

Seed Enterprise Management Institute (SEMIs)

INTERNATIONAL TRAINING ON SEED MARKETING

VENUE: UNIVERSITY OF NAIROBI, CAVS

Date: 23-28 July, 2012

Professor Florence Olubayo



SEED ENTERPRISE MANAGEMENT INSTITUTE (SEMIs)

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

SEMI's PARTNERSHIPS



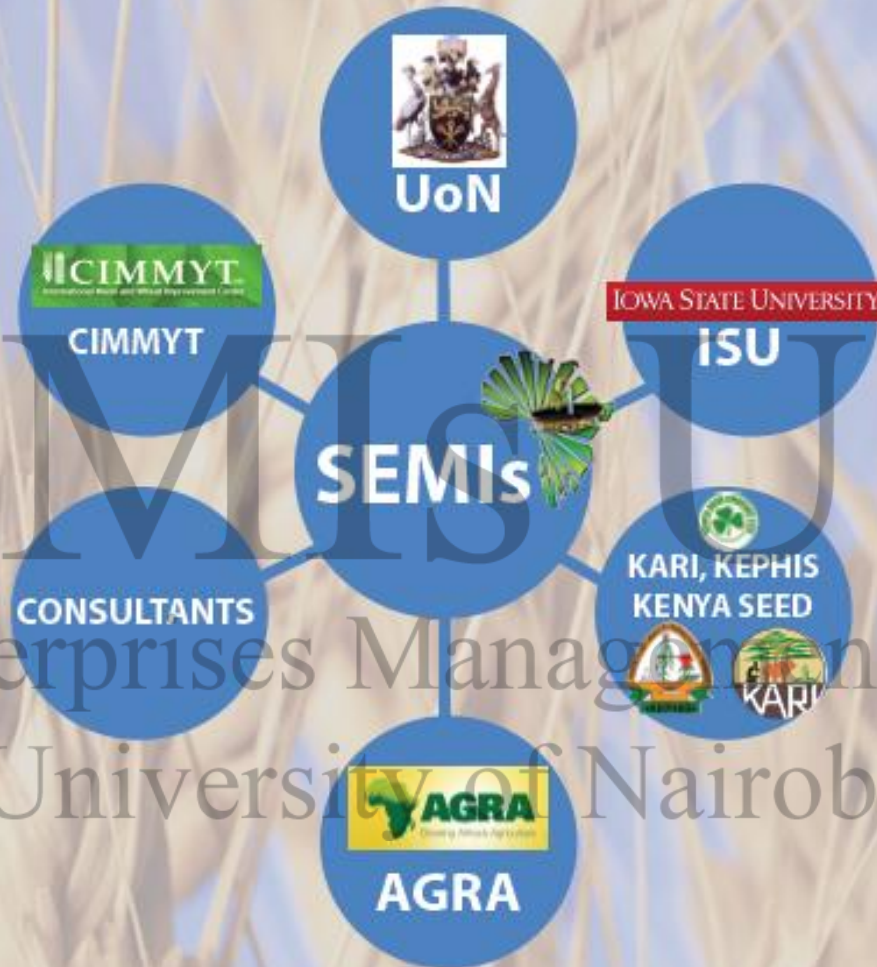
agra-alliance.org



cimmyt.org



kephis.org



uonbi.ac.ke



iastate.edu



kenyaseed.com

GROWING THE SEED INDUSTRY IN AFRICA

SEMIs In Africa

MALI

	2010	2011	Total
Seed Companies/Institutions	3	2	5
Trained Personnel	8	3	11

BURKINA FASO

	2010	2011	Total
Seed Companies/Institutions	3	2	5
Trained Personnel	5	4	9

SIERRA LEONE

	2010	2011	Total
Seed Companies/Institutions	3	3	6
Trained Personnel	10	10	20

LIBERIA

	2010	2011	Total
Seed Companies/Institutions	2	2	4
Trained Personnel	10	10	20

GHANA

	2010	2011	Total
Seed Companies/Institutions	7	3	10
Trained Personnel	15	12	28

NIGERIA

	2010	2011	Total
Seed Companies/Institutions	8	2	10
Trained Personnel	23	4	27

ZAMBIA

	2010	2011	Total
Seed Companies/Institutions	4	1	5
Trained Personnel	17	5	22

NIGER

	2010	2011	Total
Seed Companies/Institutions	4	4	8
Trained Personnel	8	15	23

ETHIOPIA

	2010	2011	Total
Seed Companies/Institutions	5	4	9
Trained Personnel	14	17	31

UGANDA

	2010	2011	Total
Seed Companies/Institutions	8	3	11
Trained Personnel	17	9	26

KENYA

	2010	2011	Total
Seed Companies/Institutions	7	2	9
Trained Personnel	19	4	23

RWANDA

	2010	2011	Total
Seed Companies/Institutions	2	1	3
Trained Personnel	5	5	10

TANZANIA

	2010	2011	Total
Seed Companies/Institutions	7	5	12
Trained Personnel	17	23	40

MALAWI

	2010	2011	Total
Seed Companies/Institutions	5	2	7
Trained Personnel	12	7	19

MOZAMBIQUE

	2010	2011	Total
Seed Companies/Institutions	5	4	9
Trained Personnel	10	17	27

Growing the Seed Industry in Africa

Over 15 African Countries!!



SEMIs COURSES AT UON:



COURSE	MAIN FACILITATORS
SEED PRODUCTION	UON/CIMMYT/KARI/KEPHIS
SEED DRYING PROCESSING AND STORAGE	UON/IOWA STATE UNIVERSITY/KARI/KEPHIS/SEED COMPANIES
SEED BUSINESS MANAGEMENT	UON/SCH. OF BUSINESS, ALINE O'CONNOR FUNK, DILIP GOKHALES, SEED COMPANIES
SEED MARKETING	UON/SCH. OF BUSINESS, CONSULTANTS, DRYLAND SEED COMPANY, LEDET
SEED QUALITY ASSURANCE AND SEED ENTERPRISE QUALITY MANAGEMENT	UON/ISU/KEPHIS/KARI/SEED COMPANIES

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

Course	2010	2011	2012	Total
Seed Production	29	27	30	86
Seed Drying Processing and Storage	31	28	31	90
Seed Business Management	29	26		55
Seed Marketing	28	25		53
Seed Quality Assurance	30			30
Seed Legislation and Accreditation	25			25
Seed Quality Assurance and Seed Enterprise Quality Management		26		26
Total(Yearly)	172	132	61	365

SEMI-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:



John MacRobert-
CIMMYT



Kiarie Njoroge-UON CAVS



Jenny leakey-Leldet seed company



Aline O'Connor –
Seed Business
mgt



KEPHS FACILITATATORS

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

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

SEMIs Infrastructure Dvpt:

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



SEMIS
Seed Enterprise Management Institute
University of Nairobi

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 Enterprises Management Institute
Seed Industry in Africa.....**

University of Nairobi

*“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

Seed marketing course 2011



Visiting the seed industry-
Visit to SIMLAW seeds



Certificate presentation on
Graduation

Highlights:

Seed Production May 2012:

Visit to KARI Wheat Rust Resistance Breeding Station-Ni



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 "

Annonymous .



"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*

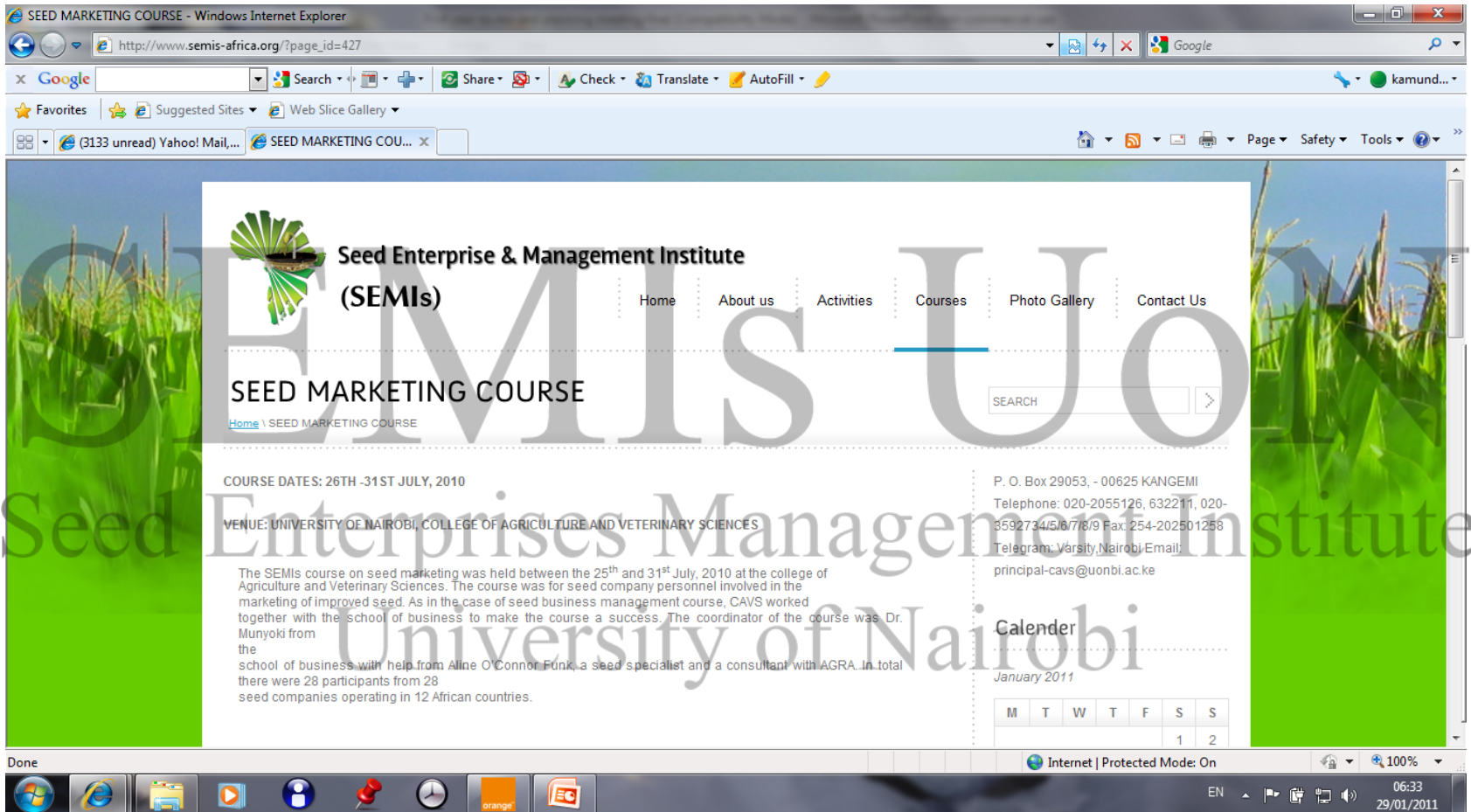


"Previously I did not know how to project seed requirements and co-ordinate backwards for procurement of basic, pre-basic seed..." Now I know"

*Mr Omari Mduruma-
Aminata seed company
Tanzania*

SEMIs Website:

www.semis-africa.org



SEED MARKETING COURSE - Windows Internet Explorer

http://www.semis-africa.org/?page_id=427

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SEED MARKETING COURSE

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SEARCH

COURSE DATES: 26TH -31ST JULY, 2010

VENUE: UNIVERSITY OF NAIROBI, COLLEGE OF AGRICULTURE AND VETERINARY SCIENCES

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Telegram: Varsity.Nairobi Email: principal-cavs@uonbi.ac.ke

The SEMI's course on seed marketing was held between the 25th and 31st July, 2010 at the college of Agriculture and Veterinary Sciences. The course was for seed company personnel involved in the marketing of improved seed. As in the case of seed business management course, CAVS worked together with the school of business to make the course a success. The coordinator of the course was Dr. Munyoki from the school of business with help from Aline O'Connor Funk, a seed specialist and a consultant with AGRA. In total there were 28 participants from 28 seed companies operating in 12 African countries.

Calendar

January 2011

M	T	W	T	F	S	S
					1	2

Done

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- Sharing information on seed issues, current happenings in the seed industry in Africa
- Staying in touch with SEMI's participants
- Online registration of Students



SEMI's-Helping Africa Smell the Green Revolution!!

SEMI'S UoN
Seed Enterprises Management Institute
University of Nairobi
**Thank you for
your attention**

