

SEMs Marketing Module

Closing Thoughts

Simple Background:

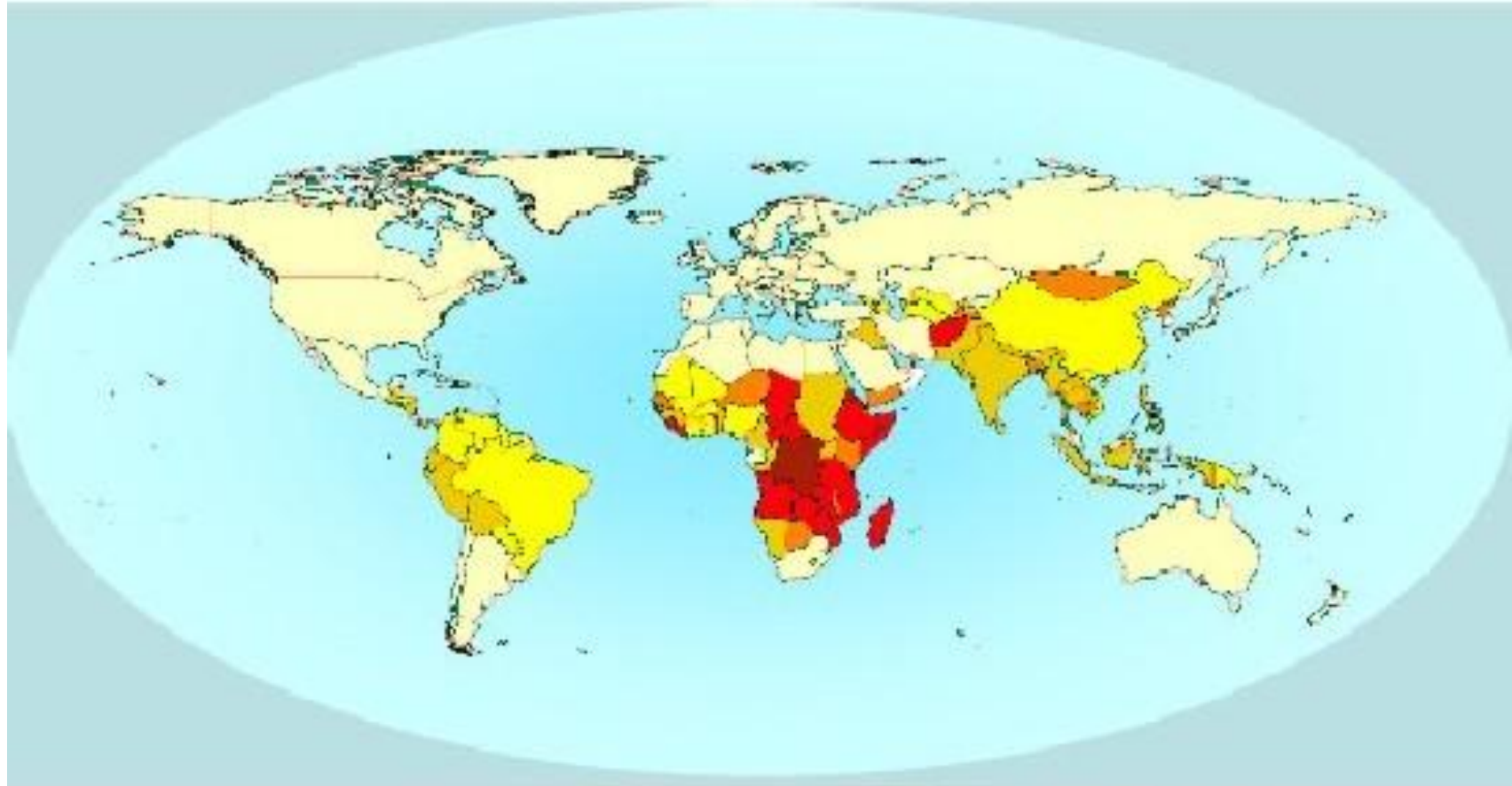
1.1 billion people live on less than \$1/day

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

75% of these people live in rural areas



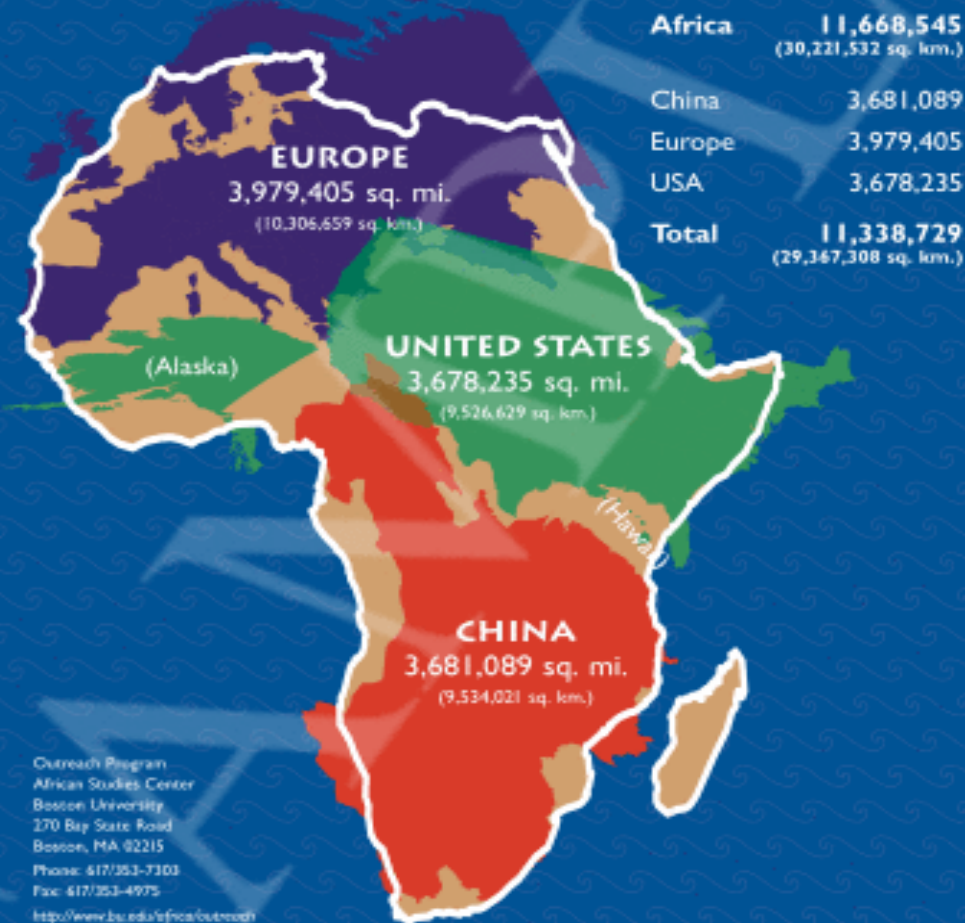
Hunger map



نسبة التغطية للفقر الجوع
#人口人
Undernourished population
Population sous-alimentée
Población subnutrida

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

Northern Trust

Family Financial

forum, September, 2010

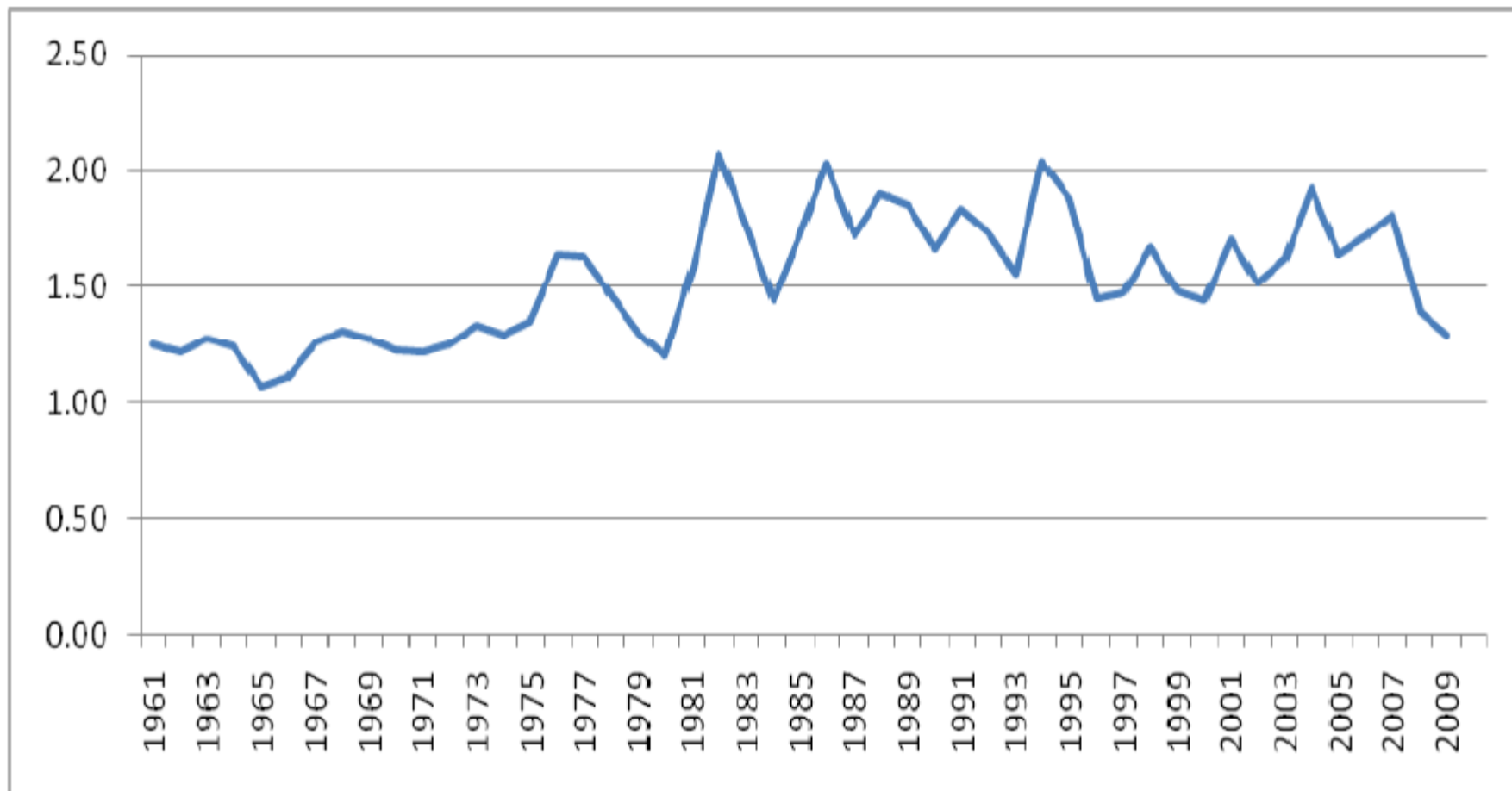
Sober Reminder: The Context

- “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% |

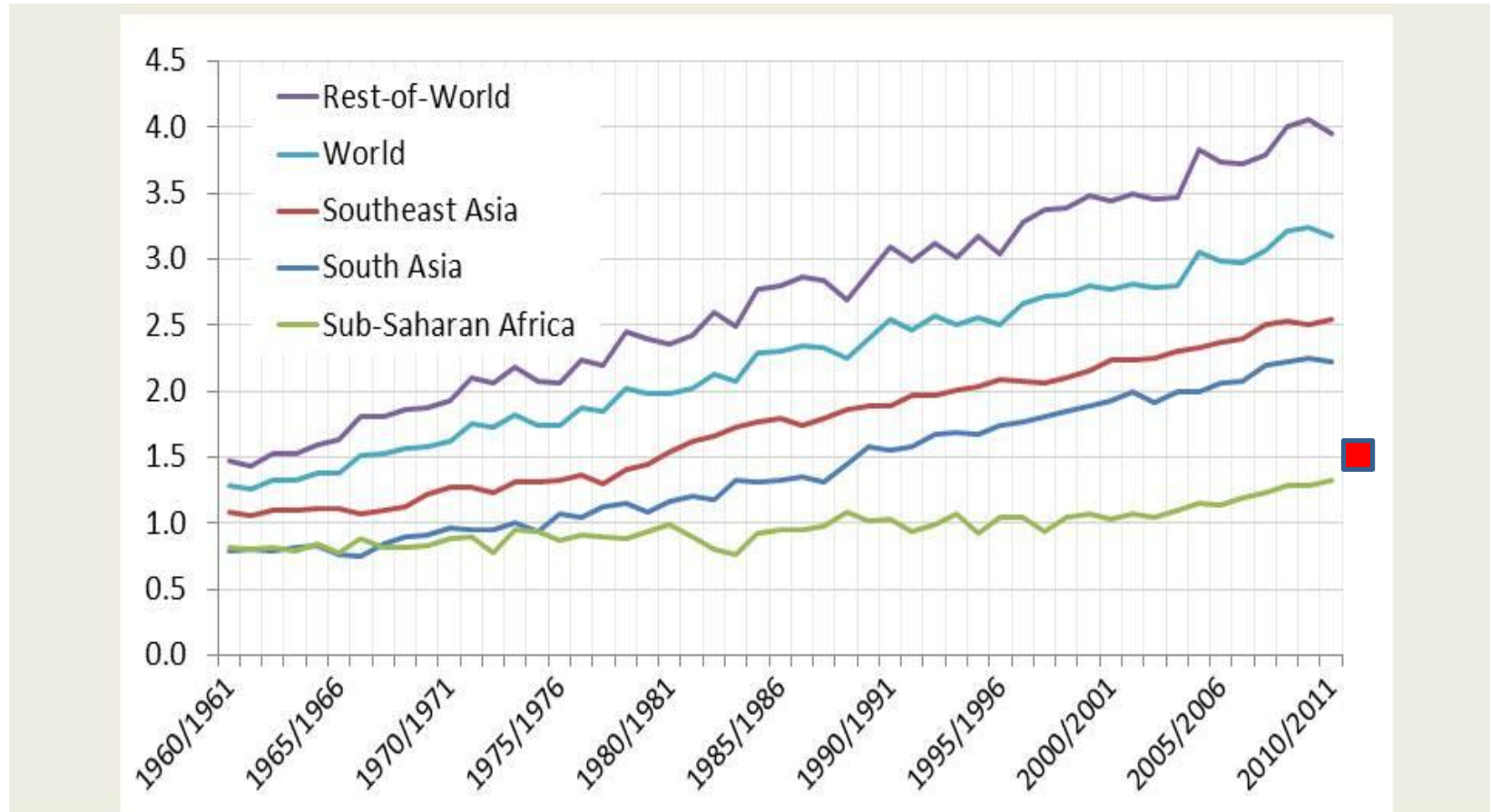
Figure 1: National Average Maize Yields (t/ha) in Kenya, 1961 to 2009



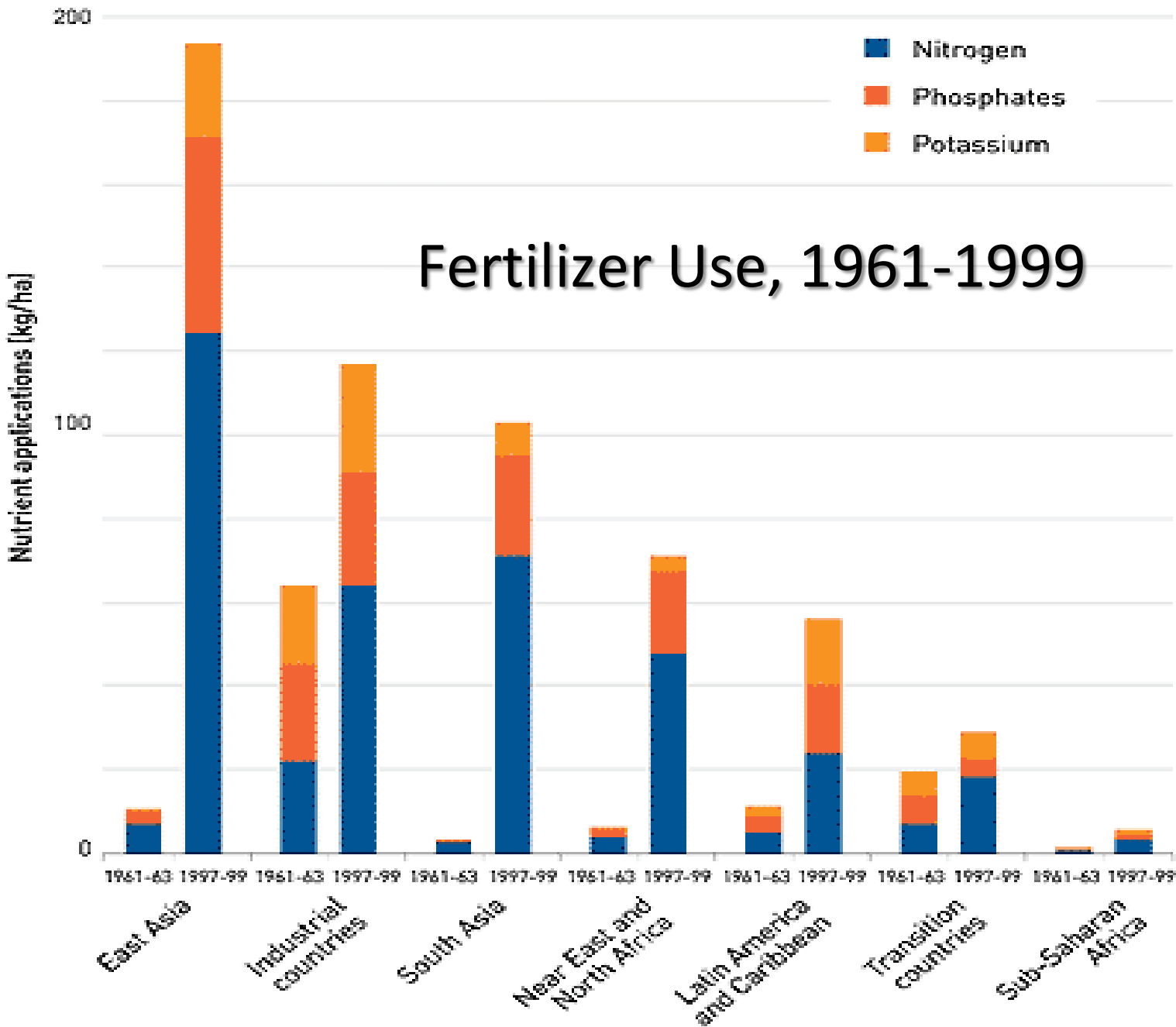
Source: FAOSTAT data (www.FAOSTAT.org)

Current situation: Yields

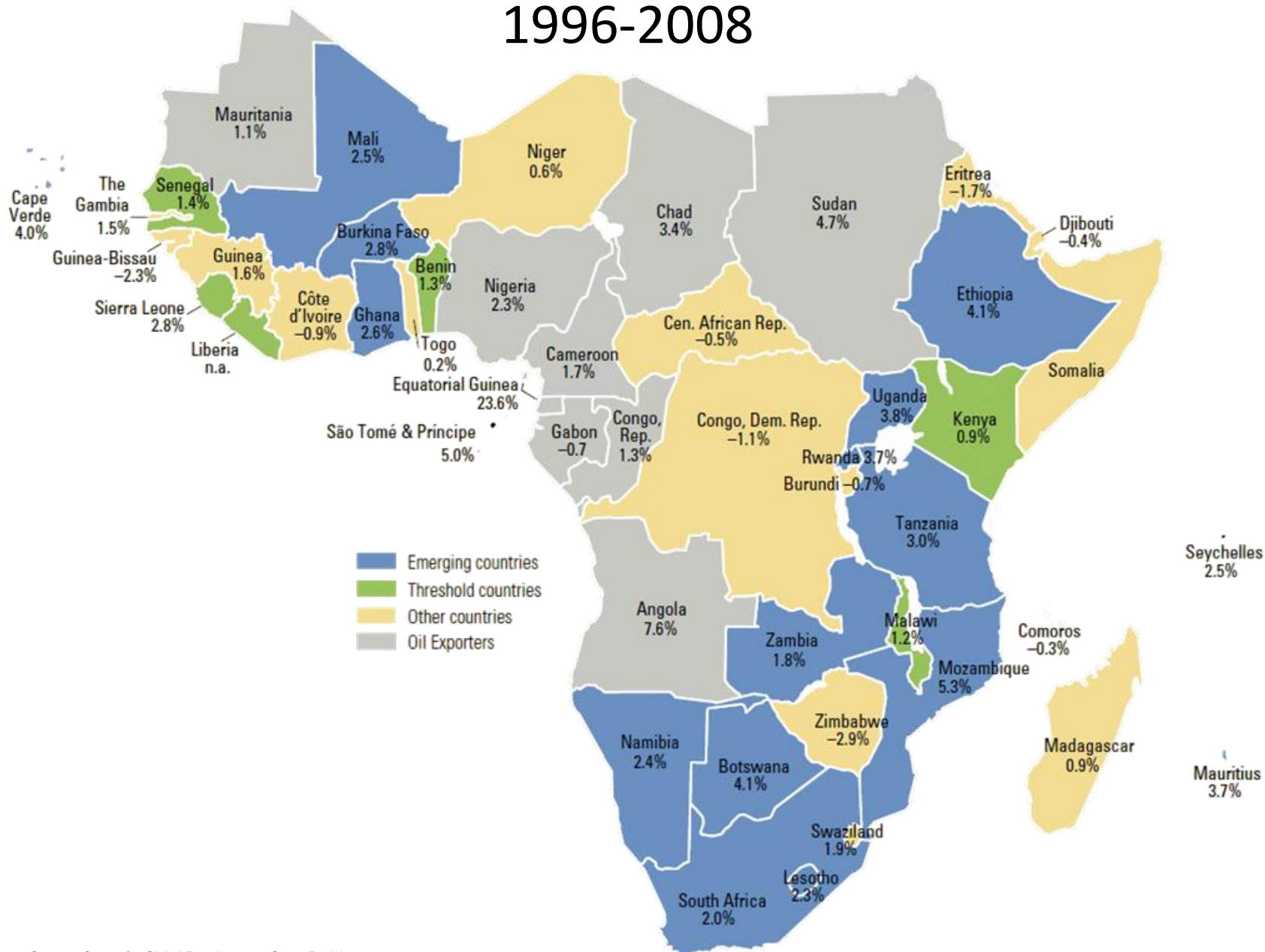
Estimates of Average Cereal Grain Yields (mt/ha), 1960 – 2010



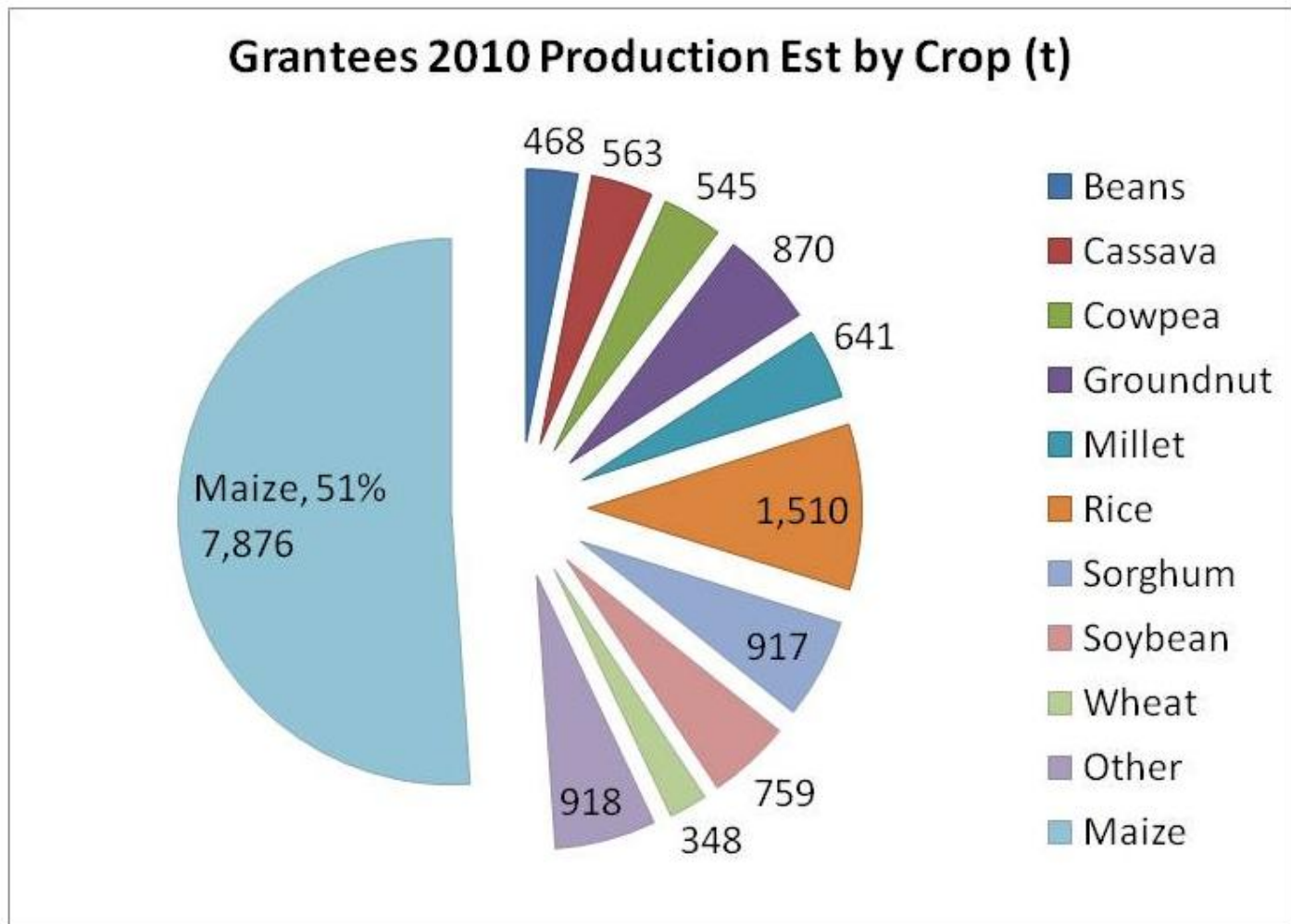
Source: Robert Paarlberg, Calculated from USDA , PS&D data (www.fas.usda.gov/psdonline), downloaded 7 Nov 2010. Results shown are each region's total production per harvested area in barley, corn, millet, mixed grains, oats, rice, rye, sorghum and wheat.



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



Diversity of Crop Base



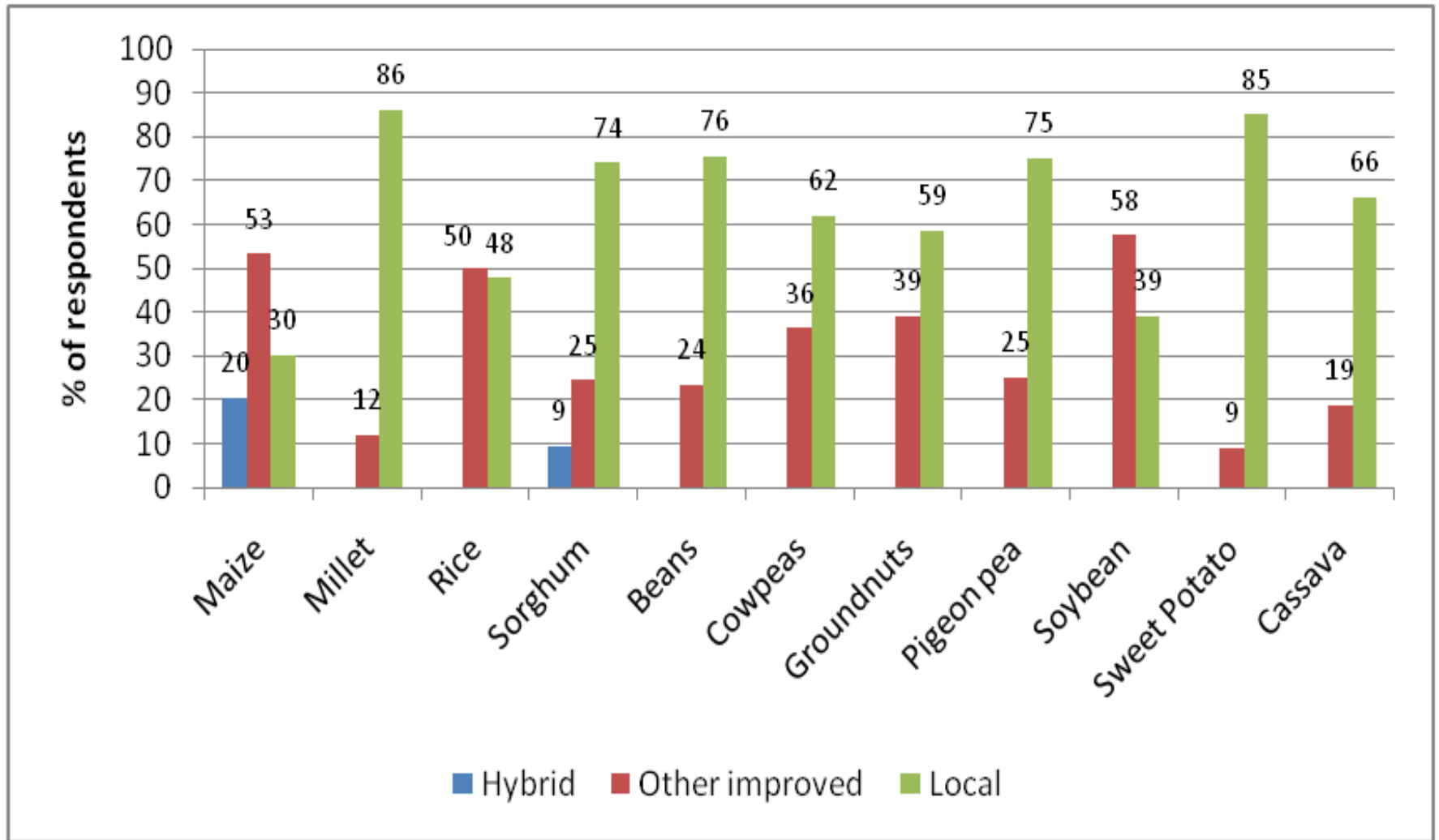
PASS MTR Survey

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*.

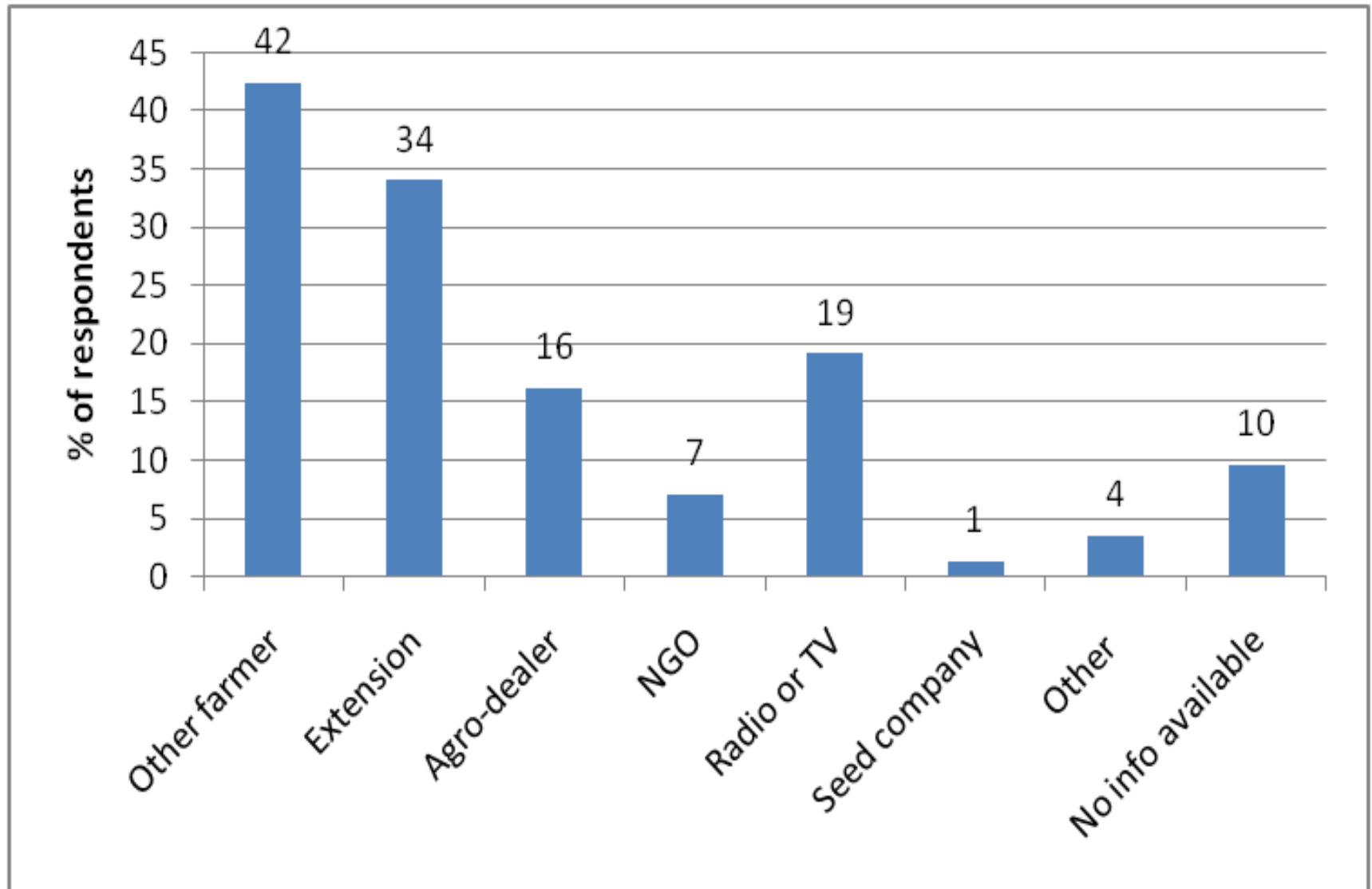
Of the [1542 respondents](#), 57% were male and 43% female, with most falling in the 26-35 and 36-45 year age groups and most (86%) being married. 28% of respondents had no formal education this being primarily older or female respondents.”

Improved and Local Varieties of the Main Crops



Source: PASS MTR, 2010

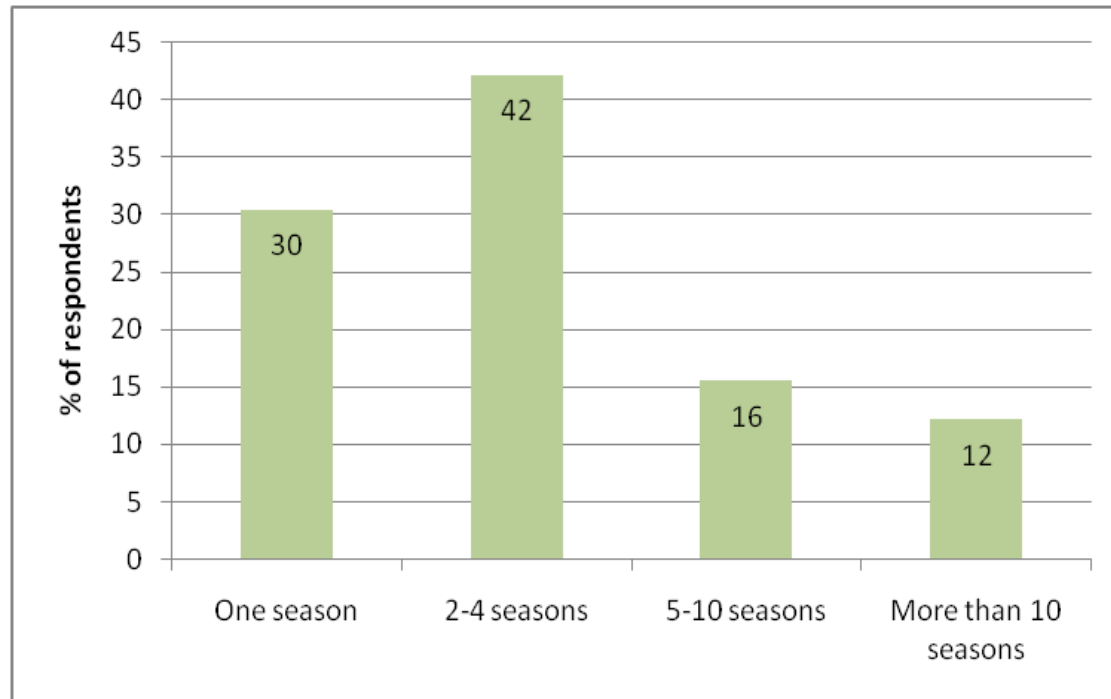
Source of Information on New Varieties



Source: PASS MTR, 2010

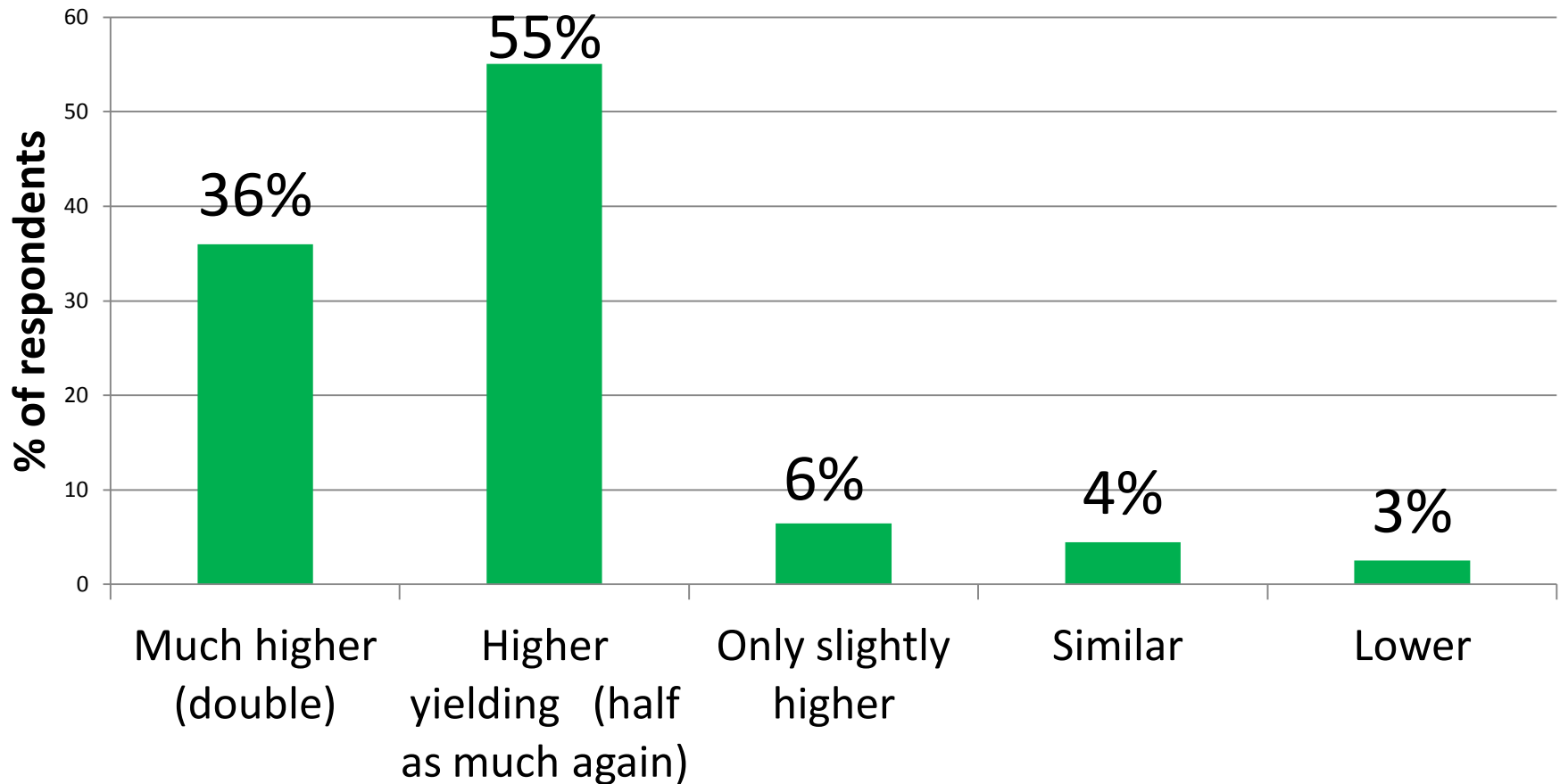
Time since farmers have introduced a new variety

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!***

“I am thinking now”