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HAYA
Introduction

Built on the back of AFAP’s Hub Agro dealer Input Distribution Model (The Hub Model), these AFAP-supported agricultural input distribution networks span across East, West, and Southern Africa, encompassing 286 hubs that are networked to 5,643 Retail Agro-dealers.

This network is directly supported by AFAP through various initiatives, including capacity building, trade credit facilitation, matching investments, demand creation, and technical assistance. The process of building this network started with the profiling of over 400 agro-dealers, culminating in the development of a comprehensive database.

These formalized businesses play a crucial role in market development and food systems, benefiting numerous agro-dealer retailers and millions of farmers, underscoring the significance of Agri-SMEs in the agricultural sector.

To recognize their outstanding contributions and foster growth, AFAP in partnership with the Bill and Melinda Gates Foundation (BMGF), the International Raw Materials (IRM), and Maaden is launching the inaugural African Hub Agro-dealer of the Year Award (HAYA) event at the 2023 AGRF Annual Summit. HAYA aims to celebrate Hub Agro-dealers’ excellence in various aspects, such as smallholder farmer outreach, gender inclusion, retail agro-dealer networks, business performance, professionalism, and capital investment.
About the HAYA Awards

The HAYA Award, short for the “Hub Agro-dealer of the Year Award,” is an initiated by AFAP prestigious recognition program in the form of an award ceremony. The inaugural HAYA event will be hosted on Wednesday, 6 September 2023 at the margins of the Africa Food Systems Forum 2023 (AGRF 2023) Summit, in Dar es Sallam, Tanzania.

The HAYA event is designed to honor and celebrate the exceptional achievements of Hub Agro-dealers within the African agricultural sector who play a crucial role in the agricultural value chain by investing in warehousing facilities, transportation capabilities, retail networks, and market development for yield-enhancing agricultural inputs. The HAYA Award aims to acknowledge and showcase the outstanding efforts of these Agri-SMEs (Small and Medium-sized Enterprises) in promoting innovation, sustainability, and growth within the agriculture industry. The award also serves as a platform to spotlight best practices, inspire further excellence, and foster collaboration among Hub Agro-dealers across different African countries.

The HAYA event will celebrate the outstanding accomplishments of Hub Agro-dealers across nine African nations - Mozambique, Malawi, Zambia, Tanzania, Uganda, Ghana, Nigeria, Burkina Faso, and Mali. Through this program, AFAP seeks to highlight the pivotal role played by Hub Agro-dealers in driving agricultural innovation, enhancing food security, and fostering sustainable growth within their communities.

The 2023 HAYA Prize stands as a beacon of excellence and innovation within the Agri-SME sector. This esteemed award aims to recognize and honor three exceptional Hub Agro-dealers who have showcased remarkable performance and innovation in their endeavors. Award categories include the Hub Agro-dealer of the Year, as well as the Regional Hub Agro-dealer of the Year awards with first and second runners-up for each of these three regions, East, West, and Southern Africa. Beyond the accolades, the selected Hub Agro-dealers will gain access to AFAP’s specialized incubation program, providing comprehensive support for a period of 12 months. This program will empower them to secure investment funding, fueling their growth and expansion.

In addition to these core recognitions, the HAYA event will also present region-specific awards in vital domains. These categories encompass Best Practice and Innovation, Farmer Engagement and Support, Compliance and Quality Standards, Network Reach and Adoption of Product, and Collaboration and Partnerships. These awards signify more than mere recognition; they cultivate a culture of continuous improvement, inspiring Hub Agro-dealers to innovate ceaselessly, engage effectively with farmers, uphold superior quality standards, expand their network reach, and foster impactful collaborations.
HAYA Competition

AFAP will engage its Country Managers to introduce the HAYA competition to Hub Agri-SMEs and seek their participation through a comprehensive weighted questionnaire and profiling process.

Beyond the recognition and PR extended on the night of the awards, AFAP will pledge its support to assist the fundraising efforts of the top three selected Hub Agro-dealers from each region over the subsequent 12 months. To recognize their achievements, AFAP will present bespoke plaques and awards during the dinner, inviting financiers and suppliers to facilitate networking opportunities. Short video clips will highlight the significant impact of the awarded Hub Agro-dealers.

The HAYA event will become a prominent AFAP anchor during AGRF, promoting networking and business development among Hub Agri-SMEs. In addition to the selected participants, AFAP will encourage more Hub Agro-dealers to attend AGRF to strengthen their overall food systems connections towards enhancing their ability to driving growth in the agricultural sectors of their respective countries and regions.
HAYA Award Categories

During the HAYA event, several distinguished awards will be presented, each highlighting excellence in specific areas. These awards include:

Primary wards

HAYA Award of the Year

This is the pinnacle of recognition within the HAYA event. This esteemed award honors the Hub Agro-dealer that has demonstrated unparalleled excellence, innovation, and impactful contributions to the agricultural sector across all regions.

Regional HAYA Awards

This award celebrates exceptional achievement at the regional level. This award acknowledges the top-performing Hub Agro-dealer within each of the three regions: East Africa, West Africa, and Southern Africa.

Regional HAYA 1st & 2nd Runner ups

This award honors Hub Agro-dealers who are shining examples and have showcased remarkable dedication and achievement within their regions, making significant strides in promoting agricultural growth, innovation, and sustainability.
Inaugural AFAP Hub Agro-dealer of the Year Awards | Concept Note

**Best Practice & Innovation Award**

This award recognizes hub agro-dealers that have demonstrated exemplary innovation and implemented best practices in their operations. Wholesalers with innovative approaches to supply chain management, data analytics, and technology adoption will be celebrated for their contributions in revolutionizing the agricultural input distribution sector.

**Best in Farmer Engagement & Support Award**

This award recognises hub agro-dealers that have gone above and beyond in engaging with smallholder farmers and providing comprehensive support. Wholesalers with outstanding farmer training programs, access to credit facilities, and technical assistance will be recognized for their commitment to improving farmers' productivity and livelihoods.

**Best in Compliance & Quality Standards Award**

This award acknowledges hub agro-dealers who maintain exceptional compliance with regulations and adhere to rigorous quality standards. Wholesalers that consistently supply fertilizers of high quality, meeting international benchmarks, and ensuring complete compliance with industry standards will be applauded for their dedication to product excellence.

**Best in Network Reach & Adoption of Product Award**

This award acknowledges hub agro-dealers with extensive market reach and a significant impact on farmers’ fertilizer adoption rates. Wholesalers that have successfully expanded their network to reach remote and underserved areas, while achieving high adoption rates among farmers, will be commended for their significant contributions to agricultural transformation.

**Best in Collaboration & Partnership Development Award**

This award acknowledges hub agro-dealers that have established and maintained strong collaborative partnerships with various stakeholders. Wholesalers recognized for fostering alliances with governments, NGOs, development agencies, and private sector entities will be acknowledged for their role in driving collective efforts towards sustainable agricultural development.
Sponsorship Opportunities

We are excited to present exclusive sponsorship package for the HAYA event, offering companies a remarkable chance to associate their brand with this occasion and actively contribute to honoring and empowering exceptional Hub Agro-dealers.

Our comprehensive sponsorship package is valued at $25,000 per sponsor and encompasses a range of benefits detailed on this page.

Limited sponsorship packages are now available for a total of six sponsors, and allocations will be granted on a first-come, first-served basis. Secure your position today to ensure your organization’s prominent participation in this exclusive opportunity.

If this opportunity resonates with your organization’s values and goals, we encourage you to get in touch with us via email at: communications@afap-partnership.org.

Speaking Opportunity:
As a sponsor, you will have the opportunity to address the distinguished audience during the HAYA event, showcasing your organization’s commitment and insights to a diverse gathering of industry experts and stakeholders.

Judging Panel Participation:
By joining us as a sponsor, you will also be invited to become a part of the esteemed judging panel responsible for selecting the Hub Agro-dealer of the Year. This presents a unique chance to contribute to the recognition of excellence within the Agri-SME sector.

Exclusive B2B Engagement:
Sponsors will gain access to an exclusive Business-to-Business (B2B) meeting prior to the HAYA event. This meeting will provide a platform for direct interaction with the nominees, who represent some of the most prominent and impactful hub agrodealers across East, West, and Southern Africa.

Branding and Marketing Opportunities:
Your sponsorship will encompass a comprehensive suite of branding and marketing benefits. This includes prominent logo placement on event materials, digital and physical promotional channels, acknowledgment in event-related communications, and more.
## HAYA Program

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>18:00 - 19:00</td>
<td>Welcome Drinks</td>
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<tr>
<td>18:00 - 19:00</td>
<td>Facilitated B2B Meeting with Nominated Hubs (Closed Session)</td>
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<td>19:00 - 19:05</td>
<td>Official Opening - AFAP</td>
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<td>19:05 - 19:25</td>
<td>Highlight Reels of East, West and Southern Hubs</td>
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<td>19:25 - 19:35</td>
<td>Keynote Address</td>
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<tr>
<td>19:35 - 20:00</td>
<td><strong>Award Ceremony Part 1:</strong></td>
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<tr>
<td></td>
<td>Best Practice &amp; Innovation Award</td>
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<td>Best in Farmer Engagement &amp; Support Award</td>
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<td>Best in Compliance &amp; Quality Standards Award</td>
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<td>Best in Network Reach &amp; Adoption of Product Award</td>
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<td>Best in Collaboration &amp; Partnership Development Award</td>
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<tr>
<td>20:00 - 20:45</td>
<td>Dinner is Served</td>
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<tr>
<td>20:45 - 21:15</td>
<td><strong>Award Ceremony Part 2:</strong></td>
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<td>East Africa HAYA Awards: Regional Hub of the Year</td>
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<td>1st Runner Up</td>
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<td>2nd Runner Up</td>
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<tr>
<td>21:15 - 21:30</td>
<td>Judging Panel for Hub of the Year</td>
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<td>21:50 - 22:00</td>
<td><strong>Award of the Year Award Announcement</strong></td>
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<td>22:00 - 22:05</td>
<td>Closing Remarks</td>
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<tr>
<td>22:05 -</td>
<td>Dance Floor is Open</td>
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