

SEMIs Marketing Module

SEMIs UON

Seed Enterprises Management Institute

Closing Thoughts

University of Nairobi

Simple Background:

1.1 billion people live on less than \$1/day

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

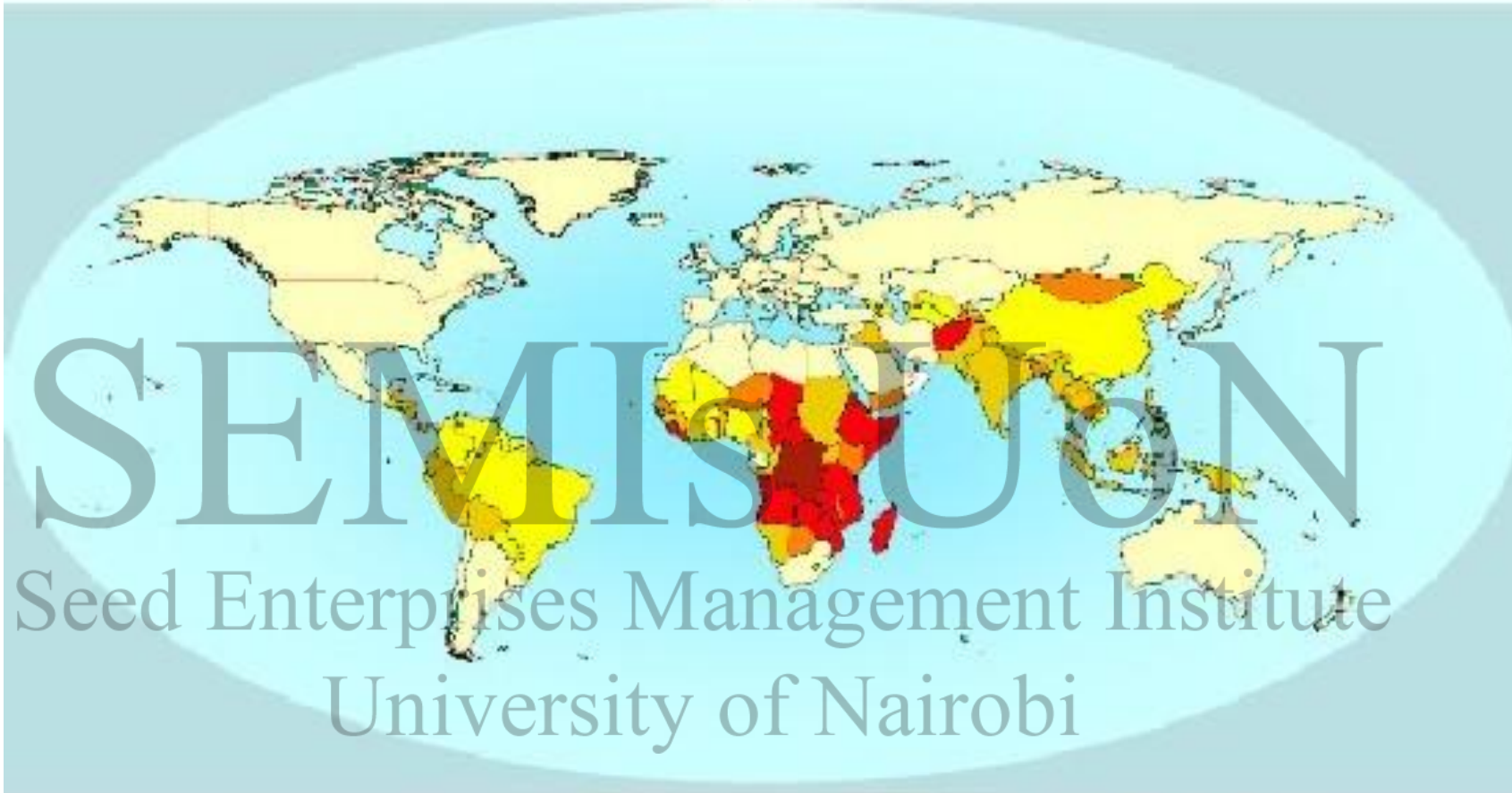
75% of these people live in rural areas

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Hunger map



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نسبة التوعية للفقر الحاد
 未吃饱人口
 Undernourished population
 Population sous-alimentée
 Población subnutrida



2003-2005

HOW BIG IS AFRICA?

Approximate Area in Square Miles



Outreach Program
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<http://www.bu.edu/africa/outreach>
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2008-2009

Mollweide Equal Area Projection

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Northern Trust

Family Financial

Forum, September, 2010

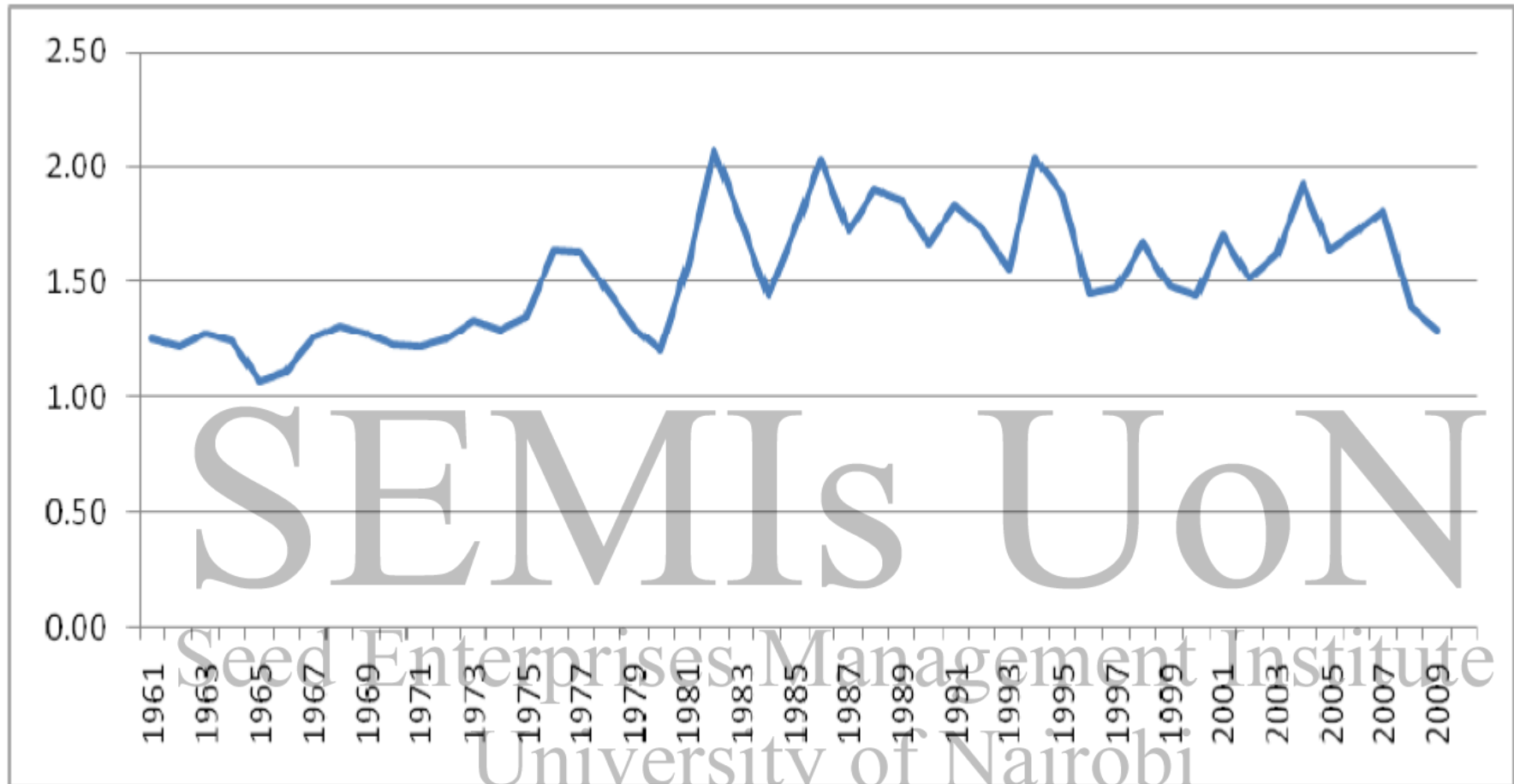
Sober Reminder: The Context

- “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.”

Improved Maize Seed Use:

Country	Estimated use of <i>improved</i> maize seed
Ghana	11%
Mali	3%
Ethiopia	19%
Tanzania	18%
Benin	0%
Mozambique	11%

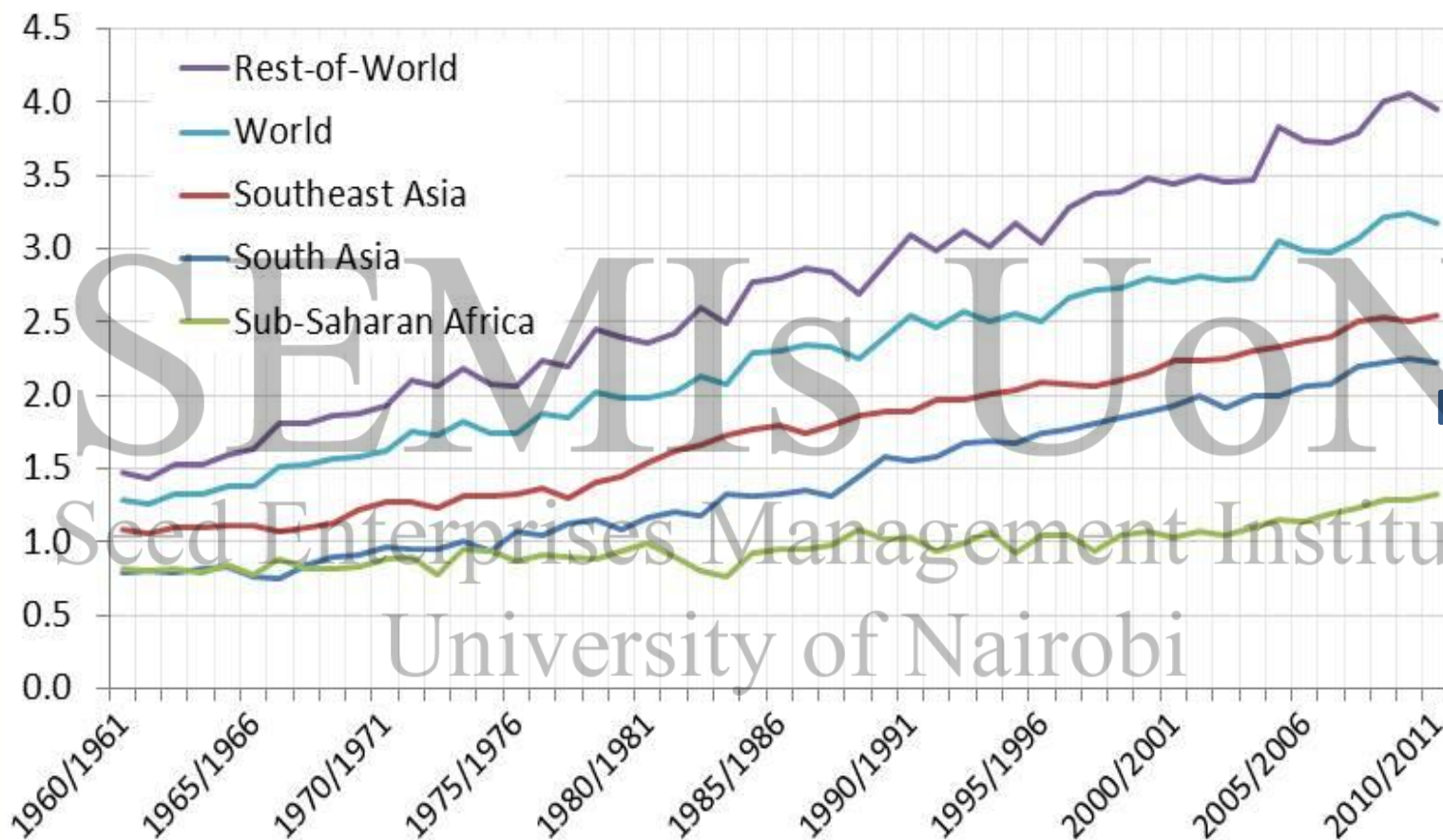
Figure 1: National Average Maize Yields (t/ha) in Kenya, 1961 to 2009



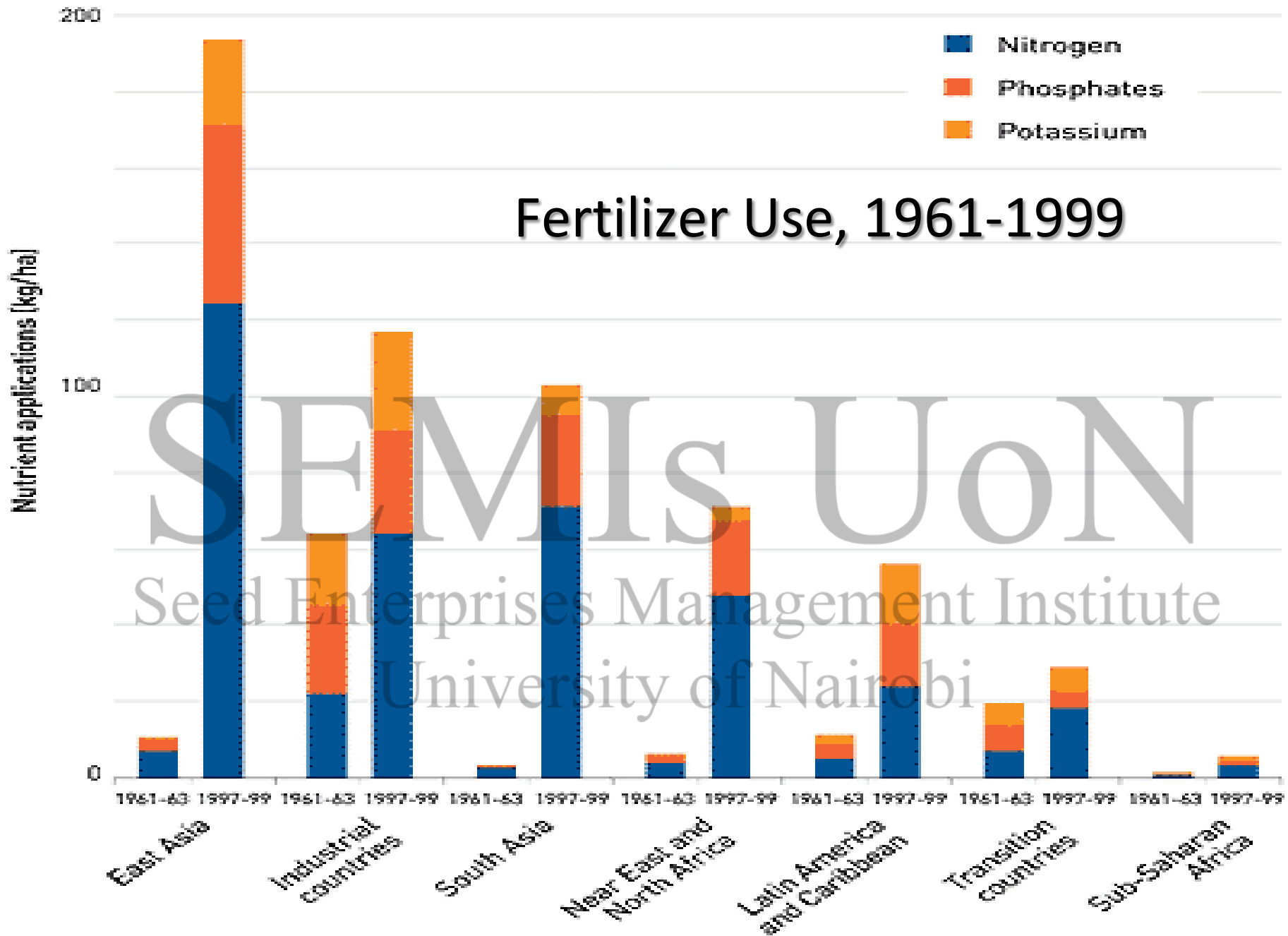
Source: FAOSTAT data (www.FAOSTAT.org)

Current situation: Yields

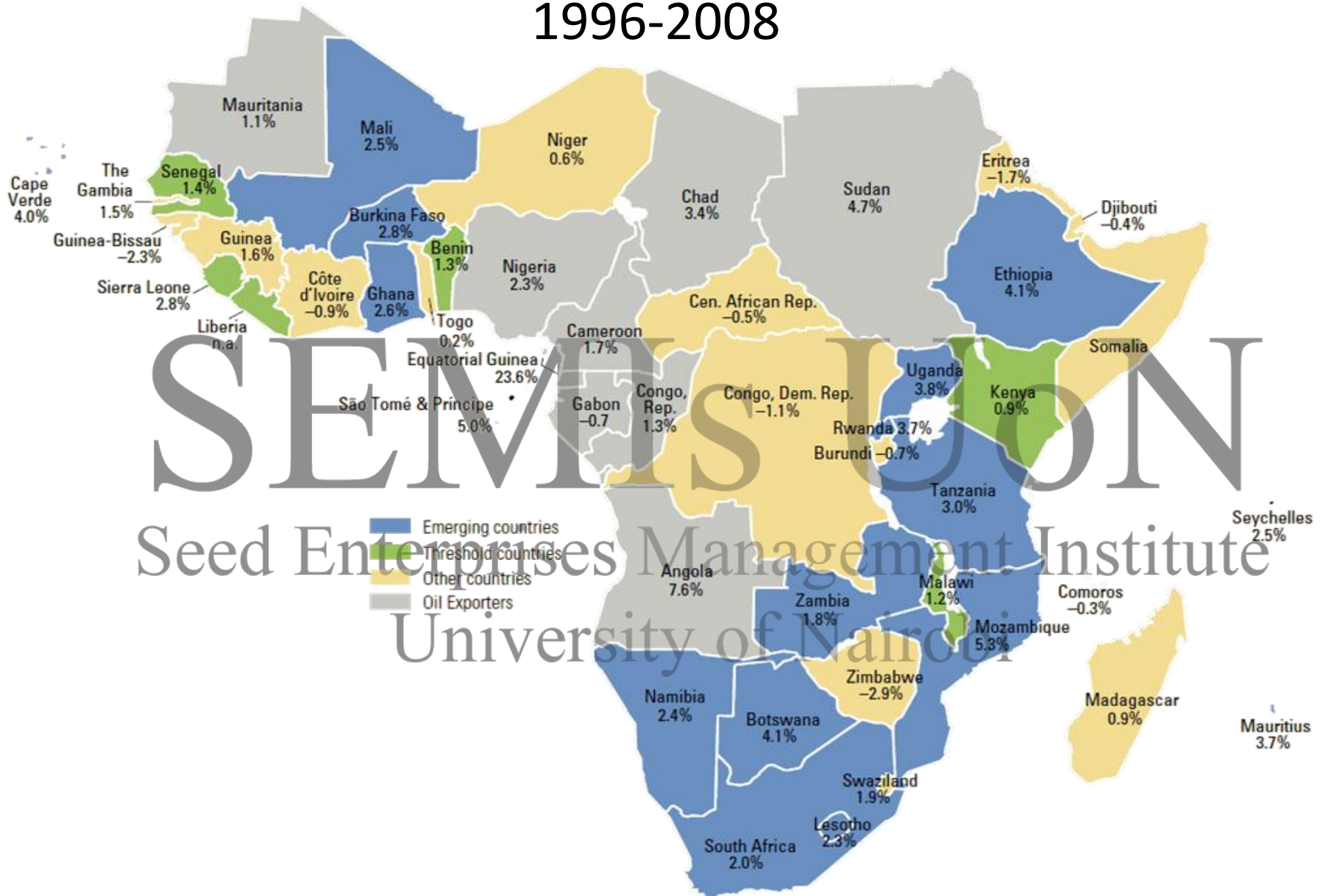
Estimates of Average Cereal Grain Yields (mt/ha), 1960 – 2010



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.

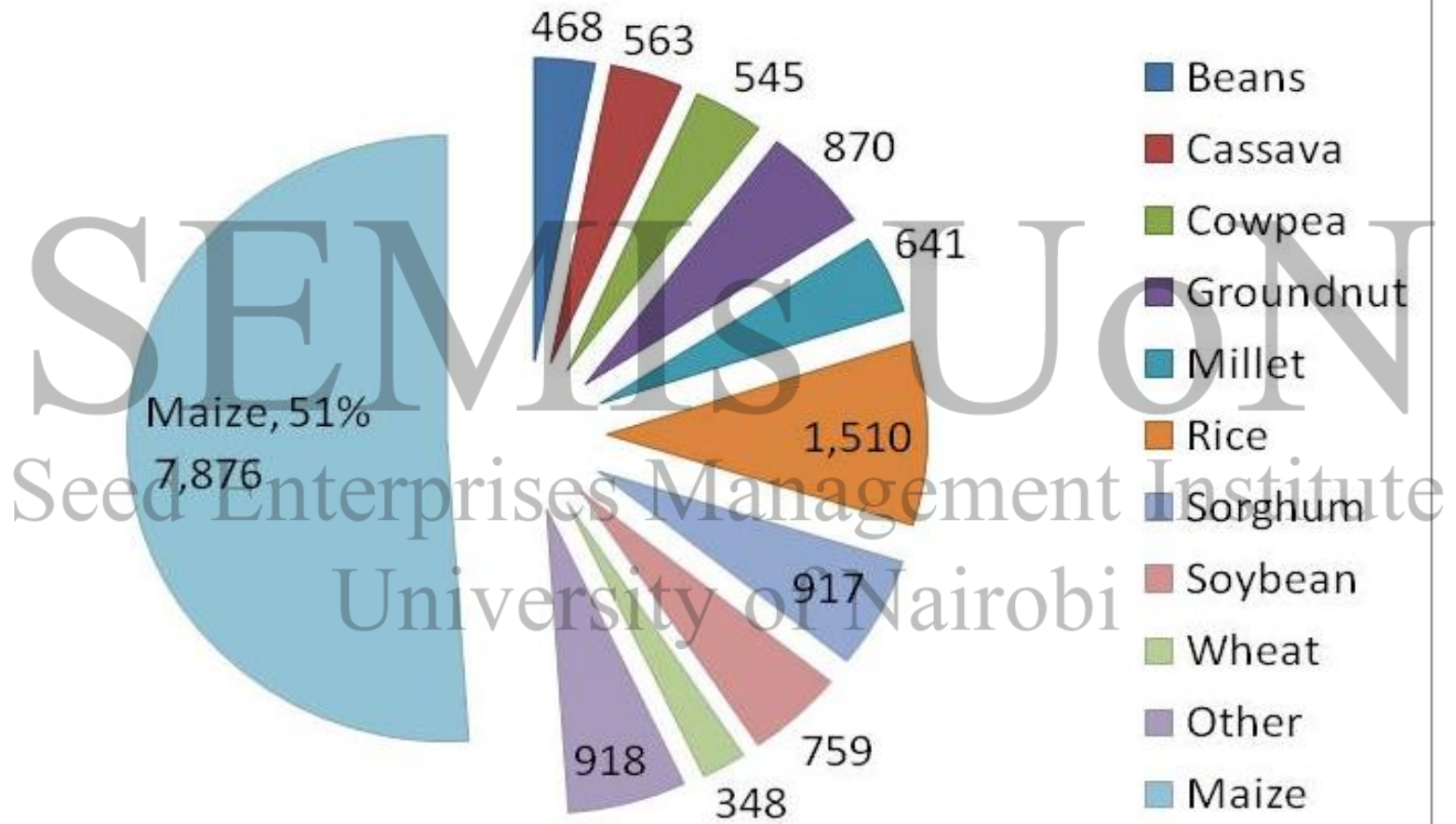


Emerging Africa: Ave Growth Rates *per Capita*, 1996-2008



Diversity of Crop Base

Grantees 2010 Production Est by Crop (t)



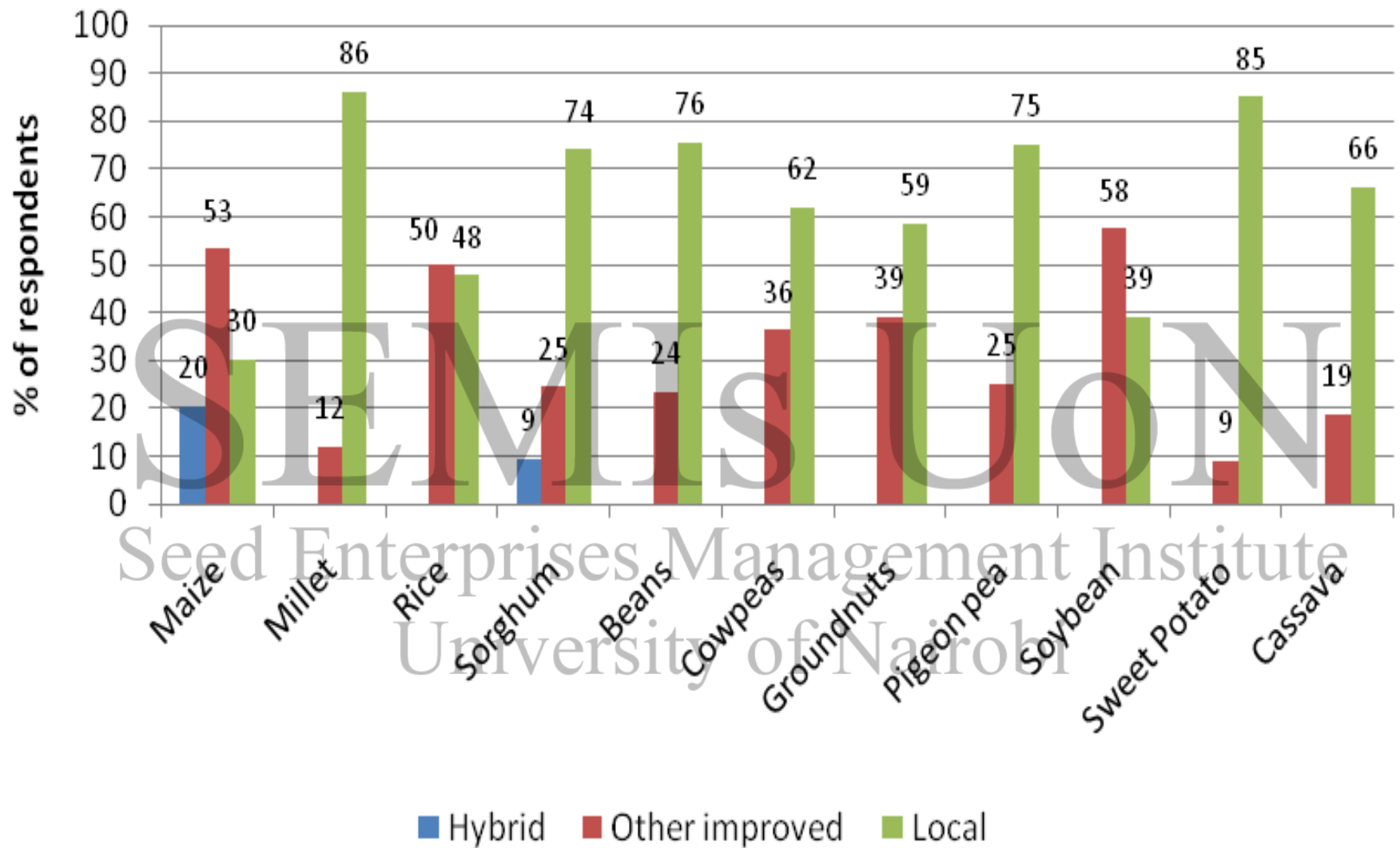
PASS MTR Survey

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*.

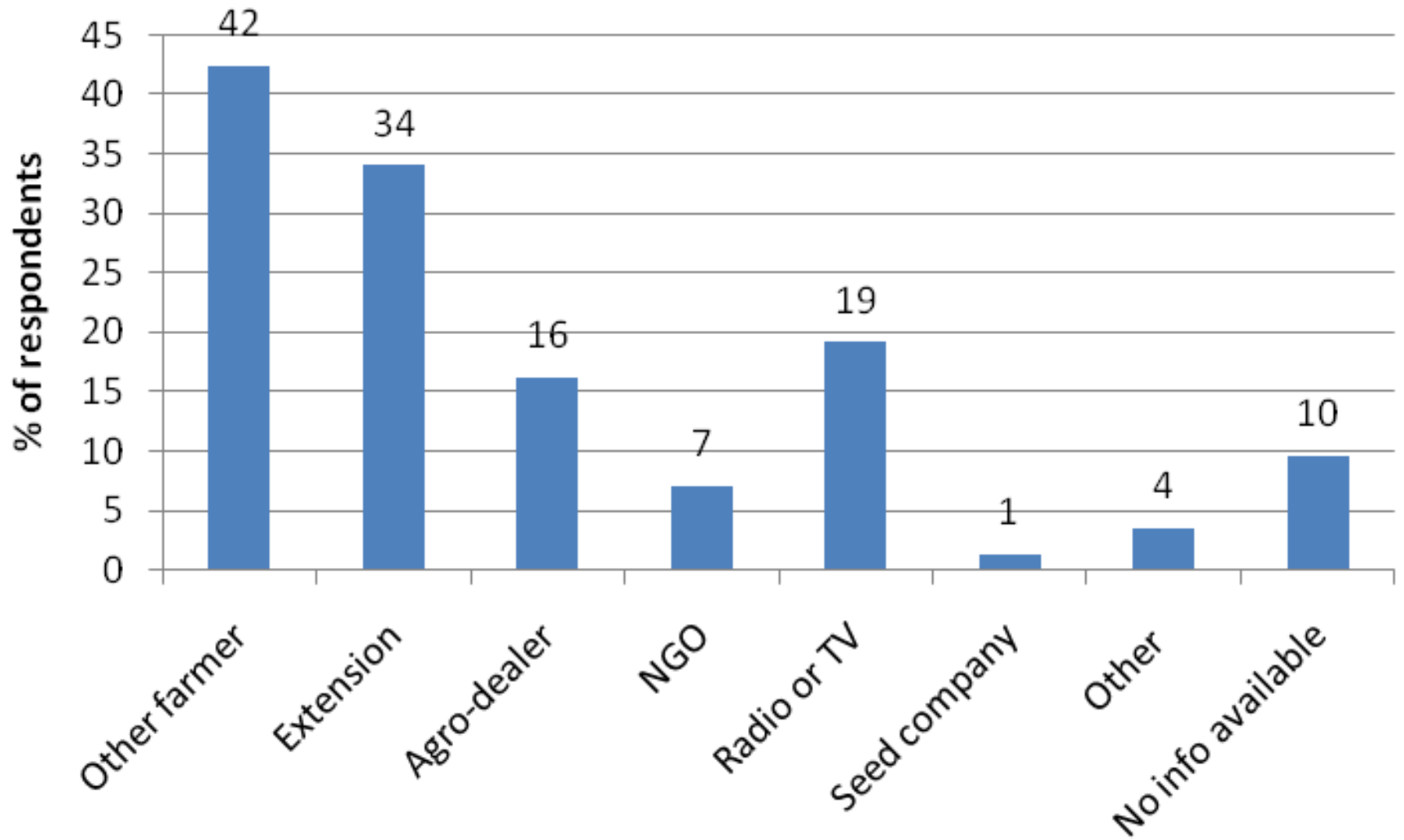
Of the [1542 respondents](#), 57% were male and 43% female, with most falling in the 26-35 and 36-45 year age groups and most (86%) being married. 28% of respondents had no formal education this being primarily older or female respondents.”

Improved and Local Varieties of the Main Crops



Source: PASS MTR, 2010

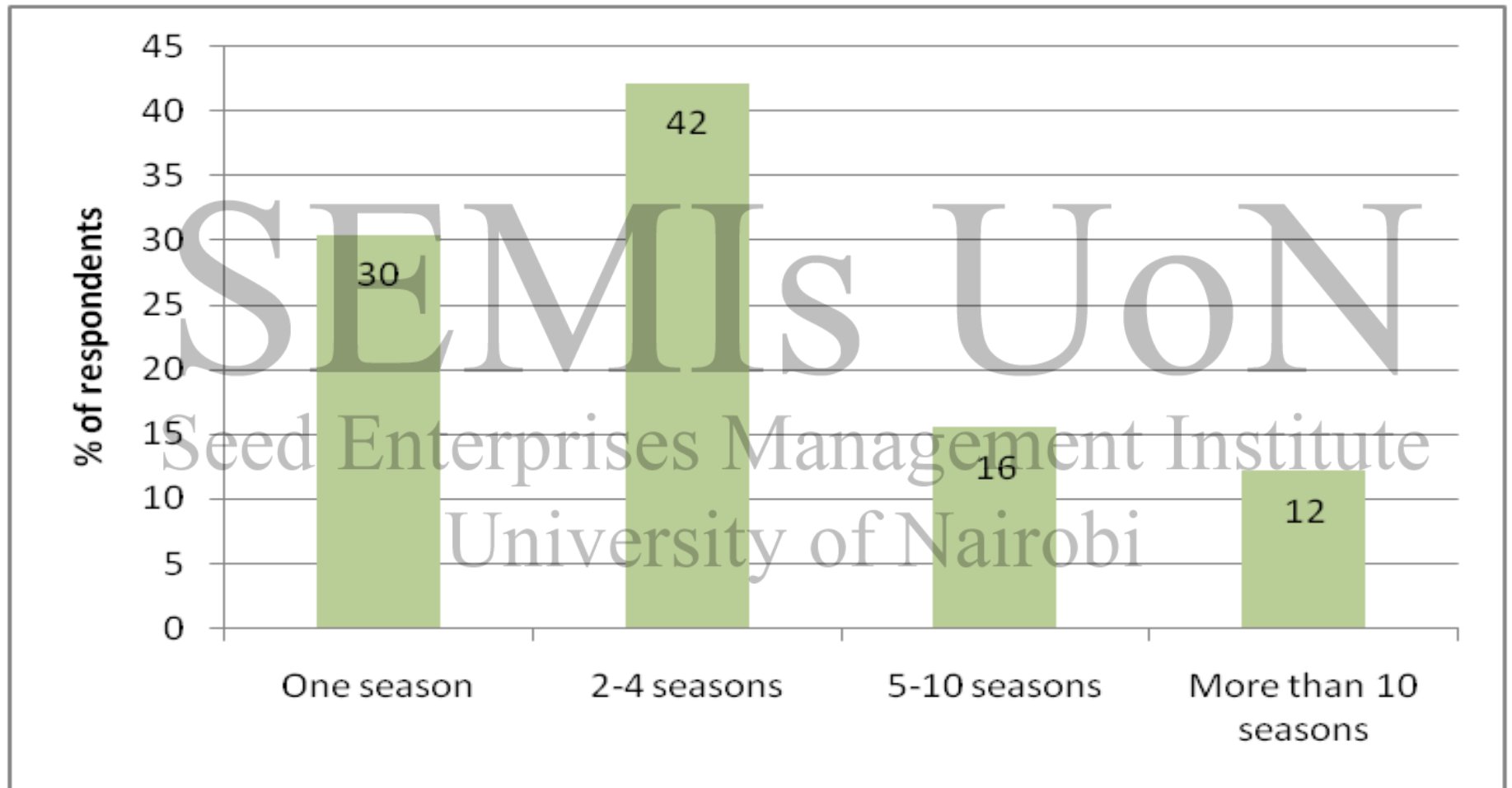
Source of Information on New Varieties



Source: PASS MTR, 2010

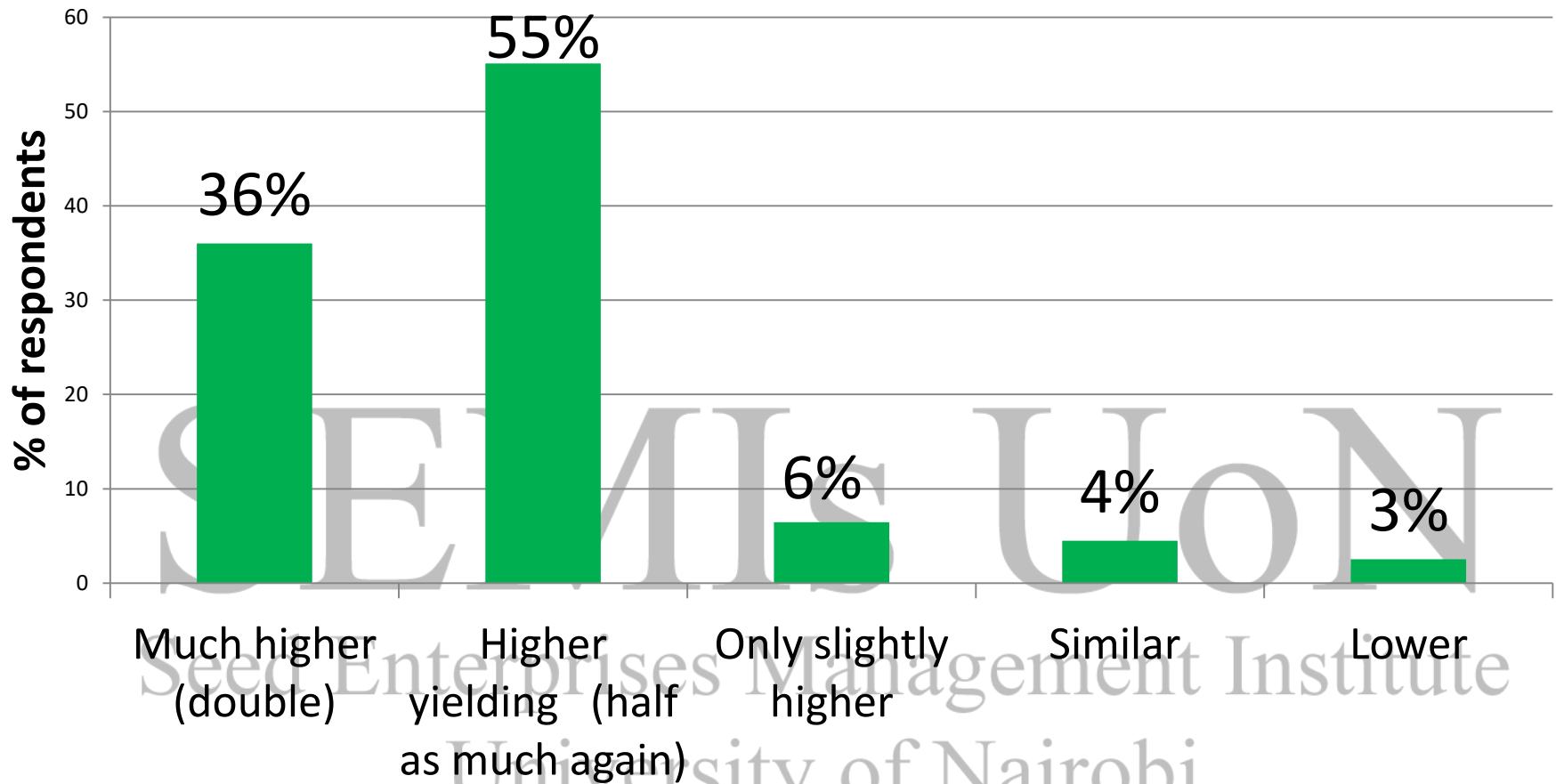
Time since farmers have introduced a new variety

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

Yield Perceptions of Those Growing New Varieties



“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.

***We need educated leaders
to solve these problems!***

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“I am thinking now”