Seed Marketing Plan

Outline

• Policy and legal
  – Outputs
  – Strategies
  – Actions

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

- Decentralized licensing service
- Effective enforcement of standards
- Strong public sector breeding program
- Enactment of plant breeders rights Act

Organizational outputs

- Predictable effective demand
- Effective distribution networks
- Economic prices of improved seed
Strategies & actions for decentralizing licensing

- Licensing agents identified and trained
  - Identify partners & train on licensing
  - Design incentives to maintain agents
- Monitor activities of licensing agents
  - Stipulate records agents should keep
  - Evaluate the records periodically

Strategies & actions for effective enforcement of standards

- Staffing & operations of agencies enhanced
  - Give more resources for staffing & operations
  - License some services to seed companies
- Certification & licensing delegated to others
  - Train other government personnel to assist with certification
Strategies & actions for a strong public breeding program

• Funding for UNZA, ZARI, NISIR increased & operations revamped
  – Set up committee to rationalize allocation
  – Utilize CGIAR center spill-overs more
  – Recruit and fill positions
  – Improve conditions of service

Strategies & actions for a strong public breeding program (2)

• Resources for research in all priority crops committed
  – Increase funds to research on crops with limited commercial potential
  – Provide for continuity of research programs

• Research & market linkages developed
  – Explore industrial uses for all crops
  – Explore foreign markets for all crops
Strategy and action for enacting Plant Breeders Rights Act

- Enactment of PBR accelerated
  - Draft and enact PBR & community rights separately

Organizational outputs

- Predictable effective demand
- Effective distribution networks
- Economic prices of improved seed
Strategies & actions to achieve predictable effective demand

- Farmers sensitized on identifying quality seed
  - Mount multi-media campaigns
  - Increase physical enforcement
- Collection & dissemination of crop production data improved
  - Conduct seed demand surveys
  - Disseminate results & follow-up

Strategies & actions to achieve predictable effective demand (2)

- Data base of seed supplies developed
  - Give mandate to collate seed production & sales
- Reliability of long-term weather forecasts improved
  - Increase funding for MET
- Increase investment in irrigation
  - Give clear & definite energy tariff rates
  - Accelerate electrification of farming areas
Strategies & actions for effective distribution networks

• More wholesalers in marketing chain
  – Appoint wholesalers & retailers in outlying areas
  – Entrepreneurs trained in seed production

• Distributors trained & their capacity enhanced
  – Carry-out needs assessment
  – Courses designed & delivered

Strategy & action for economic prices of improved seed

• Decentralize production of seed
  – Appoint seed growers in all major farming zones