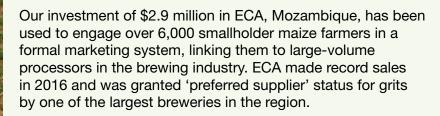
## AgDevCo\*

**INVESTMENT CASE STUDY** 

BREWING UP A SUCCESSFUL AGRIBUSINESS



Innovation, on many levels, has been key to ECA's success. The business model relies exclusively on smallholder farmers who receive both high-quality inputs and training. Technical innovations include a state-of-the art maize mill, designed for use in rural areas, and the introduction of mobile phone payment services. ECA has also developed its own successful brand of fortified maize flour to diversify sales opportunities.

ECA is on track to realise its aim to boost the incomes of up to 10,000 farmers through its growing smallholder network and strong industry connections.

THROUGH ECA, THOUSANDS
OF SMALLHOLDERS HAVE
BEEN CONNECTED TO
LARGE INDUSTRIAL CLIENTS,
WHO OFFER RELATIVELY
STABLE PRICING AND
VOLUMES IN RETURN FOR
IMPROVED GRAIN QUALITY
AND SERVICE. THE ECA
MODEL HAS PROVED ITS
COMMERCIAL WORTH AND
HAS THE CREDIBILITY TO BE
REPLICATED ELSEWHERE.