





# Market Access

Consumer Preference, Quality Standards & Packaging



Rice processed by Women Group (enterprise) on the Glazoue IP in Benin ready for market

Bukan Sidi Lafia IP n Nasarawa State in Nigeria transformed to an enterprise



## Showcasing Proven Technologies in Wheat Compact

Dr. Zewdie Bishaw, the TAAT Wheat Compact Interim Coordinator, hosted by International Center for Agricultural Research in the Dry Areas (ICARDA), presented the heat tolerant improved wheat varieties which include 45 varieties across 7 countries, Kenya, Mali, Zimbabwe, Tanzania, Ethiopia, Nigeria and Sudan.

In his presentation on the heat tolerant improved wheat varieties, Dr. Bishaw noted that the benefits of these grains are, higher yield of 4-7 tons per ha and they are higher in nutritional (13-16% protein). So far, a total of 37 functional IPs have been established across seven target countries and 47 youth/women business groups have been formed having a total of 960 members, 30% women. These members have been trained and engaged in establishing innovative wheat agribusinesses.

An illustration of the benefits of the heat tolerant improved wheat varieties is highlighted in table 1.

Country	Base yield (kg)	New yield (kg)	Unit price \$ per kg	Cost \$ per ha	Total revenue (\$)	Additional revenue (\$)	% additional revenue
Ethiopia	2500	4800	0.56	315.6	2688	1268	47.17
Mali	3500	4500	0.5	775	2250	500	22.22
Sudan	1700	3600	0.69	935	2484	1311	52.78
Tanzania	1000	27000	0.45	100	1215	765	62.96
Zimbabwe	3100	4600	0.39	812	1794	585	32.61

Tilamo Women Association is an association that was established in 2016 and is based in Ethiopia. The association's core business is the production of wheat seed and grain. Tilamo Women Association has a membership of 49 women and a land size of 52.4 ha with an average productivity of 5.6 t/ha. Additionally, the association sells their grains to Wakene Four Mill and other buyers and seeds to South Seed Enterprise. So far, the company has managed to save approximately \$22,410.8 (ETB 811,273.24) from selling of wheat seed and grain. In future, the association plans to establish a bakery and flour mill as well as purchase a tractor for farm operations.

The webinar videos can be accessed through this link; <https://www.youtube.com/user/FARAAfrica>

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**AfricaRice**

