

## AGRA Impact Series



# Business training turns farmer's side-business into biggest revenue source

When Ghanaian farmer Baba Seidu was starting his agro-inputs shop in 2007, he was only looking for something to keep him busy away from the farm.

Treating his Baba Seidu Agrochemicals in Ghana's Bono East region as a side-business, he failed to give it enough attention, and it in turn, consistently yielded meagre returns.

Things, however, turned around in 2019 when the entrepreneur was selected for agribusiness training by the Alliance for a Green Revolution in Africa (AGRA) under its Smallholder Inclusive, Productivity and Market Access (SIPMA) project, which was inceptioned in 2017 together with the African Fertilizer and Agribusiness Partnership (AFAP).

Under the program, Seidu was taught the importance of hygiene in handling agricultural inputs, including the need for appropriate storage infrastructure. Until then, Seidu kept most of his products on bare concrete, causing him to lose some of it to moisture damage. Inputs such as fertilizer and seed were also opened from their

original packages and sold in open containers, leading to contamination.

After the SIPMA training, Seidu realized the financial importance of maintaining high quality standards for the products he sold. He went on to redesign his store, introducing pallets for holding fertilizer and seed bags, as well as neat shelving for displaying his inventory

"The training taught me to not keep agro-inputs with food, as well as to lay fertilizers on pallets, instead of directly the floor. I also stopped opening products exposing them to damage and instead sell them in their original packages," he said.

For an even faster take-off, AGRA and AFAP introduced Seidu to agro-input fairs and workshops, through which he linked up with various input companies for discounts and other deals. Agrochemical formulator, Chemico Limited, for example, contracted him to be a supplier of their products in his area.

The impact of such transactions on his business



has been tremendous seeing him increase his annual sales of 25Kg NPK fertilizer from 101 bags to 10,000.

“The agro input shop has become a major source of income for me. The additional revenues have also helped me expand the size of land I cultivate from 10ha to 30ha. This is an addition to providing capital for my new business - an oil filling station,” he said.

Seidu is one of the numerous beneficiaries of the SIPMA investment in Nigeria. So far, the project has reached over 150,000 smallholder farmers, agrodealers and other stakeholders, impacting their efficiency, productivity, and, effectively, revenues.

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**Baba Seidu**

Entrepreneur, Baba Seidu Agrochemicals

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