John Deere establishes a Public-Private Partnership with the Federal Ministry of Agriculture and Rural Development of Nigeria (FMARD)

ABUJA, NIGERIA (18 May 2018) – John Deere is working with the Federal Ministry of Agriculture and Rural Development (FMARD) of Nigeria and the Nigerian Agricultural Mechanization & Equipment Leasing Company (NAMEL) in a Public-Private Partnership to improve the productivity and yields of small farmers through affordable and local access to farming mechanization services.

The multiyear project will include the sale of 10,000 John Deere tractors and will also result in placement of a local assembly facility in Nigeria that will provide new job opportunities in the market.

This revolutionary collaboration, the largest of its kind in Africa, will see John Deere and its local dealer - Tata Africa Nigeria Services Limited – provide training, local parts and service support, technical advice, financing solutions through John Deere Financial, and John Deere equipment in support of the FMARD’s Agriculture Inputs and Mechanization Scheme (AIMS).

Through AIMS, the FMARD is focused on developing mechanization of the agricultural sector with the goal of improving food security and rural employment.

In announcing the partnership, Chief Audu Ogbeh, the Honorable Minister of Agriculture and Rural Development for Nigeria, said, “Agricultural Mechanization is an all-important project for Nigeria. We do not only need to mechanize our Agriculture but do it right and that is what this Public Private Partnership involving John Deere, NAMEL and my Ministry affords us as a nation; to approach Mechanization Service delivery from a different dimension that optimizes our yield.”

The partnership will enable Nigerian farmers to contract services from approved agricultural equipment hiring enterprises located across the country. There are currently more
than 80 approved agricultural equipment hiring enterprises across Nigeria, ranging from large well-established enterprises such as the Tractor Owners and Operators Association of Nigeria and the Tractor Owners Hiring Facilities Association of Nigeria to small start-up enterprises such as Alluvial Agriculture Nigeria Limited. With John Deere and NAMEL’s support, this growing network of service providers will be able to quickly accelerate access to mechanization and improved practices for tens of thousands of small farmers across the country.

Ogirinye Innocent, head of projects coordination for NAMEL, commented on Nigeria’s goals of mechanizing more than 9 million hectares of land, creating 37 million metric tons of additional food, and adding over 2 million direct and indirect jobs through agriculture.

"NAMEL is indeed excited about this partnership and particularly about the John Deere S.M.A.R.T. Model," Innocent said. "Our focus, as an organization, is not just to buy tractors to meet the demands of our clients but to implement a result-oriented mechanization solution."

Deere’s SMART model is an integrated plan to provide Solutions for small farmers, Mechanizing for yield, Access to finance, Reliability for lower costs, and Technology and education.

Cobus du Toit, the divisional sales manager for John Deere in Western Africa, said, “Nigeria is a key focus for John Deere in Africa as agriculture will play an increasingly important role in the Nigerian economy. We see this public-private partnership as a sustainable model for how yields and food security can be improved across the continent as well.”

Telematic solutions from the Nigerian agriculture technology company Hello Tractor will be supplied by John Deere with the tractors and will allow owners of the tractors to maintain connectivity and provide a connection so farmers can schedule tractors for services.

“Hello Tractor’s innovative use of IoT (the Internet of Things) simplifies complex data to ensure transparency, profitability, and accountability across the ecosystem of farmers, tractor owners, tractor dealers, original equipment manufacturers, banks, and governments,” says Jehiel Oliver, Founder & CEO of Hello Tractor.

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