

## Concept Note 11: Improving the competitiveness, Branding, and Marketing of Made in Nigeria Rice and Rice Side Products

1. Title (Full name)	Improving the competitiveness, Branding, and Marketing of Made in Nigeria Rice and Rice Side Products											
2. Project Location	Nationwide											
3. Implementing Agency	Federal Ministry of Agriculture and Rural Development											
4. Beneficiaries	Extension Agents, Small and Medium scale processors, integrated rice mill operators, Youth and Women											
5. Target Group	Rice Processors, Consumers, Youth and Women											
6. Type of project	1. Grant, 2. R&D, 3. Technical Coop./Assistance, 4. National budget, 5. Private sector (Select as appropriate)  1, 2, 3, 4 & 5											
7. Field of support	1. Policy, 2. R & D, 3. Extension & Training, 4. Production, 5. Marketing 6. Post-harvest, 7. Quality Control, 8. Credit, 9. Capacity Building, 10. Infrastructure 11. Other (specify below) (Select as appropriate)  1, 2, 3, 5, 7, 8, 9 & 10											
8. Suggested Funding sources	Federal Government (FMARD), JICA, GIZ, FAO, State Government, USAID, FCDO, ISD, AFDB, AFD, World Bank, UNDP, IFAD, BOI, BOA, other financial institutions											
9. Budget (USD)	6,357,894.74											
10. Duration of the project	3-4 years											
11. Background												
12. Goal and objective	<p><b>Overall objective</b> Improving the competitiveness and patronage of made in Nigeria Rice</p> <table border="1" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">Specific Objectives</th> <th style="text-align: left;">Output</th> </tr> </thead> <tbody> <tr> <td>1. To promote the use of domestic foreign rice into the country</td> <td>1-1. Increased consumption of locally produced and processed rice 1-2. Increased patronage of Nigerian made rice</td> </tr> <tr> <td>2. To promote the use of standard quality packaging materials for milled rice.</td> <td>2-1. Improved quality packaging materials for milled rice</td> </tr> <tr> <td>3. Introduction of ICT in certification of milled rice.</td> <td>3-1. Improved traceability of rice products 3-2. Proper product description (date of Manufacture, expiry date, volume, area of production etc.</td> </tr> <tr> <td>4. To create awareness on Food Safety for millers and consumers on milled rice</td> <td>4-1. Increase the confidence of consumers on made in Nigeria Rice 4-2. Compel processors comply with food safety standards</td> </tr> </tbody> </table>		Specific Objectives	Output	1. To promote the use of domestic foreign rice into the country	1-1. Increased consumption of locally produced and processed rice 1-2. Increased patronage of Nigerian made rice	2. To promote the use of standard quality packaging materials for milled rice.	2-1. Improved quality packaging materials for milled rice	3. Introduction of ICT in certification of milled rice.	3-1. Improved traceability of rice products 3-2. Proper product description (date of Manufacture, expiry date, volume, area of production etc.	4. To create awareness on Food Safety for millers and consumers on milled rice	4-1. Increase the confidence of consumers on made in Nigeria Rice 4-2. Compel processors comply with food safety standards
Specific Objectives	Output											
1. To promote the use of domestic foreign rice into the country	1-1. Increased consumption of locally produced and processed rice 1-2. Increased patronage of Nigerian made rice											
2. To promote the use of standard quality packaging materials for milled rice.	2-1. Improved quality packaging materials for milled rice											
3. Introduction of ICT in certification of milled rice.	3-1. Improved traceability of rice products 3-2. Proper product description (date of Manufacture, expiry date, volume, area of production etc.											
4. To create awareness on Food Safety for millers and consumers on milled rice	4-1. Increase the confidence of consumers on made in Nigeria Rice 4-2. Compel processors comply with food safety standards											
13. Activities	<p><b>Specific Objective 1 (Output 1-1)</b> <b>To strengthen the enforcement on the importation, ban on foreign rice into the country</b> 1-1-1. Sensitization campaigns and the enforcement on the importation ban on foreign rice into the country. 1-1-2. Sensitization campaigns on the benefits of locally produced and processed rice</p> <p><b>Specific Objective 2 (Output 2-2)</b> <b>To promote the use of standard quality packaging materials for milled rice.</b> 2-1-1. Develop protocols for standard packaging materials for milled rice</p> <p><b>Specific Objective 3 (Output 3-1)</b> <b>Introduction of ICT in certification of milled rice.</b> 3-1-1. Developing a certification label (QR code) with food regulatory agencies. This code can have the product description embedded 3-1-2. Conduct a study on heavy metal contamination in Nigerian rice</p>											

	<p>3-1-3. Capacity building and equipping of laboratories of food regulators to do test of milled rice. E.g., heavy metal tests etc.</p> <p><b>Specific Objective 4 (Output 4-1)</b>  <b>To create awareness on Food Safety for millers and consumers on milled rice</b></p> <p>4-1-1. Sensitization campaigns on the food safety standards for local processors to consumers to build their confidence in the locally processed rice</p> <p>4-1-2. Enforcing food safety regulations for rice processors and marketers</p>
14. Expected Impact	<ol style="list-style-type: none"> <li>1) Increased patronage of made in locally processed rice</li> <li>2) Employment creation along the rice value chain</li> <li>3) Improved traceability of rice products</li> <li>4) Improved confidence in the safety and quality of made in Nigeria rice</li> </ol>
15. Potential Collaborators	<p>Government agencies (NAFDAC), private sector partners, Research and development, Development partners, RIPAN, RIMAN, SON, NAFDAC, and ASMORIN (Association of Modular Rice of Nigeria)</p>