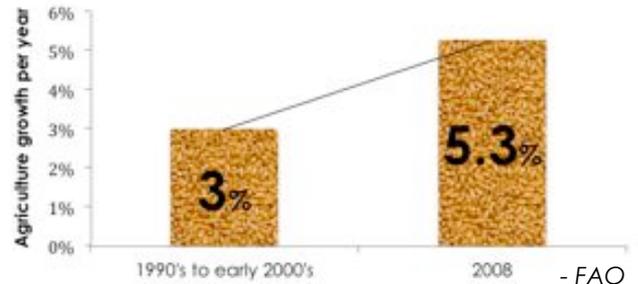


+ PLUS paper

11 billion USD net annual investments needed in agriculture for Sub-Saharan Africa to address its food security concerns by 2050 - FAO

29 out of 49 large multi-national companies in the agro-food sector listed on the Fortune Global 500 were found to be active in Sub-Saharan Africa - FAO

Agricultural production in Africa nearly doubled in the last decade

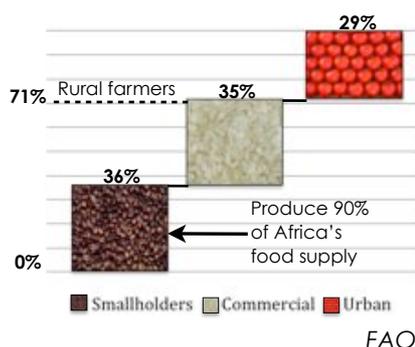


Plant your money in Africa

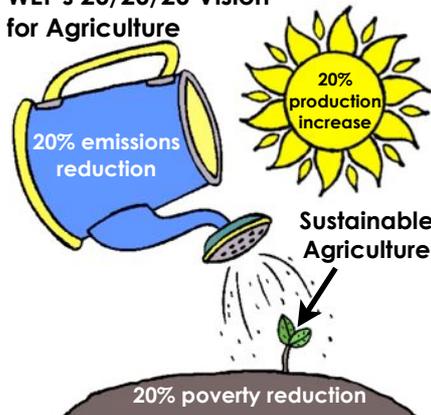
Fertile Ground

Today more than ever, there is a real case to be made for businesses to invest in sustainable agriculture in Africa. From the vast availability of land and water resources to the low labour costs and agricultural production base, African countries offer a fertile ground for businesses involved across the agriculture value chain, including agricultural inputs, farming production, post-harvest processing and marketing and distribution. Businesses also have the potential to contribute significantly to strengthening sustainable agriculture and to tackle food insecurity which affects nearly 35% of food insecure people across Sub-Saharan Africa.

Distribution of food insecure pop.



WEF's 20/20/20 Vision for Agriculture



There is an increasing move amongst African governments to support inward investment. Countries like Nigeria are offering incentives geared to the agriculture sector such as tax holidays within the first few years of an agribusiness being established and zero duty on agricultural machinery.

Countries such as Kenya, Ethiopia, and Rwanda have adopted agricultural policies geared towards sustainability. These national priorities are also guided by the New Vision for Agriculture (World Economic Forum 2011) which calls on leaders of business, government, and civil society to work together to achieve sustainable agricultural growth.

Seventeen multi-national companies are championing this vision.

The African Union has set out to eliminate hunger and reduce poverty through its Comprehensive Africa Agriculture Development Program (CAADP). Governments have agreed to increase public investment in agriculture by of 10% of their national budgets and to raise agricultural productivity by 6%.

Win-Win Partnerships

It makes business sense to invest in sustainable agriculture. Businesses - both local and multi-national - have much to gain from the current investment environment. People in Africa also have much to gain from leveraging businesses' added value around employment, technology transfer and enterprise development, which can all contribute to sustainable agricultural growth and enhanced food security.

