

# Ebonyi State Female Entrepreneur, Elizabeth Edu, Exponentially Increases Customer Network Through Demand Stimulation

### How it Started

- Commercializes improved rice seed.
- Had a network of 22 youth village seed promoters.
- Struggled to sell 6 tons of seed during the planting season due to lack of farmer awareness.
- Had less than 300 smallholder farmer clients.

### Encounter with the Extension Activity

- Received training from the Feed the Future Nigeria Agricultural Extension and Advisory Services Activity “Extension Activity” in 2021 on business development - client development, financial literacy, and credit utilization
- Trained on the use of demand stimulation to reach groups of farmers with most impactful practice (MIP) messaging.



Ms. Elizabeth Edu, an MSME selling improved seeds.

### The Impact

- Conducts aggressive demand stimulation campaigns in churches, cooperatives, and village organizations.
- Expanded smallholder farmer customer network to over 5,000 by 2023.
- Sold 10 mt of improved rice seeds, generating N9,000,000 (USD20,000) in sales in 2023.
- Provides 51 farmers with input credit worth N2,580,500 (USD 3,798).

*The Feed the Future Agricultural Extension and Advisory Activity supports micro, small and medium enterprises to provide extension information and advisory services on most impactful agricultural practices to farmers to enable them improve farm productivity and to grow sales.*