

Processor Business School (PBS)

Sustainable Smallholder Agri-Business (SSAB)

Background

The processing of non-timber agricultural and forest products adds value to production and harvesting through additional income to the small-scale enterprises that produce them. This processing is frequently managed by women's and youth groups. The sector is also generating increasing interest in its commercial potential in the form of new cosmetics, medical and food products.

The artisanal processing is an intensive work that generates jobs although poorly paid. Central technologies for better quality are often not known and marketing strategies are poorly developed. As a result, these small-scale enterprises have low competitiveness in contexts where industrial transformation is making progress. The risk incurred in this context is therefore first of all, a destruction of jobs which were precarious.

In order to promote the entrepreneurial and commercial skills of these processors, investment, marketing and quality management strategies are needed.








This led to the creation in 2015 of the Processor Business School (PBS), inspired by the Farmer Business School (FBS). The Competitive African Rice Initiative (CARI) has developed this new training for rice parboiling groups in Nigeria.

Objective

The PBS training aims at helping small-scale processing enterprises and their groups or organisations to improve their market positions, increase their turnover and profits. This strategy also targets positive impacts for job creation.

Approach

The PBS is a three-day training course for transformers and processors of non-timber agricultural and forestry products. Emphasis is placed on transformation equipment and services, costs and related investments. Marketing strategies including relations with buyers, packaging, information conveyed with the product is another area of entrepreneurship and part of the training:

-  Processing is my business
-  What is needed to succeed in its processing
-  Understanding the costs of processing equipment
-  Loss or profit: know whether to do good business
-  Service and marketing for more revenue
-  Improve your business while practicing
-  Manage for better and healthy food



Photos:
Gauche: © CARI/
Kwesi Asime
Droite: © CARI/
Thomas Imo

With the teachings and tools of the Processor Business School (PBS), the processor; male or female as an entrepreneur:

- ✿ Valorises technologies and market opportunities for more revenue
- ✿ Plans his/her revenue in order to finance working capital requirements
- ✿ Leads professional negotiations with buyers, input suppliers, financial institutions
- ✿ Manages his/her financial resources and credit
- ✿ Systematically renews equipment at the end of their life-cycle
- ✿ Plans income to ensure family food security.

Success factors

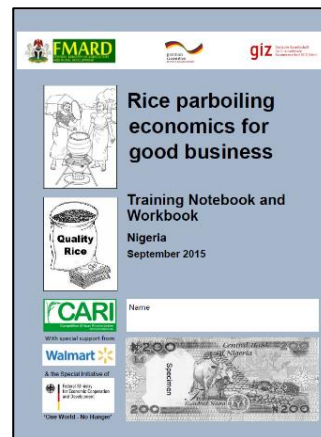
- ➔ Adult learning and discovery approach
- ➔ Deep focus on marketing and processing equipment costs
- ➔ Manual in simple language
- ➔ Tools to plan and implement product transformation to add value to production

Achievement

In 2017, the Center for Green Innovation, Nigeria adapted the PBS approach for cassava processing into gari in Nigeria.

The Forest and Environment Program (ProPFE) in Cameroon introduced PBS to groups of women who process NTFP seeds such as neem, moringa, balanites into oils

- ✓ 5 curricula in 2 countries, Nigeria and Cameroon
- ✓ Steaming rice
- ✓ Gari
- ✓ Neem oil, moringa and balanites in oil
- ✓ 2 curricula on moabi and shea processing being finalized
- ✓ 25,240 rice and cassava processors (mainly women and young people) trained by the developer programs.



For more information and if you wish to implement PBS in your program, please contact fbs-facility@giz.de.



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