

**National Agency for Science and Engineering Infrastructure (NASENI) Call for Proposals
(2025)**

Project Title:

Green Tea Commercialization in Nigeria: Cultivating a Health and Wellness Market.

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Duration: 3 years

Thematic Area: Agriculture and Food Manufacturing

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Introduction and Rationale Nigeria has a rapidly increasing population with an increasing awareness of health and wellness. This demographic shift is driving a growing demand for natural and functional beverages, including green tea. While Nigeria has some tea production, primarily on the Mambilla Plateau in Taraba State, the market is heavily reliant on imports. The commercialization of locally produced green tea presents a significant opportunity to tap into this growing market, create a new value chain, and contribute to economic diversification and job creation. This project aims to establish a comprehensive green tea enterprise, from cultivation and processing to branding and distribution, to capitalize on this untapped potential.

Problem Statement Despite a growing domestic demand for green tea, Nigeria's green tea market is dominated by imported products. The current domestic tea production is predominantly focused on black tea, with limited attention to green tea processing and commercialization. Challenges such as limited technical knowledge among farmers, inadequate infrastructure for processing and storage, and a fragmented value chain hinder the development of a competitive local green tea industry. This reliance on imports leads to a significant outflow of foreign exchange and limits the economic benefits that could be derived from local production.

Project Goals and Objectives The all-embracing goal is to establish a sustainable and profitable green tea commercialization value chain in Nigeria.

Specific Objectives:

- To cultivate green tea on a commercial scale using best practices and climate-smart agriculture.
- To establish a modern green tea processing and packaging facility that meets international quality standards.
- To develop and market a premium Nigerian-branded green tea product targeting health-conscious consumer.
- To create employment opportunities and empower local communities through backward integration with smallholder farmers.
- To secure a significant share of the domestic green tea market and explore export opportunities.

Project Components/Activities The project will be implemented in three key phases:

- **Phase 1: Cultivation and Agronomy**

Activity 1.1: Land acquisition and preparation in a suitable region (e.g., Mambilla Plateau, Taraba State, Obudu and Ajassor, Cross River State).

Activity 1.2: Sourcing and planting of high-yield green tea varieties.

Activity 1.3: Implementation of climate-smart agricultural practices to ensure sustainable and high-quality tea leaf production.

Activity 1.4: Training and technical assistance for local smallholder farmers to participate as out growers.

- **Phase 2: Processing, Packaging, and Quality Control**

Activity 2.1: Construction and equipping of a state-of-the-art green tea processing facility with machinery for withering, steaming, rolling, drying, and sorting.

Activity 2.2: Implementation of stringent quality control measures to ensure the final product meets national and international food safety standards (e.g., NAFDAC, ISO).

Activity 2.3: Development of a unique brand identity and packaging design that highlights the product's premium quality and Nigerian origin.

- **Phase 3: Marketing, Sales, and Distribution**

Activity 3.1: Establishing a multi-channel distribution network, including supermarkets, hypermarkets, online platforms, health food stores, and foodservice channels.

Activity 3.2: Launching a comprehensive marketing campaign focusing on the health benefits of green tea (e.g., antioxidants, weight management) and its superior quality.

Activity 3.3: Exploring partnerships with health and wellness influencers, cafes, and other relevant businesses to promote the brand.

Activity 3.4: Conducting market research to identify consumer preferences and develop new product lines (e.g., flavored green teas, ready-to-drink green tea).

Target Market The primary target market is the growing middle to high-income class in urban and semi-urban areas of Nigeria, particularly individuals aged 25-50 who are health-conscious and have a higher disposable income. The secondary market includes institutional buyers such as hotels, restaurants, and corporate offices.

Key Success Factors

- **Quality:** Producing a consistently high-quality green tea that can compete with international brands.
- **Branding:** Creating a strong, aspirational brand identity that resonates with the target audience.
- **Sustainability:** Adopting eco-friendly and ethical practices to appeal to socially-conscious consumers.
- **Strategic Partnerships:** Collaborating with local farmers, distributors, and marketing channels.

- **Cost-Effectiveness:** Optimizing the value chain to offer a competitive price point while maintaining profitability.

Budget and Funding An initial investment will be required to cover land development, machinery, facility construction, and initial operational and marketing costs. Funding will be sought from a combination of sources, including:

- Venture capital/private equity with a focus on agribusiness.
- Agricultural Credit Guarantee Scheme Fund (ACGSF) and other government grants or loans.
- Strategic partnerships with large-scale agribusinesses or corporations.
- Private investment.

Project Timeline The project is projected to be completed in a 3-5year timeline, with key milestones including:

- **Year 1:** Land acquisition, nursery establishment, and planting.
- **Year 2:** Construction of processing facility and commencement of training for out growers.
- **Year 3:** First harvest, processing, and market launch of the pilot product.
- **Year 4-5:** Scaling up production, expanding distribution, and exploring new product lines and export markets.

Monitoring and Evaluation A robust monitoring and evaluation framework will be put in place to track progress against the project objectives. Key performance indicators (KPIs) will include:

- Hectares of green tea cultivated.
- Number of smallholder farmers integrated into the value chain.
- Production volume and revenue growth.
- Market share percentage.
- Customer satisfaction and brand awareness.

BUDGET:

Project Duration

36 Months (3 years)

Total Budget Request

N80,000,000

Budget Categories

Category 1: Infrastructure and Land Development (N30,000,000)

Land Acquisition/Lease (5 hectares):	N15,000,000
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Land Preparation and Irrigation System:	N10,000,000
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Processing Facility Construction (Small-Scale):	N5,000,000
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Category 2: Equipment and Machinery (N20,000,000)

Tea Processing Equipment: N15,000,000

Packaging and Sealing Machines: N3,000,000

Power and Backup Generator: N2,000,000

Category 3: Human Resources (N15,000,000)

Project Manager (1): N4,500,000 (N125,000/month for 36 months)

Agricultural Specialist/Agronomist (1): N3,600,000 (N100,000/month for 36 months)

Processing Technicians (2): N4,800,000 (N66,667/month each for 36 months)

Farm Hands/Casual Laborers: N2,100,000

Category 4: Operations and Administration (N10,000,000)

* Raw Materials and Consumables: N4,000,000

Marketing and Distribution: N3,000,000

Licenses, Permits, and Legal Fees: N1,000,000

Office Supplies and Communication: N1,000,000

Transportation and Logistics: N1,000,000

Category 5: Contingency and Miscellaneous (N5,000,000)

Contingency Fund (approx. 6.25% of total budget): N5,000,000

Budget Summary Table

S/N	Category	Description	Amount (Naira)
1	Infrastructure & Land	Land, Preparation, and Building	N30,000,000
2	Equipment & Machinery	Processing, Packaging, and Power	N20,000,000
3	Human Resources	Salaries and Wages for Staff	N15,000,000
4	Operations & Admin	Inputs, Marketing, and Overheads	N10,000,000
5	Contingency	Unforeseen Costs	N5,000,000
	Total Grant Request		N80,000,000