

THE ROLE OF AGRI-INPUT AGENCIES IN STIMULATING AGRICULTURAL PRODUCTION THROUGH INFORMATION DISSEMINATION AND SUPPORT

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Timely access to information and knowledge are key to addressing the inefficient use of agricultural resources and minimizing losses from low productivity

The key to benefiting from globalization is in the competitiveness of the private sector and the quality of public-private partnership in support of their competitiveness .

Role of Development Partners in this partnership

ROLE OF AGRI-INPUT AGENCIES IN THE CONTEXT OF GLOBALIZATION

- ❖ Private sector expected to perform most of the market-chain functions
- ❖ Providing agri-input, output marketing, storage infrastructure, extension and credit
- ❖ Governments main role was on creating an enabling environment
- ❖ Providing market information & statistics, regulating industry standards, providing public infrastructure, legal framework, negotiate on trade matters
- ❖ Public Sector had the mandate for Research and Technology Development and Land Policy

Importance of Agri-Input Companies.

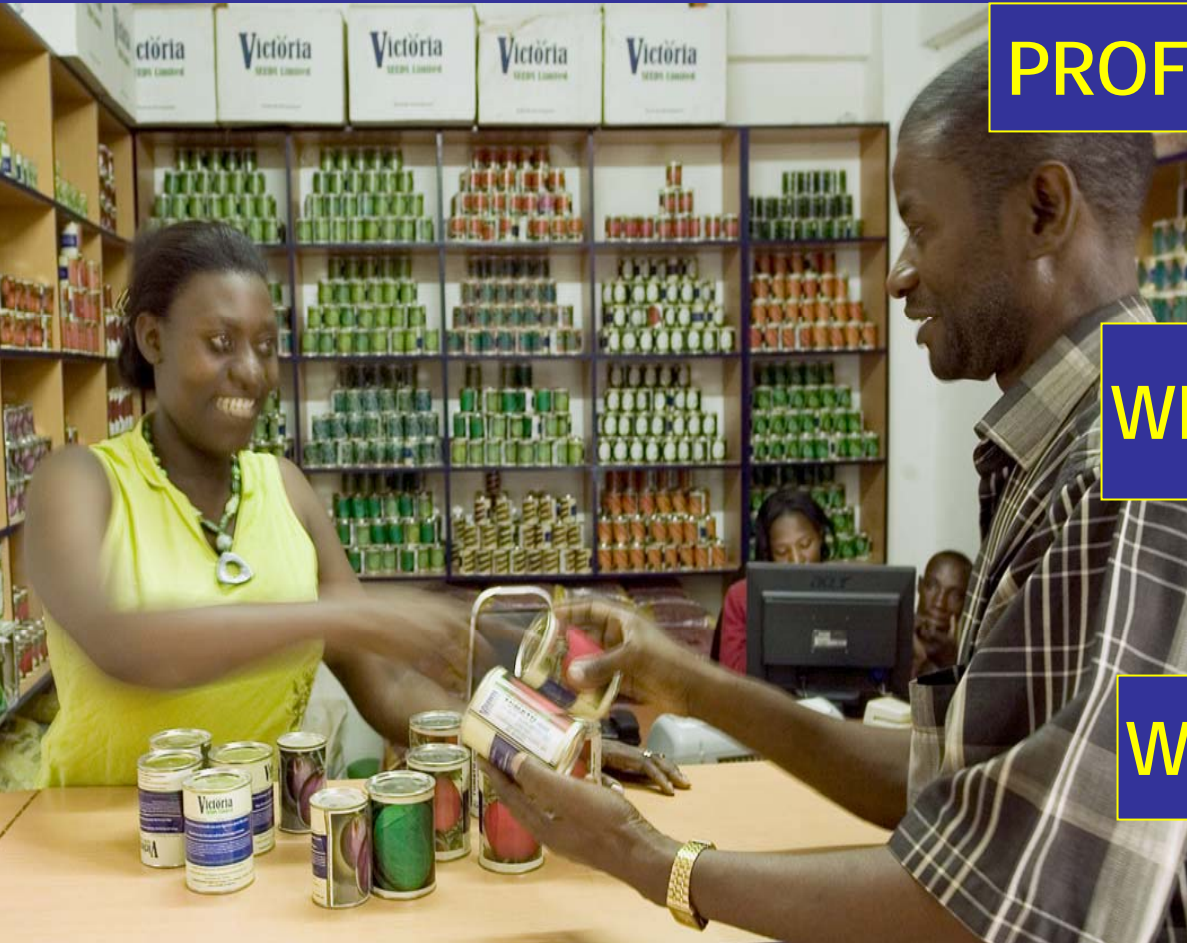
- ❖ Mechanism for disseminating seed technology from Public & Private research and promoting adoption
- ❖ Critical element of agri-input supply chain to smallholders.
- ❖ Disseminating production skills - transform subsistence based producers into business farmers
- ❖ Source of innovation and global opportunities along the value chain
- ❖ Source of market information for demand led research approaches
- ❖ Providing forward and backward linkages for market access
- ❖ Potential for developing agri-input entrepreneurs and providing real rural employment

REACHING FARMERS WITH APPROPRIATE INFORMATION TOOLS TO IMPROVE PROD

- Open field day
- Market day promotion
- Radio messages
- Leaflets at Agri-input dealer shop
- School children
- Neighbor - "Word of mouth"
- Area Extension Agent
- News Print



APPROPRIATE INFORMATION TOOLS FOR THE AGRI-INPUT ENTERPRISE



PROFITS FOR ENTERPRISE

WEALTH FOR FARMERS

WEALTH FOR NATIONS

Victoria
SEEDS Limited

Seeds for Development

INFORMATION TOOLS -CONTINUED

- Internet
- Formal networking forums – Congresses, Agricultural trade Shows, Conferences, Training Workshops, Summits, Meetings
- Print Media – News Letters, Magazines, Journals, Bulletins and Regional and National News Papers
- NARS , CGIAR – Announcements on available tech.
- Study Tours – Source of innovation and knowledge
- Information Service Providers – Industry Associations, & other organizations .ISAAA on Agri-Biotech applications.
- Net Works and Forums . E.g FAO Food Security and Nutrition Forum

Key Factors for Boosting Agricultural Production

- **Investing in rural infrastructure - Feeder roads, irrigation , storage and power**
- Provide crop insurance to counter the impact of climate change -recurrent drought , diff rainfall patterns, floods
- **Investing in IAR4D**
- **Build capacity of rural enterprise to trade and access international markets**

Key Factors for Boosting Agricultural Production

- Develop sound policies that promotes the development of well functioning agri-input markets
- Increased professional training to strengthen capacity for agriculture and agribusiness
- Enhance Agricultural Credit and financing schemes thru improvement of access to finance by farmers and agribusiness

2006 ABUJA DECLARATION

- By mid 2007, African Governments and regional economic communities should take appropriate measures to reduce the cost of fertilizer procurement at regional levels
- By mid 2007 the AU members must take concrete measures to improve farmers access to fertilizers by developing and scaling up agri input dealers
- Who are the implementers ?- Information

TRAINING

- The East African Business Council has recognized that the greatest challenge after power shortage is human capital
- Difficult for the private sector to access support for relevant and targeted training.
- Frequently donors, Foundations readily finance training of the public sector individuals to undertake MSC and PHD but not the private sector.

Micro-finance is not addressing access to credit by crop farmers

- Interest rates of 36% - 44%
- Requires monthly payments
- Credit period of 6 months maximum
- Collateral are Radio's ,bicycles and livestock
- Crop Farming conditions makes it impossible !!!
- Information feed back to ADfB, Development partners and policy makers at national level

ABOUT US

- ❖ Became operational in 2004. Full line seed company owned by women. SME Firm

MISSION STATEMENT

- ❖ Our mission is to provide quality vegetable and cereal seed with related inputs that assures our customers of improved nutrition and income
- ❖ We are crop scientists and we are farmers. The big difference is why we farm. To research and develop, produce and market new varieties for changing times
- ❖ We are bringing consistent value to farmers through our brand identity and corporate philosophy

REACHING FARMERS IN NUMBERS WITH IMPROVED QUALITY SEED

- Participation in Agricultural Trade Shows to promote awareness of new technologies
- Disseminating seeds to small holders through approx 400 distributors & rural stockists
- Supported by Radio and media advertisement
- Agronomic information through Sales literature
- Promoting adoption through demonstration and farmer field days
- Participating in Seed Fairs and Market days
- Increase in seed volume and seed diversity



ICMV 221 - PEARL MILLET

- Resistant to downy mildew and smut
- Yield 1.5 – 2 tons/ ha
- Maturity – 70 days

Effective Information Dissemination and support Stimulate Agricultural Production

VEGETABLE SEEDS



CEREAL, LEGUME, FORAGE AND OIL CROP SEED



Seeds for Development

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THANK YOU FOR YOUR
ATTENTION!

