Agriculture and Veterinary Chemicals and Products

Marketing PLAN

Outline

• Policy and legal
  – Outputs
  – Strategies
  – Actions

• Organizational
  – Outputs
  – Strategies
  – Actions
Policy and legal outputs

- Strong regulatory body
- Effective implementation of rules & regulations
- Use of local criteria to classify pests and diseases of national importance
- Enforce law on re-packing
- Economic prices for insecticides

Organizational outputs

- Readily available up-to-date technical & market information
- Wider distribution network
- Qualified and certified chemical handlers
- Strong traders association
- Expanded use of integrated pest management (IPM)
Strategies & actions for strong regulatory body

- Regulatory framework reviewed & updated
  - Consult stakeholders on regulatory framework
  - Spell out clearly role of each agency
- Funds and staffing levels improved
  - Recruit and improve perks
- Linkages between agencies improved
  - Set up inter-agency committee
- Veterinary drugs bill enacted
  - Seek cabinet approval

Strategies & actions for effective implementation of rules

- Define roles for government & others
  - Spell out roles for government Vet officers
- Funding for monitors & inspectors improved
  - Share of budget allocation increased
  - Position more monitors in strategic locations
Strategies & actions for using local criteria to classify pests & diseases

• Appropriate local criteria developed
  – Draw up criteria for pests & diseases of national importance
• Pests & disease control fund established
  – Set up mechanism to administer the fund
• Pests & disease control strategy established
  – Appoint a study team to develop strategy

Strategies & actions for enforcing law on re-packing

• Incentives for quality repacking provided
  – Make representations to MOFNP
  – Give duty drawbacks to certified packers
• Repacking facilities authorized, certified and monitored
  – Issue certificates of competence
  – Conduct unplanned random inspections
Strategy & action for economic prices of insecticides

• Create incentives to reduce costs
  – Recommendations made to MOFNP

Organizational outputs

• Readily available up-to-date technical & market information
• Wider distribution network
• Qualified and certified chemical handlers
• Strong traders association
• Expanded use of integrated pest management (IPM)
Strategies & actions to get updated technical & market information

- Database on registered chemicals & suppliers established
  - Develop existing database of ECZ & METNR
- Farmers use guidebook developed by region
  - Allocate resources for developing guidelines
  - Develop script and publish

Strategies & actions to get updated technical & market information (2)

- General literature on products collected & disseminated
  - Literature search to collect available information
  - Compile use recommendations/crop/region
  - Dissemination of information conducted
Strategies & actions for wider distribution network

• Wholesalers established in marketing chain
  – Appoint wholesalers in outlying areas
• Suitable cold chain for drugs provided
  – Distribute solar/battery powered refrigerators
  – Disseminate information to farmers on benefits of drug use

Strategies & actions for qualified & certified chemical handlers

• Curriculum in formal training centers strengthened
  – Identify colleges and curriculum
  – Review the curriculum
• Appropriate training modules introduced
  – Identify needs
  – Develop modules and deliver them
Strategies & actions for qualified & certified chemical handlers (2)

• Specialized courses for handlers provided
  – Set up short intensive courses
  – Issue certificates for successful trainees
• Handlers certified periodically
  – Re-tool handlers and re-certify them

Strategies & actions for a strong traders association

• Capacity of members enhanced
  – Identify needs and address them
• Adherence of members to code of ethics ensured
  – Produce code & have all members attest to it
  – Carry out compliance inspections
• Alliances with relevant bodies formed
  – Form networks with NGOs involved in AIM
  – Form confederation of input associations
Strategies and actions for expanding use of IPM

• IPM strategies developed
  – Identify organic & biological crop & livestock protection practices

• Organic farming promoted
  – Develop extension messages and disseminate to farmers