

Fertilizer marketing

Development plan

Outline

- Policy and legal
 - Outputs
 - Strategies
 - Actions
- Organizational
 - Outputs
 - Strategies
 - Actions

Policy and legal output

- Effective inspection and enforcement of standards

Strategies for effective inspection & enforcement of standards

- Classification, registration, licensing, inspection procedures reviewed, rationalized & simplified
- Industry code of ethics developed to allow self-regulation
- Funding for capital expenditure and operations of inspectorate improved
- Policy dialogue institutionalized

Actions for reviewing, rationalizing & simplifying procedures

- Review for rationalization, relevant regulatory frameworks
- Set standards in harmony with others at regional level
- Institute inspectorate composed of all regulatory agencies
- Clearly allocate responsibilities
- Information generated stored & disseminated

Actions for developing industry code of ethics

- Write up acceptable code of ethics for suppliers

Actions for improving operations of the inspectorate

- Assess needs and evaluate capacity of existing laboratories
- Recruit and train competent inspectors
- Equip laboratories with modern equipment
- Collect samples at factories instead of entry points
- Review testing fees and give results to companies and farmers

Action for institutionalizing policy dialogue

- Set up committee to coordinate consultations on policy matters

ORGANIZATIONAL OUTPUTS

- Up-to-date technical information
- Effective distribution networks
- Set up fertilizer suppliers association
- Reduced prices of fertilizer

Strategies to update technical information

- Investments in regional testing capabilities made
- Technical information on soil fertility updated
- Principles of soil fertility management developed and disseminated
- Farmers taught how to recognize nutrient and pH deficiencies

Activities for investing in regional testing capabilities

- Upgrade equipment in main research stations
- Adopt internationally acceptable testing protocols
- Upgrade professional skills of technicians
- Ensure regular supplies of reagents



Activities for updating technical information on soil fertility

- Update old soil maps
- Perform comprehensive nutrient analysis of different soil series
- Conduct fertilizer trials
- Broaden range of products on market



Activities for developing principles of soil fertility management

- Synthesize extension messages (doses, application methods/crop/soil type)
- Disseminate appropriate messages widely to farmers



Activities for teaching farmers recognition of nutrient and pH deficiencies

- Train farmers on use of leaf color charts
- Train farmers to use vegetation types as indicators



ORGANIZATIONAL OUTPUTS

- ✓ Up-to-date technical information
- Effective distribution networks
- Set up fertilizer suppliers association
- Reduced prices of fertilizer

Strategies & actions for effective distribution networks

- Wholesale and retail linkages established
 - Appoint wholesalers at major centers
- Traders trained on marketing & business skills
 - Carry out needs assessment
 - Design courses and deliver them

Strategies & actions for effective distribution networks (2)

- Farmers trained on group marketing
 - Assess functional capacity of coops
 - Design courses and deliver them
- Pre-packed fertilizer distributed in small labeled bags
 - Develop standards & advertise small packs
- Suppliers diversify into output marketing
 - Deliver dual input/output service package

ORGANIZATIONAL OUTPUTS

- ✓ Up-to-date technical information
- ✓ Effective distribution networks
- Set up fertilizer suppliers association
- Reduced prices of fertilizer

Actions for forming a fertilizer suppliers association

- Convene suppliers meeting to discuss constitution
- Register the association
- Establish links with international associations

ORGANIZATIONAL OUTPUTS

- ✓ Up-to-date technical information
- ✓ Effective distribution networks
- ✓ Set up fertilizer suppliers association
- Reduced prices of fertilizer

Strategies & actions for reducing prices of fertilizer

- Cheaper modes of freight used
 - Utilize rail freight and utilize back-hauling
- Bulk orders by farmers promoted
 - Consolidate farmer demand orders
- Localized blending plants established
 - Monitor distribution of blends
 - Establish in-house analytical facilities
 - Conduct routine soil testing before blending

