

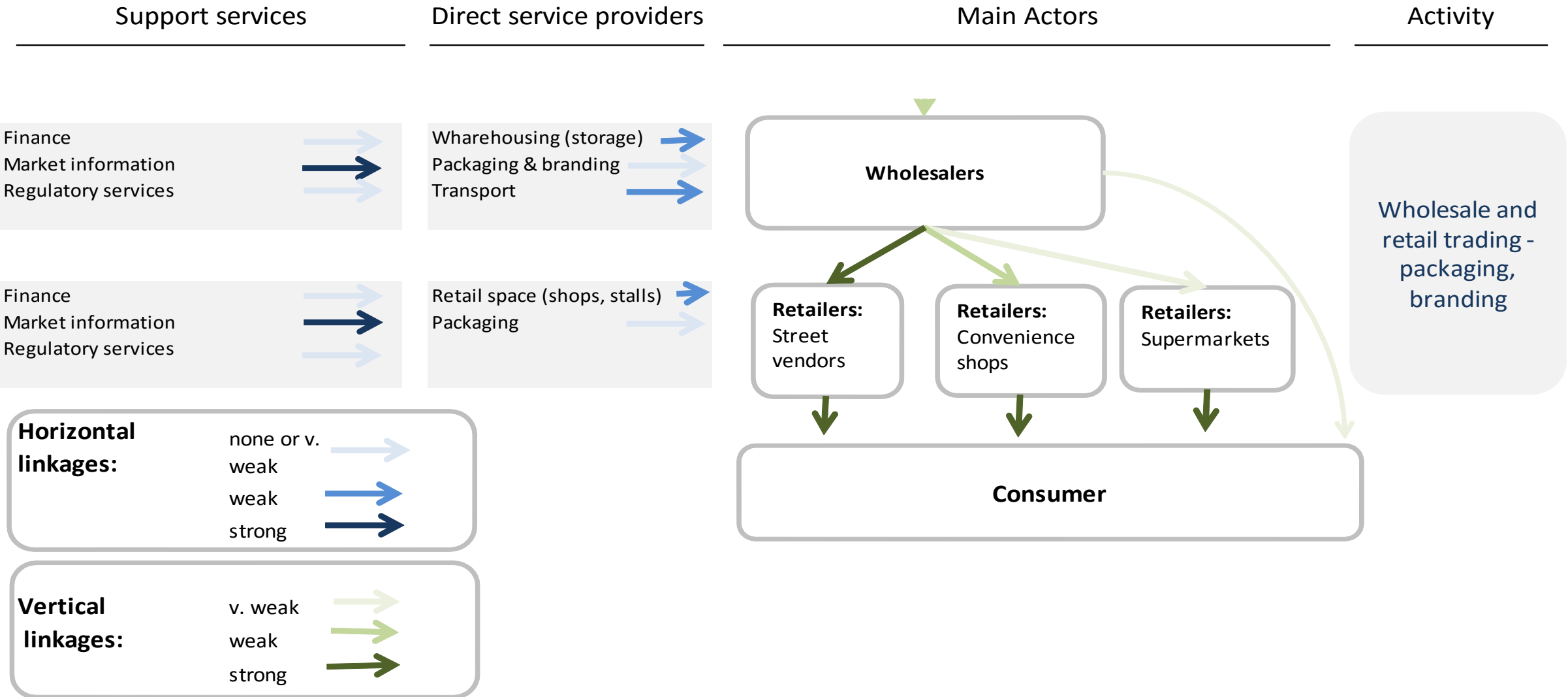
# The Imperative of Effective Marketing System to the Desired Growth in the Rice Sector

## 2nd Rice Investment Forum

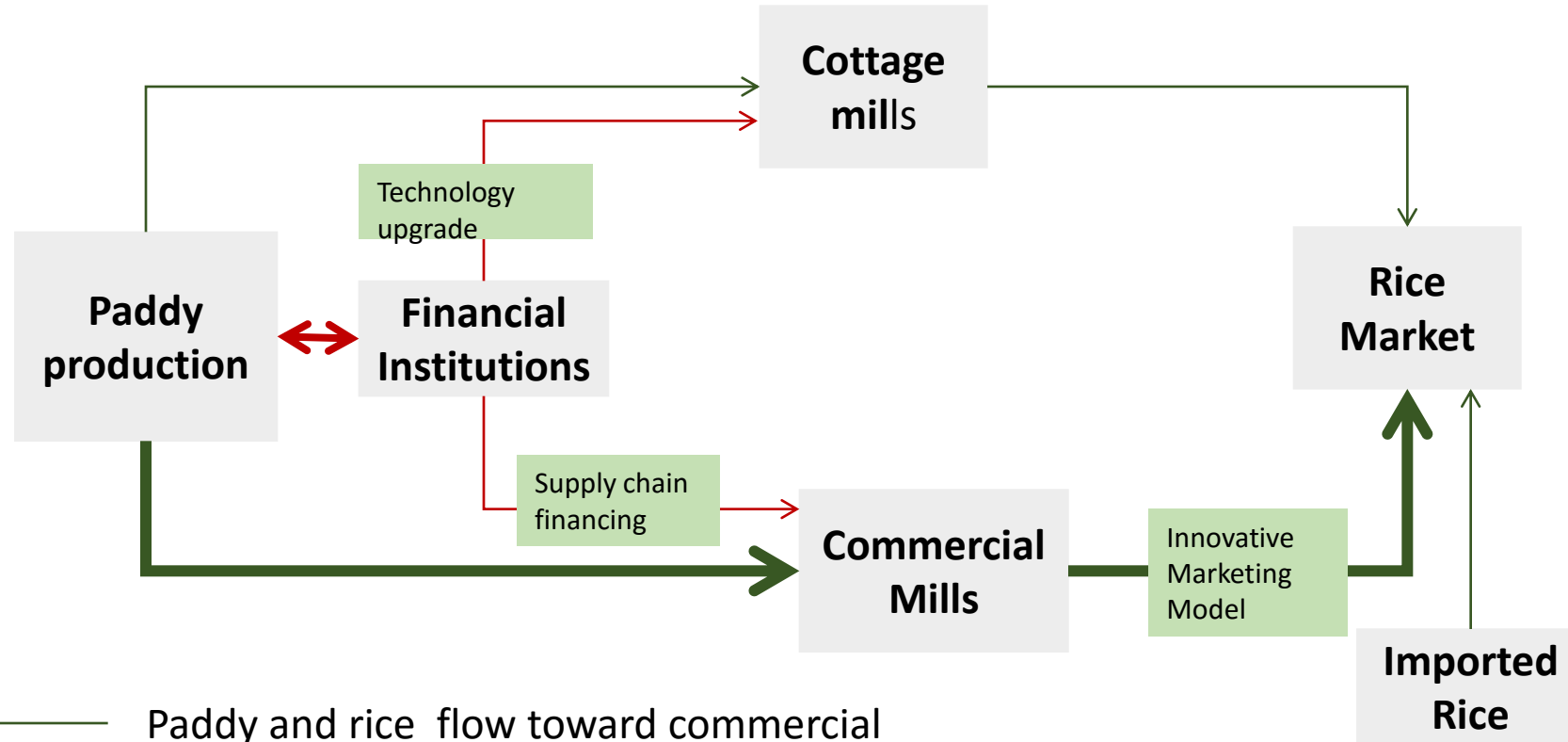
Organized by

**NEPAD Business Group-Nigeria**  
November 2014

# Rice Market Systems



**Intervention New Business Model**

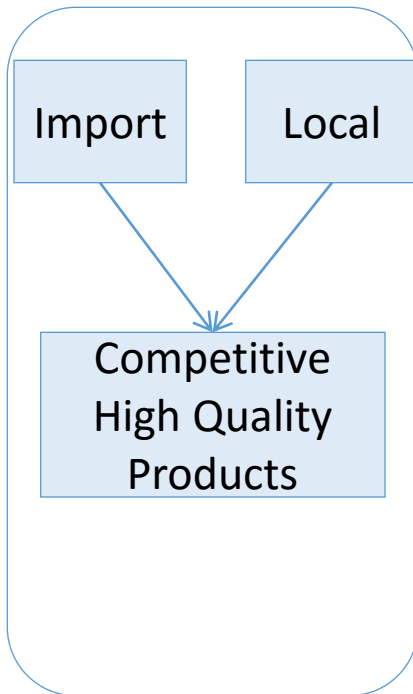


- Paddy and rice flow toward commercial mills and markets
- Bank support for technology upgrade and supply chain financing

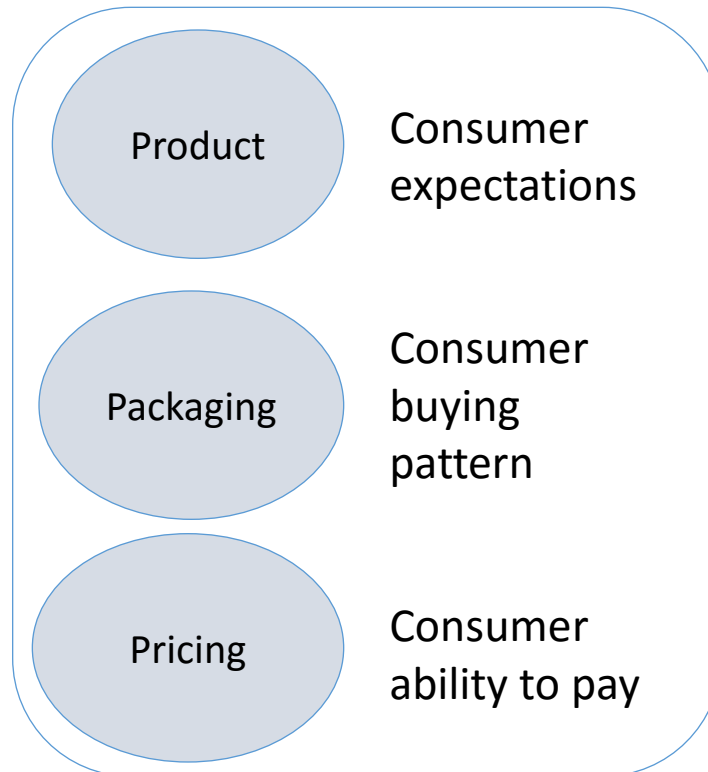
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# Making the SHIFT

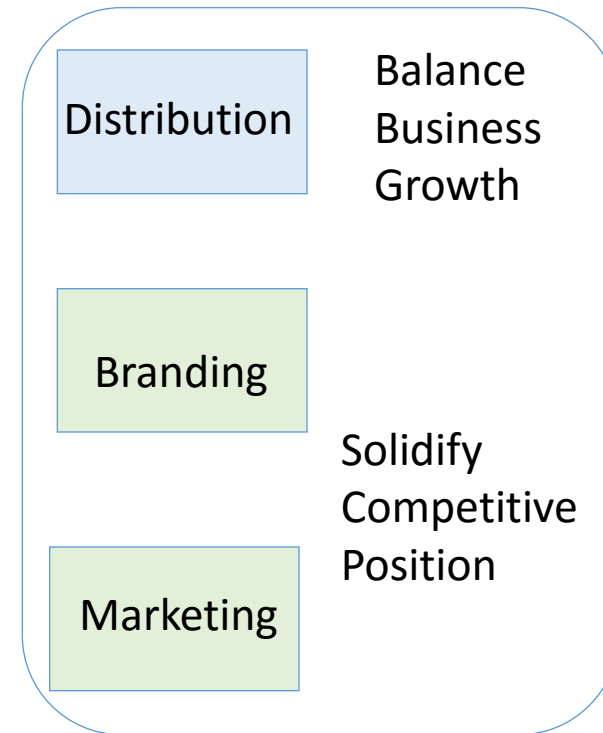
Effective Demand



Improved Products Offering



Readily Available Products



## Intended Impact

### Demand side

- Traders selling good quality rice benefiting higher prices
- Sales agent and other innovative marketing model creating new jobs
- Supply chain management creating new jobs – branding and marketing

### Supply side

- Farmers selling good quality paddy to commercial mills benefiting higher prices
- Technology upgrade at cottage mills offering improved business model to support small holder processors
- Increased pool of branding and marketing consultants supporting product launch to the market

Thank you



Let us make  
the SHIFT: It  
is Possible