

Partner Profile: Babban Gona



Photos courtesy of Babban Gona



An estimated 80 percent of farmers in Nigeria are considered smallholder farmers,¹ as they own less than five hectares of land. These smallholder farmers' production and income are hindered by limited access to both information and high-quality agricultural inputs.²

Babban Gona Farmers Services Nigeria Limited (Babban Gona) is a Nigerian social enterprise and a partner in Global Partnerships' Smallholder Farmer Inputs initiative.³

WHO IS SERVED:

By December 2023, Babban Gona had over 39,000 active members, smallholder farmers living in rural areas of northern Nigeria.⁴ These farmers primarily grow maize, and approximately 62 percent live below \$3.20PPP/person/day.⁵

WHAT IS DELIVERED:

Babban Gona provides smallholder

farmers with affordable, high-quality agricultural inputs on credit, alongside training on best agronomic practices, business management, leadership, and financial literacy. At harvest, Babban Gona supports its member farmers with marketing and a comprehensive suite of harvesting services including threshing, transportation, and storage.

To enhance and scale their offerings, in 2023 Babban Gona introduced a new program that provides the opportunity for experienced members to operate independently as Babban Gona franchisees, guided by the company's support, technology platform, and resources.

WHY IT IS IMPACTFUL:

Affordable, high-quality inputs alongside training services can increase the incomes and food security of smallholder households living in poverty. According to Babban Gona, in 2023 its support led its members to make twice the profit per acre as the national average.⁶

"I am grateful to Babban Gona for changing my life," says Talatu, a Babban Gona client. "I look around and can see the transformation that has taken place in our home. My children are well-fed and in good schools. We have also refurbished our home and bought additional land. All I see around me is growth."⁷

1. "Addressing the \$200 billion demand for finance for Agriculture and Agribusiness in Nigeria." Netherlands Enterprise Agency, 2022. <https://www.rvo.nl/sites/default/files/2022-05/Finance-for-Agriculture-and-Agribusiness-in-Nigeria.pdf>
2. "Seeding success: Increasing agricultural technology adoption through information." International Growth Center, 2017. [IGCJ5833-Agriculture-growth-brief-171214-Web.pdf](https://www.igc.org/publications/IGCJ5833-Agriculture-growth-brief-171214-Web.pdf) (theigc.org)
3. Babban Gona was a current borrower of Global Partnerships Social Investment Fund 6.0, LLC as of June 30, 2024.
4. Data as of December 2023, as reported by Babban Gona.
5. Purchasing Power Parity (PPP) is a metric that compares different countries' currencies through a "basket of goods" approach.
6. Data as of December 2023 (including estimate of national average net income, per acre of US\$472), as reported by Babban Gona.
7. "Member Stories." Babban Gona, accessed July 24, 2024. <https://babbangona.com/member-stories>.