



MARKET INTELLIGENCE SERVICES



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 MARKET INTELLIGENCE SERVICES

AFAP's Market Intelligence Unit's focuses on drawing learnings and analytics collected from aggregated data from AFAP's project work and from engaging with stakeholders within the African agri inputs ecosystem. We believe that our contribution to the growing African fertilizer market intelligence space is its ability to draw inferences from our working within the "last mile" between the suppliers their wholesalers and the wholesalers' networks of retailers (agri-dealers) down to the ultimate consumers, Africa's smallholder farmers. Thus, with more than 10 years of this data, and 10 years of relationships built through implementing value chain development projects and market developing initiatives in most of the leading agricultural markets in Africa, AFAP's has begun to focus on developing market intelligence from this work and disseminating it through varying channels. This Unit works closely with all of the AFAP Units but its work is particularly intertwined with the Monitoring, Evaluation and Learning, Market Development and Policy teams.

Currently AFAP's market intelligence output is disseminated primarily through bespoke fee based research products, free periodic knowledge pieces, presentations prepared for knowledge events, but we are working to develop a subscription service to more regularly disseminate our "Last Mile Analytics". We are also finalizing developments with our monitoring and evaluation system to present dashboards that will afford stakeholders an opportunity to glean earnings and insights from our projects, even while they are yet unfolding and being implemented.

AFAP MARKET INTELLIGENCE SERVICES' CLIENT FOCUS

Currently, we work with:

- 1) **Industry Associations** – international and continentally based national, regional and international inputs associations, particularly fertilizer associations
- 2) **Corporations** – global inputs companies seeking to enter African markets and wanting to understand product demand, product flows, competition levels, policy structures, and general last mile market dynamics related to logistics, product pricing and effective marketing strategies and channels
- 3) **Development Partners** – bilateral and multilateral partners seeking to understand African inputs markets, particularly with the intent of making investments and development programs in these markets.
- 4) **African Government Institutions** – increasingly, AFAP is producing analytical market intelligence products to inform and influence governments with more facts and statistics about what is happening in their territories, particularly related to last mile activity in the fertilizer sector.



AFAP MARKET INTELLIGENCE SERVICES

- **Inputs Value Chain “Last Mile” Research and Analysis**

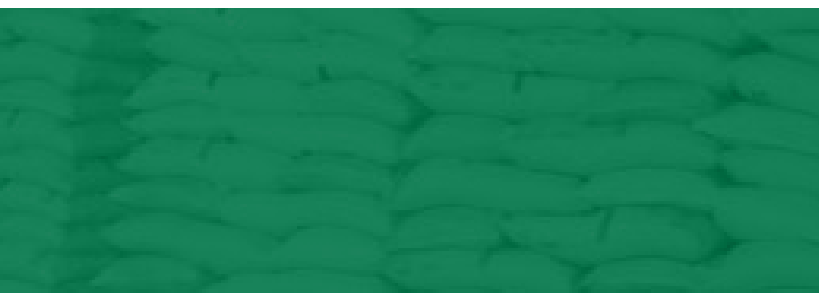
We undertake research and develop reports on developments in countries of activity in the part of the inputs value chain, particularly between from the supplier through the transactions and activities of hub agro-dealer (wholesalers) and agro-dealers (retailers) down to farmers, particularly, smallholder farmers.

- **Data Analysis, Analytics and Reports Dissemination**

We leverage AFAP collected and aggregated data and developing analysis of trends, analytics to help produce learning products that assist stakeholders to understand industry developments at local, national, regional and continental levels and disseminating this information digitally, visually, and in print.

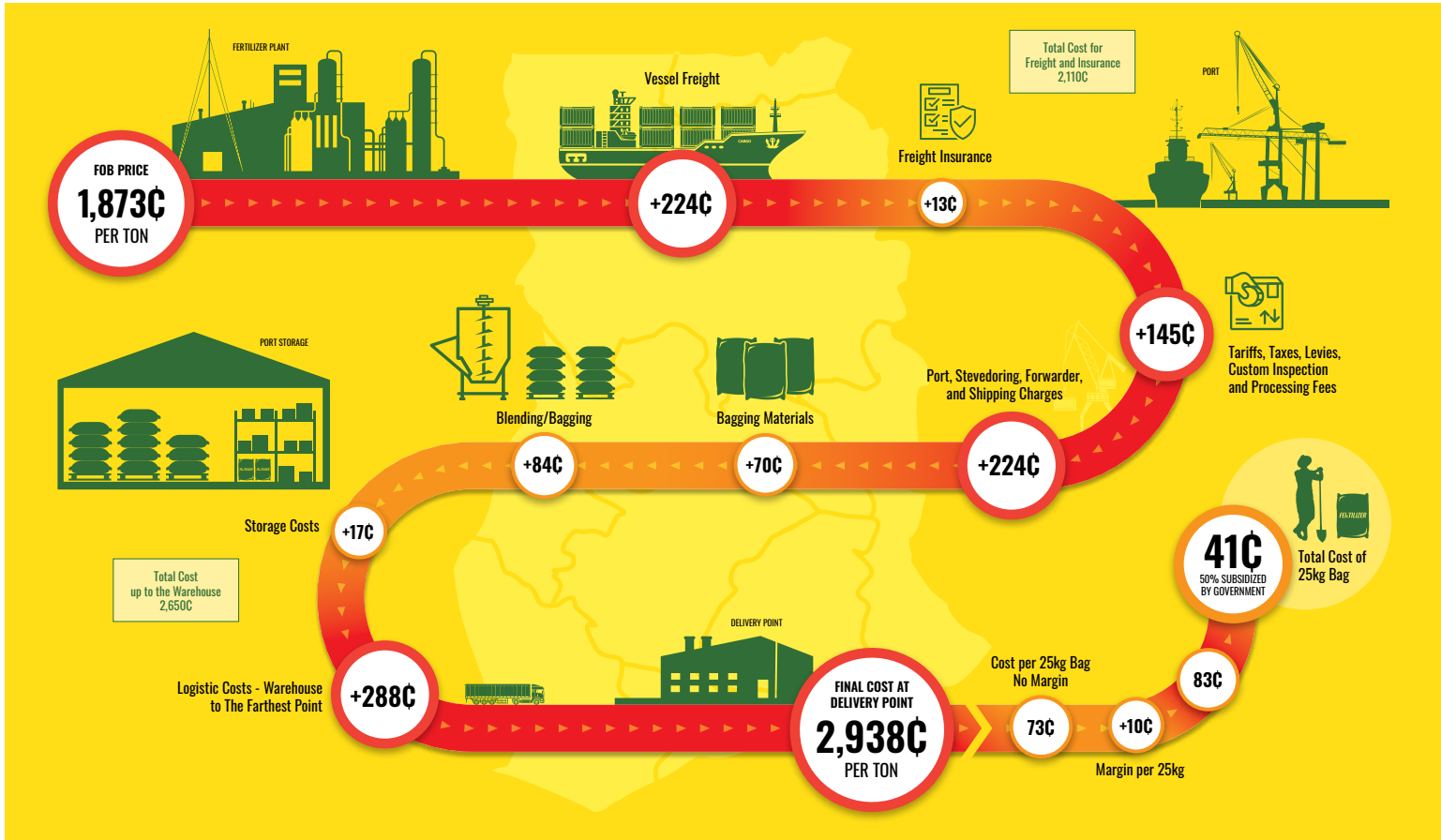
- **Country, Product, Value Chain Market Analysis**

We develop bespoke reports on the inputs sector looking at specific countries, distinct products, and regional and local value chain markets.



Input Subsidy Fertilizer Cost Build Up, Ghana 2020

Product: NPK 11-22-21 + 5S + 0.7 Zn + 0.5 B



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Have questions?

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