IRI CAMPAIGN 2020

My name is **Joe Marshall Ifediorah** and I am the **CEO** of **INDUSTRIAL REQUIREMENTS INTERNATIONAL (IRI) LTD**, a privately owned general engineering supplies and consulting firm based in Abuja, FCT, Nigeria. The company needs the sum of Forty Million Naira (**N40,000,000.00), to** deploy a range of solar-powered refrigeration equipment(**freezers, refrigerators, chillers, coolers, coldrooms,etc**.) in order to assist in addressing perennial wastage of food and agricultural produce in the 36 States, and in Abuja, FCT, Nigeria.

The challenge of food wastage across the globe is on the high side, especially in Nigeria where a large amount of the local harvest is annually wasted due to lack of proper preservation, high temperatures, bad agricultural infrastructure and a lack of cold storage facilities. **The solution to this ugly situation is in the Alternative Energy Resources.**

A periodical report in indigenous Knowledge **(IK**) initiatives in Sub-Saharan Africa, listed the agricultural goods to include: **fruits and vegetables, roots and tubers, nuts, meat, fish, dairy products, etc.** The report further stated that in the context of globalization, the above mentioned products which are already in high demand in this region (**Africa)** could be successfully marketed domestically and globally, as well. Ironically, these produce are shamefully lost annually due to poor storage facilities or lack of processing technologies in most of the rural areas/farming communities where a large chunk of these goods are produced. This situation perpetuates un-productivity and breeds poverty among the smallholder farmers who are alone and cannot afford the cost of the storage and refrigeration equipment.

My company, IRI Limited, with technical support from its technical partners,FREECOLD, France (**www.freecold.com)** is to supply **connected off-grid refrigerators, freezers, chillers, coldrooms, etc**, in order to assist smallholder farmers, market-women, fish & meat sellers, fruit /vegetables marketers, etc. through its financing mechanisms, termed : **Pay-AS-You-Chill(“ or EASI-BUY Platforms.PAYCHILL”)** financing mechanism. The target of this campaign is the emerging produce markets, with an initial focus on the rural areas

Thank you..

**Joe Marshall Ifediorah.**