AGRICULTURAL INPUT MARKETING (AIM) PLAN

APPROACH

• MISSION AND VISION
• CONSTRAINTS
• GOALS
• OBJECTIVES
• STRATEGIES
• ACTIVITIES
MISSION

• TO IMPROVE PRODUCTIVITY FOR FARMERS THROUGH A SYSTEM THAT DELIVERS AFFORDABLE, GOOD QUALITY INPUTS IN AN EFFICIENT MANNER

VISION

• TO DEVELOP A COMPETITIVE, EFFICIENT AND TRANSPARENT AGRICULTURAL INPUT MARKETING SYSTEM
CONSTRAINTS

• INPUT SPECIFIC
  – POLICY AND LEGAL
  – ORGANIZATIONAL

• CROSS-CUTTING
  – POLICY AND LEGAL
  – ORGANIZATIONAL

FERTILIZER

• POLICY AND LEGAL
  – Weak inspection and enforcement of standards
FERTILIZER (2)

• ORGANIZATIONAL
  – Outdated technical information
  – Inadequate distribution networks
  – Absence of fertilizer traders association
  – High cost of fertilizer

SEED AND PLANTING MATERIALS

• POLICY AND LEGAL
  – Weak enforcement of standards
  – Centralized licensing system
  – Weak public sector breeding programs
  – Lack of plant breeders rights
SEED AND PLANTING MATERIALS (2)

• ORGANIZATIONAL
  – Unpredictable demand
  – Inadequate distribution networks
  – High cost of seed

AGRICULTURAL CHEMICALS AND PRODUCTS

• POLICY AND LEGAL
  – Weak regulatory body
  – Poor implementation of rules and regulations
  – Inappropriate classification of diseases and pests of national economic importance
  – Increased risk of unregulated re-packing
AGRICULTURAL CHEMICALS AND PRODUCTS (2)

• ORGANIZATIONAL
  – Inadequate technical and market information
  – Inadequate retail networks
  – Lack of qualified and certified chemical handlers
  – Weak traders association
  – Inadequate use of IPM strategies
  – High cost of pesticides

CROSS-CUTTING CONSTRAINTS

• POLICY AND LEGAL
  – Unstable macro-economic framework
  – High cost of capital
  – Low levels of farm liquidity
  – Poor targeting of input subsidies and un-level playing field for suppliers
  – Lack of legal framework to encourage investment in biotechnology
CROSS-CUTTING CONSTRAINTS (2)

• ORGANIZATIONAL
  – Poor state of infrastructure
  – Undeveloped output markets
  – Poor agricultural extension services

APPROACH

✓ MISSION AND VISION STATEMENTS

✓ CONSTRAINTS

• GOALS

• OBJECTIVES

• STRATEGIES
GOALS AND STRATEGIES

• INPUT SPECIFIC
  – POLICY AND LEGAL
  – ORGANIZATIONAL
• CROSS-CUTTING
  – POLICY AND LEGAL
  – ORGANIZATIONAL

FERTILIZER MARKETING STRATEGIES
POLICY AND LEGAL

• Effective inspection and enforcement of standards to maintain high quality of products
  – Review, rationalize and simplify all classification, registration, licensing and inspection procedures
  – Develop industry code of ethics for self-regulation
  – Increasing funding for equipment and staffing of inspectorate
  – Institutionalize public-private sector policy dialogue

ORGANZATIONAL

• Up-to-date technical information to promote economic use of fertilizer
  – Increase investment in testing capabilities
  – Update technical information on soil fertility
  – Develop specific principles of soil fertility management & disseminate widely to farmers
  – Teach farmers how to recognize nutrient and pH deficiencies
ORGANIZATIONAL (2)

• Effective distribution networks to improve availability of fertilizer to farmers
  – Establish wholesalers and build linkages in supply chain
  – Train dealers on marketing and technical skills
  – Sensitize farmers on group marketing
  – Promote marketing of small input packs
  – Encourage suppliers to diversify into crop marketing

ORGANIZATIONAL (3)

• Introduce fertilizer traders association to promote ethical business standards and efficient supply of fertilizer
  – Form a suppliers association for importers and manufacturers and a separate one for retailers
ORGANIZATIONAL (3)

• Reduce prices of fertilizer to lower cost of crop production
  – Promote cheaper modes of transportation
  – Promote bulk procurement by farmers
  – Promote alternative soil fertility strategies
  – Promote establishment of localized blending plants
  – Promote use of local materials in fertilizer production

SEED AND PLANTING MATERIALS
MARKETING STRATEGIES
POLICY AND LEGAL

• Decentralize licensing system to preserve quality aspects of seed distribution
  – Identify licensing agents in different locations and train them
  – Monitor and evaluate role of licensing agents

POLICY AND LEGAL (2)

• Effective enforcement of standards to improve and maintain high quality seeds
  – Enhance staffing and operational activities of regulatory agencies
  – Delegate certification role to other players in the industry
POLICY AND LEGAL (3)

- Strong public sector breeding program to improve breeding of neglected crops
  - Increase allocation of resources to research institutions
  - Commit resources for basic research for all priority crops
  - Develop research and market linkages

POLICY AND LEGAL (4)

- Enact plant breeders rights to protect inventions and encourage investment
  - Accelerate enactment of the draft plant breeders Act
ORGANIZATIONAL

• Predictable demand to reduce seasonal gaps between demand and supply
  – Sensitize farmers on identifying quality seeds
  – Improve collection and dissemination of crop production data
  – Develop data base of industry seed sales
  – Improve collection and dissemination of weather forecast information
  – Increase investment in irrigation to stabilize seed production

ORGANIZATIONAL (2)

• Effective distribution networks to increase availability of improved seed
  – Establish seed wholesalers in outlying areas
  – Train more distributors and link them with local extension agents
ORGANIZATIONAL (3)

- Economic prices to make seed affordable to low income farmers
  - Encourage entry of small cottage seed companies
  - Decentralize production of seed to reduce distribution costs

AGRICULTURAL CHEMICALS AND PRODUCTS

MARKETING DEVELOPMENT STRATEGIES
POLICY AND LEGAL

• Strong regulatory body to regulate importation and ensure safe use of AVCPs
  – Review, rationalize and simplify all registration, licensing and inspection procedures
  – Improve funding and staffing of regulatory agencies at all entry points
  – Improve linkages and coordination between agencies to improve enforcement
  – Introduce a Veterinary Drugs Act

POLICY AND LEGAL (2)

• Effective implementation of rules needed to make environment predictable
  – Define roles for government and others
  – Empower monitors and inspectors with funding and other resources for operations
POLICY AND LEGAL (3)

- Use local criteria to classify diseases and pests to avoid further collapse of national herd and crop
  - Develop appropriate local criteria
  - Establish a pests/disease prevention and control fund
  - Establish a pest and disease control strategy

POLICY AND LEGAL (4)

- Enforce law on re-packing to reduce unauthorized repacking of AVCPs
  - Provide incentives to use quality re-packing materials
  - Monitor and certify re-packing facilities
POLICY AND LEGAL (5)

• Economic prices to improve access and competitiveness of local farmers
  – Provide incentives to reduce the cost of importing insecticide
  – Encourage local production of selected products

ORGANIZATIONAL

• Readily available up-to-date technical information to ensure safe and economic use
  – Establish a data base of businesses and chemicals
  – Collaboration on developing a farmer’s use guide book
  – Disseminate general literature on AVCPs
ORGANIZATIONAL (2)

• Wider distribution network to increase availability to farmers
  – Establish wholesalers in major centers
  – Provide suitable cold chain for veterinary drugs and products

ORGANIZATIONAL (3)

• Qualified and certified chemical handlers to improve safety & economic use of AVCPs
  – Strengthen curriculum in formal training centers
  – Introduce appropriate training modules
  – Provide a specialized course for handlers
  – Certify handlers periodically
ORGANIZATIONAL (4)

- Strong traders association enhance self regulation
  - Build capacity of the association
  - Ensure adherence to FAO code of conduct
  - Form alliances with international and regional bodies

ORGANIZATIONAL (5)

- Introduce IPM to promote environmentally sound practices and reduce costs
  - Encourage IPM strategies
  - Promote organic farming
CROSS – CUTTING STRATEGIES

POLICY AND LEGAL

• Stable macro-economic environment to make policies certain and reduce business costs
  – Continue to reduce level of government domestic borrowing
  – Reduce inflation further to single digit levels
POLICY AND LEGAL (2)

• Capital market development needed to reduce the cost of borrowing for farmers
  – Amend credit act to provide for credit bureau
  – Encourage emergence of agricultural lending institutions
  – Promote savings mobilization

POLICY AND LEGAL (3)

• Improved farm liquidity needed to finance production and farm improvements
  – Encourage acquisition of title on farm land
  – Provide incentives to accelerate crop and livestock diversification
  – Support provision of in-kind seasonal input credit
  – Incorporate smallholder farmers into inventory credit system
POLICY AND LEGAL (4)

- Targeted subsidies needed to complement commercial activities of private sector
  - Coordinate timely and transparently, non-commercial demand for inputs
  - Introduce a flexible instrument to distribute input subsidies

POLICY AND LEGAL (5)

- A legal framework for biotechnology needed to safe utilization of technology
  - Accelerate enactment of biotechnology legislation
  - Build capacity to regulate & monitor GM products
  - Build research stations to allow scientists study impacts of GM products
ORGANIZATIONAL

• Improving infrastructure enables firms develop cost effective distribution systems
  – Implement plans to encourage private investment in infrastructure
  – Encourage use of public storage to support agricultural market development
  – Establish livestock marketing and processing facilities in production areas

ORGANIZATIONAL (2)

• A developed commodity marketing system needed to stimulate input use
  – Distribute market information widely
  – Enhance the capacity of market players
  – Establish calendar based marketing system
  – Promote and widen use of grades and standards
  – Exploit regional market opportunities
  – Expand domestic industrial utilization
ORGANIZATIONAL (3)

• An effective and sustainable extension system needed to supply technical information
  – Improve funding for operations
  – Recruit staff to fill all established posts
  – Strengthen research & extension linkages
  – Update knowledge and skills of field officers
  – Strengthen & harmonize public-private linkages
  – Adopt participatory extension approaches
  – Introduce IT solutions to information generation and dissemination

SUMMARY
POLICY AND LEGAL

- Fragmented regulatory framework
- Inadequate funding of regulatory agencies
- Inadequate capacity building of private sector
- Inappropriate classification of pests and diseases
- Lack of framework to encourage investment in biotechnology

ORGANIZATIONAL

- Inadequate distribution networks
- Lack of up-to-date technical information
- Poor state of infrastructure
- Undeveloped input markets
- Poor agricultural extension service
THE END

• THANK YOU ALL