

FCD FROM A SEED COMPANY'S PERSPECTIVE GROUP DISCUSSIONS

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Divide the class into 3 discussion
groups

15 minutes discussions

5 minutes/group presentation

Group discussions on Farmer Centered Distribution Model.

1. What did you like about the Field day?
2. What didn't you like about the Field day?
3. Alice Mwangi, the proprietor of Ciira Agrovet Supplies, is planning a field day in the March-April season. Advise her on the key factors to consider in planning the event based on FCDM.



**Success is the sum
of small efforts,
repeated day in
and day out.**

~ Robert Collier