



# #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. Formerly developed under CTA - Technical Centre for Agricultural and Rural Co-operation ACP-EU, the platform is set to find new home under AGRA's leadership. #VALUE4HERConnect 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 want 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.

### Key Pillars



**A Women2Women Community Pillar:** a feature that allows women to chat, interact, trade and share information with one another;



**A Women2Market Pillar:** This component of the portal includes, but is not limited to: country profiles (including trade policies and regulations), buyer and supplier information, commodity prices, market-entry requirements (including standards/certification), branding, labelling, among others.



**A Women2Finance Pillar:** This component of the portal provides information on agribusiness focused financiers, including banks, investment funds, development finance institutions, impact investors, crowdfunding, among others.



**A Capacity Building Resource Pillar:** This component of the portal showcases human capital development resources, including online and off-line training and educational programs; webinars; skills development consultancies and incubators/ accelerators.

## #VALUE4HERConnect – By the Numbers



**649 women** led agribusinesses registered.



Representing **27 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 women and youth benefit from agricultural growth processes and that agricultural transformation becomes a viable tool for empowerment of women, youth and small holder farmers.

AGRA and CTA- ACP EU have had a long-standing partnership that have fostered support for women agripreneurs in Africa. AGRA and partners will seek to grow the platform's membership of women agripreneurs and expand the services provided to women agribusinesses leaders.

FOR MORE INFORMATION, CONTACT

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#VALUE4HERConnect Digital Platform

<https://value4her.hivebrite.com>