Seed Enterprise Management Institute (SEMIs)

INTERNATIONAL TRAINING ON SEED MARKETING

VENUE: UNIVERSITY OF NAIROBI, CAVS

Date: 23-28 July, 2012

Professor Florence Olubayo
Overall Goal
• Eradication of food and nutrition insecurity through capacity building of seed actors.
  • Quality seed
  • Affordable seed

Objectives:
1. To produce seed production and marketing management expertise in SSA region
2. To train seed industry practitioners on the best practices to efficiently produce adequate high quality seed for farmers
3. To enhance production of seed of improved varieties for the SSA
  • Efficient production
  • Marketing
  • Good distribution
4. To strengthen the capacity of the SSA region to train on seed production and marketing management strategies
  • Enhanced technology
5. To develop a regional capacity to facilitate information sharing on seed issues and related disciplines in SSA.

Growing the Seed Industry in Africa
GROWING THE SEED INDUSTRY IN AFRICA
Over 15 African Countries!!
<table>
<thead>
<tr>
<th>COURSE</th>
<th>MAIN FACILITATORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEED PRODUCTION</td>
<td>UON/CIMMYT/KARI/KEPHIS</td>
</tr>
<tr>
<td>SEED DRYING PROCESSING AND STORAGE</td>
<td>UON/IOWA STATE UNIVERSITY/KARI/KEPHIS/SEED COMPANIES</td>
</tr>
<tr>
<td>SEED BUSINESS MANAGEMENT</td>
<td>UON/SCH. OF BUSINESS, ALINE O’CONNOR FUNK, DILIP GOKHALES, SEED COMPANIES</td>
</tr>
<tr>
<td>SEED MARKETING</td>
<td>UON/SCH. OF BUSINESS, CONSULTANTS, DRYLAND SEED COMPANY, LELDETD</td>
</tr>
<tr>
<td>SEED QUALITY ASSURANCE AND SEED ENTERPRISE</td>
<td>UON/ISU/KEPHIS/KARI/SEED COMPANIES</td>
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<tr>
<td>QUALITY MANAGEMENT</td>
<td></td>
</tr>
</tbody>
</table>
Participants/Trainees

2010-AGRA Grantees
2011-AGRA Grantees
2012-AGRA Grantees + Self-Sponsored participants

- Self-sponsored courses
- Interests indicated from:
  - Ethiopia
  - FAO-Sierra Leone
  - Seed Companies from Nigeria, Malawi
  - Kenya seed company
  - Other Interested groups dealing with seed

Popularity of Courses has attracted a lot of Interest from seed companies not under AGRA funding
## SEMIS SUMMARY: TOTAL TRAINED PERSONNEL-2010, 2011, 2012

<table>
<thead>
<tr>
<th>Course</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seed Production</td>
<td>29</td>
<td>27</td>
<td>30</td>
<td>86</td>
</tr>
<tr>
<td>Seed Drying Processing and Storage</td>
<td>31</td>
<td>28</td>
<td>31</td>
<td>90</td>
</tr>
<tr>
<td>Seed Business Management</td>
<td>29</td>
<td>26</td>
<td></td>
<td>55</td>
</tr>
<tr>
<td>Seed Marketing</td>
<td>28</td>
<td>25</td>
<td></td>
<td>53</td>
</tr>
<tr>
<td>Seed Quality Assurance</td>
<td>30</td>
<td></td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>Seed Legislation and Accreditation</td>
<td>25</td>
<td></td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>Seed Quality Assurance and Seed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enterprise Quality Management</td>
<td>26</td>
<td></td>
<td></td>
<td>26</td>
</tr>
<tr>
<td><strong>Total (Yearly)</strong></td>
<td>172</td>
<td>132</td>
<td>61</td>
<td>365</td>
</tr>
</tbody>
</table>
SEMIs-providing Seed Experts for Africa

2010
- Seed company Personnel-172
- Seed companies trained >30
- No. of countries-13

2011
- Seed companies personnel-135
- Seed companies trained>35
- No. of countries-15

More wider coverage of countries-cover the whole of Africa
More seed companies to benefit
More seed Personnel to be trained-through the self-sponsorship programme
Long Term courses in Seed Technology and Business:

• Certificate - Seed Technology and Business
• Diploma - Seed Technology and Business
• Post-graduate Diploma - Seed Technology and Business
• MSc. - Seed Technology and Business
COURSE FACILITATORS:

Others: Iowa State University, AGRA consultants, KEPHIS, Seed companies, Professionals from reputable Institutions, ETC

John MacRobert - CIMMYT

Kiarie Njoroge - UON CAVS

Aline O’Connor – Seed Business mgt

Others: Iowa State University, AGRA consultants, KEPHIS, Seed companies, Professionals from reputable Institutions, ETC

Jenny leakey - Leldet seed company
Other Activities at SEMIs

Breeders Bean production of Popular production

Varieties:
• Meizi mbili
• Kenya Wonder
• Kenya Red Kidney
• Kabete Super
• Kenya Sugar Bean
• Super Rosecocco
Bean Production at CAVs contd.

Inspection and Roguing with KEPHIS staff at CAVS

Newly Opened up fields at CAVS

New Field planted with Kenya Red Kidney
Modern Seed laboratory and Seed Processing facility being constructed at CAVS with SEMIs funds

- 1st Phase of construction for a seed processing unit already underway at CAVS:
  - Modern seed processing unit to process seed from Uniseed and from outlying seed companies without processing capacity
Participation in International Fora:

- Congresses and Conferences
- Trainers of Trainers (TOT) – ISU
- More Advertisement of SEMIs
- Linkages with Seed trade Associations - STAK, AFSTA

President of Zanzibar at the SEMI stand at the AFSTA Congress in March 2012
Highlights ..

Experiential training - Visit to the seed industry

Training on Finance and capital Acquisition:
- Root capital and ASIF funding

Experts at SEMIs
Challenge to Seed Practitioners—we need to produce more seed!

"You are seed producers and there is still hunger in Africa..."?

Dr. Julius Kipng’etich-Director, Kenya Wildlife Services (KWS)

Observed Changing trends in the Seed Industry in Africa.....

"as I move across Africa, I see African Farmers have changed their strategy to improved seed”

Dr. Joe DeVries-Director, PASS
Highlights...

Seed Company CEO’s- Seed Business Management Course 2011

Nurturing competence in Strategic Seed Business management in Africa
Visiting the seed industry-
Visit to SIMLAW seeds

Certificate presentation on
Graduation

Seed marketing course 2011
Highlights:
Seed Production May 2012:

Visit to KARI Wheat Rust Resistance Breeding Station-Njoro
Seed Business Management-2012

Dry land Seed company seed store in Machakos
In Class with Dilip Gokhale
Nyama Choma After a hard week of seed Business
Comments from Participants:

“I like every topic we did in this course especially the seed certification and de-taselling “
Anonymous.

“Previously I did not know how to project seed requirements and co-ordinate backwards for procurement of basic, pre-basic seed...” Now I know”
Mr Omari Mduruma-Aminata seed company Tanzania

“The knowledge I have acquired through the course will be highly valued not only in our seed company but in the whole of Zambia”
Dorica Banda Indigenous seed company Zambia
SEMIs Website:
www.semis-africa.org

- Sharing information on seed issues, current happenings in the seed industry in Africa
- Staying in touch with SEMIs participants
- Online registration of Students
Thank you for your attention

SEMIs - Helping Africa Smell the Green Revolution!!

SEMIs UoN
Seed Enterprises Management Institute
University of Nairobi