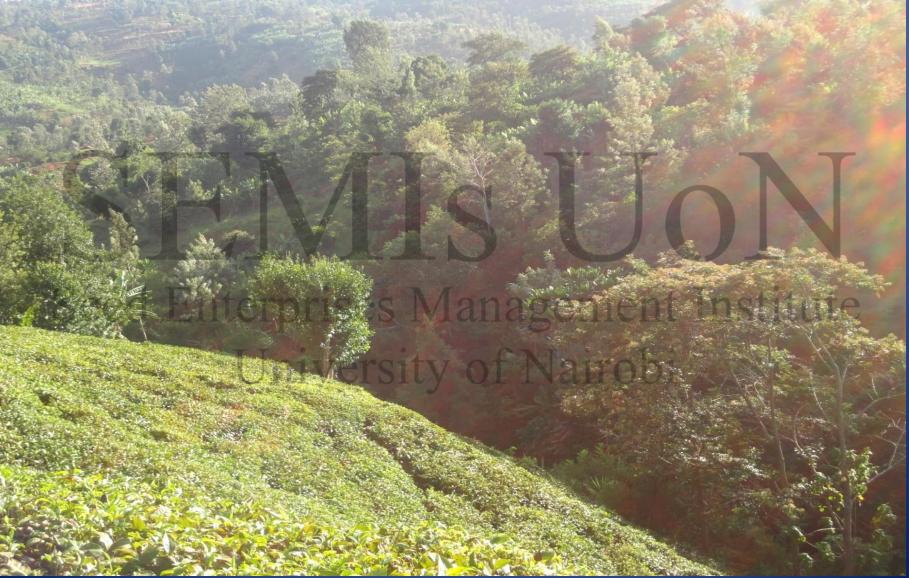
### SEED MARKETING IN DEVELOPING COUNTRIES

Seed Enterpris Mary Kinotiement Institute UnSchool of business<sup>obi</sup> University of Nairobi

### Seed industry



#### Seed industry

- Seed industry in most developing countries comprise of both formal and informal subsectors.
- Informal sub-sector deals mostly in ; farmer own local seed saved from previous season, seed bought from the market or obtained from the neighbours

#### Seed industry



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#### Seed Marketing

Seed marketing should aim to satisfy the farmer's demand for;

 Reliable supply of a range of improved seed varieties
 of assured quality
 at an acceptable price.

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- Seed marketing in developing countries is characterized by the following challenges among others; Seed a set of a set of the set of
- Low availability and access of quality declared seed

 High marketing costs brought about by poor infra-structure
 Sinsect pests and diseases agement Institute University of Nairobi

- Fake seeds in the market
- Lack of cash or credit among farmers
  Long distance to seed retailers
- Unpredictable and unattractive grain prices (particularly immediately after harvest),

Lack of information on variety performance
Seed availability are the main disincentives to use improvednstitute seed. University of Nairobi

 Customers are diverse, decentralized, and have a wide range of product requirements relatedto the highly variable socio-economic and biophysical environment of Africa.
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 seed marketing systems are often characterized by intermediaries and minimal distribution beyond commercial centres.

- Yields of crops in Africa are generally low due to various biotic, abiotic and managerial constraints.
- Generally, grain markets are poorly developed in Africa, such that on a local scale, price fluctuations are highly influenced by available grain stocks.

• Our main problem is the erratic rainfall. To handle this, we are shifting to irrigation since we have been depending only on rain-fed production. Monday, 25 April 2011 <u>Willy Bett MD Kenya seed at Radio Jambo</u> <u>studios during interview yest-David Ndolo</u> Why exactly is there a seed shortage?

"-----Lack of rains two years ago in most parts of the country is the major problem. We also recorded a high demand of seeds from farmers. Most farmers who were not using certified seeds before changed following education by Kenya Seed [Company] thereby pushing up demand by about 30 per cent-----"



Institute

# Measures by Kenya seed to avert seed shortage in future

- Shifting to irrigation since we have been depending only on rain-fed production.
- Construction of a six-acre dam to collect water to be used in seed breeding in Kitale.
- Talking with the National trigation bi Board (NIB) to help us in producing maize seeds in places where they have projects like in Hola, Perkera and Yala.



### Measures by Kenya seed to avert seed shortage in future

• Contracted more farmers both large and small scale farmers and we have increased the price of maize seeds so that we

get more farmers.

Strategies for coping with seed marketing in developing countries positioning "wholesale" outlets in strategic rural centres, where small retailers from neighbouring districts may purchase seed stocks with cash. University of Nairobi
Encouraging farmers to form buying groups.

- The appointment of farmers as rural consignment stockists
- Mobile seed shops an agement Institute University of Nairobi

 promotional activities to entice farmers to travel to rural centres to purchase seeds Management Institute University of Nairobi

- Seed companies may adopt a number of strategies to stimulate seed sales through increasing farmer productivity such as
  - The provision of improved varieties
  - providing crop management information on seed packaging
  - improved agronomic management (use of manure and fertilizer, timely planting, weed control and pest management

- A number of novel approaches have been advanced to improve the grain market stability in Africa these include;
  - Agricultural commodity exchanges,
  - Community grain banks,
  - Inventory credit programs
     and the development of on-farm storage facilities, Where these have been implemented (e.g. in Kenya and Ghana) there has been a measure of success in market stabilization and consequent stimulation of improved seed demand.

#### Conclusion

Marketing seed in Africa requires the following;

- An excellent and extensive distribution S
   network, terprises Manag
- Appropriately sizedity of Na seed packs
- Seed price that relates equitably with grain prices



Mini-pack seeds Affordable And Popular In West Africa

### Conclusion

- Government policies rural development
- farm credit,
- input and output pricit and grain marketing we influence a seed company statistics market Universit



India commodity market

#### Conclusion

Seed profitably, promotion of products, provision of information to farmers and retailers, and informed response to customer needs will assist in securing seed sales in developing countries.sit





