Farmer Centered Distributors

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‘The entrepreneur always searches for change, responds to it, and exploits it as an opportunity.’
What is our business goal?

- Profit?

- Farmer benefit?

If both, which strategies do we put in place by positioning our business to respond to the farmer needs?

- Think like your customer (Put yourself in your customer shoes). If you were your customer- what would you be looking for in choice of seed?
What makes great FCDs?

**Demo Fields:** Conduct farmer demo plots

**Seed positioning:** The seed should be well positioned and labelled for the right agro-ecology.

**Training:** Offer capacity building to distributors

**Sample seeds:** Distributes sample seeds to farmers

**Field days:** Farmers come to see the different crop ranges and assess suitability

**Marketing:** Known product range by farmers

**Seed quality:** storage, handling and testing.

**Branding/shop remodeling:** Maximization of visibility
Market demand: Ability to avail products that satisfy farmers’ needs

Agronomy support.

Customer service: Offers great customer service
- Appreciating customers
- Understand their customers

Value addition services:
- Easy Complaint handling mechanisms (Problem resolution)
- Open door policy (approachable)
QIPP Seed

Quality production
Improved genetics
Positioned properly in an agro ecology
Priced and packaged appropriately for smallholder farmers
**QIPP seed** is seed that will increase farmer productivity because it:

– has been produced to **quality standards** -- germination, purity, vigor, seed treatment and protection

– incorporates **improved genetics** -- the most recent and best research by scientists

– is properly **positioned geographically** so that the farmer will actually realize the productivity gain

– is available at a **packaging and price point** that matches the farmer’s risk preferences, especially in the initial stages of using QIPP seed.
Product display before & after remodeling
B) Farmlink Agrovet: 100% done
Add photos of previous and current shop photos
C) Tazama Agrovet: 80% done

Add photos of previous and current shop photos
Maelezo Ya Mbegu
Networking between Seed companies & Agrodealers
‘Profit in business comes from repeat customers, customers that boast about your product or service, and that bring friends with them.’