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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
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
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).
- **627** SME and coop leaders connected.
- **691** SMEs, co-ops, and women’s groups trained.
- **72** LadyAgri Members supported by philanthropic fund.
- **18 Financial Institutions trained**.
LadyAgri in Numbers

12 LadyAgri Entrepreneurship award winners 2021-2022

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

86% Average social media growth (Facebook, Instagram, Twitter, Linkedin)

82 Trainings and Trainings of Trainers organised across four projects

72 Partners

- Belgian institutions 6.9%
- Multilateral institutions 15.3%
- Market access 6.9%
- Financial Institutions 18.1%
- Project Partners 22.2%
- Value Chain 23.6%
LadyAgri Pillars

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

**Pillar I**
Technical Assistance
Structure Gender-Smart Agri-Value Chains
- Identify & Categorize
- Cluster & Organize
- Improve based on identified strengths and weaknesses

**Pillar II**
Access to Agri-finance
Reach Bankability Status
- Financial Literacy
- Structure business plan
- Risk mitigation support
Bridge between Women, Banks, and Investors

**Pillar III**
Access to markets, equipment and technology
- Access to Buyers
- Access to Suppliers of inputs, technology, equipment
Packaging, Branding, Marketing of products
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

**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 agribusiness 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

**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

**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'
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 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*
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.

- 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

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.

4,000 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*
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.
Aimée N’dri N’Guessan

HOUKAAGRI

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.

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 of the 440 organisations in the sample

13.2 billions of CFA

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
Business Managers Bouaké / Yopougon

Olive Bahou

Lucien N'dri
Branch Manager Arrah
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.

- 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
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 Djanga - 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 Amougnan
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 entrepreneuses 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!"
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

Agroforestry
Multi

Enabel

Cargill

Fin’ELLE

FMO

Agence de Promotion des Investissements Privés

TELCArcocco®

cofina

Entrepreneurial Development Bank

MINADER

République de Côte d’Ivoire

CICc

giz

VISTA BANK

Ecobank

FAO

FIAT PANIS

TROPENBOS INTERNATIONAL

Ghaffap
PARTNERSHIPS

Value Chains

COCOA

COFFEE

CASSAVA & FOOD CROPS
PARTNERSHIPS
Financial & Market Access

FINANCIAL INSTITUTIONS

MARKET ACCESS

les oiseaux migrateurs
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 of Economics & Management

Since September 2021, Dean of Solvay Brussels School of Economics and Management, Dr. Bruno Van Pottelsberghe de la Poterie, 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
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.
JUNE

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

JULY

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

AUGUST

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

Panel / Webinar
Mission
LadyAgri Event
OCTOBER

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

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

NOVEMBER

22 to 26/11/2021
MISSION GUINEA
Launching of Pépites Programme

JANUARY

2 to 7/01/2022
MISSION CAMEROON
Workshop: “Women’s Circle Meeting”
LadyAgri Cargill Programme Launch
**MISSION CÔTE D’IVOIRE**
LadyAgri Fin’Elle Consultation Workshop Programme Launch

28/01 to 04/02/2022

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**ITC-ACRAM**
Regional Workshop Coffee

10/02/2022

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

17/02/2022

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**EABF**
Sommet Europe Afrique

15/02/2022

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

28/02 to 4/03/2022

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**FAO**
International Women’s Day Webinar

8/03/2021

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**Enabel**
CoP - Community of Practices

10/03/2022

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**FEBRUARY**

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**MARCH**
MISSION GUINEA:
LadyAgri Enabel Panel &
Women Talents Fair
14 to 19/03/2022

ITC:
Towards Gender-Inclusive Coffee Finance
15/03/2022

MISSION DR CONGO:
Hub Brussels Trade Mission (Women Circle meeting)
21 to 25/03/2022

MISSION GUINEA:
LadyAgri Enabel Panel & Women Talents Fair
14 to 19/03/2022

MISSION CÔTE D’IVOIRE:
Think Tank Strategic Actors Cassava Value Chain
LadyAgri Fin’Elle
9 to 13/05/2022

MISSION ANGOLA
23 to 27 05/2022

OWIT Lake Geneva:
Conference “Women Inspiring a Peaceful and Sustainable Future”
16/05/2022

MISSION ANGOLA
23 to 27 05/2022

MISSION SENEGAL
5 to 8 05/2022

World Food Prize:
Debate : She Who Provides
24/03/2022

MISSION DR CONGO:
Hub Brussels Trade Mission (Women Circle meeting)
21 to 25/03/2022

MISSION GUINEA:
LadyAgri Enabel Panel & Women Talents Fair
14 to 19/03/2022

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Social Media Growth

- Facebook: 588 subscribers, +192%
- LinkedIn: 1,066 subscribers, +104%
- Instagram: 186 followers, +37%
- Twitter: 1,200 followers, +8%

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
Follow us on social media

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The Pillar Videos
Visit https://www.lady-agri.org for more!

LadyAgri Impact Investment Hub
LadyAgri Impact Investment Hub
@LadyAgri @LadyAgri

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.*
"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

Secretary General
Director of Partnerships
Programme Manager
Project Manager
Financial Director
Communications Manager
Data and Impact Analyst
Environmental Researcher
Intern Researcher
Support us through our "Friends of LadyAgri Fund"

https://donate.kbs-frb.be/FAD
LadyAgriImpactInvestmentHub/~my-donation

www.lady-agri.org