

SEMI's Seed Marketing Module

Seed Enterprises Management Institute
Closing Thoughts
University of Nairobi
July 2012

Simple Background:

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

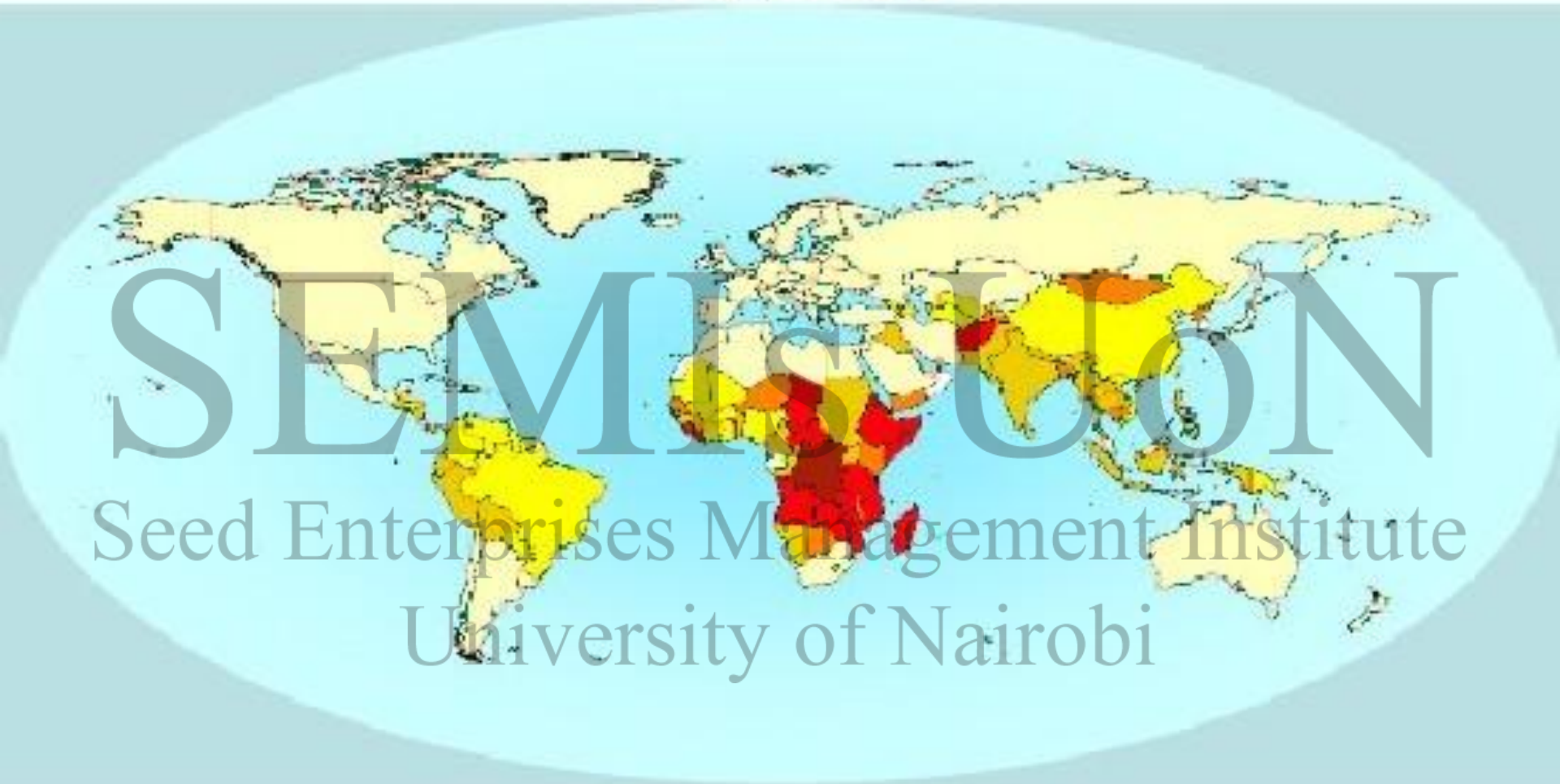
Over 800 million people (and rising) go to bed hungry each day

75% of these people live in rural areas

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Hunger map



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نسبة السوية للفقر الجوع
 人口不足
 Undernourished population
 Population sous-alimentée
 Población subnutrida

2003-2005

HOW BIG IS AFRICA?

Approximate Area in Square Miles



Outreach Program
African Studies Center
Boston University
270 Bay State Road
Boston, MA 02215
Phone: 617/353-7303
Fax: 617/353-4975
<http://www.bu.edu/africa/outreach>
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1999-2000

Mollweide Equal Area Projection

Northern Trust

Family Financial

Forum, September, 2010

Sober Reminder: The Context

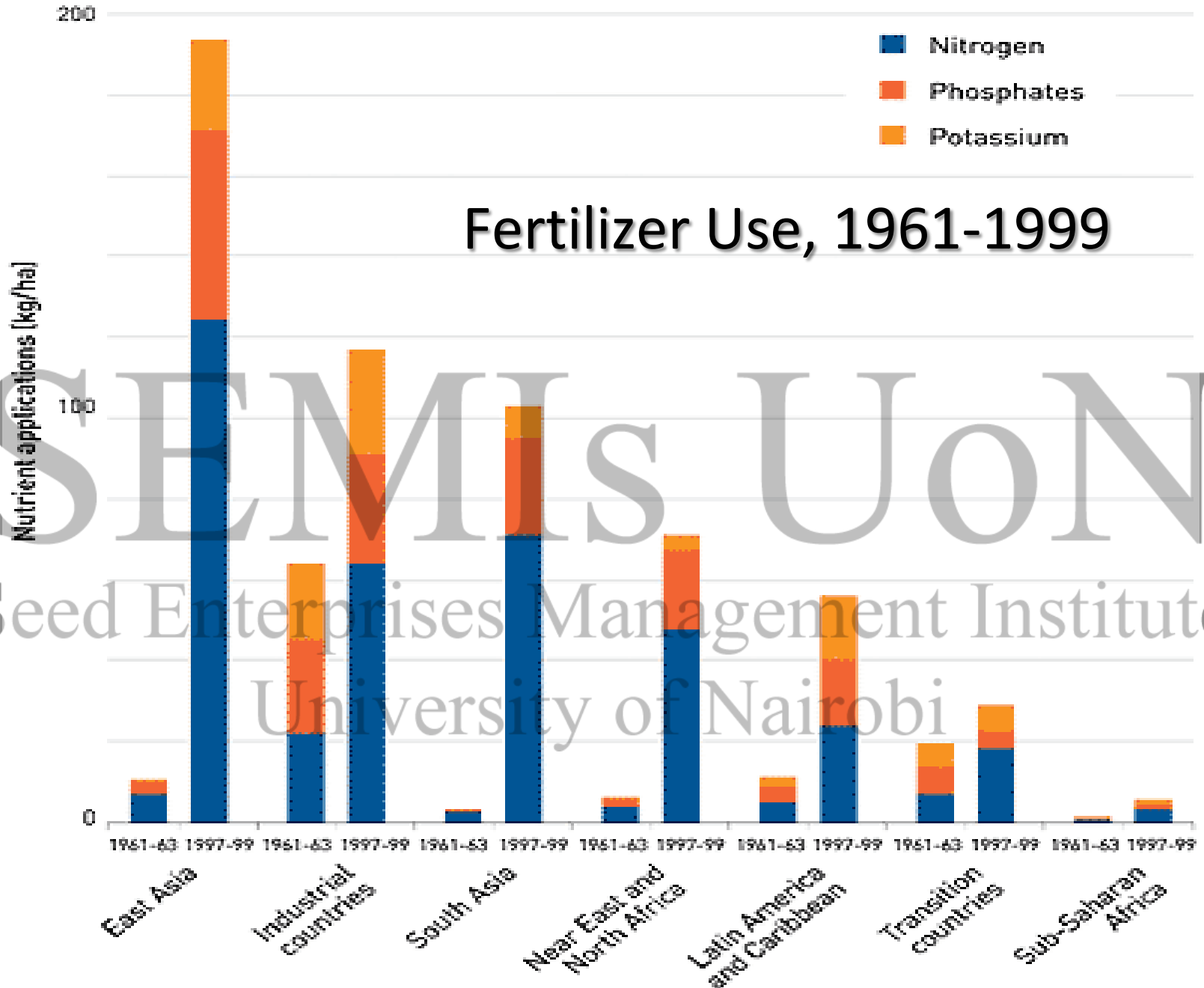
- “In 2009, the continent imported one third of its grain
- More than 40 percent of Africans did not even have the ability to daily obtain sufficient food.
- For the African farmer, conventional fertilizers cost two to six times more than the world market price.
- There has been a 23 percent decrease 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 Corn Seed Use:

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

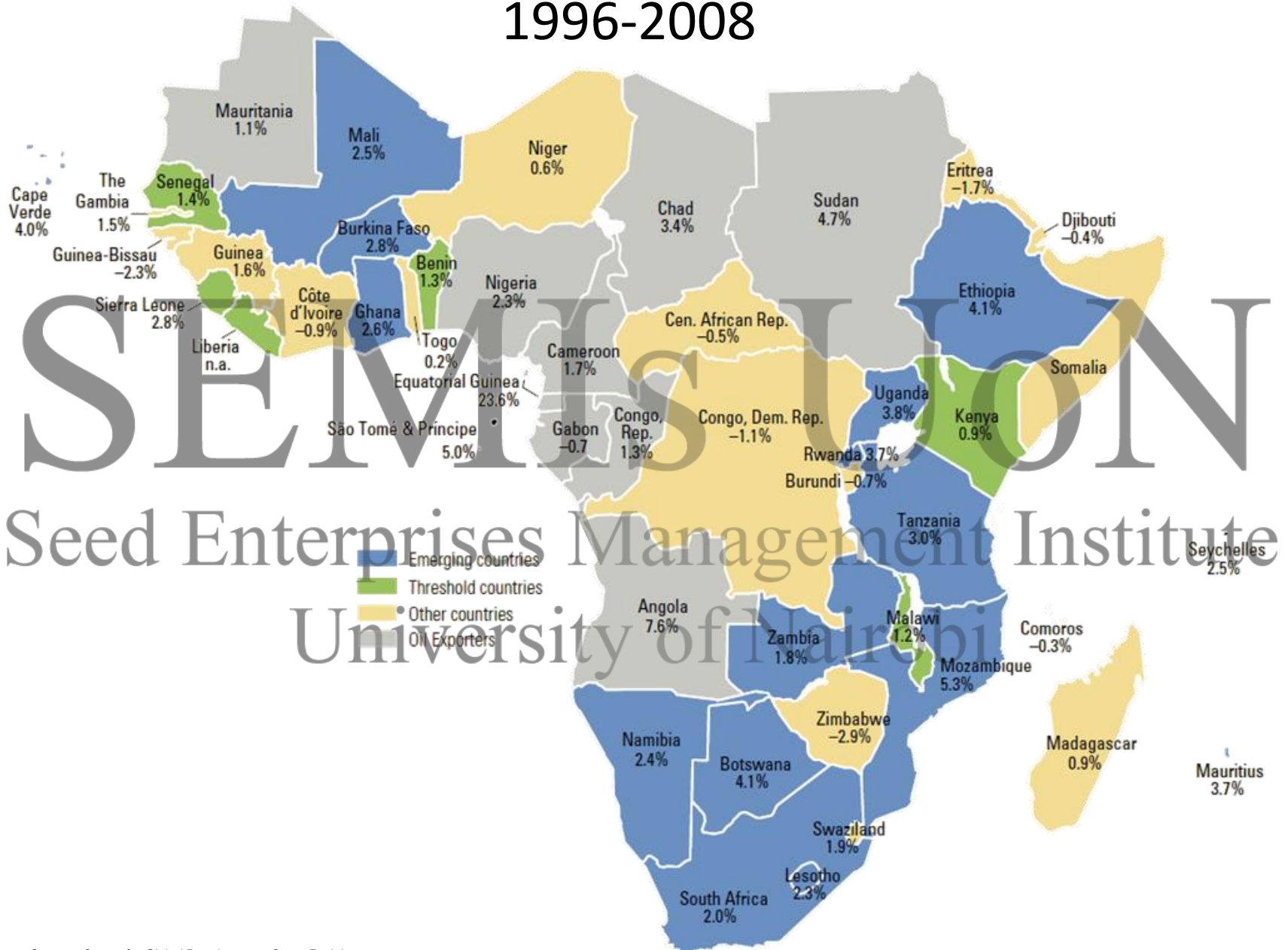
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Fertilizer Use, 1961-1999

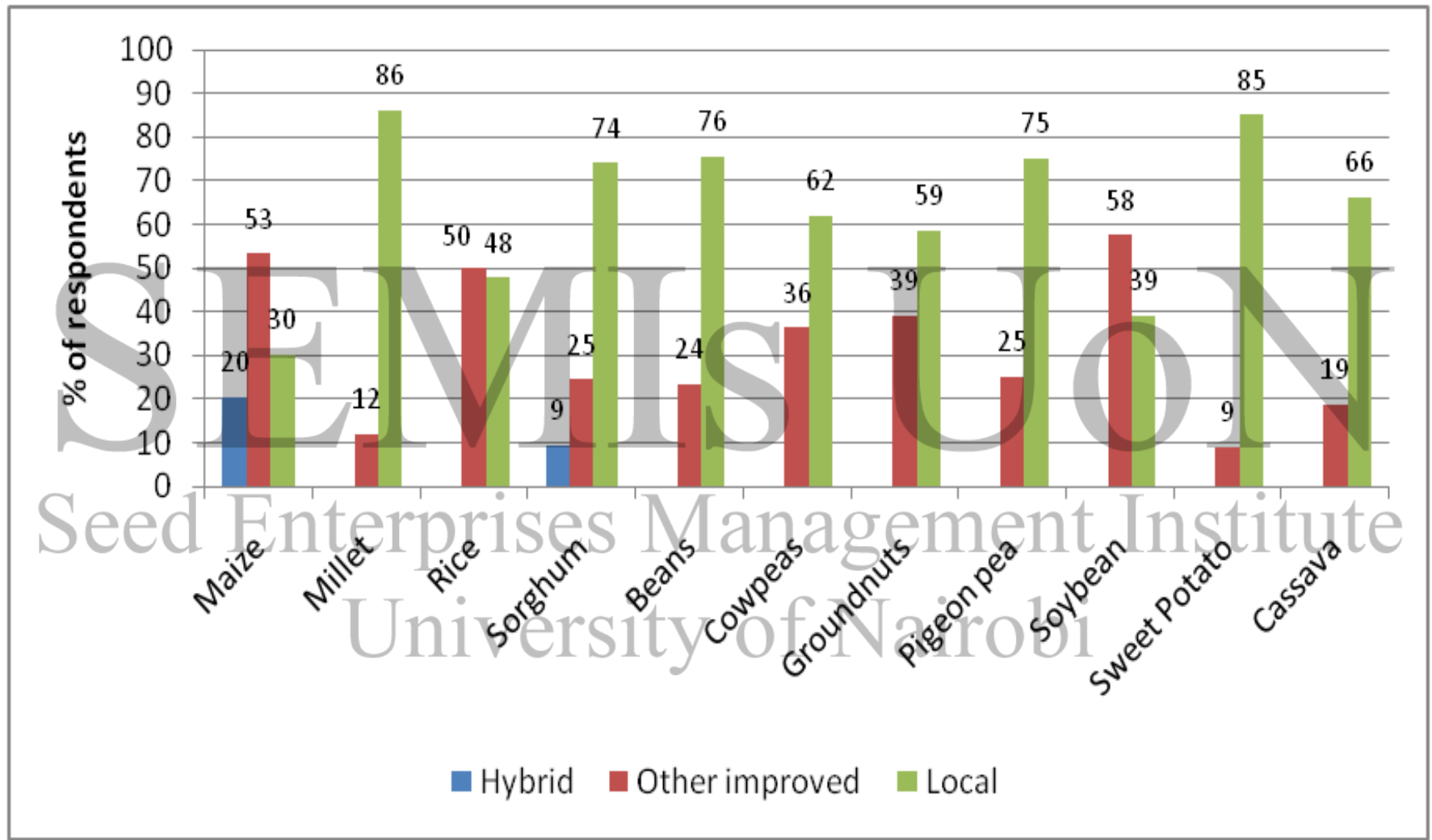


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Emerging Africa: Ave Growth Rates *per Capita*, 1996-2008

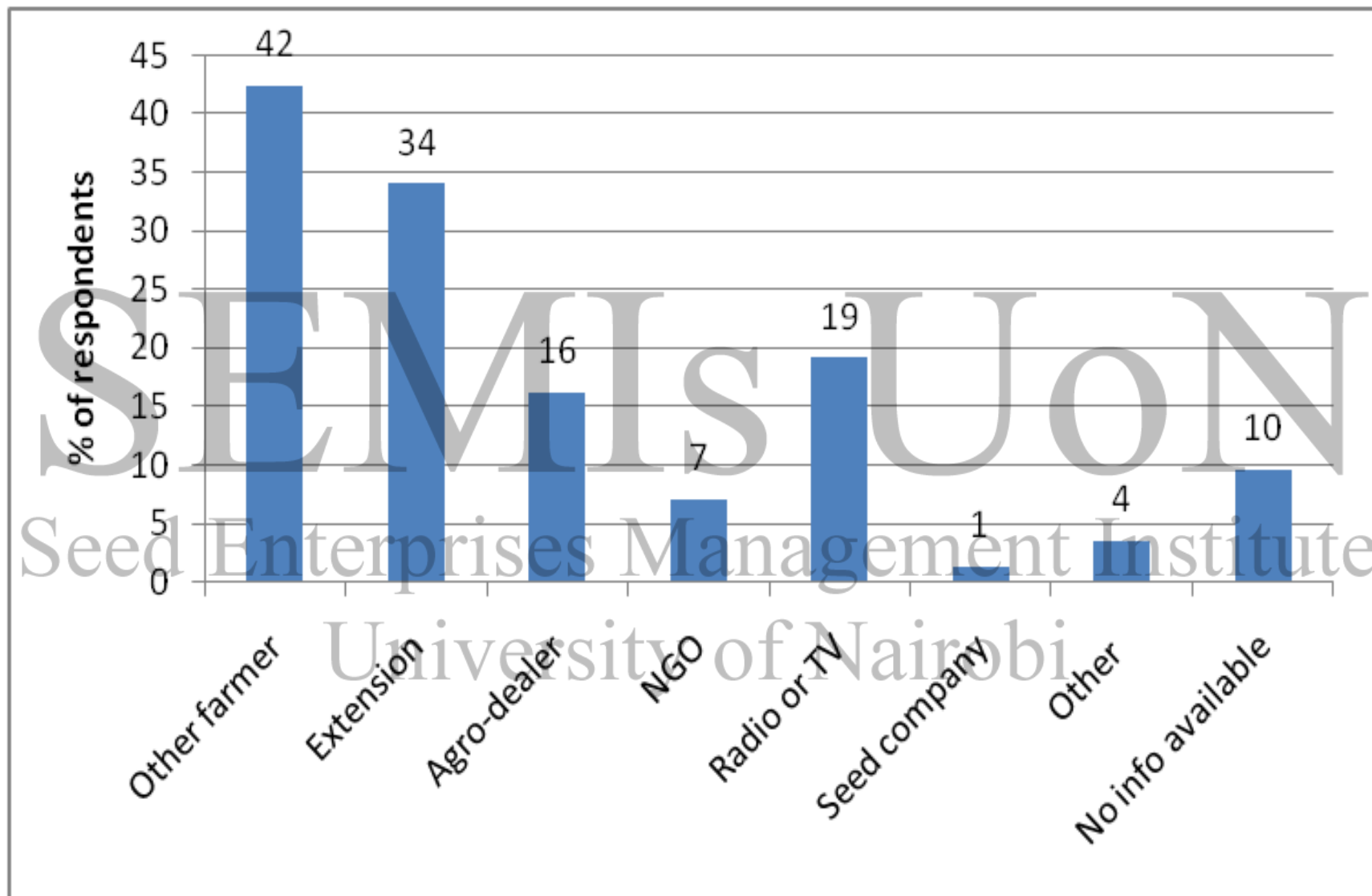


Improved and Local Varieties of the Main Crops



Source: PASS MTR, 2010

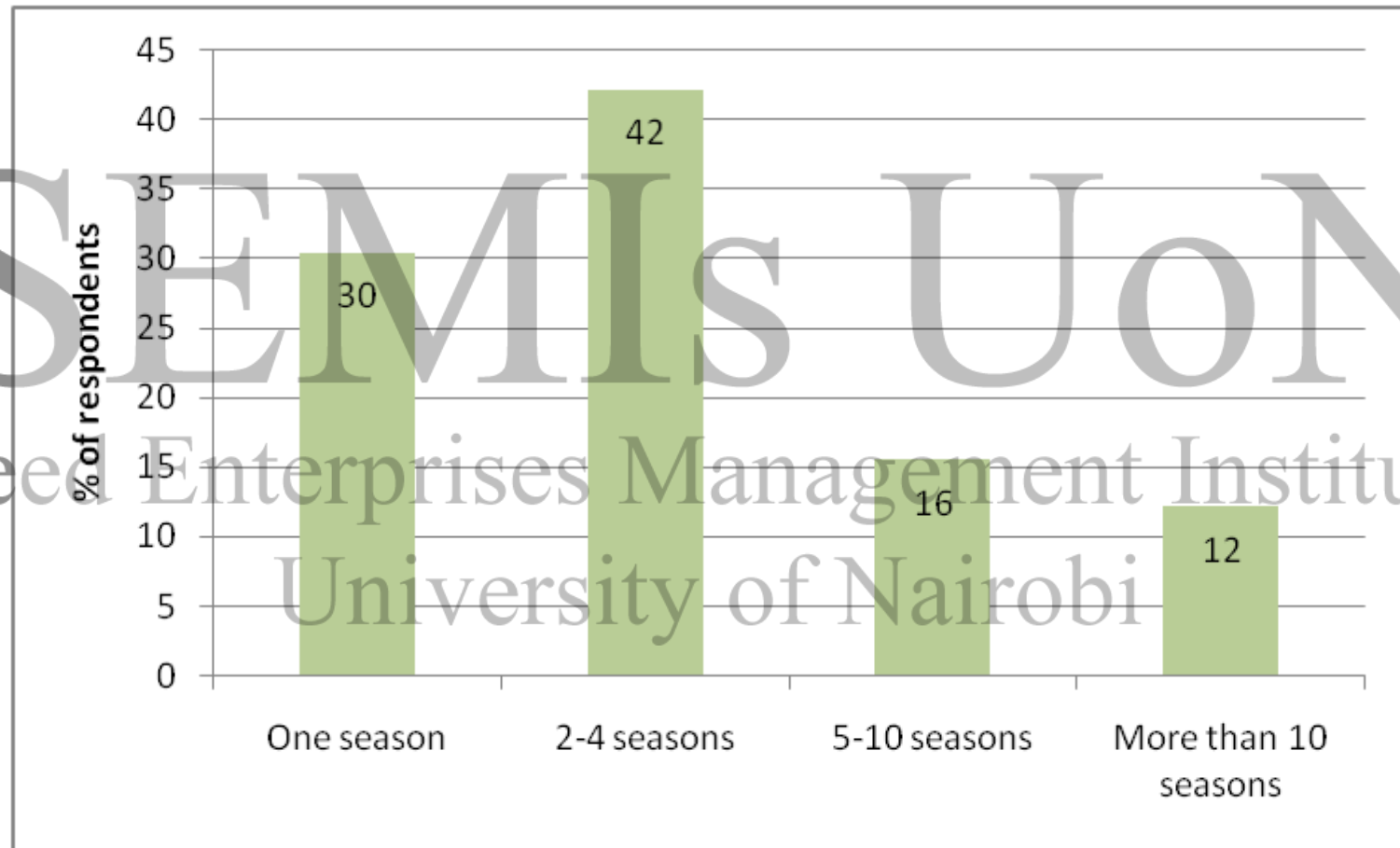
Source of Information on New Varieties



Source: PASS MTR, 2010

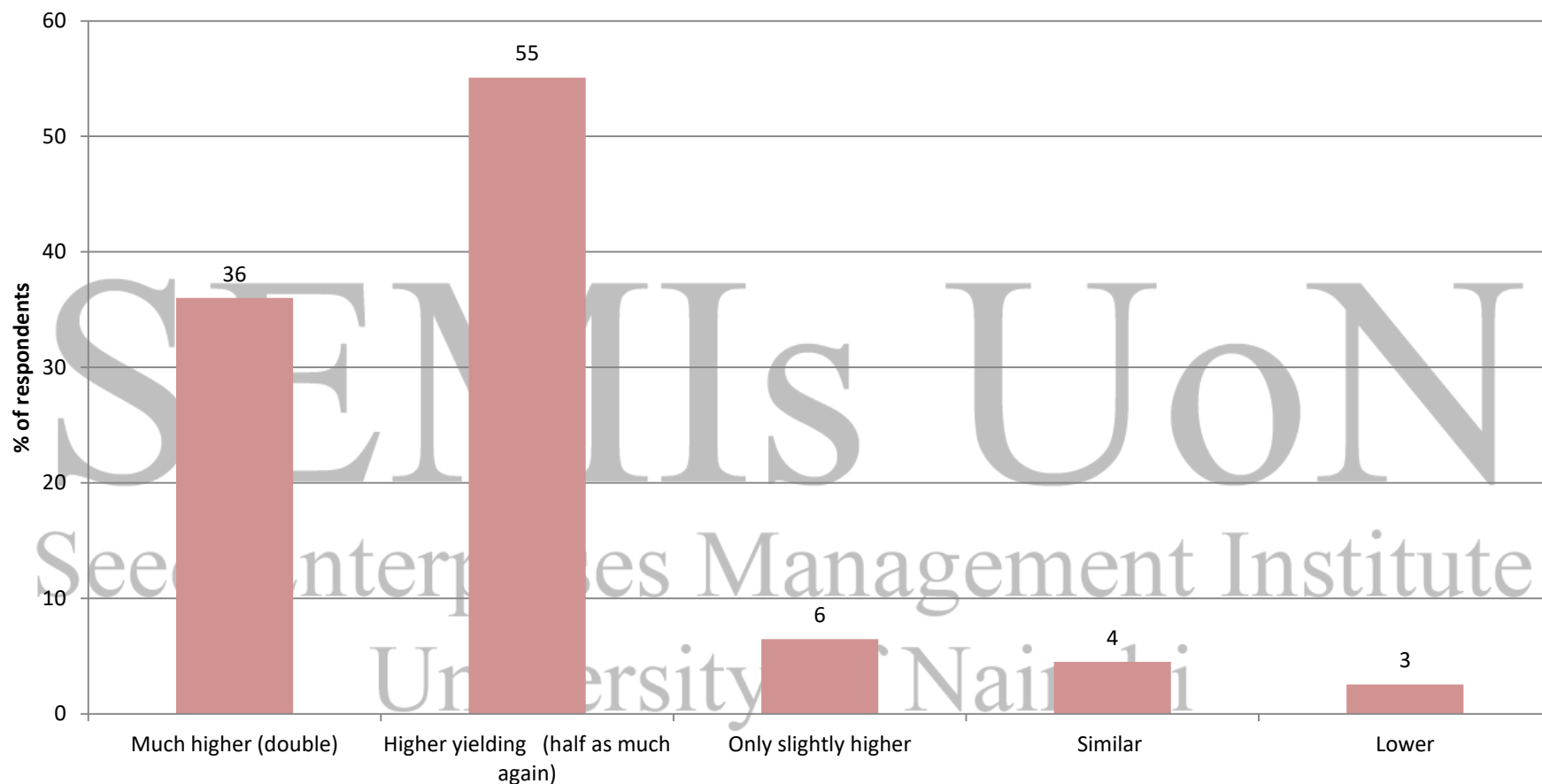
Time since farmers have introduced a new variety

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.

Source: PASS MTR, 2010

The most important,

missing,

part of the solution is

YOU

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*Whether you think you can, or you
can't, you are right.*

*Henry Ford,
father of the modern
automobile industry*