

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

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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

