

#VALUE4HER Connect

Africa's First Digital Platform for Women-led Agri-businesses

Overview

#VALUE4HERConnect is Africa's first agribusiness intelligence platform aimed at facilitating growth and development of women owned agribusiness enterprises. The platform seeks to expand women's presence in markets where they trade, access new markets, nationally, regionally and internationally, and to acquire the capital, business and technical partners and resources required to support their growing businesses. Additionally, the platform acts as a valuable database for a diverse group of sustainable agriculture-oriented partners seeking women business partners to fund, trade with, procure and source from. #VALUE4HERConnect provides customised market information and intelligence services related to national, regional and international business expansion, and serves as a first point of call for women who wanting to do business and trade in African and global agricultural markets.

#VALUE4HERConnect provides important business and capacity development resources for members of its multifaceted community. The platform creates an avenue through which women agripreneurs and those who support them and seek to do business with them can easily reach out to one another, share knowledge and experiences and access strategic resources and services. #VALUE4HERConnect also provides information about agribusiness events, exhibitions and conferences on the continent and internationally, and offers selected publications and blogs that are intended to provide women agripreneurs with useful information about developments in the African agribusiness ecosystem.

VALUE4HERConnect: Africa's one stop shop for women's agribusiness solutions



It's an integrated digital resource, designed to assist women agri-enterprises transcend gender and market entry barriers, built upon digital technologies with capabilities to connect, amplify, and deliver customized service.

The platform brings together four proven resources needs for women's enterprise growth:

- > Women's socio capital-harnessing the power of the collectives to expand voice, agency and networks.
- > Women's market capital-structured access to growth markets.
- > Women's business capital-functional access to business capital.
- > Women's Knowledge capital-convenient access to relevant, quality business information and knowledge resources.

#VALUE4HERConnect – By the Numbers



758 women led agribusinesses registered.



Representing **36 countries** in Africa.



With an annual turnover ranging from **USD 20,000 – USD 100,000**



At least **3 years** in business.

Business Sub-Sectors Represented

The members of the #VALUE4HERConnect platform are involved in the following sub sectors/commodities/services:



COMMODITY CATEGORIES

- **Horticulture 33%**
- **Dairy and livestock 23%**
- **Cereals and legumes 16%**
- **Service categories (13%) include:** *Business development consultation; extension services; inputs; marketing; processing; retail; training; transportation and logistics.*
- **Aquaculture 8%**
- **Mechanisation 7%**

About **AGRA**

Alliance for a Green Revolution in Africa (AGRA) is a farmer-centred, African-led and partnerships driven institution that is transforming Africa's smallholder farming from a solitary struggle to survive to businesses that thrive. AGRA is implementing a five-year strategy whose goal is to engender agricultural transformation in the African continent. With an initial focus on 11 countries, the goal is to improve the lives of over 30 million female and male farmers in Africa (9 million directly and another 21 million indirectly). To achieve this strategic objective, AGRA works with governments, private sector and development partners, investing in catalytic interventions that will lead to systemic change in agriculture, food and market systems in Africa. AGRA is committed to ensuring that the resultant growth does not marginalize women but instead results in transformation of gender dynamics, that sees women's empowerment increase, as agricultural systems develop. To achieve this goal AGRA is working with its VALUE4HERConnect network to promote and facilitate improved food security using gender-sensitive and gender transformative approaches.

FOR MORE INFORMATION, CONTACT

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#VALUE4HERConnect Digital Platform

<https://value4her.hivebrite.com>