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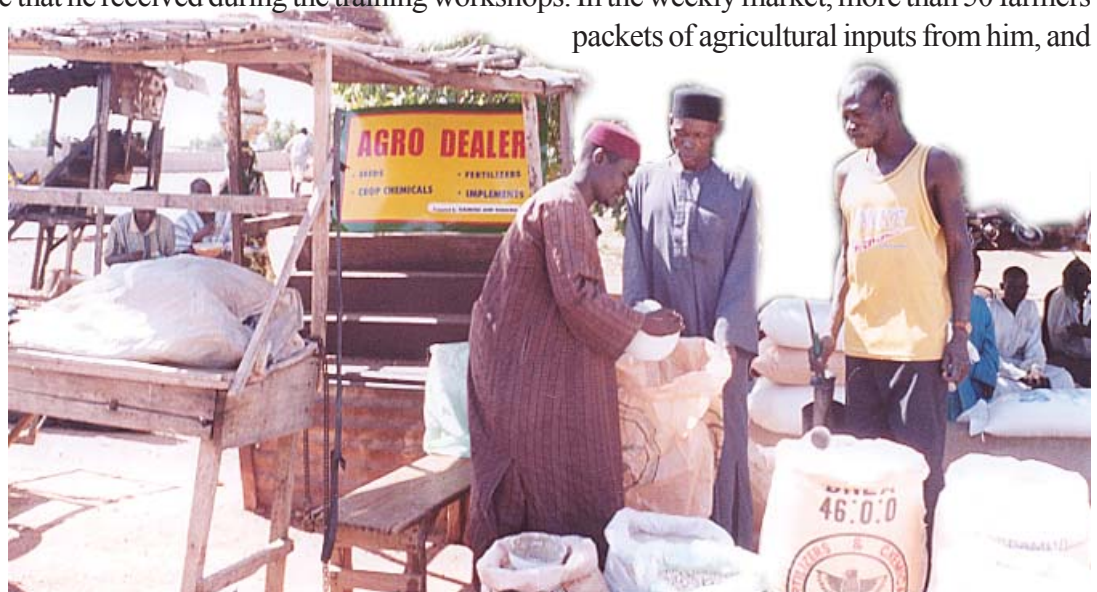
Success Story

Lawal Mumuda, a Nigerian Agricultural Dealer, Operates as a General Trader in the Kaura Market in Kano State

Lawal Mumuda, a Nigerian agricultural dealer, operates as a general trader in the Kaura market in Kano State. In peak selling months he used to sell small quantities of fertilizers as a side business. In the year 2002, IFDC/Nigeria staff invited him to participate in an agricultural dealers' training workshop, organized by the IFDC project.

The enhancement of product knowledge and skills of business management and assistance in securing financial assistance from the Nigeria Agricultural Cooperative and Rural Development Bank and the formation of agricultural dealers' associations prompted Mumuda to diversify and expand his agribusiness activities. As a result of these innovations, he increased his sales by 30% in 2002/03. Encouraged by improved sales and upon the advice of the IFDC staff, he opened an additional retail outlet in a nearby weekly market. Each Friday, he carries small quantities of fertilizers, plant protection chemicals, and seeds to the rural market. Along with the inputs that are displayed in a small shed, to attract customers he exhibits promotional literature that he received during the training workshops. In the weekly market, more than 50 farmers

(primarily women) buy small packets of agricultural inputs from him, and he also provides farmers information on the proper use of the agricultural inputs. Mumuda is pleased with the assistance that he has received from IFDC staff; he has not only increased his profit but is also providing farmers with much-needed agricultural inputs in a remote weekly market. He is reassured when his customer farmers tell him about the increase in crop yields that they receive by using modern agricultural inputs.



Mumuda's story is only one example of a success story that the Nigeria project is producing. Much more remains to be done before the country's agricultural sector is on the right footing.