SEMIs Marketing Module

Closing Thoughts
Simple Background:

1.1 billion people live on less than $1/day

Over 800 million people (and rising) go to bed hungry each day

75% of these people live in rural areas
HOW BIG IS AFRICA?

Approximate Area in Square Miles

- Africa: 11,668,545 (30,221,532 sq. km.)
- China: 3,681,089
- Europe: 3,979,405
- USA: 3,678,235
- Total: 11,338,729 (29,167,308 sq. km.)

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Northern Trust Family Financial
Sober Reminder: The Context

- “In 2009, the continent imported one third of its grain
- More than 40 percent of Africans did not even have the ability to daily obtain sufficient food.
- For the African farmer, conventional fertilizers cost two to six times more than the world market price.
- There has been a 23 percent decrease in food production per capita in the last 25 years.
- Since 2004, over 2.4 million hectares has been leased to both African and non-African investors to produce bio-fuel and crops for export.
- African Agricultural ministers have pointed to a possible loss of 20 percent of Africa’s future primary productivity as a result of land degradation and deforestation.
- Shockingly, Africa is the only continent where food aid outstrips external financing for agriculture.”

Source: 2010 State of the Union Continental Report
## Improved Maize Seed Use:

<table>
<thead>
<tr>
<th>Country</th>
<th>Estimated use of improved maize seed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ghana</td>
<td>11%</td>
</tr>
<tr>
<td>Mali</td>
<td>3%</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>19%</td>
</tr>
<tr>
<td>Tanzania</td>
<td>18%</td>
</tr>
<tr>
<td>Benin</td>
<td>0%</td>
</tr>
<tr>
<td>Mozambique</td>
<td>11%</td>
</tr>
</tbody>
</table>
Figure 1: National Average Maize Yields (t/ha) in Kenya, 1961 to 2009

Source: FAOSTAT data (www.FAOSTAT.org)
Current situation: Yields

Estimates of Average Cereal Grain Yields (mt/ha), 1960 – 2010

Source: Robert Paarlberg, Calculated from USDA, PS&D data (www.fas.usda.gov/psdonline), downloaded 7 Nov 2010. Results: region’s total production per harvested area in barley, corn, millet, mixed grains, oats, rice, rye, sorghum and wheat.
Fertilizer Use, 1961-1999
Emerging Africa: Ave Growth Rates *per Capita*, 1996-2008

Source: Center for Global Development, Steve Radelet
PASS MTR Survey
Background and purpose of the surveys

“Surveys of farmers were undertaken in 14 areas of seven countries Tanzania, Kenya, Uganda, Malawi, Ghana, Nigeria and Mali. The areas selected were those where PASS supported agro-dealers or seed companies are operating.

Of the 1542 respondents, 57% were male and 43% female, with most falling in the 26-35 and 36-45 year age groups and most (86%) being married. 28% of respondents had no formal education this being primarily older or female respondents.”

Source: PASS MTR, 2010
Improved and Local Varieties of the Main Crops

Source: PASS MTR, 2010
Source of Information on New Varieties

<table>
<thead>
<tr>
<th>Source</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other farmer</td>
<td>42</td>
</tr>
<tr>
<td>Extension</td>
<td>34</td>
</tr>
<tr>
<td>Agro-dealer</td>
<td>16</td>
</tr>
<tr>
<td>NGO</td>
<td>7</td>
</tr>
<tr>
<td>Radio or TV</td>
<td>19</td>
</tr>
<tr>
<td>Seed company</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
</tr>
<tr>
<td>No info available</td>
<td>10</td>
</tr>
</tbody>
</table>

Source: PASS MTR, 2010
72% of respondents have introduced a new variety to their farm in the last four years, with 30% planting a new variety in the past year.

Source: PASS MTR, 2010
“Of those already growing the new varieties, 91% indicated that the yields they had achieved were higher than that of local varieties and that they would definitely or be likely to continue to grow improved varieties.

Source: PASS MTR, 2010
We need educated leaders to solve these problems!

“I am thinking now”