



ANNUAL REPORT

2021-2022

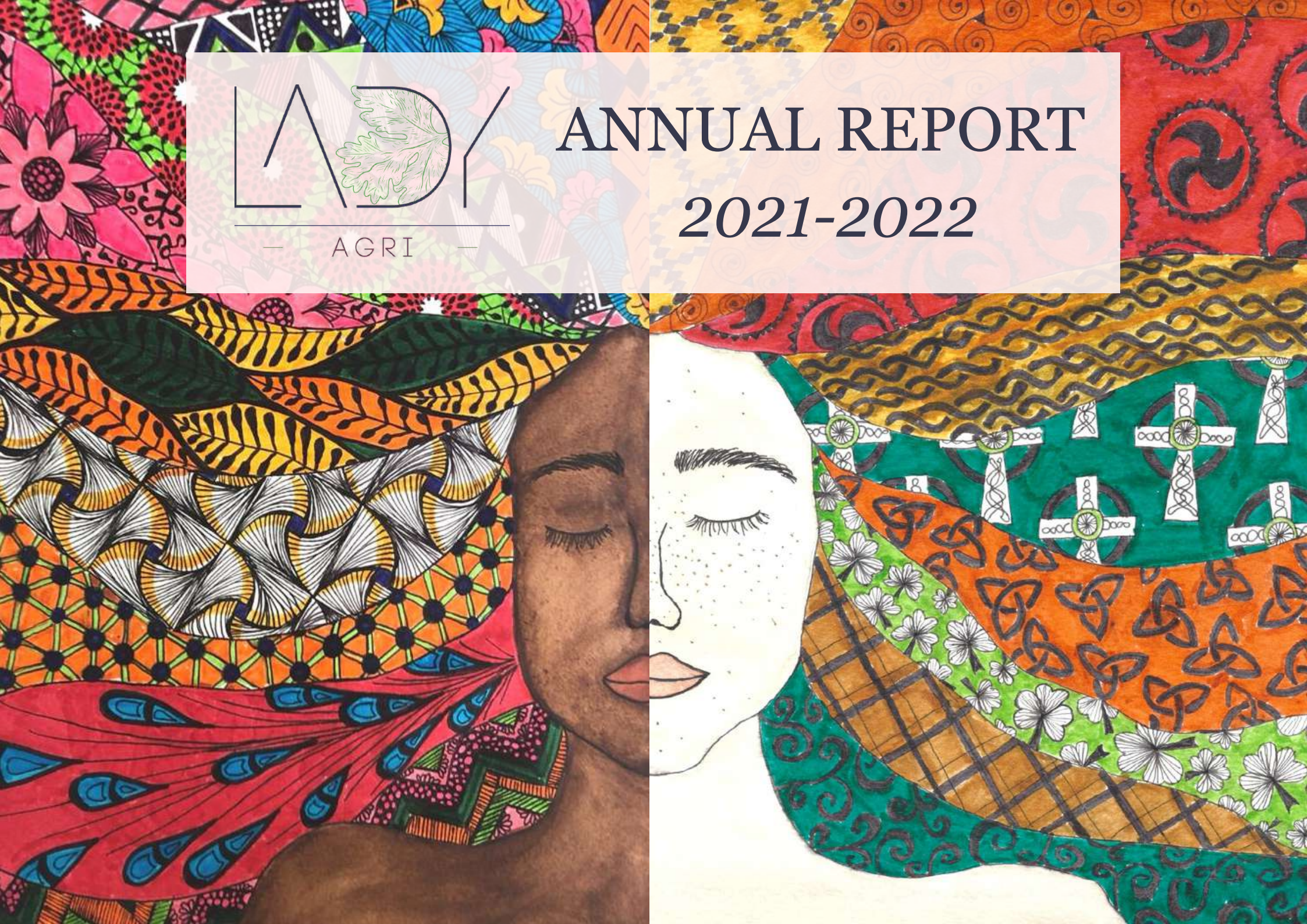


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INTRODUCTION



Dear LadyAgri Members , Partners and Entrepreneurs,

What a difference a year makes!

In these uncertain times where we face the consequences of COVID19, Climate Change and Conflict, LadyAgri has risen to the challenges with our own tailored response: Consistency, Co-construction of solutions with our partners, and Creativity with out-of-the-box thinking and support to the women across agri-value chains. History has told us time and time again, that in times of crisis, it is Women's resilience, ingenuity, and capacity to band together in solidarity that break the cycles of social and economic unrest. It is women who forge peace and stability and guarantee food security in our communities.

LadyAgri's advocacy role has never been so important. Our participation in the recent COP15 here in Abidjan, Côte d'Ivoire demonstrated the need to 'raise the voice of women' at the policy and strategy level. Gender smart financial and technical support needs to be accelerated towards women, so they are strong 'Agents of Change' in our food systems and are fully armed in the race against climate change. If properly equipped with equal access to productive resources, women will produce safer and more nutritious food and answer the local food security needs.

With the international upheaval in our food and energy supply chains and soaring prices, the need to invest and strengthen the right actors in our local agri-value chains, women, has never been more important to lower the dependency on imports of foodstuffs, seed, and fertilizer.

At LadyAgri, we put a special focus on building a circular economy model where we boost women's leadership within short food supply chains and where agri-waste is valued, upcycled thereby creating more beneficial by-products and renewable energy solutions with further job opportunities for women, girls and youth.



This year's annual report demonstrates the impact of our ongoing field programs launched in 2021, in providing the most necessary support to women. LadyAgri is an association, fit-for-purpose, through our holistic 3 pillar approach. I take this opportunity to express my gratitude to our dedicated members and technical experts.

Our common objective remains steady, to build a favorable long-term ecosystem providing tailor-made sustainable technical, financial and market access solutions to women entrepreneurs no matter their role in the agri-value chain from "farm to fork".

Hand in hand with our women entrepreneurs, cooperatives and associations, public and private sector partners, we continue to move forward together to enable women to play their 'rightful role' in our economies, societies and as drivers and guardians of our food systems.

Mrs. Diénébou Touré Condé
PRESIDENT OF LADYAGRI ASBL



*Dear Friends,
If there was one word,
I could use to sum up
LadyAgri's year it would be
"Agile". Our year was
marked with the launch of
several programs with new
and invested partners who
share our vision for positive
and sustainable change in
our agri-value chains and
food systems.*

It was a year that the full name of our association, LadyAgri Impact Investment Hub, took on its core meaning.

We financed our first projects, 12 trailblazers, Women led SMEs and Cooperatives and 20 Women's grassroots economic interest groups through the LadyAgri philanthropic fund managed by the King Baudouin Foundation. For this we are grateful to our donors and philanthropists who value our 'hands on' approach to support women to reach the next level in their growth trajectory.

LadyAgri's holistic methodology has also shown its value with measurable impact across our long-term programmes.

Joining forces with FMO, the Dutch development bank, FAO-Tropenbos, ITC, CARGILL and ENABEL to put pragmatic solutions in place for women in agri-cooperatives, women-led SMEs to access knowledge, technical capacity, finance, and markets has shown the added value of partnerships to move the dial in the right direction for women and girls.

As mentioned by the Chair of our LadyAgri Board, Mrs Diénébou Touré Condé, the current socio-economic and climate crisis oblige us to move and act quickly to equip women to tackle the big issues such as food security, access to affordable clean energy, and decent jobs. The economic empowerment and advancement of women and youth ensure social stability. If the past two years of turmoil have taught us anything, it is that our projects and programs must take a systemic approach. The building blocks we are placing now need to be robust and resist further "economic" and "climate-change" stress tests, if we are to reach the 2030 SDGs. There is no time to lose!

Our 'Gender Smart' agri-value chain approach is also key as we build the alliances needed between cooperatives, aggregators, and SMEs. Lowering the traditional risk perception around women and agri-investment is key to ensuring women reach 'bankability' and fully play their economic role.

The deep dive we are taking with our local banking partners is proving that providing adapted finance products coupled with technical assistance to Women SMEs and Women in agri-value chains are the solution to the “meso-financing” gap we set out to close.

LadyAgri is working as a bridge between women and the finance sector, and our data and results are ‘groundbreaking’ as demonstrated in our report.

This year has also been marked by innovative academic partnerships with Maastricht University and Solvay Brussels school. Our close working relationship allows us to benchmark our LadyAgri data collection and impact measurement tools with internationally renowned researchers and ensures our system design and fieldwork incorporate a tested circular economy approach.

Having our finger firmly on the local pulse is key so our solutions are always relevant and tailor-made to the context in which our women operate. Our LadyAgri field experts and secretariat team have worked tirelessly throughout the year and our expansion has been smooth and rewarding. Our ethics, processes, and procedures give us the stability to advance and scale.



Our field missions to connect with our partners and LadyAgri country teams in Cameroon, Côte d’Ivoire, and Guinea were some of the highlights of the year as well as our needs analysis missions to Angola, Democratic Republic of Congo, Liberia, Nigeria, and Senegal where we were able to directly engage with Government Authorities, Women led SMEs, Cooperatives and the financial sector.

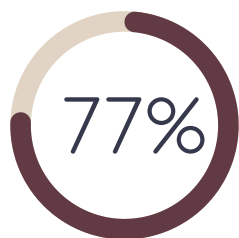
2021-2022 has shown the importance of versatility and agility to face local and international market disruptors. Both the LadyAgri team and our partnerships reflect the diversity of cultural and technical expertise needed to provide the best solutions and services to Women in agri-value chains so they may advance and thrive.

Hilary Barry
SECRETARY GENERAL



Look through our lens ...

LadyAgri is committed to **measurable change** for Women in Agri-Value Chains. We analyse the business viability, and the gender impact on women as leaders, employees, producers, distributors, and consumers. The **data** feeds our methodology, solutions and advisory services to the **businesses** we **support**, their financial partners, agri-corporates and local and international policymakers.



77%
of SMEs, cooperatives and
economic group leaders
registered in database
are Women.

Representing a **total** of

131 926

SME employees,
cooperative members,
women's economic groups

17

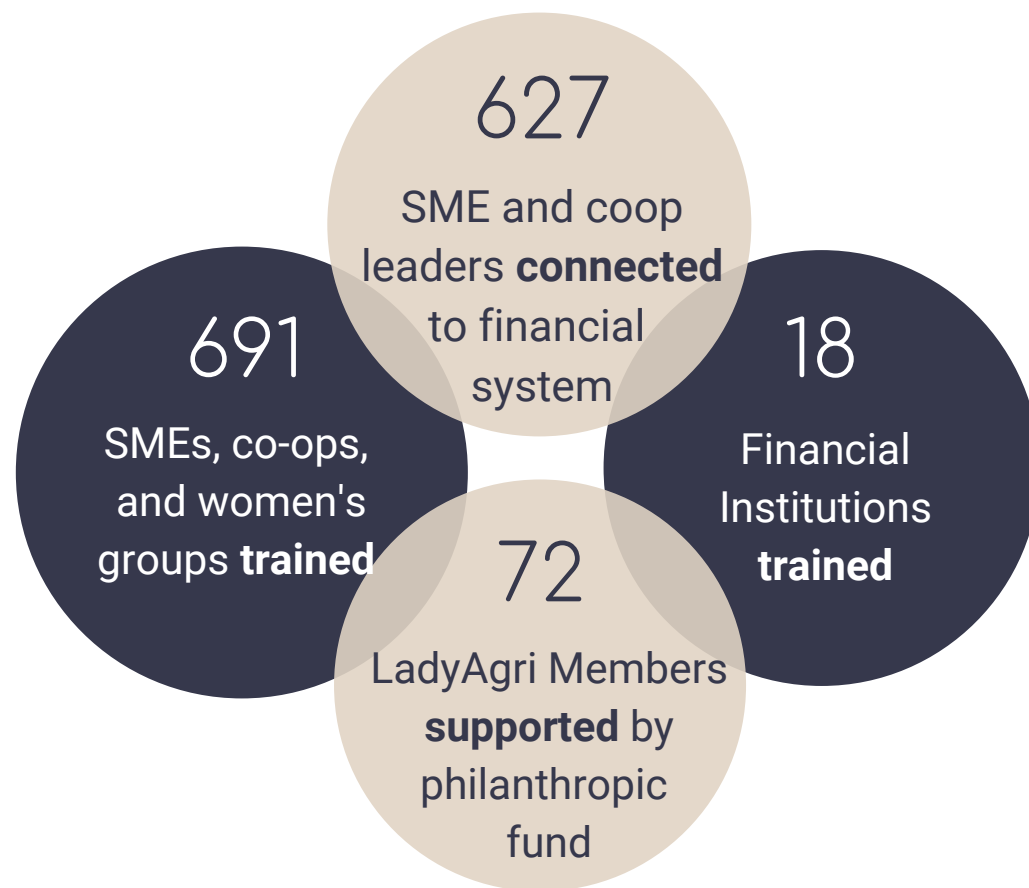
countries where LadyAgri
is active

236

financial, agri, value-chain,
training and gender **experts** across
Africa and SIDS countries

4

levels of **advocacy**
(international, European, African, national)



... and see what we see



LadyAgri in Numbers

12

LadyAgri **Entrepreneurship**
award winners 2021-2022



86%

Average **social media**
growth (Facebook,
Instagram, Twitter,
Linkedin)



82

Trainings and
Trainings of Trainers
organised across four
projects

3

Major **LadyAgri** events
organized

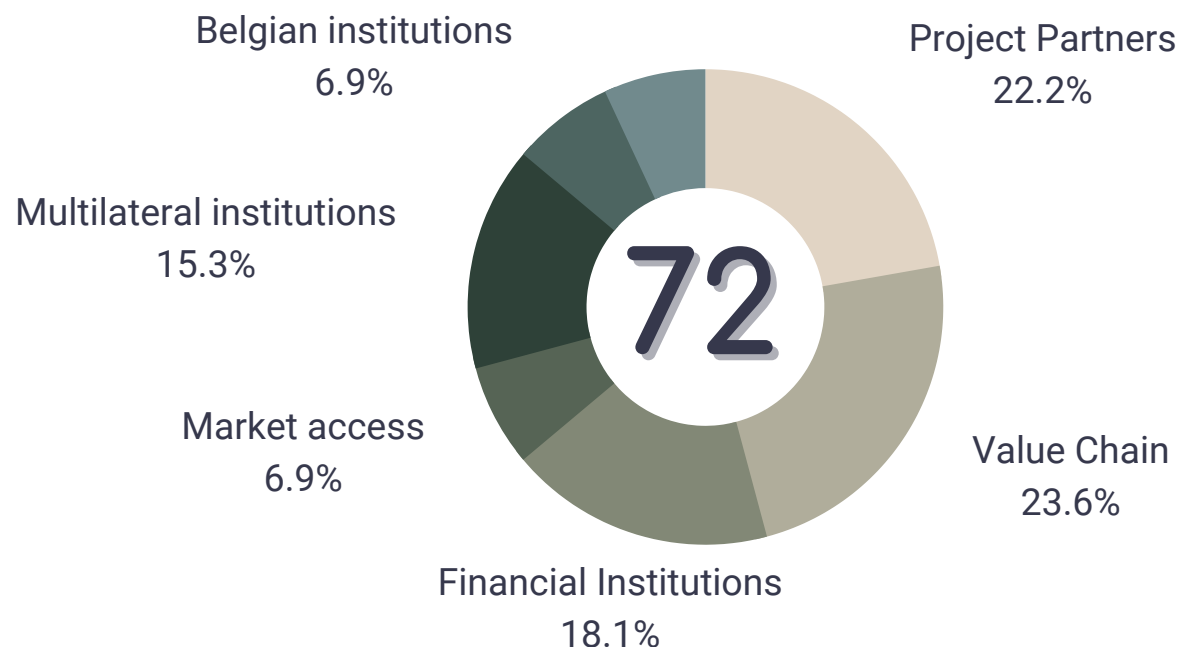
14

high-level **panels** and
discussions that LadyAgri
hosted or participated in

1515

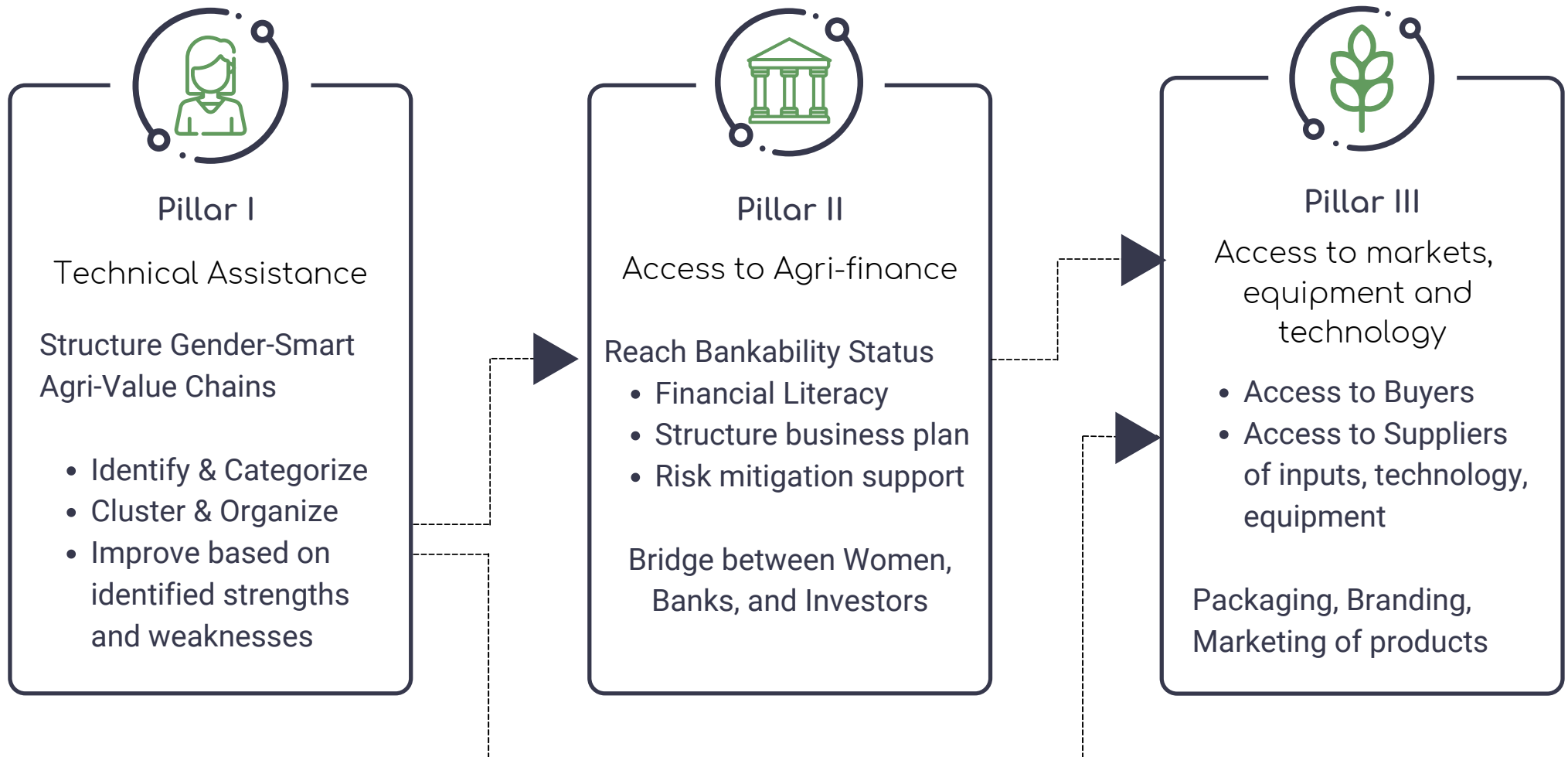
participants at LadyAgri
online and in-person
events

Partners

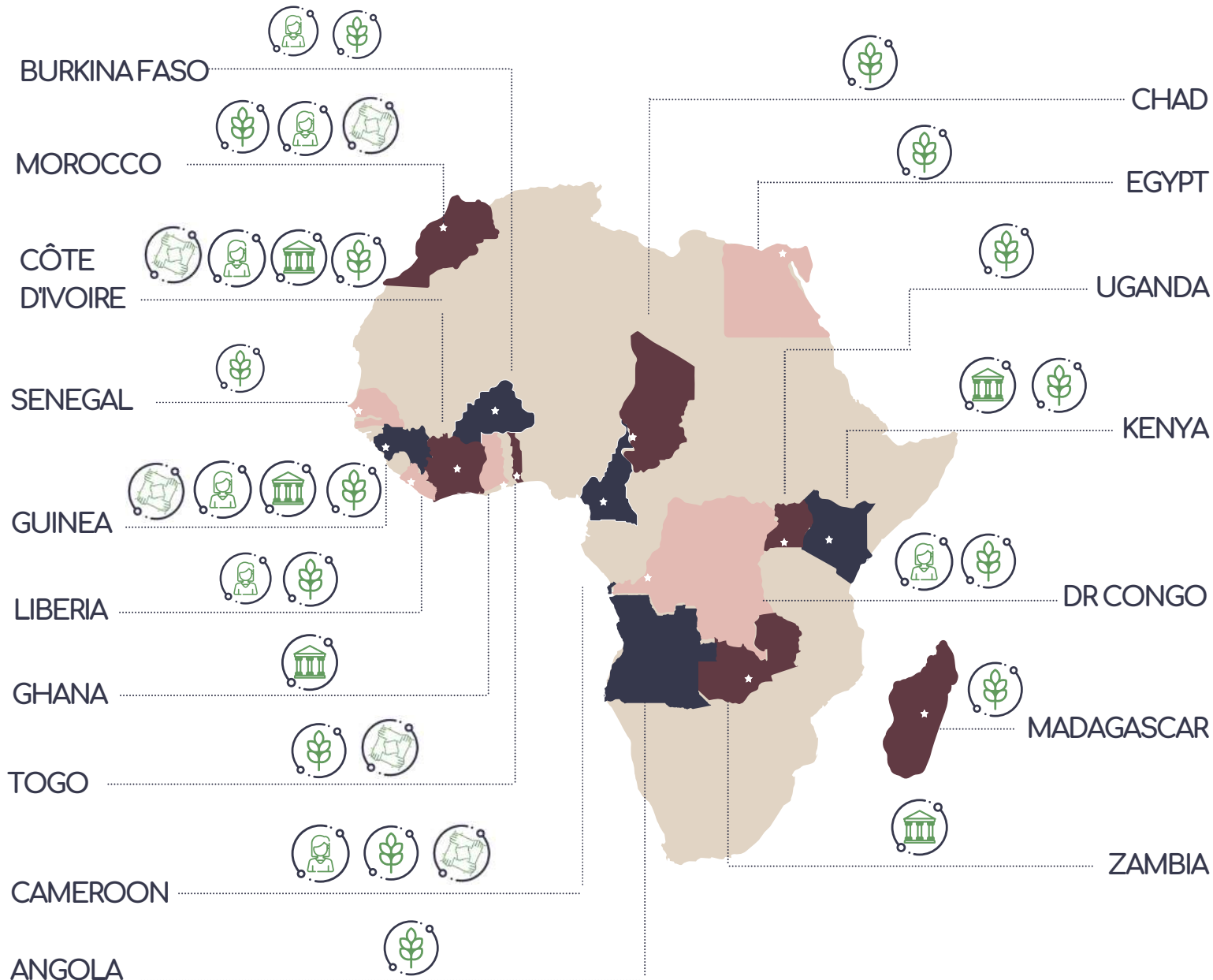


LadyAgri Pillars

Strengthening Women's Capacity, Resilience, & Leadership in Agri-Value Chains



LadyAgri Across the Continent



OUR APPROACH



Pillar 1 :
Technical Assistance



Pillar 2 :
Financial Support



Pillar 3 :
Market Access ,
Technology & B2B
Partnerships



LadyAgri
Philanthropic Fund
King Baudouin
Foundation

2021-2022 PROGRAMMES



LadyAgri Programmes

GUINEA



- Supporting 180 women entrepreneurs across 8 sectors in 3 cities



- Accompanying in the process of formal structuring and in the process of growth



- Connecting to finance and markets
- Building networks and synergies

CAMEROON



- Profiling of women's activities and needs in the cocoa communities of Obala, Bafia, Ntui



- Clustering of women into 20 Economic Interest groups (4500 beneficiaries)
- Tailor made technical assistance to boost Women's agri-entrepreneurship skills, income diversification, market access based on quality farm to fork

CÔTE D'IVOIRE



- Business profiling of 440 SMEs, cooperatives and women's associations in the cassava value chain



- Technical Assistance to Fin'Elle developing an agri-business strategy: Setting up an Agri-desk, an agricultural credit process and developing agri-financial products adapted to the cassava sector

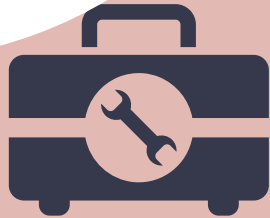


- Accompanying women entrepreneurs, cooperatives, Gender smart SMEs to access agri-finance

GHANA, KENYA, ZAMBIA



- Providing 9 cooperative unions with tailored advice and business coaching (farm and forestry)
- Structuring of agri-operations and business management
- Accompanying cooperatives to access agri-finance
- Becoming 'Investment-Ready'



- 3 cycles of six-month tailored technical assistance for 180 MSMEs across eight sectors
- Training modules
 - Structuring / Formalisation
 - Access to markets
 - Advantages of working in clusters
- Thematic workshops with tools
 - Communication and Digitalisation
 - Certification and Food Safety
 - Accounting / Financial Management



Pépites Programme

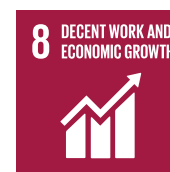
GUINEA - Conakry, Kindia, Mamou

Since September 2021, LadyAgri is in partnership with Enabel and APIP on PEPITES, a 20-month programme that supports 180 women micro-entrepreneurs in Guinea. The main objective of the programme is to structure innovative and sustainable women-led SMEs, which will lead to

the development of the private sector and will contribute to the country's economic development.

The project is divided into 3 cycles, which include awareness-raising on the importance of structuring and

formalising an enterprise, supporting women in the formal structuring process and supporting women in the growth process. Programme PEPITES also aims at developing partnerships and tools that will create a support ecosystem and business networks for women entrepreneurs in Guinea.

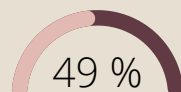


Pépites Programme

Key Numbers

367
women

responded to the call to be part of the Pépites programme



180
pépites

were selected to be supported for 18 months in the structuring and formalisation of their businesses, and equipped with tools on specific themes

100
women

leading micro-enterprises, are equipped to start a structuring process, and are grouped in economic interest groups who benefit from training related to their business development

30
champions

receive tailored business mentoring to access finance and new markets



900
employees

are indirect beneficiaries of the Pépites programme

Sayon Sylla
SYLSAY SERVICES



POULTRY SECTOR



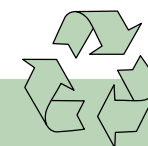
Sayon Sylla was evaluated by the jury as Best Business Pitch in the framework of the "Talent of Women Entrepreneurs" Fair-Exhibition in Conakry in March 2021. After her studies in Morocco, Sylla worked for a few years in a financial institution. Dynamic and highly motivated, she decided 7 years ago to become an entrepreneur and ended up creating the company SYLSAY SERVICES in 2018.

Sylsay is a service company that delivers and conditions poultry. It relies on modern techniques and emphasises quality management system. Syon has 9 full-time employees and a production capacity of 5,000 poultry per year. She promotes the consumption of quality local products and has plans to scale her production.



GENDER IMPACT

- 67% female employees
- Quality products for consumers (health and food safety)
- Local employment



ENVIRONMENTAL IMPACT

- Promotion of local know-how and supply chains
- Import substitution

Meet the team behind the programme



Fatim Zerbo
Project Manager



Raguini Dupont
Women Entrepreneurship Coach



Amadou Oury Barry
National Coordinator Guinea

Abdourahmane Bah
Business Coach



Kadiatou Fofana
Business Coach



Alpha Oumar Barry
Business Coach



Anne Flahaut
Portfolio manager



Mamadou Oury Aïssatou Diallo
Intervention Manager Female Entrepreneurship



Fatoumata Doumbouya
Thematic Expert Female Entrepreneurship



Yolande Challoub
General Deputy Director



Boubacar Diallo
Director of Enterprises Support



- Socio-economic **profiling** of the women in cocoa communities (needs and income generating activities)
- A **cooperative management guide**
- **Training modules** on :
 - Structuring, Governance & Formalisation
 - Access to finance
 - Production, quality & traceability
 - Market Access, Logistics & Equipment



Women agripreneurship in cocoa communities

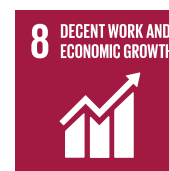
CAMEROON - Bafia, Batchenga, Deuk, Ngoumou, , Ntui, Obala, Ombessa, Zima u

LadyAgri has been working with Cargill since October 2021 to support women agri-entrepreneurs in the cocoa sector in Cameroon. The project aims to encourage their participation in income-generating agricultural activities and in the transformation of crops into value-added products.

The project targets 500 women who are organised into 20 different economic interest groups. It includes 5 action points, including the implementation of a sustainable support ecosystem for women, the development of



their organizational governance, agri-production and post-harvest skills, and the facilitation of market and financial access. A participatory rural appraisal was carried out to determine the needs of the women as well as their current activities.



Women agripreneurship in cocoa communities

Key Numbers

329
women

Have already responded to the questionnaire launched on 1 March 2022

500
women

will be direct beneficiaries of the project and will be supported in their IGA

4000
people

will be indirect beneficiaries of the project with improved food security and income

20
clusters

are formalized, receive technical support to scale their activities, thereby accessing markets and finance



4
main
crops

have been identified for women's diversification of income

Socio-Economic profiling of the women

329 women have been identified and surveyed during LadyAgri Telcar field missions. The average respondent is a 47.5-year-old female, married, and with a primary education degree. A vast majority of them (87%) are members of cooperatives and women's savings groups.

On average, these women have 5 children and 9 cohabitants. Most don't have electricity and water is within 19 minutes of walking distance. The health centre, secondary school and plantation are the furthest away with approximately 50 minutes of walking.

Their plantation is 5.6 hectares on average, of which 55% are dedicated to cocoa. Their average production of cocoa in 2021 was 1.24 tons. The project aims to build economic resilience and agri entrepreneurship capacity of women, thereby strengthening their influence and autonomy in their communities.



WOMEN NEEDS

- Financial Support
- Training
- Inputs (fertilizers, seeds)
- Equipment (grinding mills)
- Transportation
- Labour
- Market Access



DIVERSIFICATION

- 100% diversify
- Cassava, Yam, Plantain, and Corn are the 4 main crops produced
- Rankings have been established for each of the 8 communities

Meet the team behind the project



Hilary Barry
Secretary General



Florent Nkouasseu
National Coordinator Cameroon



Crescencine Ayissi
Finance and Access to markets Expert

Ludovic Tchana
Structuration and Formalisation Expert



Elodie Demanet
Data and Impact Analyst



Raguini Dupont
Programme Manager



Arrey Bisong Roland
Country Coordinator Cargill



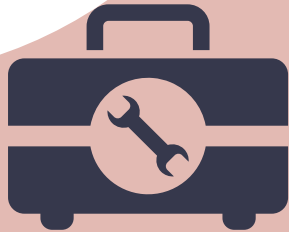
Agbor Marie Etchi
Gender Coordinator Telcar



Paola Ngo Minyem
Gender Unit - Cocoa Coffee



Sylvie Tonye
Gender Unit - Logistics



- Simplified **business plan** to access credit
- **Agri Desk** strategy
- Adaptation and deployment of four agri financial products
- **Value Chain Risk Analysis** tool for financial institutions
- Business **profiling** and **needs analysis** of the cassava actors



Inclusive Finance in the Cassava Value Chain

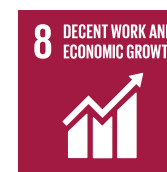
CÔTE D'IVOIRE - Abidjan, Arrah, Bouaké, Man

Since September 2021, LadyAgri is working with FIN'Elle, a branch of the COFINA group, as an advisor to develop financing solutions for women in the Ivorian cassava sector. Throughout this pilot project, financed by FMO, the selected cooperatives, women agri-entrepreneurs and SMEs are

trained and receive business coaching. LadyAgri acts as a bridge between the clients and the financial institution, providing parallel support to FIN'Elle in agri-strategy and deployment of agri-finance products.



A business profiling was conducted to evaluate the needs and capacity of the actors at different stages of the value chain. 15 strategic actors representing the ecosystem were selected to strengthen the link between the cassava producers, processors, distributors and FIN'Elle.



Inclusive Finance in the Cassava Value Chain

Key Numbers

440
people

participated in the LadyAgri business profiling survey disseminated in January

136
actors

already participated in the client meetings organised by FIN'Elle and LadyAgri. Potential clients then accompanied in the initial steps to present their business case to FIN'Elle

64122
members

of cooperatives or women's associations are represented in the sample of 440 responses

15
strategic actors

were chosen to participate in a series of 4 think tanks to reflect on the value chain's financing needs and risks



5.6
billions of CFA
TOTAL REVENUE

of the 440 organisations in the sample

13.2
billions of CFA
TOTAL DEMAND

Aimée N'dri N'Guessan

HOUKAAGRI



Edi Abe Valère

EDINDIA INDUSTRY



Aimée is the head of Houkaagri, a federation of 1600 women producers, processors and distributors. Aimée raises awareness among these women to diversification and works with biogas tanks for the transformation of cassava into attiéké.

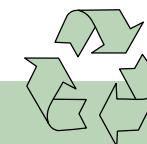
Edi Valère is the co-founder and CEO of EDINDIA INDUSTRY, a company that values and commercializes products resulting from the upcycling of agricultural waste (sugar cane molasses, cassava starch) into bioethanol (ethyl alcohol of agricultural origin), mostly serving as clean cooking fuel.

Aimée and Edi are both working on the circularity of cassava. Together, they are key actors in sustainable development in Côte d'Ivoire and in the upskilling of women in the sector.



GENDER IMPACT

- Training and awareness raising
- Creating additional income generating streams for women with value added products (#ZeroWaste)



ENVIRONMENTAL IMPACT

- Circularity
- Upcycling of cassava waste
- Promotion of local supply chains
- Production and use of biogas

Meet the team behind the project



Hilary Barry
Secretary General



Noël Zidago
National Coordinator Côte d'Ivoire



Elodie Demanet
*Project Manager
Data & Impact Analyst*

Ayele S. Gabiam
*Partnerships
Director*



Hugo Cereja
*Financial Expert /
Business Coach*



Clémentine
Hedan
Agri Desk Expert



Pierrette Kouakou
Managing Director



Carine Gondo
Head of Operations



Rosine Gnahoua
Agri Projects Manager

Ida Raimi
*Head of Marketing /
Communication*



Bérenger Yao Olive Bahou
*Business Managers
Bouaké / Yopougon*

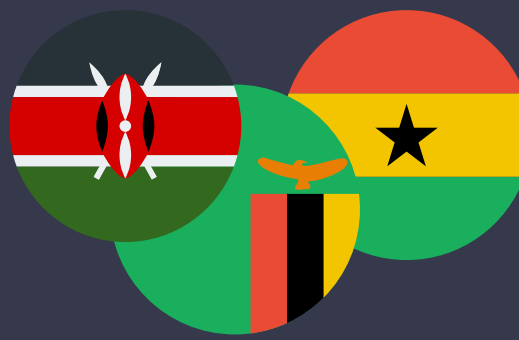


Lucien N'dri
*Branch Manager
Arrah*





- An **advanced business toolkit** for farmers cooperatives to access finance
- A **business audit** to become "investment-ready"
- A **finance report** on smallholder finance in Ghana, Kenya, Zambia
- An **Elevator pitch** template



Cooperatives Road to Bankability

KENYA, GHANA, ZAMBIA

In June 2021, LadyAgri was commissioned by the FFAST-AAA partnership (FAO Forest and Farm Facility, TROPENBOS, Ministry of Agriculture Netherlands) to provide the farmers organisations and cooperative unions with tailored advice and business coaching support, to diversify their revenue streams and complement their core business. The objective is to increase social, economic and environmental impact by bringing new farm and forestry products to market. The Forest and Farm Facility is an opportunity to establish an innovative holistic market approach to strengthen the capacity of farmers' business models. LadyAgri provided technical support and business coaching to cooperatives in Ghana, Kenya, and Zambia so they may access gender-smart investment and "Green Finance" in agroforestry value chains. The business coaching aims to enable the cooperatives to become investment ready before approaching the finance and investment sector and developing market opportunities.



Meet the team behind the project



Hugo Cereja
Senior Investment Advisor



Dr. Shachi Gurumayum
*Technical Committee
Agri-Advisory Member*



Elodie Demanet
Data and Impact Analyst



Raguini Dupont
Programme Manager



Sophie Grouwels
*Forestry Officer, Forest and Farm
Facility*



Eveline Trines
Senior Expert Business & Finance



Francis Osei
National Coordinator Ghana

The Friends of LadyAgri Fund

KING BAUDOUIN FOUNDATION



The Friends of LadyAgri Fund

4 thematics to support women entrepreneurs

As part of Pillar 2, LadyAgri provides catalytic funding to Women Entrepreneurs who are innovating, upscaling, modernising their business and creating opportunities for other Women. The LadyAgri Entrepreneurship Annual Awards provide visibility to the Trailblazers, celebrating their tenacity and appetite for change. LadyAgri provides grants, specialist mentorship and seed capital to support Women and Men #He4Shes to create a "Rising Tide of Opportunity" for their businesses, communities, and environment.



This year, 12 women-led SMEs and Cooperatives in 5 countries have been awarded the LadyAgri Entrepreneurship Award 2021-2022 (*)

The awards follow the due diligence and field missions carried out by LadyAgri since 2019. Getting to know our champions is key to identifying their potential and needs. LadyAgri philanthropic fund comprises financial and non financial support through tailored technical assistance and agri-business support through our hub of expertise. Each LadyAgri champion commits to serve as a mentor and guide to other women in her direct community. LadyAgri's ambition is to create a virtuous circle of knowledge sharing and a supportive ecosystem where women can learn from one another and thrive.

(*) LadyAgri Philanthropic Fund Annual Report available upon request

MAROC

*Fatima Amehri - Coopérative
Féminine Agricole Idaoumetate*

GUINÉE

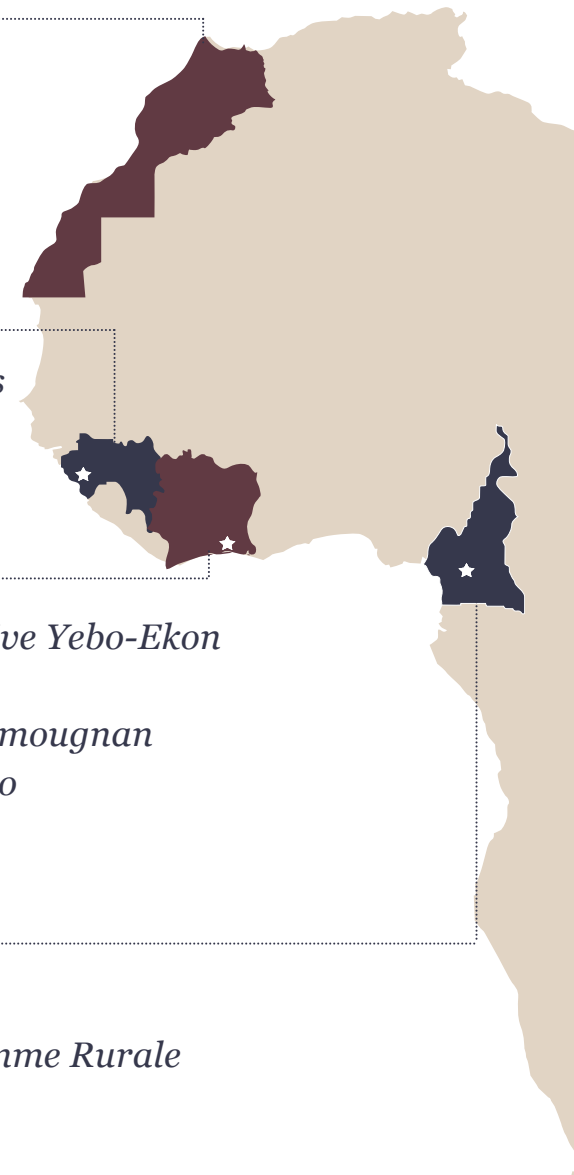
*Aïssatou Barry - Ashley Services
Sylla Sayon - Sylsay Services*

CÔTE D'IVOIRE

*Adrienne N'Guessan - Coopérative Yebo-Ekon
Frédérique Guei - Seven Foods
Lucie Gbakayro - Coopérative Amougnan
Seydou Ouattara - Tropic Mango*

CAMEROUN

*Annie Djangana - Terrific Coffee
Agnès Maledy - Coopérative Femme Rurale
Suzanne Bobda - Sotraca
Suzanne Enyegue - Sveltcao
Sylviana Atongfack - SPS*





Thematic 1 : BankAbility

Create a bridge between investors, banks and women to promote an ecosystem conducive to the active participation of women in the private sector.



Lucie Gbakayro

Coopérative Amoungan
Production and Processing of
Food Products

"Nous remercions LadyAgri pour le soutien au quotidien et le prix reçu. Grâce à cela, nous allons pouvoir mettre en place de nouvelles solutions pour les femmes de notre coopérative."

"We thank LadyAgri for the daily support and the award received. Thanks to this, we will be able to implement new solutions for the women in our cooperative."



**Agnès Maledy
Chantal Ngokaldjo**

Coopérative Femme rurale
Food Products

"À travers la coopérative, j'espère pousser et inspirer les femmes à réaliser leur plein potentiel."

"Through the cooperative, I hope to push and inspire women to reach their full potential."





Thematic 2 : Catalytic Commodities

Facilitate women's access to technical assistance, financing, technologies to ensure stable and diversified incomes.



Sylvian Atongfack

Solutions Platform Complex
Youth cooperative - Poultry

"Il faut croire en soi, en sa créativité et suivre sa passion. Je compte bien devenir un exemple pour les autres entrepreneures à travers mes activités."

"You have to believe in yourself, in your creativity and follow your passion. I intend to become an example for other female entrepreneurs through my activities."



Suzanne Enyegue

Sveltcao
SME - Chocolatier

"Même si ma boutique ne reflète pas les chocolateries à la mode, je suis certaine que son contenu en fera une référence dans le domaine !"

"Even if my shop doesn't reflect the trendy chocolate shops, I'm sure that its contents will make it a reference in the field!"



Frédérique Gueï

Seven Foods
SME - Cashew confectionery

"M'intégrer, me laisser faire partie du réseau LadyAgri mais, surtout, me faire sentir que j'en fais partie, c'est une façon de me dire "Frédérique, ton projet, il est bon."

"Integrating me, letting me be part of the LadyAgri network but, above all, making me feel part of it, is a way of telling me "Frédérique, your project is good".





Thematic 3 : Women Agri-Green Revolution

Establish partnerships/twinning arrangements to provide access, guidance and training so that women can fully participate in the modernisation of agricultural value chains.



Suzanne Bobda

Sotraca
SME - Cocoa
Well-being Products &
Chocolatier

*"Sans les femmes, rien
n'est possible !"*

*"Without women,
nothing is possible!"*



Annie Djanga

Terrific Coffee
SME - Coffee Shop Chain
& Barista Training Center

*"Nous invitons les jeunes à croire
en leurs rêves mais surtout à se
donner les moyens de les
réaliser."*

*"We invite young people to believe
in their dreams but above all to
give themselves the means to
realise them."*



Amenan N'guessan

Coopérative Yebo Ekon
Cassava & Food Crops &
Women Skills Development

*"Parfois invisibles
mais... toujours
indispensables !"*

*"Sometimes invisible
but... always
indispensable!"*





Thematic 4 : #VisibleWomen

Promotion, marketing and research to link women agri-entrepreneurs with buyers and certification agencies.



Sayon Sylla

Syslay Services
SME - Poultry
Local Supply Chain
Development

*"Suivez vos rêves,
ils connaissent le
chemin."*

*"Follow your
dreams, they know
the way."*



Aissaïtou Barry

Ashley Guinée SME
Women & Youth
Training Center

*"Pour qu'un pays se
développe il faudrait
que chaque jeune ait
un emploi, aussi petit
soit-il."*

*"For a country to
develop, every young
person should have a
job, no matter how
small."*



Fatima Amehri

Coopérative Féminine
Agricole Idaoumetate
Argan Oil

*"Je rêve d'être un exemple pour
tout le Maroc, et d'assurer un
vrai marketing pour les produits
de nos femmes."*

*"I dream of being an example
for the whole of Morocco, and
of ensuring real marketing for
our women's products."*



Seydou Ouattara

Tropic Mango
SME - Decent jobs for Women

*"Je suis fier d'être un 'HeForShe'.
Le succès de mon entreprise est
interdépendant du bien-être de mes
employées et de mes agricultrices."*

*I'm proud to be a 'HeForShe'.
The success of my company is
interdependent on the wellbeing of
my women employees and farmers."*



PARTNERSHIPS

PROJECTS, VALUE CHAIN, ACADEMIC, INSTITUTIONAL



PARTNERSHIPS

Projects

Pépites Guinea



Cocoa Cameroon



Cassava Côte d'Ivoire



RÉPUBLIQUE DE CÔTE D'IVOIRE



MINISTÈRE DE L'AGRICULTURE
ET DU DÉVELOPPEMENT RURAL



Agroforestry Multi



PARTNERSHIPS

Value Chains

COCOA



COFFEE



CASSAVA & FOOD CROPS



RÉPUBLIQUE DE CÔTE D'IVOIRE



MINISTRE DE L'AGRICULTURE
ET DU DEVELOPPEMENT RURAL



PARTNERSHIPS

Financial & Market Access

FINANCIAL INSTITUTIONS



MARKET ACCESS



PARTNERSHIPS

International & Academic Institutions

MULTILATERAL INSTITUTIONS



BELGIAN INSTITUTIONS



ACADEMIC PARTNERS



Spotlight on LadyAgri Partnerships

New academic partners



Maastricht University

Since January 2021, LadyAgri works closely as a civil society partner and advisor to Maastricht University whereby the academic research being carried out across the economy and business faculties can be tested in different geographical and social contexts where LadyAgri is operational. Maastricht Lecturers and professors from the faculties participate as academic advisors on LadyAgri's strategy advisory committee.

LadyAgri has committed to integrating Masters and PhD students from Maastricht University Thesis Internship Programme into our research and development activities. Students who are actively researching solutions on economics and strategy in emerging markets, business information systems, impact financing, circular economy, sustainable inclusive finance and social protection systems may apply to carry out their research with LadyAgri.



Solvay Brussels School Economics & Management

Since September 2021, Dean of Solvay Brussels School of Economics and Management, Dr. Bruno Van Pottelsberghe de la Potterie, and his research team contribute to LadyAgri's field work analysis, data collection and impact assessment methodology. LadyAgri also serves as a civil society advisor in the design of field research projects for PhD students from Solvay.

The partners are focusing on innovation and intellectual property related to women cooperatives and women-led SME's in agri-value chains. With a particular focus on circular economy models in Morocco, West Africa and DR Congo and scaling of research findings from agricultural innovation pilots to be shared with women and youth-led agribusinesses in the LadyAgri network.

EVENTS AND COMMUNICATION

TIMELINE, MISSIONS AND LOOKBOOKS



Missions Calendar

13 missions in 8 countries

July 2021 was the first field mission for LadyAgri following the COVID19 travel restrictions. It was good to be back. LadyAgri missions are part of our overall **due diligence** and **analysis** of women's **needs** in agri-value chains. We work closely with the local competent authorities, Ministry of Agriculture, Ministry of Trade, Ministry for Women and Social Affairs and Ministry for SMEs, as well as with the private and financial sector and research agencies.

Our field missions are timely and planned in line with our project cycle to ensure **partnerships** are built on trust. Our vision and methodology is to fully **understand** and **align** with key stakeholders to ensure projects have maximum impact. Direct **engagement** with our women entrepreneurs and cooperatives from identification and project design to monitoring and **impact assessment** ensures full ownership and the confidence of the women involved. Our field missions validate our data collection and assessments and keep our finger on the pulse. We keep our approach human-centered at all times and our **gender-smart solutions** relevant to the context and market climate.

SENEGAL

May 2022

GUINEA

November 2021

March 2022

LIBERIA

October 2021

CÔTE D'IVOIRE

January 2022

May 2022

NIGERIA

September 2021

CAMEROUN

July 2021

August 2021

January 2022

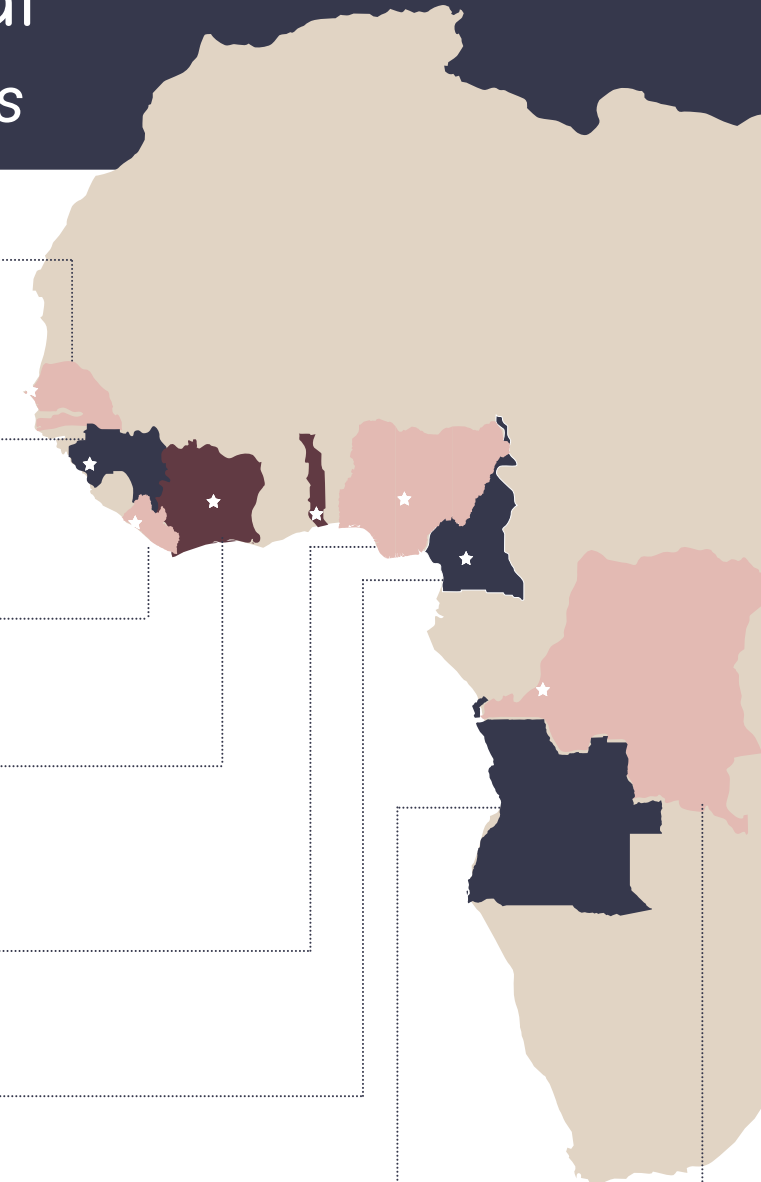
March 2022

ANGOLA

May 2022

DR CONGO

March 2022



17/06/2021

LadyAgri & OWIT Lake Geneva :
Connecting Women-Led African
Agri-Businesses to the EU Market

22/06/2021

4th AU-EU Agriculture
Ministerial Conference

2/07/2021

2XChallenge
Discussions on the benefits of
investing gender and climate
smart: A Gender & Climate
Finance Taskforce

4 to 9/07/2021

MISSION CAMEROON
Mission CICC LadyAgri

31/08/2021

UN Food System Summit
The Y Factor: bringing rural youth
in the conversation on inclusive
and sustainable agrifood systems

21 to 27/08/2021

MISSION CAMEROON
ITC LadyAgri
Coffee Communities

JUNE

JULY

AUGUST

Panel / Webinar

Mission

LadyAgri Event





OCTOBER

NOVEMBER

JANUARY

5/10/2021

LadyAgri Ville de Bruxelles :
Solidarity Fortnight -
Conference on Decent Work

7/10/2021

ACRAM :
Regional approach to
gender issues in the
ACRAM area

7/10/2021

XOCO Unlimited :
Inclusive Innovation in
Agriculture: Impact at the
Gender & Climate Nexus

14/10/2021

Microloans Foundation:
Investing in female
farmers for a food
secure future

21/10/2021

LadyAgri World Food Prize :
Accelerating women's access
to productive resources to
produce more and better

22 to 26/11/2021

MISSION GUINEA
Launching of Pépites
Programme

2 to 7/01/2022

MISSION CAMEROON
Workshop:
"Women's Circle Meeting"
LadyAgri Cargill
Programme Launch

10/02/2022

ITC-ACRAM :
Regional Workshop
Coffee

17/02/2022

LadyAgri FFFAST-AAA :
Tropenbos FAO closing
workshop. Agroforestry
Business Cases

8/03/2021

FAO:
International
Women's Day
Webinar

28/01 to 04/02/2022

MISSION CÔTE D'IVOIRE
LadyAgri Fin'Elle
Consultation Workshop
Programme Launch

15/02/2022

EABF :
Sommet Europe
Afrique

28/02 to 4/03/2022

MISSION CAMEROON:
Workshop Telcar focus
group (Training of Trainers)
LadyAgri Cargill

10/03/2022

Enabel :
CoP - Community
of Practices

FEBRUARY

MARCH





MARCH

15/03/2022

ITC :
Towards Gender-Inclusive Coffee Finance

18/03/2022

LadyAgri Enabel :
Fair Exposition of Women's Talents + Panel

14 to 19/03/2022

MISSION GUINEA:
LadyAgri Enabel Panel & Women Talents Fair

21 to 25/03/2022

MISSION DR CONGO:
Hub Brussels Trade Mission (Women Circle meeting)

24/03/2022

World Food Prize :
Debate : She Who Provides

**5 to 8
05/2022**

MISSION
SENEGAL

9 to 13/05/2022

MISSION CÔTE D'IVOIRE:
Think Tank Strategic Actors
Cassava Value Chain
LadyAgri Fin'Elle

MAY

16/05/2022

OWIT Lake Geneva :
Conference "Women Inspiring a Peaceful and Sustainable Future"

**23 to 27
05/2022**

MISSION
ANGOLA



Social Media Growth



+192%

588 subscribers



+104%

1,066 subscribers



+37%

186 followers



+8%


1,200 followers

Online Visibility - Top Posts

Linkedin




Launch Telcar Cargill
Partnership Cameroon
Visit to Mrs Kate Kanyi Fonso

 5,793 views




Finelle Groupe Cofina
Mission Côte d'Ivoire

 4,158 views




Women Entrepreneurship
Fair- Expo Guinea
Enabel LadyAgri

 2,696 views



Women Circle Workshop
DRC Trade Mission

 1,526 views

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LadyAgri accounts

Click to follow!



[LadyAgri Impact Investment Hub](#)



[LadyAgri Impact Investment Hub](#)



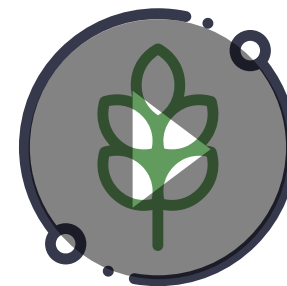
[@LadyAgri](#)



[@LadyAgri](#)

The Pillar Videos

Visit <https://www.lady-agri.org> for more!



THE PROGRAMME VIDEOS



Pépites Programme :
Supporting Women SMEs
Enabel LadyAgri - Guinea



Inclusive Finance in the
cassava value chain
FMO FIN'Elle LadyAgri - Côte d'Ivoire



Women Agripreneurship in
Cocoa Communities
Cargill Telcar LadyAgri - Cameroon

CONCLUSION



The way forward



Looking ahead to 2022-2023, our aim is to consolidate and scale our support to more Women with **climate-smart solutions**, and access to **appropriate finance** to strengthen their capacity to **diversify, stabilise** revenue streams, and **grow** as active stakeholders in local and regional supply chains and markets.

Our work in 2021-2022 has shown that the LadyAgri approach and model are **fit-for-purpose, cost-effective**, and bring **measurable results**. We are grateful to our partners for their trust and positive working relationship.

From the beginning of LadyAgri, we set out to build bridges between the different multilateral agencies, donors supporting agri-value chains and food systems, gender smart agri corporates, the investment and financial sector, their partner local financial institutions and gender smart banks, technical partners, the academic and research community, and women agri-entrepreneurs.

All are needed to build a support system whereby women entrepreneurs and cooperatives can improve their business performance and create long-lasting inclusive opportunities for other women and youth in our food systems from « Farm to Fork ».

I am happy to share our annual report giving a snapshot of our activities and I would like to take this opportunity to thank all our supporters, partners, members of our association, and the LadyAgri Secretariat and field team for what we have achieved together in a challenging environment.

Our key message can always be found in our « [Look through our Lens](#) » video.

LadyAgri is in for the long haul and we need all your continuing support to run the marathon.

Secretary General



Director of Partnerships



Programme Manager



Project Manager



Financial Director



Communications Manager



Data and Impact Analyst



Environmental Researcher



Intern Researcher



"Our mission in life is not merely to survive but to thrive; and to do so with some passion, some compassion, some humor and some style"

Maya Angelou

Team
LadyAgri
Secretariat



*Support us through our
"Friends of LadyAgri Fund"*

<https://donate.kbs-frb.be/FAD>
LadyAgrilImpactInvestmentHub/~my-donation



www.lady-agri.org