ABOUT AFAP

The African Fertilizer and Agribusiness Partnership (AFAP) is a non-profit social enterprise that collaborates with public and private sector partners to develop and strengthen inputs value-chains, and in particular, to deepen and broaden fertilizer markets across Africa. AFAP is dedicated to designing and executing sustainable development projects that support policy and regulatory reforms, capacity building, financial credit provision, and data collection and market intelligence dissemination. By providing innovative and market-oriented business solutions, AFAP promotes the growth of the agricultural inputs and agribusiness value chain sectors.

AFAP’s approach involves a range of activities that contribute to the development of a robust inputs and fertilizer market ecosystem. These activities include, but are not limited to: identifying and addressing gaps in policy and regulation, facilitating skills development and knowledge transfer, introducing farming good practices and technologies to improve yield, providing access to credit and other financial services, and collecting “last mile” data and disseminating market intelligence. By integrating all of these activities, AFAP helps foster a more competitive, efficient, and sustainable inputs market system across the African continent.

With offices in nine African countries, including Ghana, Kenya, Malawi, Mozambique, Nigeria, Tanzania, Uganda, Zambia, and its headquarters in South Africa, AFAP combines technical expertise, entrepreneurial innovation, and a unique, continental perspective.

Overall, AFAP’s work is essential in advancing agricultural productivity and food security across the continent. Through its partnerships and innovative business solutions, AFAP is helping transform Africa’s agricultural sector into a viable engine for economic growth and development.
ABOUT AFAP’S AGRIBUSINESS DEVELOPMENT SERVICES UNIT

The Agribusiness Development Services Unit of AFAP provides commercial and development advisory services to agri-SMEs, particularly hub agro-dealers, in the inputs value chain and also develops programs to support the development of hub agro-dealer networks. In particular, we aim to strengthen fertilizer wholesalers toward improving national and regional inputs value chains and increasing the capacity of private sector actors to engage within these value chains.

Through these efforts, we aim to support the development of Africa’s fertilizer markets and to ensure increased value chain efficiency and to support the maximization of profitability down to the farmer level. We pursue this work while also focusing on the importance of environmental sustainability, the maintenance of soil health, and the criticality of keeping distribution channels competitive.

Our team consists of professionals with diverse skill sets including, but not limited to: agronomy, business development services, economic development, accounting, finance, trade and investment, law, marketing and monitoring, evaluation and learning. We also bring deep experience in understanding and working in international and varied African fertilizer markets, both at the operational and managerial levels of the fertilizer industry.

The AFAP team also has a solid understanding of developing fertilizer markets from manufacturing, importing, and distribution - through to creating demand at the farm level. Our network allows us to fully grasp the nuances of the industry, while also having the analytical capacity to ensure strong results. When needed, we also are able to call on key external experts for specific assignments to deliver our clients’ projects to the highest standards.

AFAP’S AGRIBUSINESS DEVELOPMENT SERVICES TEAM WORKS WITH

1. **Private-sector clients** – principally agri-SMEs across Africa.

2. **Public-sector clients** – principally governments seeking to develop stronger domestic private sector involved fertilizer sectors.

3. **Development Partners** – principally development partners seeking to fund or otherwise support the development of continental fertilizer value chains through the development of domestic private sector industry actors.
**AGRICULTURE DEVELOPMENT SERVICES**

- **Mapping Input Value Chains**
  We conduct comprehensive analyses of the various stages and processes involved in the production, distribution, and marketing of agricultural inputs products in given African countries, regional economic communities, and in aggregate, across the African market.

- **Value Chain Development Advisory Services**
  We provide advisory services to governments, development partners and private sector actors related to the improvement in efficiencies within input value chains. Relatedly, we identify enablers of market growth and also flag existing impediments to market development.

- **Profiling Market Players**
  We conduct analysis to identify key actors in specific geographies in the inputs sub-sector and related to the inputs value chain sub-sectors of trade, production, and distribution.

- **Identification of Marketing and Distribution Channels**
  We conduct studies to evaluate the efficiency and relative costs related to market and distribution of various input products, using methodology such as “cost-build-up” analysis.

- **Agri-SME Business Development Services**
  We provide varied business development related support to agri-SMEs in the inputs sector, and have a particular focus on hub agro-dealer development. For the agri-SMEs with whom we work, our services include, but are not necessarily limited to:
  - Improving financial management
  - Developing retail networks
  - Adopting sustainable agricultural practices and technologies
  - Creating and strengthening supplier linkages
  - Diversifying income and services
  - Developing storage and logistics capacity
  - Entering/examining activity related to aggregation/food trade
  - Market assessment, marketing strategy, and business plan development/refinement
  - Fundraising strategy/bespoke acceleration services