

Food4Wealth ©

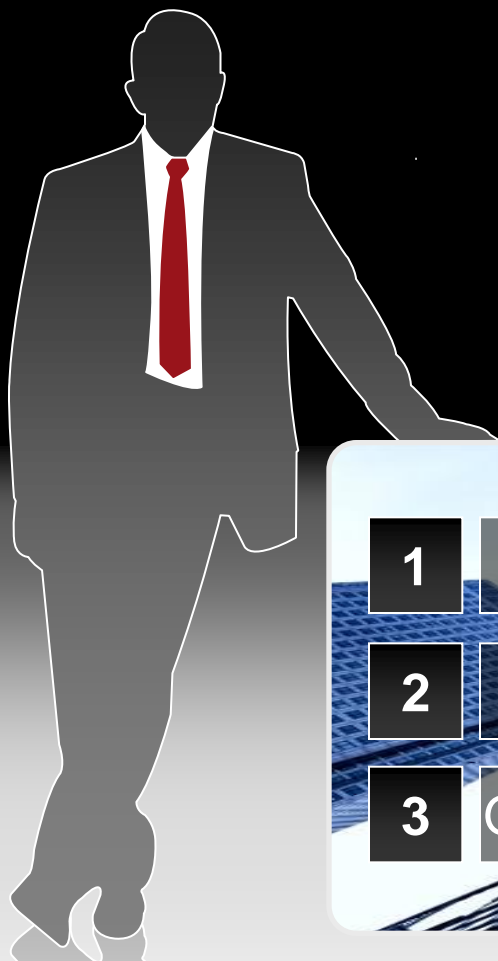
2010

Power to the people

(Pttp)

A Technical Proposal By: BraunPlan, Existence-ok, Timhir.

Project Extent & Process



1

Crop for Cash

2

Environment Friendly Innovation

3

Government Empowerment Initiatives

OFFICES



Online Communities
www.food4wealth.org

Federal Ministry of Agriculture
Headquarter
Abuja



Friendship
Centres
Home, Estate





North-West

- Sokoto
- Kaduna
- Katsina
- Kebbi
- Jigawa
- Kano
- Zamfara

North-East

- Borno
- Yobe
- Adamawa
- Taraba
- Bauchi
- Gombe

North-Central

- Kwara
- Kogi
- Benue
- Plateau
- Niger
- Nasarawa

South-West

- Lagos
- Ondo
- Ogun
- Oyo
- Osun
- Ekiti

South-East

- Anambra
- Abia
- Ebonyi
- Enugu
- Imo

South-South

- Delta
- Edo
- Akwa-Ibom
- Rivers
- Cross River
- Bayelsa

- The Concept
- Our Role
- Our Strategy
- Brand Definition and Direction
- Execution Schedule & Timeline
- Your Role
- Our Team
- Defining a successful Food4Wealth Project +POST EVENT EVALUATION
- What Next—press kit, approval and commencement date

Brief:

FOOD4WEALTH Project

This is an initiative of the Federal Government of Nigeria under the Ministry of Agriculture with the following mandate;

- Encourage the Production of food crop and animal husbandry for home consumption while the excess is out rightly purchased from individuals and groups by government for storage, processing and exports. Participants under this project are registered for the purpose of monitoring and support.**
- Create an enabling environment for the cultivation of food crops and animal rearing for all occasion and environment.**
- Develop a national plan for food sufficiency for short and long term purposes.**
- Work out appropriate remuneration of participants at all levels.**

Project Managers

- Shall implement an appropriate communication and publicity campaign, that ensures a smooth take off of Food4Wealth Project.
- Shall generate and sustain an integrated communication campaign compelling citizens to invest personal land space and time in the project.
- Shall deploy a winning integrated marketing mix that is capable of ensuring top of mind awareness in the Nigerian media space within the execution period
- Build strong brand equity to achieve smooth brand extension with minimum challenges.

Definition and Direction

Brand Management

- Food4Wealth Project should focus on its objectives within short period to gain instant national relevance
- Food4Wealth Project should be in the face of its target participants as soon as possible.
- A record of register participants.
- Strong word of commitment from participants/sponsors/government
- The relevant professionals in related industry, should be used to assess progress as project consultants.

Food for Wealth Project

...Celebrating food sufficiency, creating wealth



What does the phrase “Celebrating food sufficiency, creating wealth” as a campaign theme (for anything) means to you? What sort of feeling does it evoke in you?

Government	Abuja	Sounds like a good idea whose time has come
Estate Manager	Lagos	As a campaign , it shows humility and a sudden realization about the fact that food is everything.
Land Owners	Kano	It shows an abandoned market, something has not been working before. Reintroducing another way of solving food problem is something big.
Tenants	Onitsha	No curiosity, generic, does not move me, Its like every day talk. Ask my landlord, it might interest him.
Banker	Calabar	It's a talk show, on 'YOU'. Too wordy, I get captivated by one word with several meanings
Student	Maiduguri	Something trendy, sounds like another UN project on “Poverty Eradication”, MDG... do they really work?
Applicant	Jos	Nothing!! Sounds like “Good thinking good product”
PR Practitioner	Ogoja	Too long, not specific, not punchy, not sharp, sot simple

Proposed Theme Options

Food For Wealth

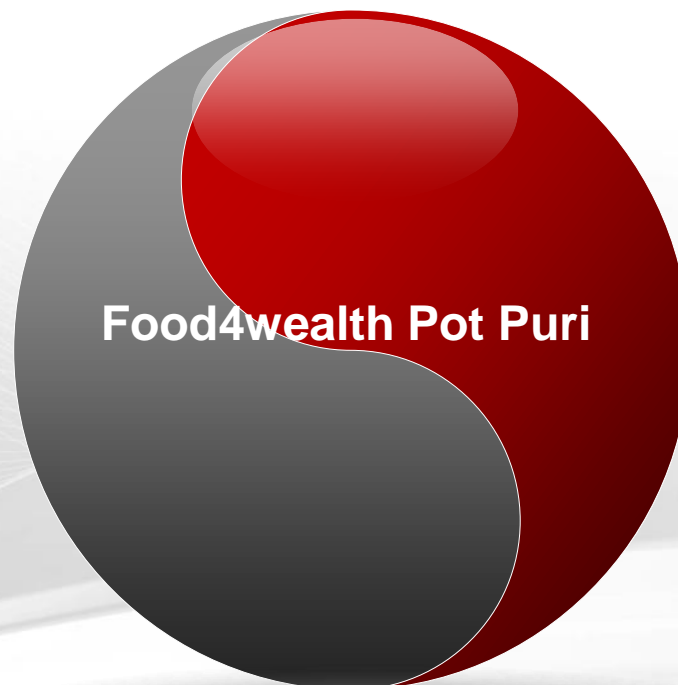
- Agricultural cash-crop for wealth creation
- Estate/Land Owners as key players
- Defining new drive to Challenge concept of food insufficiency.
- Actors in the Agricultural sector as panacea for economic revamp.

Food4wealth Award

Recognising Food for Wealth Initiatives by Nigerians for Nigeria in the following categories:



- Poultry
- Rabbitry
- Fisheries
- Vegetables
- Fruit farms
- Snail
- Crab
- Rodents
- Cattle Rearing

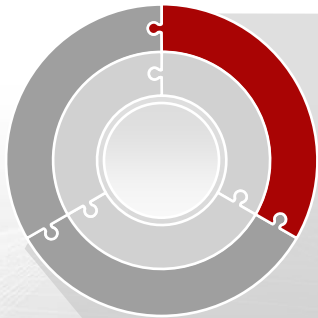


- Sheep
- Goats
- Rice
- Yams
- Cassava
- Cashew
- Groundnut
- Sugar-Cane
- Piggery
- Others



Food4wealth

The Concept of Food4Wealth Project



- To provide a reason outside formal involvement to support initiatives by individuals/organisations to put food on Nigerian tables.
- To celebrate “Silent Workers” whose activities have impacted on food sufficiency in the country.
- To encourage a crop for cash regime to participants
- To encourage stakeholders through recognition and support by government.
- To set the pace for a robust farming activities in available land space owned or rented.
- To galvanise the youth towards food sufficiency.

Other Engagements



Food4Wealth Public Good Support

- | | | |
|---------------------------|---------------------|-----------------------------|
| •Wealth Creation | •Networking | •Voting Rights |
| •Volunteerism | •Partnerships | •Democracy |
| •Public Education | •Social Issues | •Governance |
| •Leadership Development | •Human Right | •Overseas exchange |
| •Research & Documentation | •Youth Empowerment | •International Affiliations |
| •Health Solutions | •Women/Social Right | |

*The key to success:
“Good preparation and a
professional presentation
To sell your Products.”*

www.food4wealth.com

Feel free to talk with us on day to day progress report of your project

Consultants

Timhir Nigeria Limited

0703 490 0513:- Victor Gabriel, *Head - Business Development*

Existence-ok Industries

0805 732 6941:- Professor Oko Offoboche, *CEO*

BraunPlan International Limited

0703 088 0313:- Professor Brown Ogar, *CEO*

www.food4wealth.com



End of Presentation

