

Choosing Agro Dealers

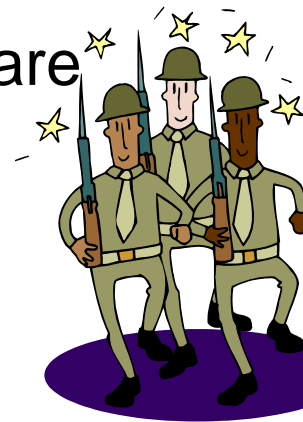
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Agro Dealers

- The primary role of seed companies is seed production and marketing.
- To effectively distribute seeds to farmers, they work with a network of agro-dealers through which they distribute seed to farmers.
- Agro-dealers are the first contact with farmers and are therefore recognized as the foot soldiers in the transformation of African agriculture.



Who is an Agro Dealer?

- Agro-dealers are small farm retailers; or trained certified stockists; through whom farm inputs such as seeds and soil nutrients, and knowledge about their safe and efficient use are channeled to small holder farmers.
- They tend to trade in improved seeds, fertilizers, pesticides, animal feeds, and simple farm tools.
- Many operate small businesses that reach poor farmers in remote areas.

A quality agro dealer

- A good agro dealer should possess knowledge, ability and suitable facilities to maintain the quality and viability of seed offered for sale.
- Should have an appropriate store that is certified as an indication that it's in satisfactory condition for the purpose.
- Should know how to store and handle seed to avoid spoilage; and know how to communicate with farmers



Factors to consider when choosing Agro-Dealers

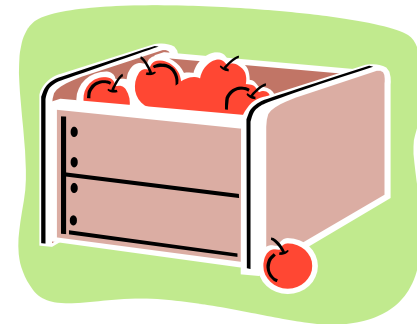
1.	Size and training of Sales team
2.	Sales Record
3.	Territory / area covered
4.	Product Mix
5.	Facilities & Equipment
6.	Marketing Policies
7.	Customer Profile
8.	Principals Represented
9.	Promotional Thrust



Choosing Agro Dealers

- The team of Agro Dealers and service locations should aim to increase:

- Availability
- Accessibility
- Affordability of quality agro-inputs in rural areas



Agro Dealers capacity building

- Agro dealer capacity building is critical to the development of well-functioning input markets because they provide farmers with information they need to boost their yields. They need to knowledge on:
 - How to handle products they pass on to farmers
 - Farming conditions conducive to seeds for best output
 - Right products for different uses.



Agro- Dealers Capacity Building

- They need skills to help them to stay focused on their clients, grow their businesses, and build momentum towards achieving an African Green Revolution.
- To increase their ability to serve farmers effectively, agro-dealers should be trained in business skills, safe handling, and use of modern technology

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Agro Dealers Capacity Building

- The distribution of seeds, plant protection products and fertilizer to farmers has been hampered by poor information on the location of shops selling quality farm inputs.
- It is important to increase farmer's awareness on the location of reputable and knowledgeable agro-dealers.

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Challenges

- Research has shown that many owners of agro dealers are well trained but less than half of them are involved in day to day management of their businesses.
- They are sometimes unavailable to answer questions from farmers and their training may therefore not fully benefit farmers.
- Its therefore necessary to also provide training to those who run the business on a day to day basis.

Exercise

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**State of seed distribution in
ABC Country**
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ABC Country

- In ABC country, it is common for rural farmers to travel great distances just for the opportunity to purchase seeds or fertilizers.
- And at the end of their journey they frequently find stores lack the specific items they need or are selling them at unaffordable prices.
- Sometimes there is shortage of seeds!
- Sometimes they even get fake seeds!



ABC Country

- Lack of access to basic farm supplies has made it virtually impossible for small-scale farmers to increase their yield or incomes, reinforcing widespread poverty in the country.

- Discuss this issue. Where does this happen? What can be done?

Thank You

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