



Strategy for Market Access

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Introduction



- Leventis Foundation Nigeria Ltd/GTE (LFN) is an organization that has been executing agricultural training for youths and farmers since 1988.
- 6 Schools in the different agro-ecological zones of Nigeria, located in FCT, Osun, Ondo, Kaduna, Kano and Gombe States.
- The Foundation has trained over 25000 youths and farmers, employing a deliberate practical training approach that helps them transition to a more profitable farming experience.
- The Foundation also leverages her strength through partnerships with other institutions.

Who is your speaker ?



Development & Strategy Office, Leventis Foundation Nigeria. She is an Agribusiness Expert providing business strategy, development & technical support to producers, traders & exporters, empowering them for international trade and global compliance. She also works with stakeholders in the private and public sectors to lobby and advocate for the adoption and implementation of food production/safety policies and regulations that will enhance agricultural trade and investment in Nigeria.

Market Definition | Identify your buyer

Start by conducting thorough market research



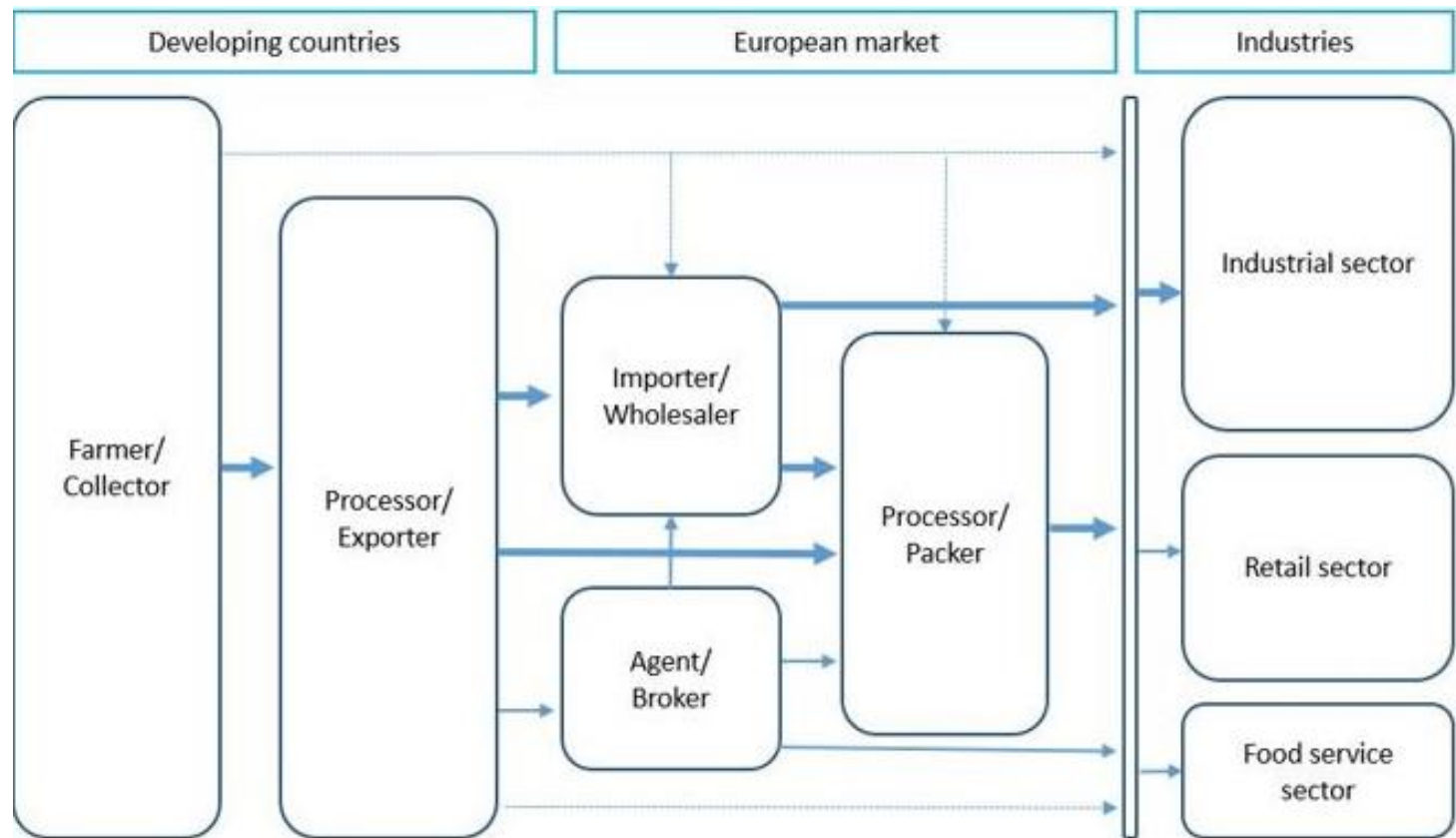
Before you start searching, **think about the type of buyer for which you are looking:**

- importers of raw materials;
- packers;
- distributors of pre-packed products.



Different buyer, Different demand

Each of these buyers have different **demands** e.g. **packaging, order size, supply time and service levels in processing.**



Market Opportunities



- For example: opportunities on the market for spices and herbs can be found in both the lower end and the higher end of the market.
- At the lower end, spices without such differentiating characteristics can be traded, but this segment tends to become smaller over time.

Higher Niche Sectors

- At the higher end, organic, Fairtrade, sustainable and specialty products are in demand. Food safety requirements are also stricter at the higher end of the market and **traceability** is required.



Pick your country or countries of focus

- If you are selling in bulk, your potential clients will be importers and packers specialised in your industry.



Australia



Austria



Belgium



Canada



Cyprus



Denmark



Finland



France



Germany



Greece



Hong Kong



Iceland



Ireland



Israel



Italy



Japan



Luxembourg



Malta



Netherlands



New Zealand



Norway



Portugal



San Marino



Singapore



Slovenia



South Korea



Spain



Sweden



Switzerland



Taiwan



United Kingdom



United States

- Find out which countries serve as a hub for your product(s). Then, focus your search for buyers on these countries. This will also help you to identify your target market country
- Find out which countries serve as trading hubs for your products.

Trading Hubs

- In Europe, certain countries serve as trading hubs for herbs and spices; for example, Spain for chilies or the Netherlands and the United Kingdom for pepper.



- In the Middle East, Dubai is a regional strategic trading hub.
- Importers often serve multiple countries and sometimes even the whole of a particular continent. This fact makes them a good starting point for first-time exporters.



YOU MAY SELECT TWO OR THREE PRIORITY COUNTRIES. Focus your research on your chosen countries.



Study the market requirements well

1. What are the legal requirements that my product must conform with ?

2. What other requirements can my buyers impose?

3. What are the requirements for the niche markets?

It's a small world

- B2B trading is a small and close-knit world, and you have only one opportunity to make a first impression. **Make sure that you are well prepared before you address the market.**



- Do not try to lure buyers with unrealistic or low prices. They know what good quality should cost, so **focus more on quality, food safety guarantees and supply capability in your communication.**
- Certifications are an important plus or, more often, a must in the eyes of buyers; so try to know in advance what the buyer requires from a first contact.





How to find potential buyers

- Sector Associations – a good place to find potential buyer. e.g. European Spice Association, American Spice Trade Association etc. Most of them publish member lists on their websites.
- Trade Fairs & Conferences – first timers should participate as a visitor instead of as an exhibitor. This approach is a good way of getting to know your target market.





Important international trade fairs

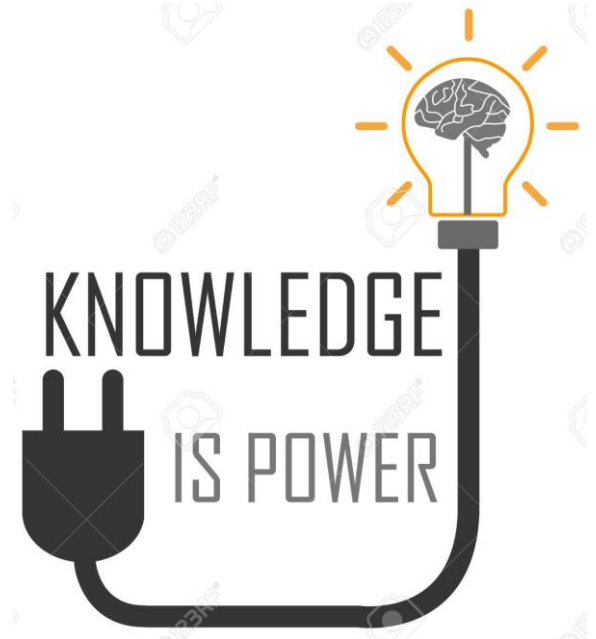
- [Anuga](#) – the largest trade fair for food and beverages in Europe. It is held every other year in Cologne, Germany.
- [Food Ingredients Global](#) – whether you want to meet face-to-face with high quality suppliers or buyers, promote your latest product to thousands of leading industry professionals, look no further than Fi Global.
- [Biofach](#) – a trade fair focused exclusively on certified organic products. It is surprisingly large for such a specific niche and held in Nuremberg, Germany every year in February.
- [InCosmetics](#) – largest cosmetic ingredient trade show. offers the most cost-effective business and networking opportunities for the personal care ingredients community globally.



Competition & Comparative Advantage

- Who is your competition ?
- Production Capacity
- Logistics
- Cost of production
- Preferred Variety/Specie
- What is your comparative & competitive advantage ?
- High Production, Low Consumption
- Land size
- Logistics

Stay Informed



- You must be up to date with information on your sector.
- These structures and process can be herculean. We are here to help, SheTrades is also here to help.
- LFN provides training across the entire value chain and how to structure your processes.

Case Study – Spices

Demand for spices is also increasing globally, especially in Asia. China and India, which were traditionally European suppliers, are becoming the main spice importers because their domestic crop cannot meet domestic demand.



Some of those spices are imported to satisfy domestic demand, while others are mixed with the domestic production and re-exported to Europe or the USA.



The Growing market segments in the EU for ACP fruit and vegetables

Level 1: developing market segments

Mango (Kent), avocado (Hass), papaya, sweet potato, sweet corn, coconut.

Level 2: niche markets with strong development potential

Roots and tubers, organic mango, organic avocado, organic papaya, organic sweet potato, organic lime, exotics berries (pitahaya, guava, pomegranate, tamarillo ...), pineapple green sugar loaf, plantain banana, banana fritter, organic banana and fair trade.

Level 3: mature market segments

MD2 pineapple, lychee, melon, watermelon, green bean, cherry tomato.



Opportunities exist, but ...

- ✓ How can the population benefit from this wealth, this potential?
- ✓ To move from subsistence farming, you have to produce to sell
- ✓ Increase productivity which is low
- ✓ Improve infrastructure for better market access
- ✓ Build an agricultural policy that supports increasing both the quantity and quality of agricultural products



Barriers to Market

- Huge population to feed, large population of youth
- Strong Political will to promote agriculture
- Difficulties in access to inputs and finances
- Long distances and lack of infrastructures (road, railway...)

You can do it.





THANKS FOR LISTENING

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