
AYA WEBINAR

**5 strategies for
women
to succeed in
agribusiness**



HOUSEKEEPING RULES



- We have 1.5 - 2 hours for this webinar
- We will have two **Q&A sessions** with female business champions
- To ask **questions** or place **comments** please use the **Q&A box**
- We will ask you to fill in several **polls** throughout the webinar

AGENDA FOR TODAY



PART I

Introduction

What is aya?

Starting in Ghana

PART II

The 5 strategies:

1. Be a go-getter
2. Do the balancing act
3. Utilize your network

.....▶

4. Take the leap

.....▶

5. Make it a woman's world

2x LIVE Q&A

with two
**female agribusiness
champions**

PART I

Introduction



-POLL-

How many people would be lifted out of poverty if the gender gap in agriculture were closed?

- A. 50 million**
- B. 50-100 million**
- C. 100-150 million**
- D. There would be no poverty**

-POLL-

How many people would be lifted out of poverty if the gender gap in agriculture were closed?

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Source: FAO (2011), The state of Food and Agriculture, Women in agriculture: closing the gender gap for development

WHAT WOULD HAPPEN?



\$28
trillion

Would be added to global
GDP by 2025, if all
countries empower women
to their full potential

An increase to a
woman's income of

\$10

achieves the same
improvements in
children's nutrition and
health as an increase
to a man's income of

\$110

To reap the benefits of women entrepreneurship, the **constraints** for female entrepreneurs should be **lifted** and their **potential unleashed**.

GHANAIAAN WISDOM



"IF YOU EDUCATE A MAN
YOU EDUCATE AN INDIVIDUAL
BUT IF YOU EDUCATE A WOMAN,
YOU EDUCATE A NATION"

Dr. James Emmanuel Kwegyir-Aggrey
(1875-1927)



TODAY'S WEBINAR



Female business champions share
5 strategies for female
agribusiness entrepreneurs to
unleash their potential.

PART I

What is aya?



BACKGROUND



Aya is an initiative of 2SCALE

2SCALE:

- Incubator program that manages a portfolio of 52 public-private partnerships (PPPs) in 9 African countries for inclusive business in agri-food sectors and industries.
- 2SCALE offers a range of support services to its business champions (SMEs and farmer groups) and partners, enabling them to produce, transform and supply quality food products.
- These products go to local and regional markets, including to base of the pyramid consumers.

Aya builds on top of the experience of female business champions throughout Africa and wishes to share their knowledge and experiences to empower female agribusiness entrepreneurs in Ghana.

2SCALE

Implemented by:



Funded by:



Ministry of Foreign Affairs of the
Netherlands

WHY ARE WE CALLED AYA?



West African Adinkra symbol:

“Fern”

symbol of endurance and resourcefulness

The fern is a hardy plant that can grow in difficult places. An individual who wears this symbol suggests that he has endured many adversities and outlasted much difficulty.

We believe female agribusiness entrepreneurs embody the symbol of aya.



THE 6 MONTH TRACK

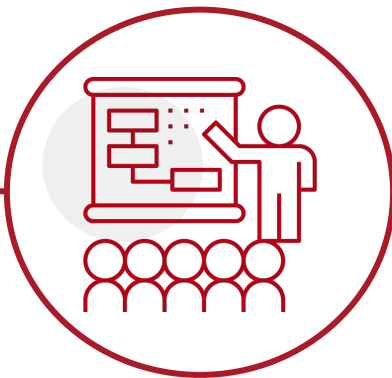


Get
INSPIRED

JULY '18



Get
TRAINED



Get
COACHED



DEC '18



THE 6 MONTH TRACK



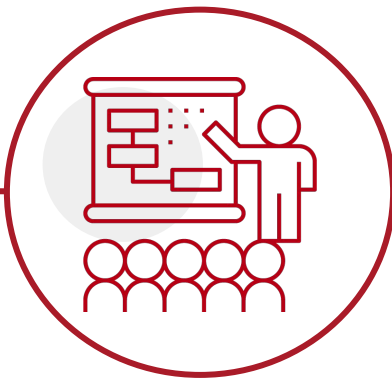
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INSPIRED

JULY '18



↑
**TODAY WE
ARE HERE**

Get
TRAINED



Get
COACHED



DEC '18



THE 6 MONTH TRACK



Get
INSPIRED

JULY '18



Get
TRAINED



22-26 OCTOBER:

**TRAINING SLOTS STILL
AVAILABLE!**

Get
COACHED



DEC '18

THE 6 MONTH TRACK



Get
INSPIRED

JULY '18



Get
TRAINED



Get
COACHED

DEC '18



NOVEMBER - DECEMBER:
**RECEIVE ONE-ON-ONE
COACHING**

PART I

Starting in Ghana



-POLL-

What country has the largest number of female business owners in the world?
(as % of total business owners)

- A. United States**
- B. Ghana**
- C. Brazil**
- D. The Netherlands**

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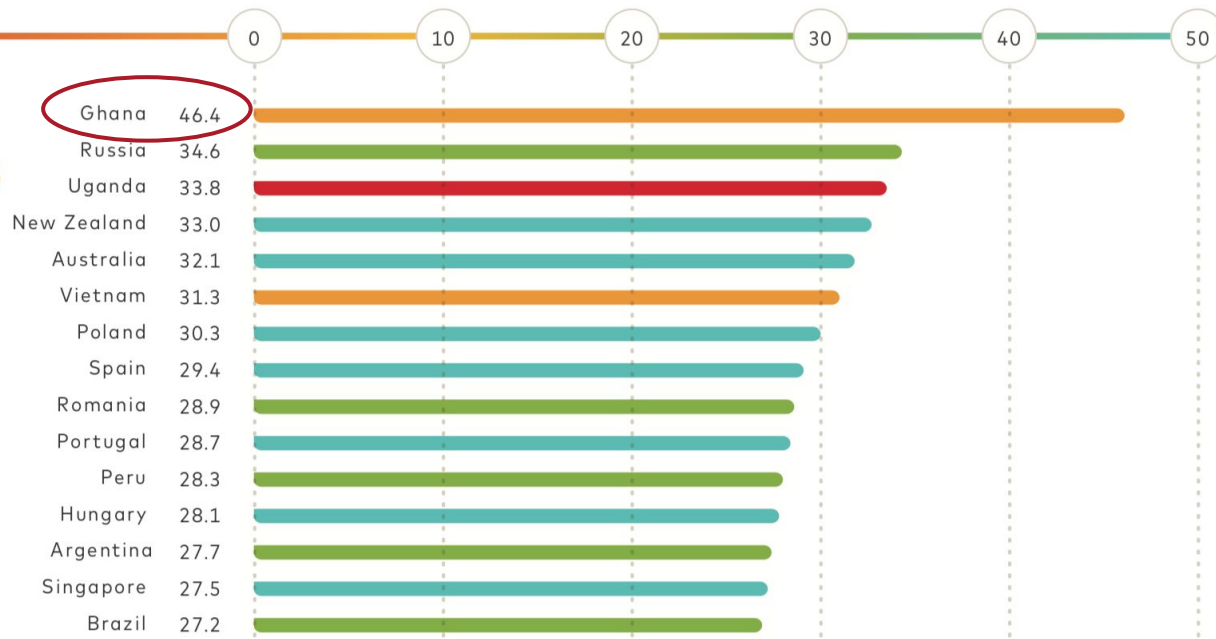
Source: Mastercard (2018) Mastercard Index of Women Entrepreneurs 2018

GHANA NO. 1 IN THE WORLD



**Benchmark:
Women Business
Owners
(as % of Total
Business
Owners)**

2018

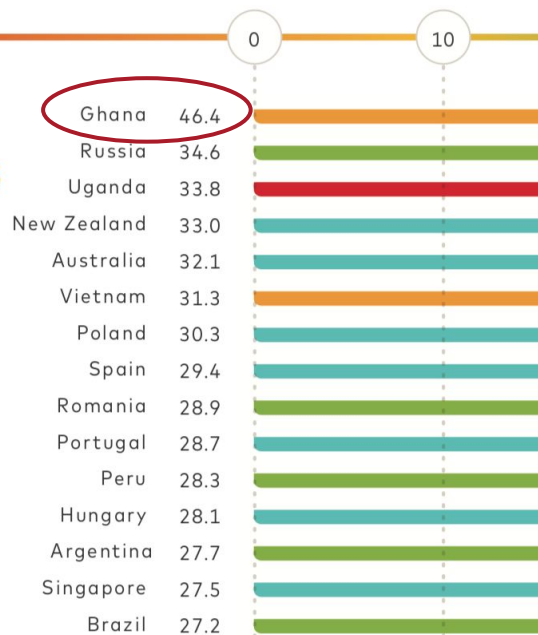


GHANA NO. 1 IN THE WORLD



**Benchmark:
Women Business
Owners
(as % of Total
Business
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2018



HOW'S GHANA DOING?



The Mastercard Index of Women Entrepreneurs 2018 ranked 57 economies (representing 78,6% of the world's female labor force).

Women Business
Leaders
(Rank 7)

Women in Tertiary
Education
(Rank 56)

Ease of Doing
Business
(Rank 49)

Women professional
& technical workers
(Rank 53)

Support for SMEs
(Rank 52)

Quality of
Governance
(Rank 35)

Women
Entrepreneurial
activity
(Rank 1)

Women Financial
Inclusion
(Rank 32)

Entrepreneurial
Supporting Factors
(Rank 36)

AYA'S FOCUS



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Women Business
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Education
(Rank 56)

Ease of Doing
Business
(Rank 49)

Women professional
& technical workers
(Rank 53)

Support for SMEs
(Rank 52)

Quality of
Governance
(Rank 35)

Women
Entrepreneurial
activity
(Rank 1)

Women Financial
Inclusion
(Rank 32)

Entrepreneurial
Supporting Factors
(Rank 36)

PART II

The 5 strategies for women



5 STRATEGIES



1  Be a
GO-GETTER

2  Do the
**BALANCING
ACT**

3  Utilize your
NETWORK

4  Take the
LEAP

5  Make it a
**WOMAN'S
WORLD**

INTRODUCING OUR CHAMPIONS



Catherine Krobo-Edusei

Founder and CEO, Eden Tree
Herbs, Fruits, Vegetables
Ghana
[READ MORE](#)



Charity Akortia

CEO, Green Wealth Farm
Pigs, maize, coconut oil
Ghana
[READ MORE](#)



Elizabeth Gikebe

Founder, Mhogo Foods
Cassava flour
Kenya
[READ MORE](#)



Faustina Amoah

Founder, High & Mighty Farms
Corn, beans, cassava, fertilizer
Ghana
[READ MORE](#)

INTRODUCING OUR CHAMPIONS



**Harriet
Roberta Osei**

Co-Director, Oserby Unique Ventures
Eggs, poultry, pigs, fish, maize
Ghana
[READ MORE](#)



**Janet
Gyimah-Kessie**

CEO, Josma Agro Industries
Gari, cassava flour and chips
Ghana
[READ MORE](#)



**Ndidi
Nwuneli**

Co-Founder, AACE Foods
Spices, spreads, sauces
Nigeria
[READ MORE](#)



Ruth Kinoti

Founder & CEO, Shalem Investments
Maize, beans, sorghum
Kenya
[READ MORE](#)

JOINING US LIVE TODAY



**Catherine
Krobo-Edusei**

Founder and CEO, Eden Tree
Ghana



**Harriet
Roberta Osei**

Co-Director, Oserby Unique Ventures
Ghana

PART II

1. Be a go-getter



-DID YOU KNOW-

**Businesses founded by women
ultimately deliver higher revenue (more
than twice as much per dollar invested)
than those founded by men.**

Source: **Boston Consulting Group (2018)**, *Why women-owned startups are a better bet.*

1. BE A GO-GETTER



- Focus on your success
- Confidence is key
- Learn from your mistakes
- Never give up



Charity Akortia - Green Wealth Farm

“I used to be a teacher. My fellow teachers discouraged becoming a farmer. They said it’s for the illiterate. Also, when I tried to buy 18 acres in 2006, I was told that women don’t acquire or need to acquire land”

Ndidi Nwuneli - AACE Foods

“The biggest barrier is the mindset. Many women simply do not feel they can achieve their highest potential given societal pressures and expectations.”



Faustina Amoah - High & Mighty Farms

“I don’t give up or feel sorry for myself. I just learn my lessons and work hard in the hope that by God’s grace all will be well ‘...’ we don’t let ourselves be discouraged.”

PART II

2. Do the balancing act



-POLL-

An average Ghanaian woman works 13 hours a day. What percentage is spent on unpaid care work?

- A. 20%**
- B. 40%**
- C. 60%**
- D. 80%**

-POLL-

An average Ghanaian women works 13 hours a day. What percentage is spent on unpaid care work?

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- B. 40%
- C. 60%
- D. 80%

Source: OECD Development Center (2014), *Unpaid Care Work: The missing link in the analysis of gender gaps in labour outcomes*

2. DO THE BALANCING ACT



Elizabeth Gikebe - Mhogo Foods

“When I started my business I also had a full time job. ‘...’ I was not able to afford staff. So, my brother and mother helped me package products in the weekend. I even brought my son as he was having so much fun packaging.”

Janet Gyimah-Kessie - Josma Agro Industries

“You have to manage your time well. Plan properly. When will you be at home and when at the workplace? Don’t do it ad hoc.”



Ruth Kinoti - Shalem Investments

“I involved my children every step of the way. My husband and I would share the decisions we would make so they can understand. ‘...’ Now they are older, I am proud they now want to be part of the business”



Women bear disproportionate responsibility for unpaid care work.

1-3 hours more a day to housework than men

2-10 times the amount of taking care of children/elderly/the sick

1-4 hours less a day to market activities

PART II

3. Utilize your network



-DID YOU KNOW-

**Women-led companies are started with
64% of the capital compared to
businesses owned by men**

Source: **Robb, Alicia and Coleman, Susan (2009)**, *The Impact of Financial Capital on Business Performance: A Comparison of Women- and Men-Owned Firms*

3. UTILIZE YOUR NETWORK



In general, women have less access to the resources needed for their business.

- Of 58 emerging markets, more than 75% have discriminatory practices regarding women's access to and ownership of land
- Women often lack business and marketing skills



Faustina Amoah - High & Mighty Farms

"I got the idea to start cashew farming and initially did so in a casual basis. When the chief of the town saw how well it was doing, he offered me land for lease which I accepted, after which I started planting corn, beans and cassava and working with other farmers."

Ndidi Nwuneli - AACE Foods

"You need to be prepared to ask for help when you need it, especially as you embark on the journey of marriage and motherhood. Your vulnerability makes you human and does not detract in any way from your self-worth."



Janet Gyimah-Kessie - Josma Agro Industries

"If I could start my business all over again I would look for partners. I would not go at it alone. Together with a good network I would look for a market together."



3. UTILIZE YOUR NETWORK



Reach out for support by surrounding yourself with the right people:

- Champions
- Critics
- Mentors



Ndidi Nwuneli - AACE Food

“Invest in lifelong learning, always upgrading your skills and surrounding yourself with at least three critical people - **a champion, a critic and a mentor**. A champion serves as your biggest cheerleader, encouraging you to dream big and achieve results. A critic tells you the truth about your short-comings and provides constructive feedback. A mentor shows you what is possible through their life example.”

STRATEGIES 1-3



Let's tune in with the experts.



**Catherine
Krobo-Edusei**

CEO, Eden Tree
Ghana



**Harriet
Roberta Osei**

Co-Director, Oserby Unique Ventures
Ghana

STRATEGIES 1-3



10 min Q&A

Do you have a question for Catherine or Harriet about:

1. *Be a go-getter*
2. *Do the balancing act*
3. *Utilize your network*

This is your chance!

Type your question in the Q&A box (not the chat box)

PART II

4. Take the leap



-INSPIRATION-

**“Never ever accept: ‘Because You Are A Woman’
as a reason for doing or not doing anything”**

*Chimamanda Ngozi Adichie
- Nigerian author*

4. TAKE THE LEAP



‘Fear of failure’ is an important factor preventing women from making a significant impact in the world of business.



Elizabeth Gikebe - Mhogo Foods

“You don’t need a lot of money to start your business. Start from where you are and with what you have. Educational background does not matter.. what matters is the passion that you have for that business and skills will come in later.”

“You know sometimes I don’t even sleep because of some fears I have, about decisions I made. But when I feel the fear, I just try to convince myself that I did the best I can.”

Faustina Amoah - High & Mighty Farms

“When you think and have the idea, set a goal, be prepared to take away any doubts about whether you can make it or not. Have the self belief that others have been able to succeed and so you can too.”



PART II

5. Make it a woman's world



5. MAKE IT A WOMAN'S WORLD



Elizabeth Gikebe - Mhogo Foods

“Sometimes they expect a man and someone older when I go for meetings. Some people thought I was too young and they didn’t believe in me when we met for the first time but with time I was able to convince them to work with me.”

Ndidi Nwuneli - AACE Foods

“As you rise in your journey as an entrepreneur, leave the door open for other women to enter. Be the first woman to have achieved one feat or the other, but never the last one. Ensure that you are mentoring and grooming other women to take over from you. Fight against the stereotype that women do not support other women. Instead be recognized as an individual who supports others. Madeleine Albright has a quote which I love – “There is a special place in hell for women do not support other women!” ‘...’ start today to serve as an advocate and champion for other women.



Girls compete with each other, women support one another

Build each other up, don’t bring each other down.

STRATEGIES 4 AND 5



Let's tune in with the experts.



**Catherine
Krobo-Edusei**

Eden Tree
Ghana



**Harriet
Roberta Osei**

Oserby Unique Ventures
Ghana

STRATEGIES 4 AND 5



10 min Q&A

Do you have a question for Catherine or Harriet about:

- 4. *Take the leap*
- 5. *Make it a woman's world*

This is your chance!

Type your question in the Q&A box (not the chat box)

-POLL-

Are you ready to commit to supporting women in agribusiness?

- A. Yes, I am ready!
- B. No thanks
- C. Not sure yet

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22-26 OCTOBER:

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DEC '18

APPLY NOW



Get trained: improve and professionalize your business model

Who: 45 Female agribusiness entrepreneurs in Ghana

When: A 2 day training: Monday 22 October 9am - Friday 26 October 5pm

Where: Ghana (Exact locations to be determined based on location of applicants)

Training content (not limited to):

- Define your Value Proposition
- How to Market your product
- Distribution
- Gender inclusion



THANK YOU!



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www.aya-2scale.org