

SEED MARKETING IN DEVELOPING COUNTRIES

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Seed industry



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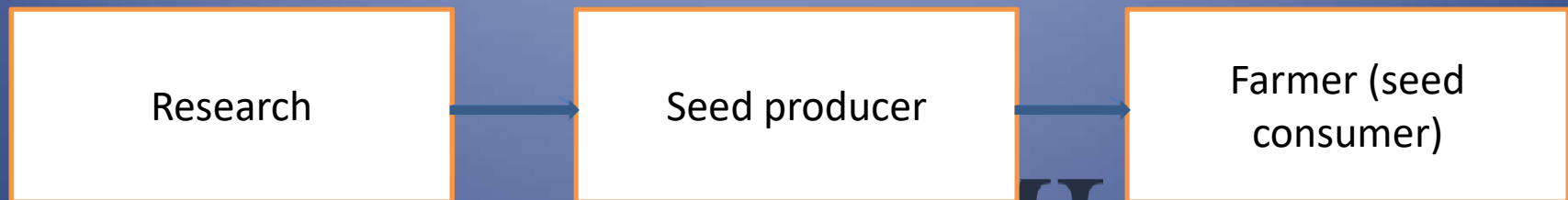
Seed industry

- Seed industry in most developing countries comprise of both formal and informal sub-sectors.
- Informal sub-sector deals mostly in :-
 - Farmer own local seed saved from previous season
 - seed bought from the market
 - seed obtained from the neighbours

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Seed industry

- Formal seed sector comprise an established process



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Seed Marketing

- Seed marketing should aim to satisfy the farmer's demand for;
 - Reliable supply of improved seed varieties
 - Quality seeds at an acceptable price.

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Introduction

Seed marketing in developing countries is characterized by the following challenges among others;

- Low market potential due to farmers over-reliance on rain-fed agriculture
- Low availability and access of quality declared seed

Introduction

- High marketing costs brought about by poor infra-structure
- Insect /pests and diseases

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Introduction

- Fake seeds in the market
- Lack of cash or credit among farmers
- Long distance to seed retailers
- Unpredictable and unattractive grain prices (particularly immediately after harvest),

Introduction

- Lack of information on variety performance

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Introduction

- Customers are diverse, decentralized, and have a wide range of product requirements related to the highly variable socio-economic and biophysical environment of Africa.

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Introduction

- seed marketing systems are often characterized by intermediaries and minimal distribution beyond commercial centres.

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Introduction

- Yields of crops in Africa are generally low due to various biotic, a biotic and managerial constraints.
- Generally, grain markets are poorly developed in Africa, such that on a local scale, price fluctuations are highly influenced by available grain stocks.

Introduction

- Our main problem is the erratic rainfall. To handle this, we are shifting to irrigation since we have been depending only on rain-fed production.

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Strategies for coping with seed marketing in developing countries

- Positioning “wholesale” outlets in strategic rural centres, where small retailers from neighbouring districts may purchase seed stocks with cash.
- Encourage farmers to form seed buying groups.

Strategies for coping with seed marketing in developing countries

- The appointment of farmers as rural stockists/supplier
- Mobile seed shops

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Strategies for coping with seed marketing in developing countries

- Promotional activities to entice farmers to travel to rural centres to purchase seed

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Strategies for coping with seed marketing in developing countries

- Seed companies may adopt a number of strategies to stimulate seed sales through increasing farmer productivity such as
 - The provision of improved varieties
 - providing crop management information on seed packaging
 - improved agronomic management (use of manure and fertilizer, timely planting, weed control and pest management)

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Strategies for coping with seed marketing in developing countries

- A number of novel approaches have been advanced to improve the grain market stability in Africa these include;
 - Community grain banks,
 - Inventory credit programs
 - and the development of on-farm storage facilities, Where these have been implemented (e.g. in Kenya and Ghana) there has been a measure of success in market stabilization and consequent stimulation of improved seed demand.

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Conclusion

Marketing seed in Africa requires the following;

- An excellent and extensive distribution network,
- Appropriately sized seed packs
- Seed price that relates equitably with grain prices



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Mini-pack seeds
Affordable And Popular
In West Africa

Conclusion

- Government policies on rural development
- Credit facilities on farm inputs -seeds
- Harmonised input(seed) and output(grain) pricing will influence seed company's ability to market



India Commodity Market

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Conclusion

- Seed promotion, provision of information to farmers and prompt response to customer needs are critical to the success of seed sales in developing countries.



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Thank
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- QUESTION & ANSWERS

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