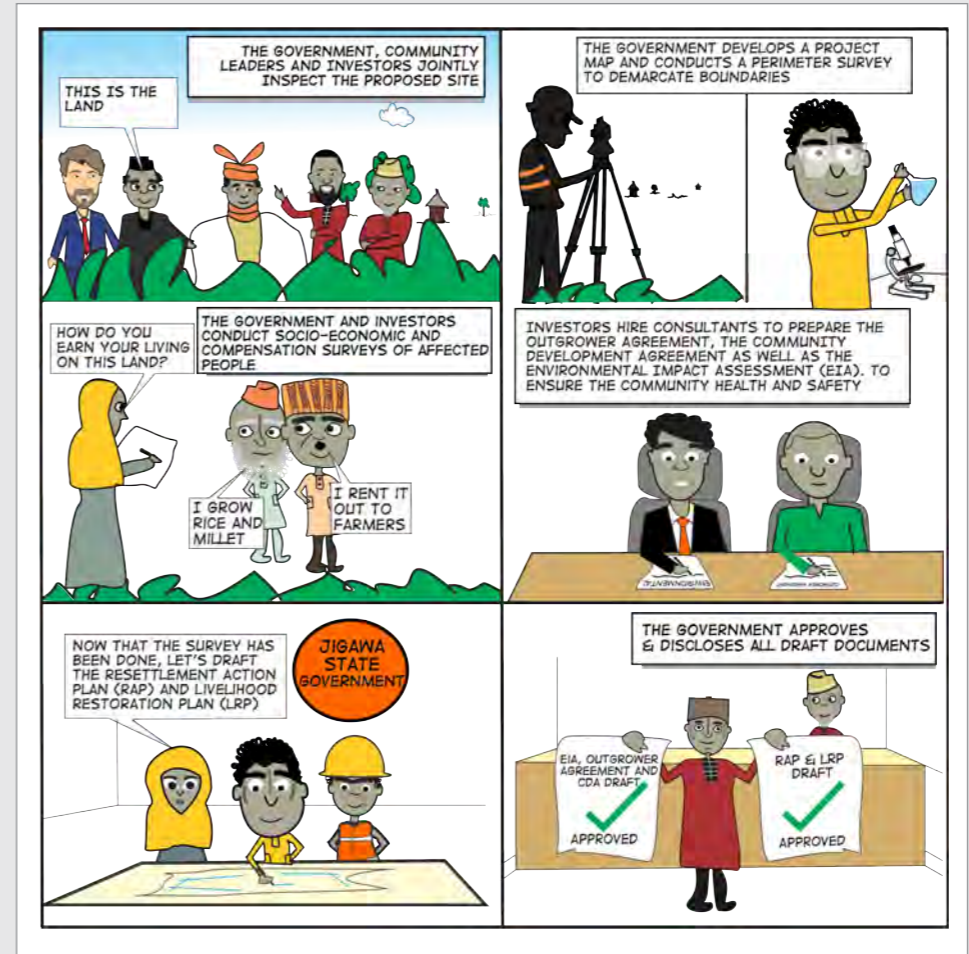
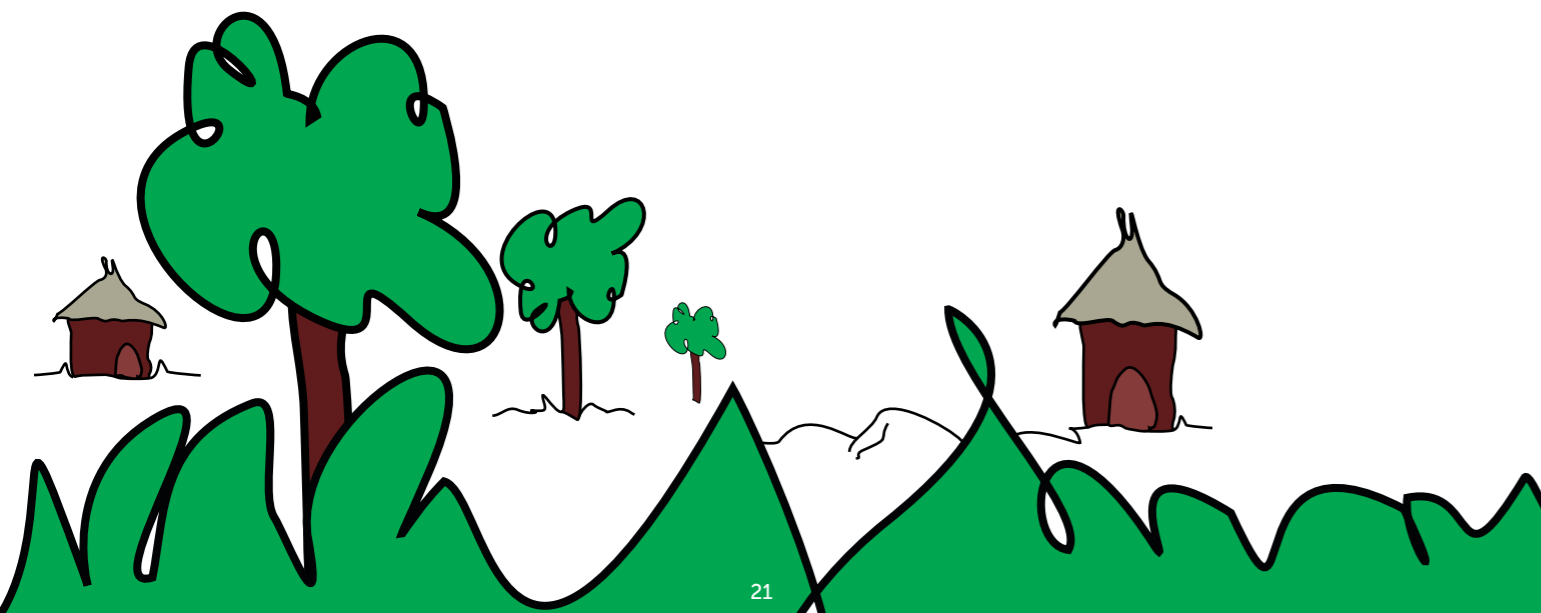
Cluebox was engaged to support the rollout of a community-based hygiene initiative focused on improving handwashing habits across underserved regions. The project aimed to reduce the spread of infectious diseases by promoting proper hand hygiene practices, particularly among schoolchildren and rural households.

As part of this initiative, Cluebox designed and produced a comprehensive Handwashing Module—a set of educational and sensitization materials tailored to a diverse audience. These materials were structured to be visually engaging, culturally relevant, and easy to understand, even for low-literacy communities.

The module included illustrated posters, step-by-step guides, interactive worksheets, and facilitator aids to support community health workers and educators in teaching effective hand hygiene. Every design was backed by behavioral insights to ensure long-term adoption and meaningful impact.



# When the Government wants Your Land What You Need to Know



Project: Land Acquisition and Resettlement Framework (LARF) Comic  
 Client: InvestJigawa and GEMS3 Program

The Jigawa Government was challenged with communicating the Land Acquisition and Resettlement process which seeks to ensure the protection of communities affected by large agribusiness investments, to communities in the State.

We took up the challenge and converted a complex technical document into a simple but engaging comic that informed readers of the process, as well as their rights and responsibilities.





# Revival Building Stronger States

Adam Smith International

## Adam Smith International



### Building Core Systems (BCS) £3,200,000

With the Ministry of Finance and Economic Development, we are delivering improvements to the core systems underpinning sound fiduciary and macroeconomic management in Sierra Leone.

By embedding international and local public financial management experts in different departments of the Ministry, the project is working to deliver sustainable and systematic reforms that are enabling the Government of Sierra Leone to meet DFID's aid disbursement indicators.

We aim to have in place by December 2017, a sustainable public sector wage bill, improved transparency and more competition in national procurement, and improved domestic revenue collection, which will improve the country's resilience in the face of health, conflict-related, or other economic shocks.

SIERRA LEONE

Fragile



### TradeMark East Africa

Adam Smith International supported the establishment of the Office Burundais des Recettes (OBR), and through this process provided technical assistance in the form of mentoring and capacity building to the new institution. We provided expertise in domestic tax, customs, audit, risk management, intelligence and investigations, as well as for support functions including IT, procurement and finance.

Underpinning a broad-based approach to capacity building and sustainable knowledge transfer, our expert team drafted new tax laws and established new procedures to ensure operations in tax and customs are undertaken in accordance with international best practice.

The results of streamlining and making more transparent previously cumbersome tax registration and compliance processes have been dramatic. Burundi was one of the top ten best improving countries for collecting taxes in the World Bank's Doing Business Indicators in 2014.

Tax receipts increased by more than 75% to \$350 million in the first four years of the project, and the international target of increasing tax revenues by 1% of GDP was surpassed during the life of the project.



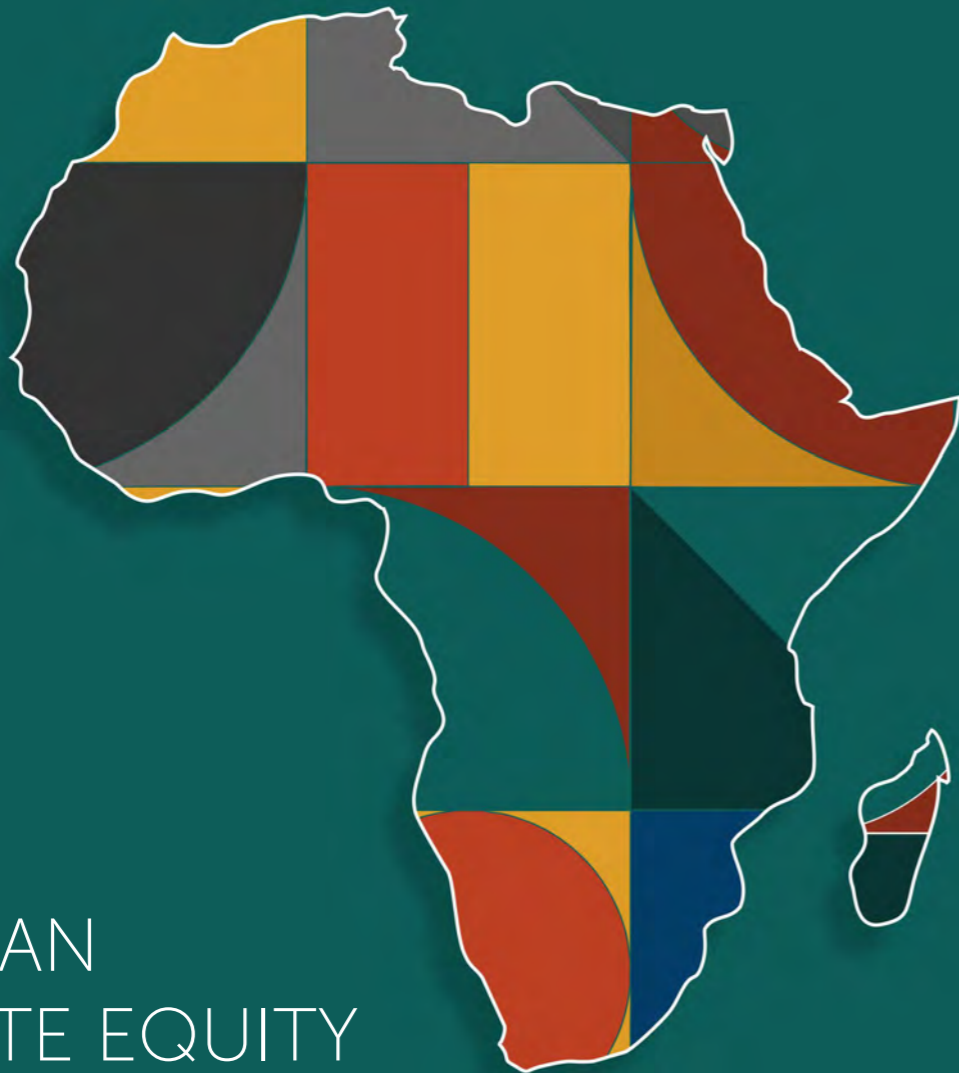
AWARDS  
Outstanding International Development  
Project in a Fragile State

BURUNDI

Project: Columbia Development Proposal  
Client: Adam Smith International

We developed proposal for the global office of Adam Smith International in London, for a Development bid in Columbia.





# AFRICAN PRIVATE EQUITY INDUSTRY SURVEY

March 2021

Find out more: [www.fsdafrika.org](http://www.fsdafrika.org)

**We provide early-stage, risk-bearing capital to selected breakthrough firms that can strengthen financial markets in Africa.**

At FSD Africa, we work to reduce poverty by strengthening African financial markets.

Our investment arm seeks out ambitious financial ventures with the potential to test and drive innovative models that can address market failures. By providing proof of concept, we aim to crowd in private investors and drive the allocation of capital more effectively for financing the real economy.

## PLANNED INVESTMENTS BY LPs INTO AFRICAN PE

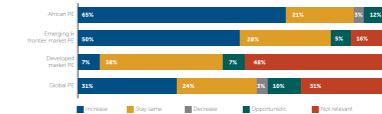
LPs' planned allocation to African PE

**86%** of LPs plan to increase or maintain their African PE allocation over the next three years

The percentage of LPs that plan to increase their African PE allocation over the next three years increased to 65% from 58% in last year's industry survey. Of the LPs planning to increase their allocation to African PE, 55% are currently invested in PE funds on the continent, and 50% are also looking to accelerate the pace of capital deployment in African PE within the next five years.

A fifth of LPs (20%) are looking to maintain their African PE allocation, while only 3% say that they will decrease their allocation to Africa PE.

Figure 1: LPs plan for their global, developed, emerging markets and African PE allocation over the next three years



LPs identified Impact (59%) and Investment Mandate (56%) as the main factors driving their plans to increase or maintain their African PE allocation.

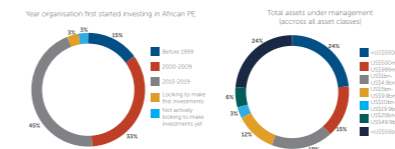
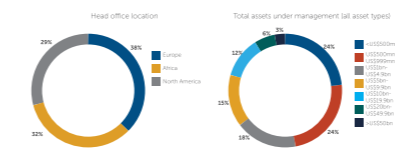
Nearly three in every five LPs (59%) that plan to increase or maintain their exposure to African PE over the next three years are motivated to do so by Impact. Another 56% cite their Investment Mandate as an important factor driving their investment plans. Of these, a significant proportion are also currently invested in PE funds in other emerging markets (specifically, 67%

are also investing in Emerging Asia and 47% are also investing in Latin America).

At 48% each, Performance, Risk/Return Profile and Africa's Economic Growth Prospects were the third most popular factors among LPs. The ratio of risk to return was the most important driver selected by LPs last year, and its marginal descent in this year's LP Survey suggests that the perception of risk associated with investing in Africa is equally declining.

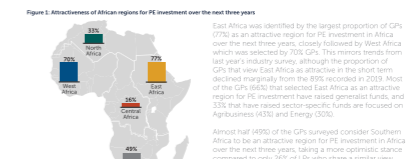
By location, performance is the most popular driver among African based LPs, seeking to increase or maintain their African PE allocation, whilst investment mandate was the most selected driver amongst international LPs (i.e., those with a head office located outside of Africa).

## RESPONDENT PROFILE

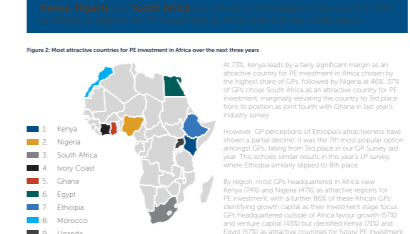


## ATTRACTIVENESS OF AFRICAN PE

Attractiveness of African regions for PE investment



Attractiveness of African countries for PE investment



## Transforming AVCA Survey Data into Compelling Visual Narratives

For years, Cluebox has partnered with the Africa Venture Capital Association (AVCA) to translate complex survey data into clear, engaging, and impactful reports.

Recognizing the critical role data plays in shaping the African investment landscape, Cluebox has consistently delivered visually stunning reports that empower AVCA and its stakeholders.





# Better Ginger Better Health



## Better Ginger Better Wealth

### Harvest Prevention of Aflatoxin

1. Harvest ginger from early to late.
2. Harvest ginger to avoid damage to your ginger.

### Post - harvest Prevention of Aflatoxin

1. Use clean water for washing and wash till the ginger is clean.
2. Wash your hands before and after processing ginger.
3. Wash and sanitize all surfaces.
4. Slice and process on clean surfaces and in clean environment.
5. Dry very well before bagging; dry on clean surfaces like tarpaulin.
6. Sort to remove rotten ginger.
7. Store ginger away from all insects, pests and other animals.
8. Make sure you dry to a safe moisture level. Store ginger away from moisture.

NICOP giz

## Better Ginger Better Wealth

### Aflatoxins

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### Effects of Aflatoxins

1. Ginger WITH Aflatoxins. Aflatoxins are toxic strains of fungi and can sometimes be found in your food.
2. Ginger WITHOUT Aflatoxins.
3. Human and animals can fall sick if exposed to Aflatoxin contaminated food which can reduce average life expectancy.
4. Aflatoxin reduces the market value of ginger due to changes in texture, color and taste. It also reduces the viability of rhizomes.

## Pre - harvest Prevention of Aflatoxin

4. Use the right variety of rhizomes for your location.
5. Screen your rhizomes before planting.
6. Practice crop rotation to minimize carry-over of mould from year to year.
1. Plant early in tune with the season.
2. Practice good farm and environment hygiene.
3. Mulching frequently; avoid the use of fungal-infected mulch.
7. Space properly to give your crops space to thrive.
- Provide adequate soil nutrients to your crop; prepare soil tillage.
9. Proper weed management helps reduce the contamination, so weed early.
10. Practice proper pest and disease management.

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## Agriculture



Better Ginger, Better Wealth, specifically designed to empower ginger farmers with essential knowledge for maximizing their yields and market profitability. This vibrant and informative artwork serves as a practical guide, clearly illustrating the benefits of adopting best practices in both harvesting and preservation techniques.

Through engaging visuals, the poster highlights key steps for optimal harvesting, ensuring farmers understand the ideal timing and methods to extract the highest quality ginger. Furthermore, it provides crucial insights into effective preservation strategies, demonstrating how to minimize post-harvest losses and maintain the value of their crop for the market.





# Seed for Change Impact Cluster



## EXECUTIVE SUMMARY

The Seeds for Change Impact Cluster (S4C) is a three-year (2019-2022) private sector development project coordinated and implemented by the Netherlands-African Business Council (NABC) with six Dutch companies, seed breeders and experts in biological crop protection, partly funded by the Dutch government. S4C objective aimed at the development of the vegetable sector in Kano, Nigeria with focus on five crops: tomato, onion, cabbage, watermelon and pepper by the provision of high quality input materials, hybrid varieties and biological crop protection.

The study measured and evaluated the lessons learnt during the program implementation, the suitability of the impact cluster instrument to promote seed companies in emerging markets. It also measured progress and impact of the project in valorization of the overall horticultural sector in Kano through adoption of hybrid seeds and skills transfer. The study specifically evaluated the achievements of the S4C IC against the original outcomes and outputs, examined the relevance, effectiveness and efficiency of the S4C IC model in reaching its outcomes and outputs, assessed major achievements and remaining challenges for follow up in other horticultural and seed related intervention programs in Nigeria, and = K2N success, productivity increase, CSP variety promotion with local seed companies, assessed the S4C IC model in a context of achieving likewise outcomes in other countries in the region.

The study was conducted across the Kano irrigation clusters where the demonstration projects of the S4C were implemented. Twenty five (25) demonstration locations were established across the various local government areas (LGAs) of Kano state. Stakeholders amongst the impact cluster eco-system which included representations of the Dutch vegetable seed companies, policy makers, agro-dealers, seed entrepreneurs/SMEs, as well as other value chain actors in the horticultural sub sector of Kano state were interviewed.

The study evaluated the achievements of the S4C project against the original outcomes and outputs. The project improved the Nigerian seed sector by enabling linkage of seed companies with local SMEs, the National Agricultural Seed Council (NASC), local seed distributors, and agro-dealer networks and translocating local seed sector challenges. The study also highlighted the challenges facing the horticultural sector. Five rounds of field trials were conducted to test 55 new varieties within the Kano region which identified 25 varieties amongst the five (5) value chains: tomato, pepper, watermelon, onion and cabbage that were selected for the Nigerian market. The varieties were tested under various growing conditions during the wet and dry seasons to gauge the preference of the market and adoption of these varieties into their production systems. Farmers were also introduced to biological crop protection methods to improve production. In total over 50,000 farmers were reached indirectly while 1,750 farmers were trained directly using the demonstration learning sites across Kano. The study also measured the relevance, effectiveness and efficiency of the S4C IC model which was shown in the farmers' preferences, market acceptance and adoption of new varieties.

Furthermore, the study identified major challenges faced by the seed companies in promoting and stimulating the switch from OPVs to hybrids which includes: High hybrid seed prices compared to OPVs seed prices, little awareness of the benefits of hybrid seeds, access to market driven by seasonal glut, availability & costs of other quality inputs, poor ability to switch especially the older generation of farmers and distributors, safety to move around, lack of good and reliable team in place to support their strategy.

In addition, the impact of S4C's project was measured on capacity building and business development of cluster members which about 95.7% of the personnel and staff rated the impact cluster as having a positive impact on increasing their knowledge level and ability to host demonstration and learning plots. The project also revealed the percentage increase in the volumes and values of hybrid seeds sales by participating companies by 30%, 8%, 5% and 10% respectively. Based on the study findings, it was affirmed that S4C IC has greatly influenced Kano's vegetable business. The initiative has fostered the implementation of high-quality hybrid cultivars and biological crop protection for production. Furthermore, it identified the barriers preventing the adoption of hybrid seeds and discovered approaches to aid farmers' adoption of new techniques. It was also recommended that seed companies enhance the accessibility and affordability of hybrid seeds for farmers by promoting varieties that match their economic profile.



### 1.3 Study Area

The study was conducted at the locations across the Kano irrigation clusters where the demonstration projects of the S4C were implemented. 25 demonstration locations were established across the various local government areas (LGAs) of Kano state. Stakeholders amongst the impact cluster eco-system which included representations of the Dutch vegetable seed companies, policy makers, agro-dealers, seed entrepreneurs/SMEs, as well as other value chain actors and off-takers in the horticultural sub sector of Kano state were also interviewed. An overview of the impact cluster eco-system is presented in Table 1 below.

Table 1: The Impact Cluster Ecosystem



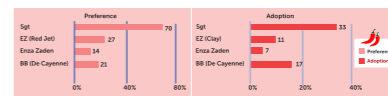
## Agriculture



Kingdom of the Netherlands

Table 5: Percentage Distribution of Farmers by Varieties of Hot Pepper Preferred and Adopted

| Company         | Hybrid Vegetable Varieties Demonstrated | Percentage of farmers who preferred the Variety | Percentage of farmers who adopted the Variety |
|-----------------|---|---|---|
| Bakker Brothers | Anrad F1                                | 17.0  | 7.0   |
|                 | Vigoro F1                               | 2.0   | 2.0   |
|                 | De Ceyenne F1                           | 21.0  | 17.0  |
|                 | Libelle F1                              | 18.0  | 6.0   |
|                 | BB SPOOF F1                             | 6.0   | 2.0   |
| East West Seed  | Eta F1                                  | 6.0   | 2.0   |
|                 | Piquante F1                             | 11.0  | 7.0   |
|                 | Demora F1                               | 32.0  | 4.0   |
|                 | Torgia F1                               | 14.0  | 4.0   |
|                 | Marvel F1                               | 9.0   | 3.0   |
| Enza Zaden      | Comoro F1                               | 26.7  | 10.0  |
|                 | E43 00010 F1                            | 13.3  | 6.5   |
|                 | Hyflae F1                               | 10.0  | 6.8   |
|                 | Clav F1                                 | 16.7  | 11.0  |
|                 | E7116112 F1                             | 16.7  | 0.0   |
| Ez Zaan         | Maaja F1                                | 70.0  | 33.0  |
|                 | Lenge F1                                | 46.7  | 6.7   |



Key: BB = Bakker Brothers, EWS = East West Seed, EZ = Enza Zaden, EZ = Ez Zaan, Sg = Syngenta  
Figure 3: Distribution of Companies by the Hot Pepper Agreed Varieties with the Highest Percentage of Preference & Adoption

A thoughtfully designed report will serve as a vital tool for disseminating the S4C project's journey, achievements, and lessons learned. This report will meticulously capture the collaborative efforts between NABC and the Dutch companies, highlighting the innovative approaches in seed development and biological crop protection introduced within the project's operational areas.

The design will prioritize clarity and accessibility, ensuring that stakeholders can readily understand the project's objectives, implementation strategies, and the tangible outcomes achieved over its three-year duration. Expect a visually engaging layout that effectively communicates key data points, project milestones, and the overall impact on the agricultural sector within the targeted regions (which should be specified for a complete description).

**OUTCOME FOR NIGERIAN FARMERS**

- 50,000** Farmers have been reached by S4C demonstrations. Their awareness was raised on the importance of improved inputs and good agricultural practices.
- 1,750** Farmers trained on good agricultural practices.
- 1,250** Farmers were trained by S4C team and Dutch and Nigerian company representatives.
- 500** Farmers were trained by the K2K trainers during project durations.

**150%** Increase in the productivity of the 1750 vegetable farmers involved in the project. Average yield of tomatoes from 0.5kg/plant to 2.5kg/plant

**30** Horticultural super trainers have been trained in vegetable cultivation practices as part of 18 months blended learning Training of Trainers program together with Wageningen University

\* From 2022, the super trainers will continue training extension staff and key farmers in subjects related to high level vegetable cultivation using advanced varieties and cultivation practices and technologies, adapted to the local circumstances. The super trainers are from public, private and knowledge institute across Nigeria.

---

**OUTCOMES FOR DUTCH PRIVATE SECTOR**

The Seeds for Change Programme enabled the cooperation of 5 Dutch seed breeder companies and 1 biological crop protection company on knowledge transfer to farmers, productivity increase and local vegetable sector development in Nigeria.

- 40%** Increase in sales of hybrid varieties and biological crop protection.
- x3** Increase of presence of local Dutch food trader.
- 2** Dutch seed pavilion were organised at 2 Nigerian trade fairs.
- 8** business linkages established with market aggregators, transporters and agro-input dealers.
- 20%** Increase in market share for Dutch seed companies.





# State Partnership for Agriculture



## Agriculture




STATE PARTNERSHIP FOR AGRICULTURE (SPA) 


KOGI STATE AGRICULTURE ECONOMIC BASELINE REPORT  
*Agricultural Ecosystem of Kogi State*




SEPTEMBER 2017 

STATE PARTNERSHIP FOR AGRICULTURE (SPA) 

Identification and Mapping of Ginger Production Clusters and Markets in Kaduna State



OCTOBER 2017 

STATE PARTNERSHIP FOR AGRICULTURE (SPA) 

Women In Agriculture:  
*Small Holding Women Farmers In Benue, Nigeria*



OCTOBER 2017 

STATE PARTNERSHIP FOR AGRICULTURE (SPA) 

KADUNA STATE WOMEN IN AGRICULTURE  
*Women Participation In Ginger & Maize Value Chains*



SEPTEMBER 2017 

We designed to illuminate the impact of the SPA project on women engaged in ginger farming across four pivotal Nigerian states: Kaduna, Kano, Benue, and Kogi. These reports transcend mere data presentation, offering stakeholders a visually rich and insightful journey through the project's achievements and the lived experiences of the women it empowers.

The strategic use of infographics allows stakeholders – including government agencies, NGOs, investors, and community leaders – to efficiently understand the project's value proposition and its significant contribution to empowering women in agriculture within these key Nigerian states. These reports serve as powerful tools for advocacy, knowledge sharing, and the continued advancement of initiatives that support women in the agricultural sector.





# Kogi State Farming Calendar



**TECHNO SERVE**  
BUSINESS SOLUTIONS TO POVERTY



This detailed black and white illustration serves as a practical guide for farmers across Kogi State, outlining the optimal times and methods for cultivating four of our staple crops: rice, maize, sorghum, and cassava.

The calendar visually breaks down the agricultural cycle, providing a clear timeline for each stage of cultivation, from land preparation to harvesting.

By observing the placement of each crop's activities within the year, farmers can align their efforts with Kogi State's distinct wet and dry seasons, maximizing yields and minimizing risks.

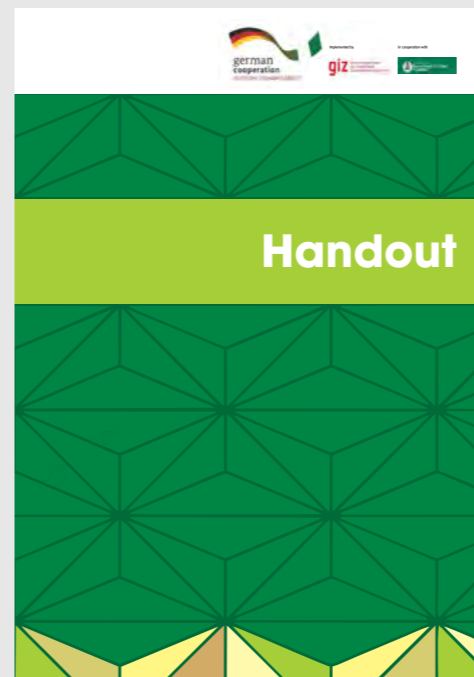
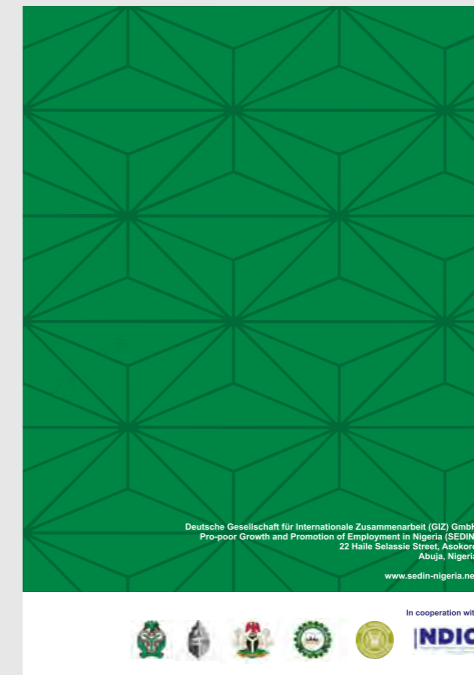
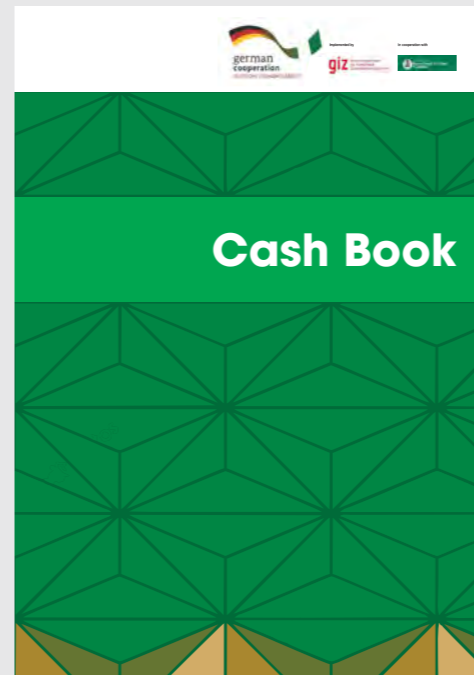
The illustrations subtly suggest key farming methods relevant to each crop, encouraging best practices for healthy growth and optimal output.

This Farming Calendar is a visual tool intended to empower Kogi State farmers with the knowledge to plan their agricultural activities effectively, contributing to food security and economic prosperity within our communities.





# Empowering Financial Futures



## Finance

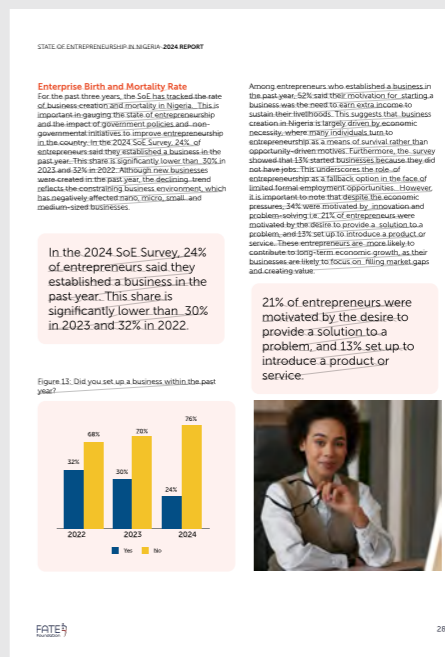
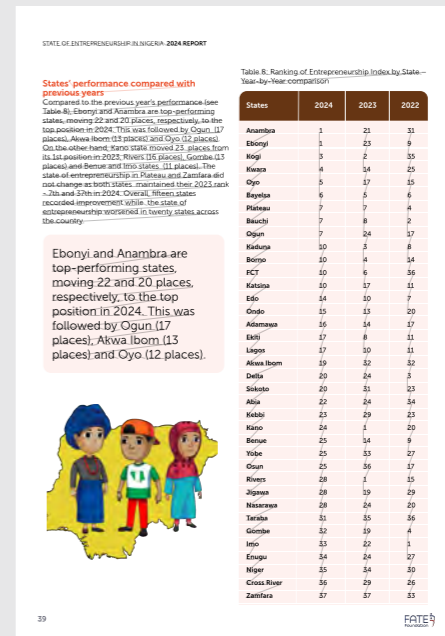
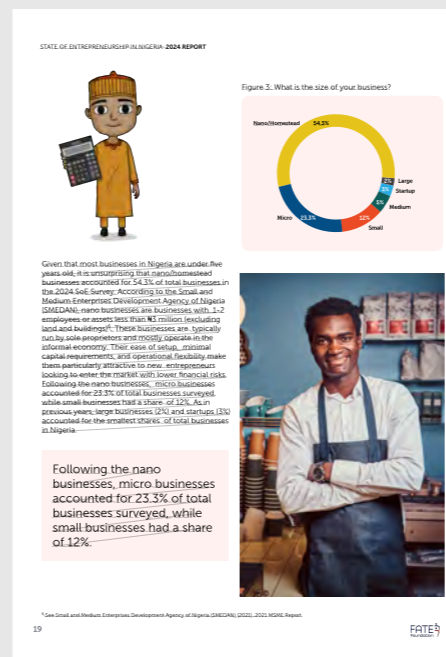
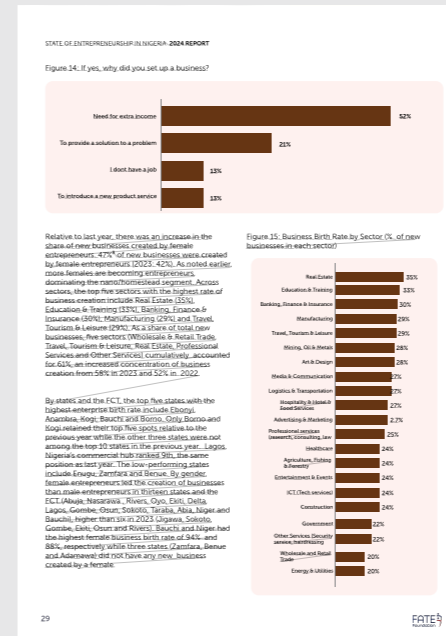
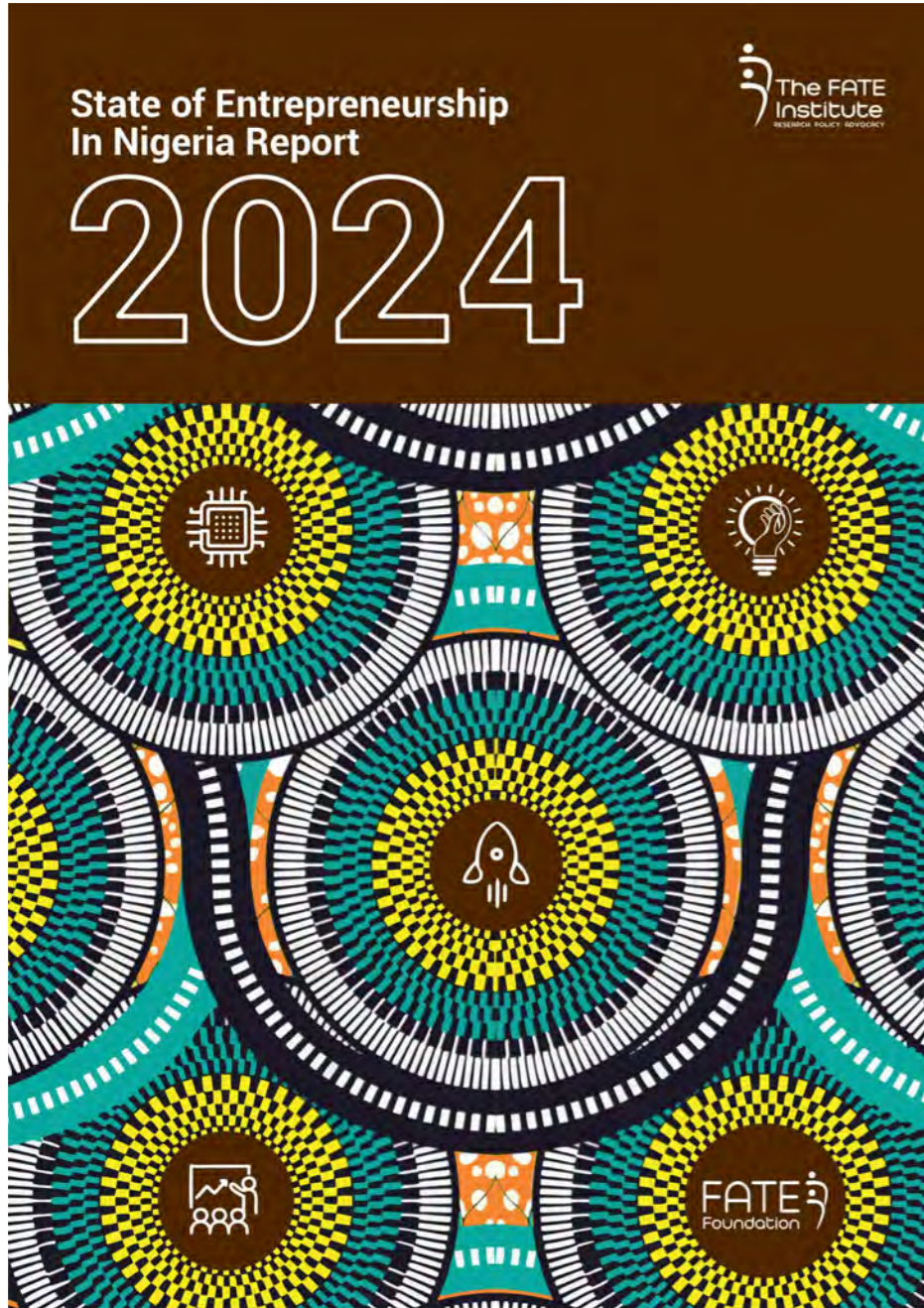


Cluebox was privileged to partner with SERDIN, a GIZ Nigeria project, in a crucial endeavor: enhancing financial literacy across the nation. Recognizing the pivotal role of effective training in driving sustainable financial inclusion, we were tasked with designing comprehensive Learning and Training materials tailored for trainers and their students.

Our approach focused on creating a holistic and engaging learning experience. For trainers, we developed detailed training manuals, providing structured guidance and practical strategies to deliver impactful financial literacy sessions.

Complementing these manuals were handouts, designed to reinforce key concepts and facilitate interactive exercises. Posters served as impactful visual aids, capturing attention and conveying essential financial principles. Handbooks offered in-depth knowledge and practical advice, empowering students to manage their finances effectively.





Finance

Fate Foundation

For four consecutive years, Cluebox has been privileged to partner with Fate Foundation, bringing to life the vital "State of Entrepreneurship Report" in Nigeria. This publication, a cornerstone resource for understanding the nation's dynamic business landscape, has been a proof to the power of clear, compelling visual communication.

From 2021 to 2024, we've witnessed the evolution of Nigeria's entrepreneurial narrative unfold through the pages of this crucial report. Each year, the data, insights, and analysis provided by Fate Foundation have been meticulously translated into a visually engaging experience.



# Venture Capital in Africa

July 2021



## EXECUTIVE SUMMARY

The second edition of AVCA's Venture Capital in Africa Report maps Africa's startup landscape between 2014 and 2020 and catalogues some of the key trends, notable developments and investment activity that occurred in the industry in 2020.

Although Africa did not emerge unscathed from the challenges and uncertainties that marred the private investment landscape following the global economic depression in 2020, the continent's VC industry weathered the storm with remarkable strength and fortitude. Patterns of investment activity and deal-making in 2020 tell a story of African resilience and resurgence in the midst of macroeconomic crisis. African startups managed to raise US\$1.1 billion in the highest number of annual VC deals reported on the continent over the last 7 years. The industry also rallied around businesses adversely affected by the Covid-19 pandemic, developing several of home-grown financing solutions to support vulnerable startups.

African governments remained committed to creating supportive environments for Afro-entrepreneurship to thrive and remain competitive in 2020, not only domestically but in the global marketplace. Tunisia continues to pave the way in this regard, setting a strong example for the continent. Following the enactment of the 2018 Startup Act, in 2020 Smart Capital (the state-designated operator of the Startup Act) created thirteen specialised investment funds ranging in focus from seed to late-stage investments. The Algerian government followed suit, laying a foundation for the development of a robust innovation ecosystem with the creation of a new startup labelling committee in September 2020, coinciding with the Finance Law for 2021 which introduced new tax benefits and additional seed funding opportunities for Algerian startups. In September 2020 the Kenyan Government introduced the Startup Bill 2020, creating a number of tax-related incentives and protection for intellectual property for new businesses in the "Silicon Savannah" that are majority-Kenyan owned. As more technopoles are established across the continent and

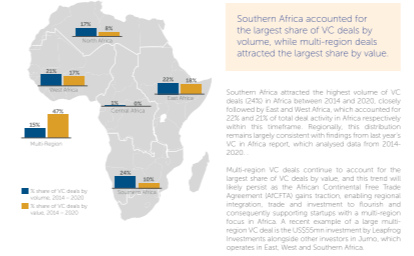
startups continue to be vital engine for economic growth, more and more African governments are championing the goal of nurturing vibrant and supportive ecosystems.

Technology ecosystems across the continent are booming, which drew significant interest from global corporations and high-net-worth investors seeking to capitalise on the growth of technology in Africa's expanding internet economy, which stands to contribute US\$180 billion to the continent's economy by 2029. For example, Google launched a Developers Space in Lagos to provide support to tech entrepreneurs, developers and investors in early 2020, and Facebook also announced plans to open a new office in Lagos, in addition to their office in Johannesburg. Although the Covid-19 pandemic ultimately upended these plans, Twitter CEO Jack Dorsey announced the intention of a brief six-month relocation to Africa in 2020 to investigate and pursue some of the emerging opportunities in Africa's tech space. Finally, in November 2020, Bezos Expeditions participated in a US\$30 million Series B round for FinTech startup Chipper Cash, the industry's most recent "unicorn". The dynamism of Africa's technology scene was magnified in 2020, catalysed in part by the Covid-19 pandemic which spurred increased digital innovation across the continent. African tech was a crucial driver of VC investment in 2020 and Africa's digital transformation will continue to provide lucrative opportunities for PE and VC investors in Africa in the short-medium term future.

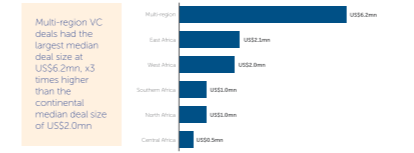
African startups are transforming the African economic landscape and creating new market opportunities - not by reinventing the wheel, but by discovering novel ways to leverage technology to solve pertinent everyday problems. As the continent moves away from recovery and rehabilitation to resurgence and renewed growth in the post-pandemic economic landscape, African innovators will continue to thrive in this industry which has shown itself capable of withstanding one of the most acute challenges of the 21st century thus far.

## VENTURE CAPITAL, AFRICA: AFRICA'S STARTUP ECOSYSTEM LANDSCAPE (2014-2020)

### Share of number and value of VC deals in Africa, by region, 2014 - 2020



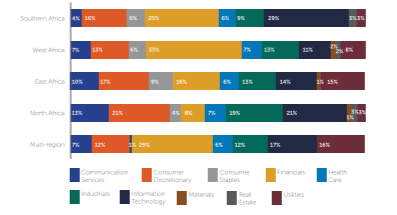
### Median VC deal size in Africa, by region, 2014 - 2020



## VENTURE CAPITAL, AFRICA: AFRICA'S STARTUP ECOSYSTEM LANDSCAPE (2014-2020)



### Share of number of VC deals by sector within African regions, 2014 - 2020



The majority of venture financing directed to startups in Africa is concentrated in early-stage funding rounds. A third of the total number of early-stage investments reported in Africa between 2014 and 2020 were seed stage deals, while another quarter (25%) were Series A and Series B transactions. However, while seed funding makes up a sizeable proportion of the total VC deal volume in Africa, it only accounted for 6% of total VC deal value between 2014 and 2020. This imbalance underscores the relative inaccessibility of small-medium scale capital raising opportunities for African startups, where an increasing proportion of companies, seeking to grow their businesses are competing for a limited allotment of seed funding. It also highlights the relative infancy of the

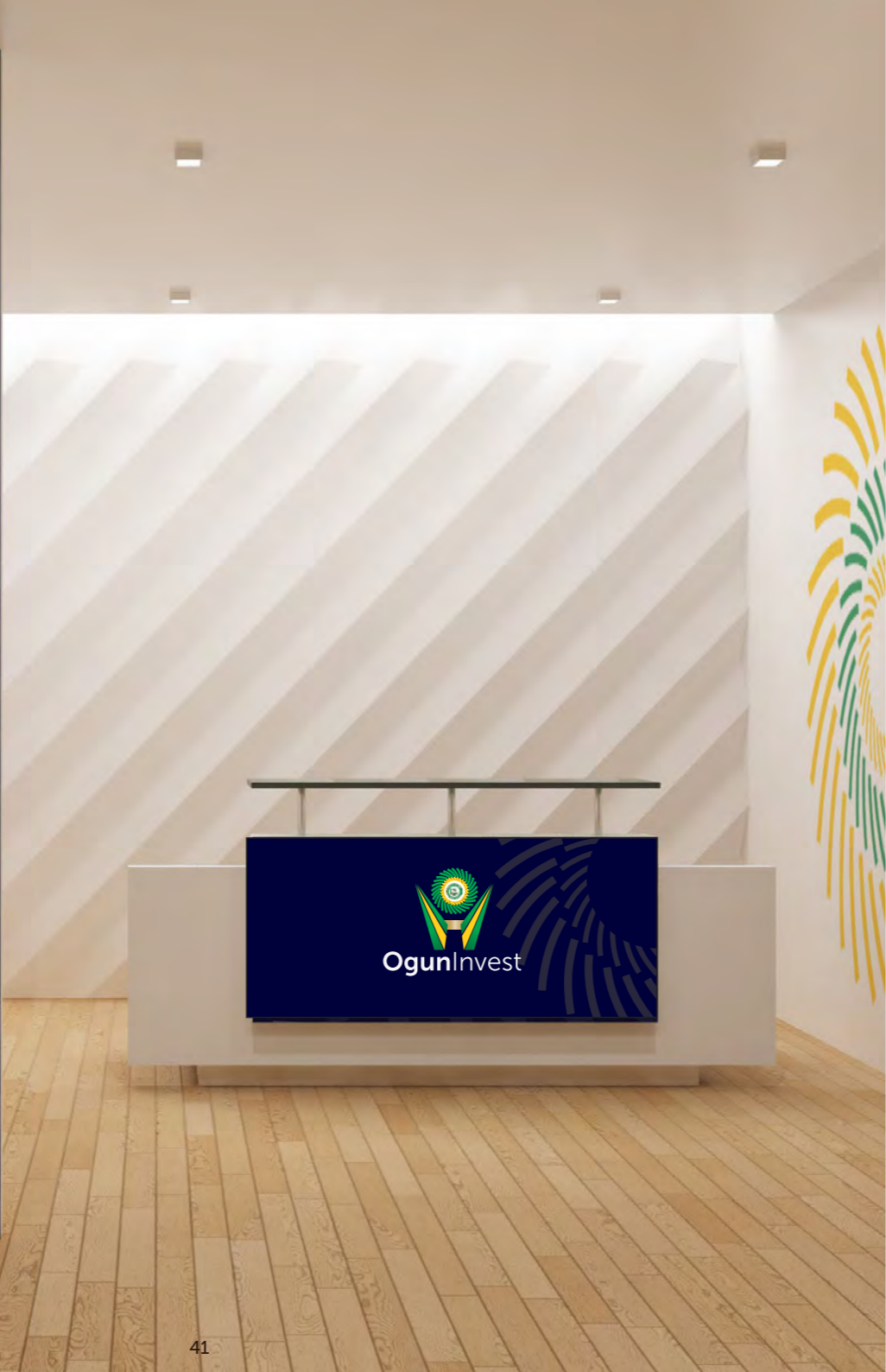
Our approach centers on crafting a vibrant and accessible visual language for AVCA's comprehensive survey findings.

We understand that raw data, while valuable, can be overwhelming. That's why we meticulously design each report to distill key insights into digestible and memorable formats.





OgunInvest




**ISEYA Development Pillars** is supported by delivery of an enabling framework premised on effective Governance & Structure, Security, Digital Transformation, Ease of Doing Business and Finance & Investment.

His Excellency  
**Prince Dapo Abiodun**  
 The Executive Governor of Ogun State








# Edonet

Imagine laying down over 40km of fiber optic cable, a superhighway for internet access, and then...crickets. That's exactly the challenge the Edo State government faced. They'd invested in this incredible infrastructure, but nobody knew about it. That's where we came in.

The government tasked us with spreading the word about this amazing resource across all 18 Local Government Areas. We rolled up our sleeves and got to work, developing the Edonet brand from the ground up. Our focus was

crafting a brand story that was so compelling, so engaging, that it would resonate with the people of Edo State. And resonate it did!

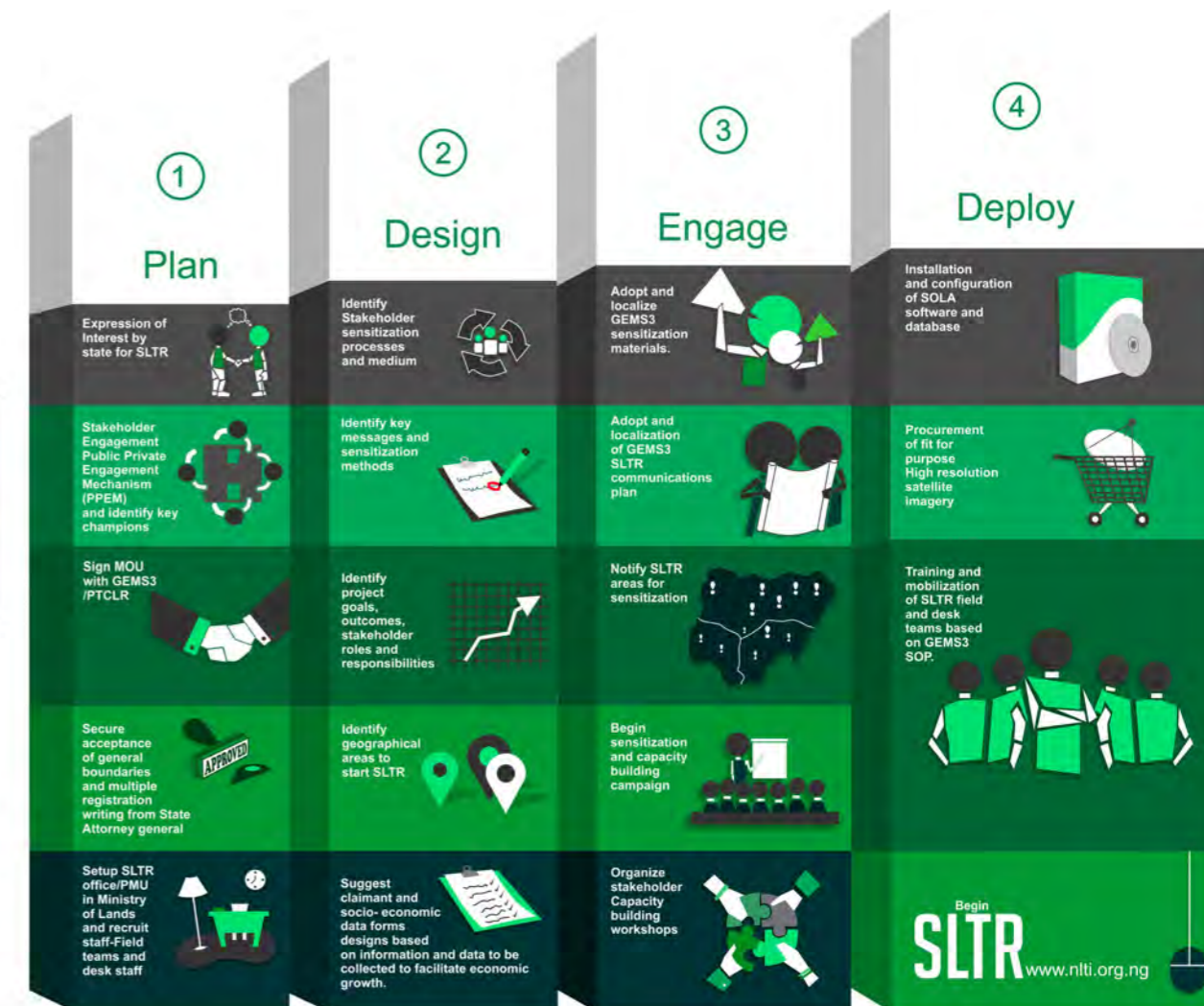
We're thrilled to say that our work introducing Edonet reached over 4 million people with free, fast internet, connecting communities and opening up a world of possibilities. It's a project we're incredibly proud of, and it shows the power of a good story to bring something truly valuable to life.





# Info graphics

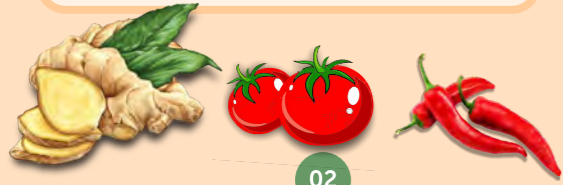
OVERVIEW OF  
**SLTR**  
ADOPTION PROCESS



Client: Adam Smith International  
 Project: GEMS 3 - SLTR  
 Process flow infographics of systematic land transfer and registration



## Ginger, Tomatoes & Chilli Value Chain



01

### Farmer identification and selection

- Selection and identification of processors in tomato, chilli and ginger value chains
- Selection of Lead farmers and farmers

02

### Training on group dynamics and cluster formation

- Training of lead farmers from identified groups.
- Lead farmers stepped down trainings and led in group formation.
- Training focused on GAP, FBS, ISFM and Pest management

03

### Contract management

- Identification of takers interested in linking with smallholder farmers and their needs assessed.
- Development of contract farming checklist outlining all possible risks and mitigation measures for inclusive outcomes and checklist used to guide conversations with the off takers and farmer groups
- Contracts signed upon agreement by both parties.
- Obligations of both parties monitored with regular review meetings to address emerging challenges.

06

### Support to processors and off-takers (Standards and certification)

- NICOP partnered with NEPC Nigerian Export Promotion Council (NEPC) to explore registration and certification schemes
- Hazard Analysis Critical Control Point (HACCP) certification was chosen as the most ideal since most SMEs engaged by the project are Food item processors.
- A training was conducted on the principles of HACCP, to bridge the knowledge gap in implementing international food safety.
- NEPC coaches trained to support SMEs on HACCP registration

05

### Equipment provision and training

- Promotion of value addition through equipment support to partners
- Cottage processing provided opportunity for linkage with smallholder farmers for improved supply chain.
- Training of groups on the use of the equipment and on food safety.

04

### Market linkages

- Linkage of farmer groups to processors, aggregators, exporters and other off-takers
- Both farmers and processors packaged as viable businesses through profiling and development of fliers telling their stories.
- Processors exposed to various market opportunities including trade fairs to stimulate demand for their products.

Over **24,000** hectares of agricultural land managed sustainably

**+2,000** lead farmers trained

**19,000 farmers** trained on GAP, FBS, ISFM, IPM

**79%** of beneficiaries confirm their knowledge has improved and **94%** of beneficiaries recorded adoption and practice of lessons learned

Over **110% increase** in yield and **+261,000 tons** of tomato and ginger harvested

**73%** of beneficiaries have increased their income up to **20%** by an average of **NGN 144,000** across the states

**+1,300 farmers** trained on contract farming

Over **200 farmers** engaged in contract farming agreements

**59 equipment** worth over **NGN 200,000,000** provided to 20 clusters with over **10,000 beneficiaries** utilizing them for pre and post-harvest processes

More than **10 large market linkages** facilitated for both farmers and processors

Over **45% more jobs** created by NICOP beneficiaries

**7 SMEs** have so far been certified with HACCP and another batch of 5 SMEs are currently undergoing the process of getting certified

The 7 SMEs certified covered only about **21%** of the original cost of acquiring this certificate, thereby realizing cost savings of over **NGN4,500,000** for these businesses.

## Support to Leather and Garment Value Chain

01

### BMO identification

- The two largest leather goods production clusters in Nigeria (Kano and Aba) were identified from background scoping study for NICOP.
- Other programmes also gender based BMOs were engaged to ensure gender inclusivity i.e. AFDEC (from She Trades ITC), MADFAFA (from MAFITA program)

02

### Technical Training

- A needs assessment was conducted with the BMOs to identify priority skill gaps
- Collaborations were established with formalised training institutions (public & private) to use existing training materials and drive trainings
- Enterprise development trainings deployed based on existing GIZ SME Loop literature and FCDO GYB manuals

04

### Product development

- Introduction of technical expert to drive product innovation trainings targeting products for niche markets

03

### Quality improvement

- Achieved through a combination of technical training to improve production skill and access to appropriate production equipment within shared facilities
- Embedded within training curriculum/manuals

05

### Access to markets

- Introduction of dedicated marketing resource to support engagements with offtake markets
- Exposure to exhibitions and trade fairs to increase product visibility
- E-commerce linkages in collaboration with Jumia

06

### Saving groups (internal funding)

- Gender based initiative with focus on women groups in leather goods production
- A consultant engaged to train the women on the savings group formation, processes and management of savings.
- Groups selected from recommendations by the apex BMO (KALAPAMA)

07

### Access to finance (external funding)

- Preselected enterprises recommended and prepared by SME Loop coaches in Aba and by enterprises recommended by BMO's in Kano
- Eligibility checks independently conducted by financial institutions

08

### Empower business member associations to continue providing professional business services and support to all their members.

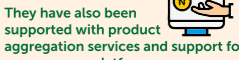
- Introduction of technical support to build service delivery capacity of BMOs



**25 Business Support Organisations Partnerships** supported



Over **1,900 beneficiaries** are MSMEs and artisans **36%** are women, have been supported with SME Loop, grow your business and other trainings tailored towards improved finished products.



They have also been supported with product aggregation services and support for the Jumia e-commerce platform



**65%** of beneficiaries trained on entrepreneurship are women

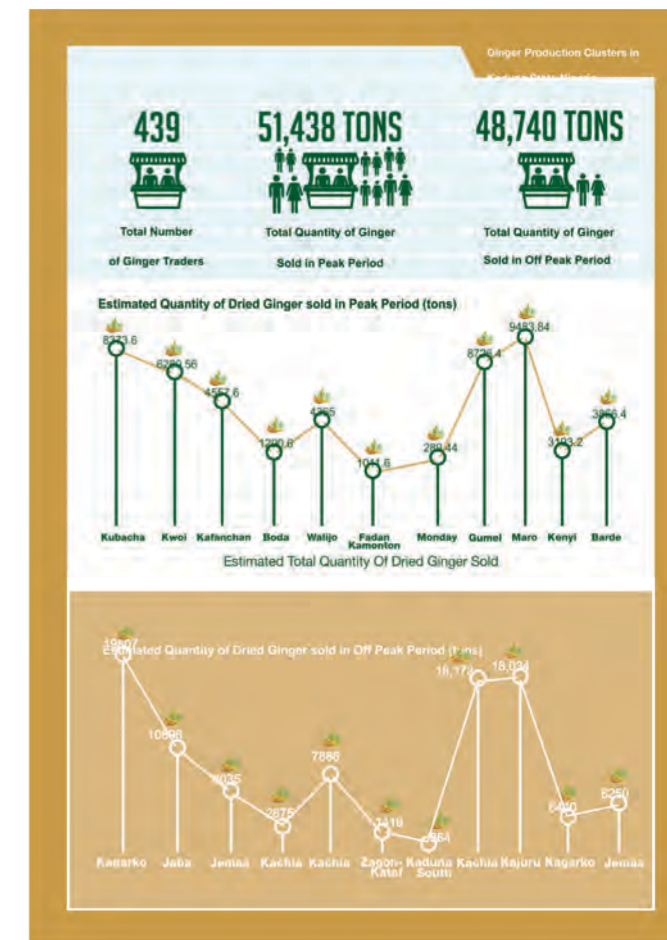
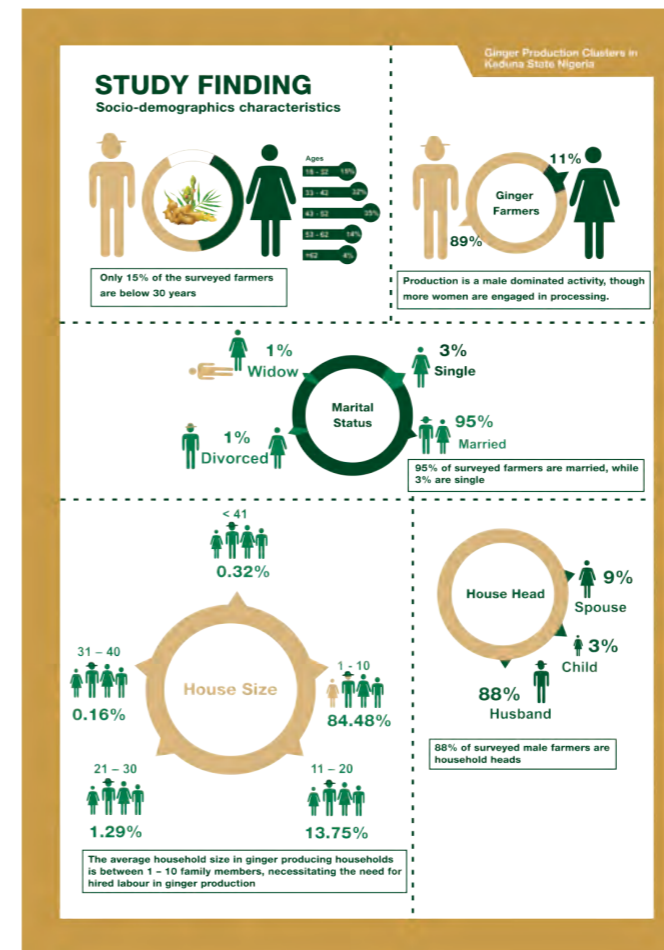
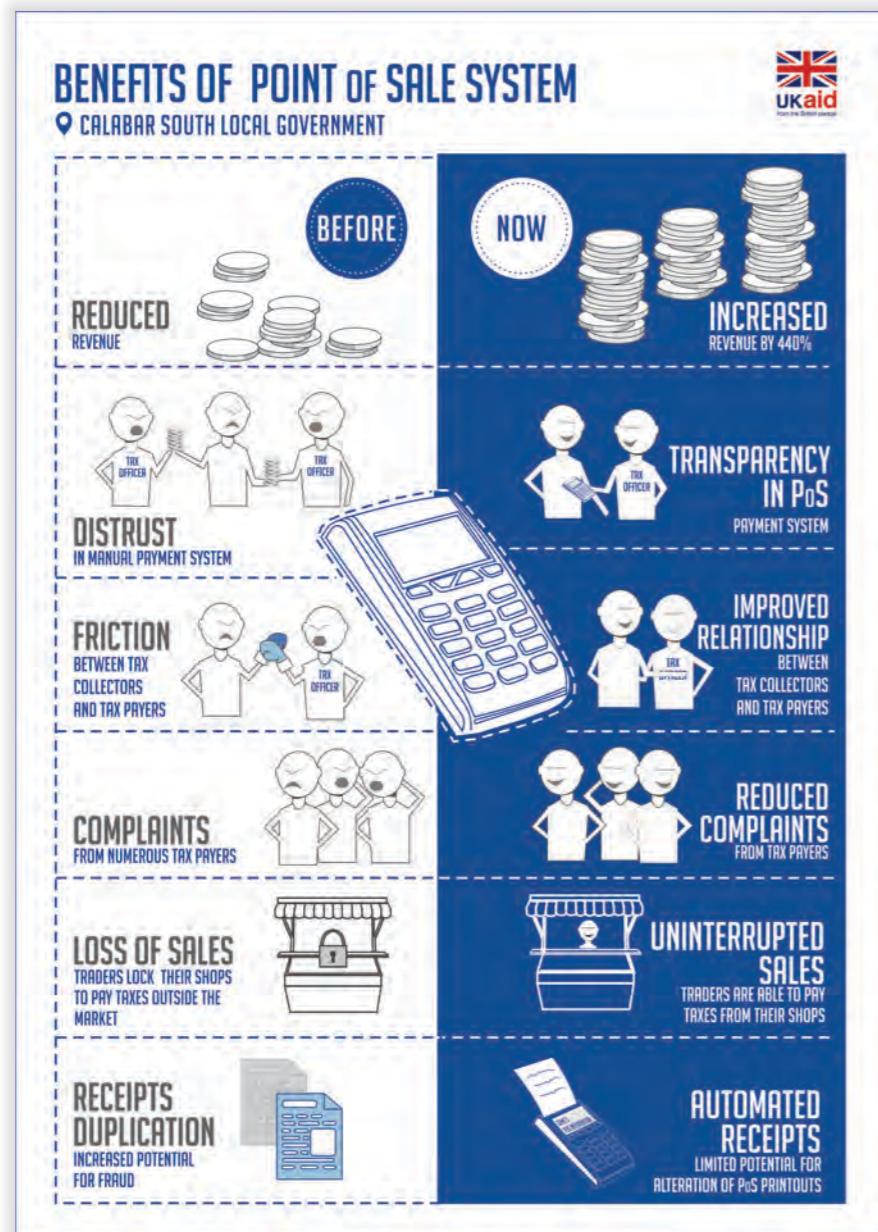


**25 saving and loan groups** set up with over **400 members** in Kano state only.



**90 SMEs** supported to take part in export promotion and experience exchange missions







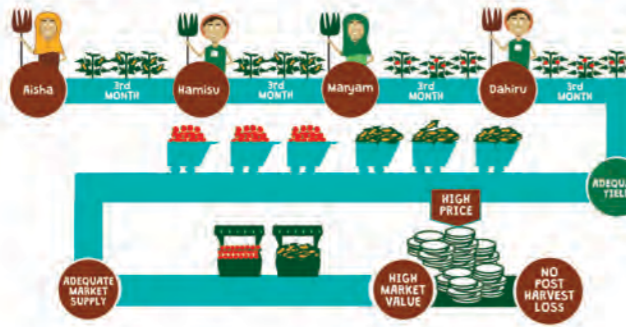
## Merits of Staggered Tomatoes Production



Aisha, Hamisu, Maryam and Dahiru are tomato farmers who produce at the same time for a limited market. They all receive very low prices for their produce as a result of the market glut created by the excess supply. Out of frustration, they leave unsold tomatoes to rot, thereby incurring post-harvest losses.



Aisha, Hamisu, Maryam and Dahiru decided to stagger their production. Aisha and Hamisu are producing tomatoes in the first month of production, while Maryam and Dahiru planted maize using a portion of their farm. Aisha and Hamisu were able to sell all their tomatoes at very good prices due to the limitedness of tomatoes in the market, as a result, they did not incur post-harvest losses.



Maryam and Dahiru then planted their tomatoes in the third month of production, so they were able to sell tomatoes to buyers at a time availability of tomatoes was limited. During this time, Aisha and Hamisu planted maize on a portion of their farm. Maryam and Dahiru were able to sell all very good prices and did not incur losses.





