



Role of Small Private Seed Companies in the Dissemination of New Agricultural Technologies in Africa

Seeds of Development Program

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Seeds and Pills – the similarities

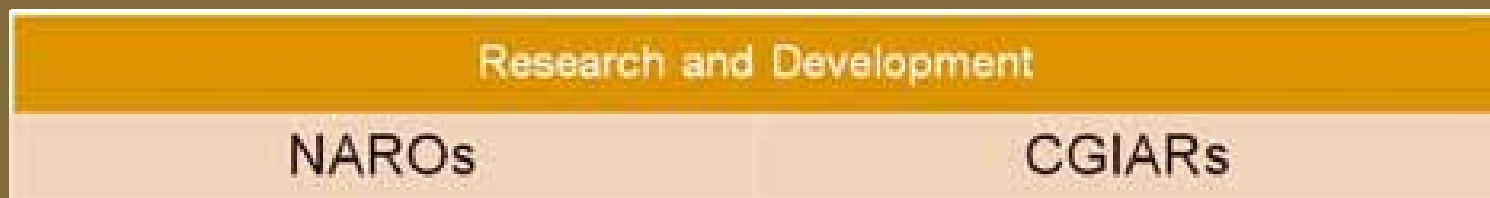
- Seeds are to rural agricultural development what pills are to modern medicine.



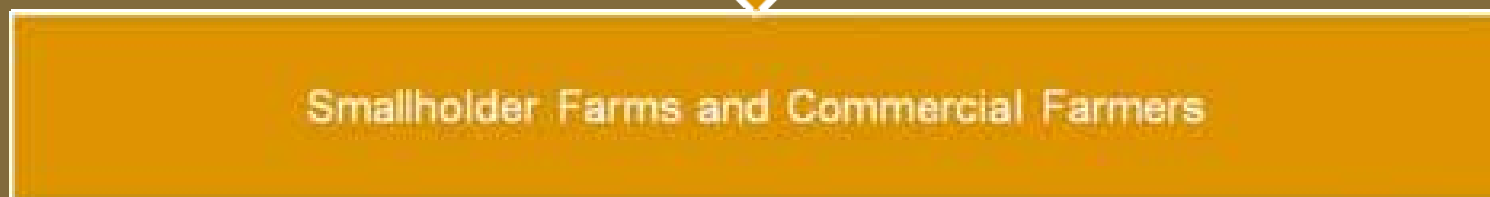
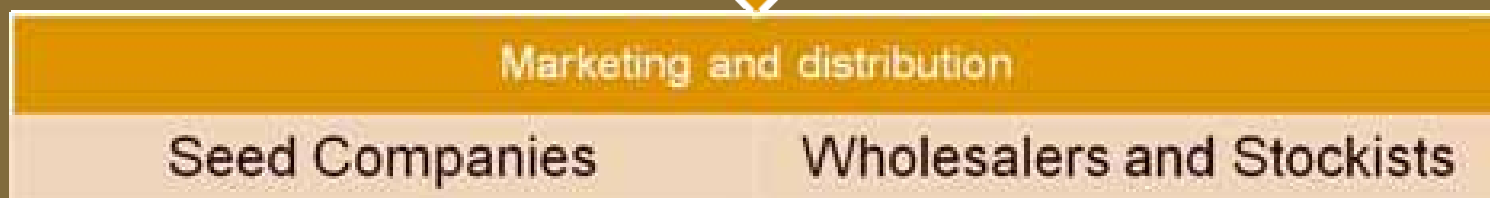
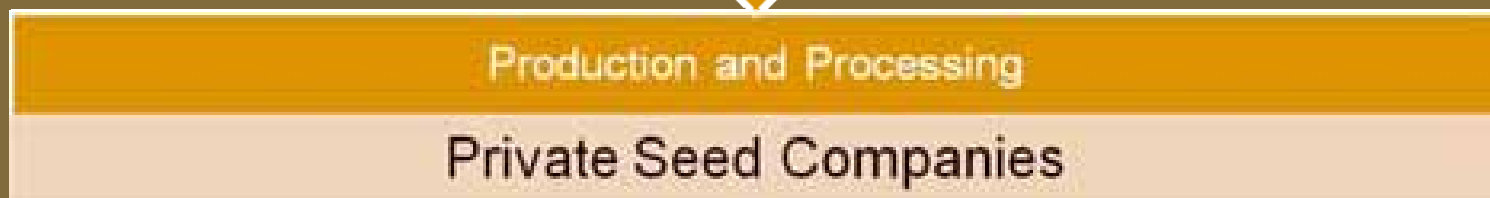


Seed Value Chain

Public



Private





Advantages of smaller seed companies

- Primary market is smallholder farmers (60–80% of sales).
- Located in close proximity to their market to minimize transportation costs.
- Diverse agro-ecological conditions in African countries minimize any economies of scale that favor large companies
- Because of relatively low overheads, SME seed companies are able to produce and sell seeds at a lower per-unit cost .
- Highly dynamic macroeconomic environment in Africa favors smaller companies with local orientation that can change quickly as opposed to large MNCs.



SODP - A Collaborative Initiative

- Market Matters, Inc. (501(c)(3))
- Emerging Markets Program, Cornell University
- Seed Industry Stakeholders in Africa





Theory of Change



Small to Medium Sized Indigenous Seed Companies



Rural Poor Smallholder Farmers





Program Objectives

- To build management capacity of locally owned seed companies.
- To create platforms for networking among African seed companies.
- To conduct research on the seed industry that will guide company strategies and inform public policy.



Where we work – 25 Fellows

Kenya

Uganda

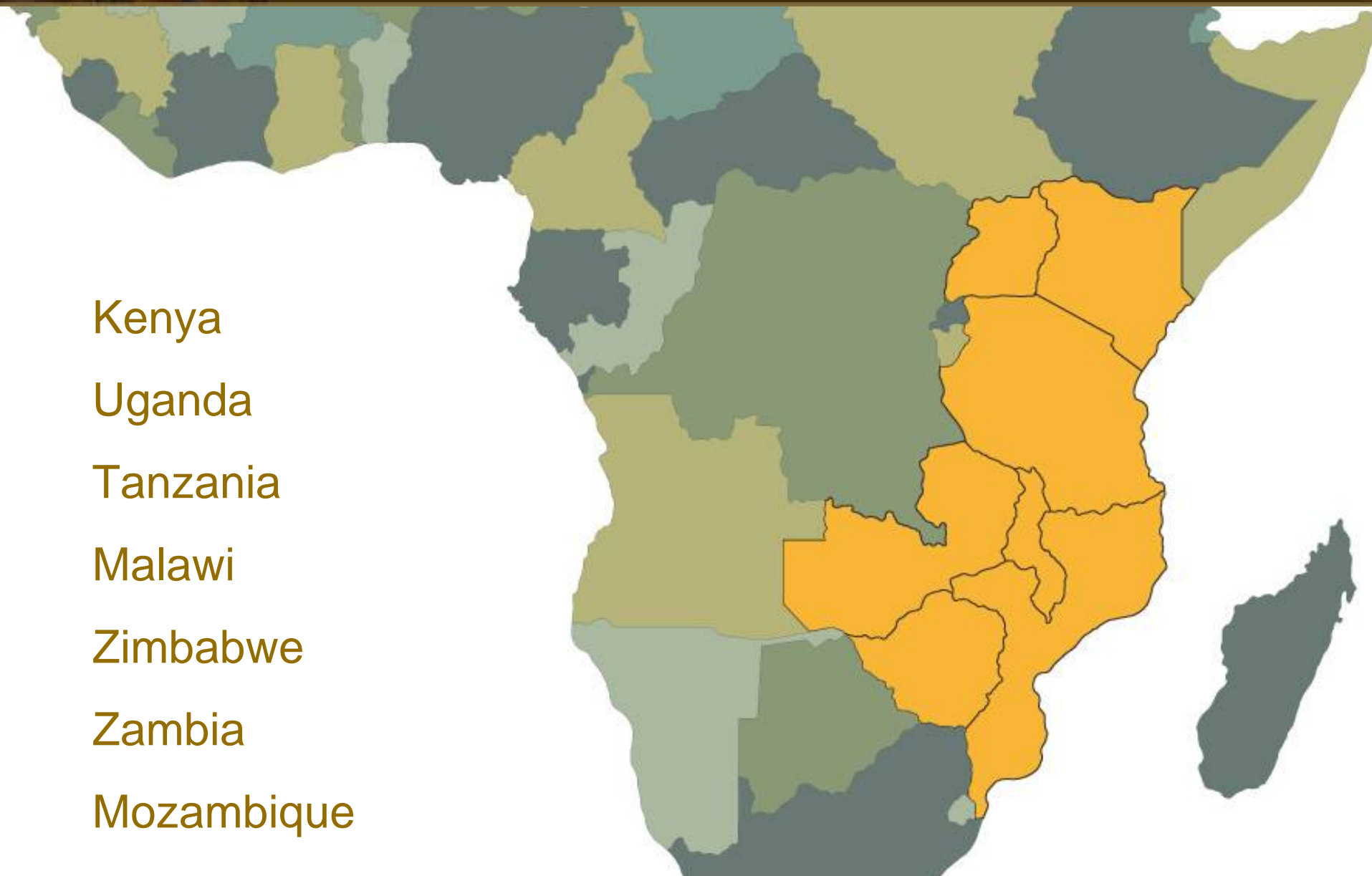
Tanzania

Malawi

Zimbabwe

Zambia

Mozambique



Who we work with...



Who they work with...



Who we all work for...





Current Program Activities

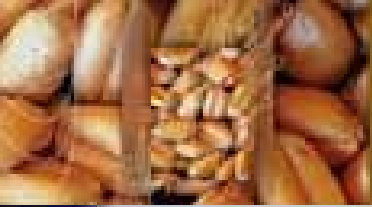
- Workshop Training
 - Making Markets Matter
 - Technical workshop
- Network Creation
 - Seed Trading Forum
 - Field visits
 - Management modules
- Coaching
- Student attachments
- Research



Training workshops



**Making Markets Matter
Stellenbosch, South Africa**



Seed Trading Forum



Maputo, Mozambique

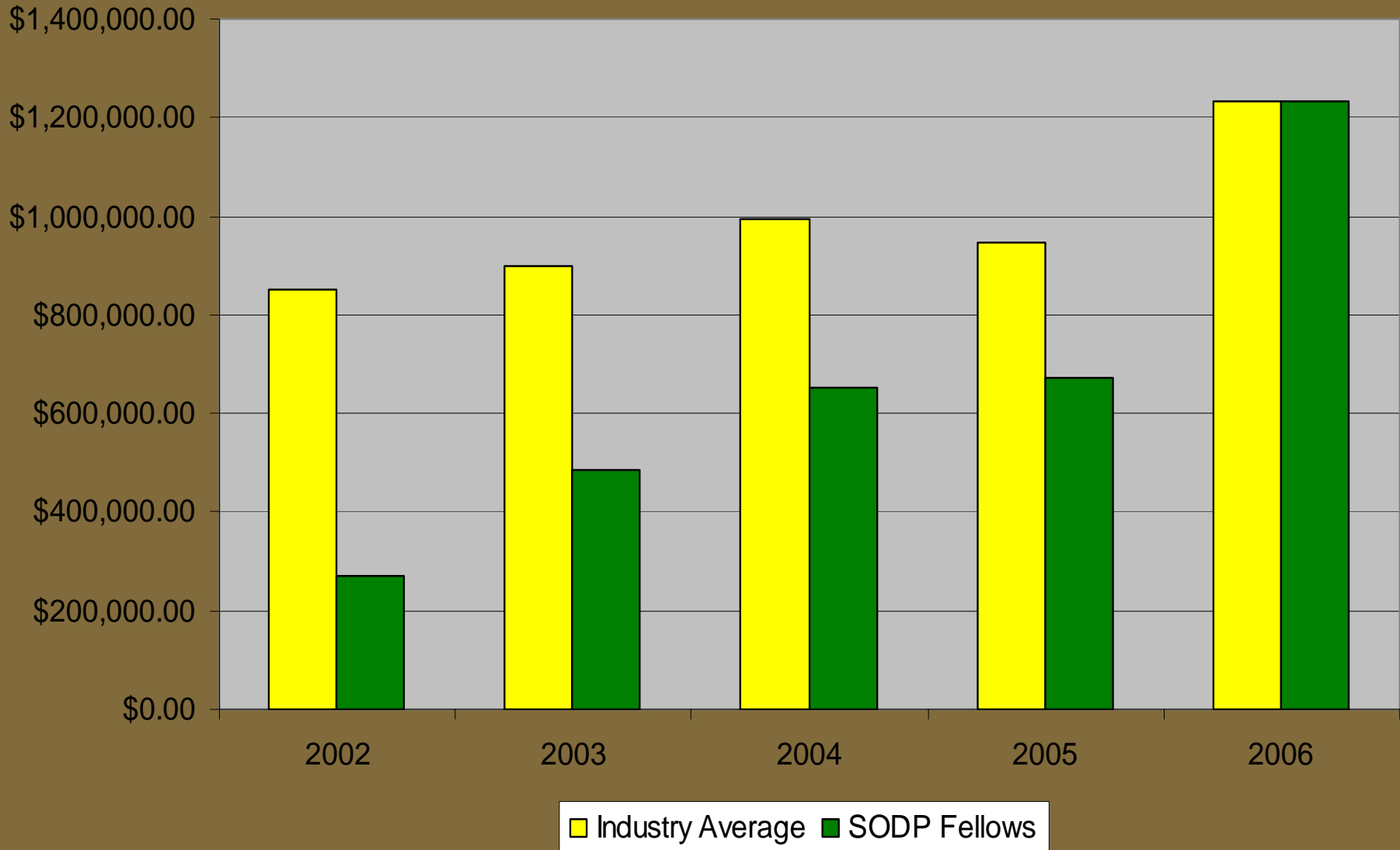


Our Impacts

| Variable | 2003 | 2006 | Increase |
|--|--------------|---------------|----------|
| Sales revenue | US\$450,370 | US\$1,232,112 | 136% |
| Area under maize seed production | 198,000 (ha) | 448,000 (ha) | 126% |
| Area under other seed production | 146,000 (ha) | 312,000 (ha) | 113% |
| Number of maize seed varieties offered | 4.2 | 7 | 166% |
| Volume of total seeds sold | 229 (M tons) | 682 (M tons) | 299% |



Average annual sales for Fellows (US\$)





Upcoming Event

Seed Trading Forum

25th to 28th of June 2007

Sunbird Lilongwe Hotel

Lilongwe, Malawi

Contact me for details



Thank You

Seeds of 
Development
Program

www.sodp.marketmattersinc.org