

AGRICULTURAL INPUT MARKETING (AIM) PLAN



APPROACH

- MISSION AND VISION
 - CONSTRAINTS
 - GOALS
 - OBJECTIVES
 - STRATEGIES
 - ACTIVITIES
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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 - Outdated technical information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



ORGANIZATIONAL

- 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
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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

