

**Scale  
2Save**

# Nigeria: EasyClub



**Connecting smallholder farmers  
to inputs, from finance to fertiliser,  
that can transform their lives**



WSBI



mastercard  
foundation

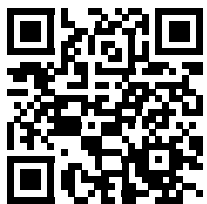
**Seizing the opportunity to  
support smallholder farmers  
in Nigeria**

Up to half of Nigeria's 201<sup>1</sup> million people live in extreme poverty, according to the Central Bank of Nigeria<sup>2</sup>. Farming accounts for 21% of Gross Domestic Product and employs 70% of the labour force. Smallholder farmers produce 99% of agricultural output<sup>3</sup> - yet 78% are held back because they suffer some form of financial exclusion<sup>4</sup>.

The widespread penetration of mobile phones offers a chance to redress financial inclusion and modernise farming practices and productivity. Online access to inputs - from finance to tractors and fertiliser - and better connections with markets, can lift farmers out of poverty, and transform the lives of their families.



## FCMB plans to invest in infrastructure to sign up 4.5 million farmers by 2025



▶ Watch the video



### A digital platform that combines financial inclusion with an array of farming services

In November 2018, First City Monument Bank (FCMB) teamed up with the WSBI's Scale2Save programme to develop EasyClub, one of the pioneering digital platforms emerging to support smallholder farmers. The bank's wide agent network onboard farmers, teach them how to use the platform, and provide support. Access is via the bank's online Easy account, a mobile wallet with simplified opening procedures (low KYC) which enables savings, credit, cash in and out and payment services.

The online marketplace, combined with the account, facilitates uptake of other kinds of service that can transform the way farmers work. The accompanying training and information package enables farmers to learn about new ways of working, and to discuss techniques with peers, while the marketplace enables them to connect with suppliers of inputs and services, and with produce offtakers (buyers). The offerings are underpinned by strategic partnerships with input suppliers, tillage service providers, and others.

### A warm reception underpins ambitious objectives

EasyClub has been well-received by farmers and agents, and aims to onboard 110,000 farmers in its initial phase by mid-2022. FCMB plans to invest in infrastructure to sign up 4.5 million farmers by 2025.

### Creating a transformational integrated platform is a complex challenge

Building a successful platform of this sort is extremely challenging. It requires:

- A reliable and secure digital platform
- Setting up partnerships with other actors in the agricultural value chain
- Providing effective training that delivers clear benefits to users, from farmers to service providers
- Advantages for produce offtakers from using an online marketplace
- Time, investment and patience to build critical volumes of users and suppliers, and buyers.

<sup>1</sup> The World Bank, 2019

<sup>2</sup> CBN/EFINA, 2019

<sup>3</sup> CGAP, 2017

<sup>4</sup> University of Pretoria, 2021