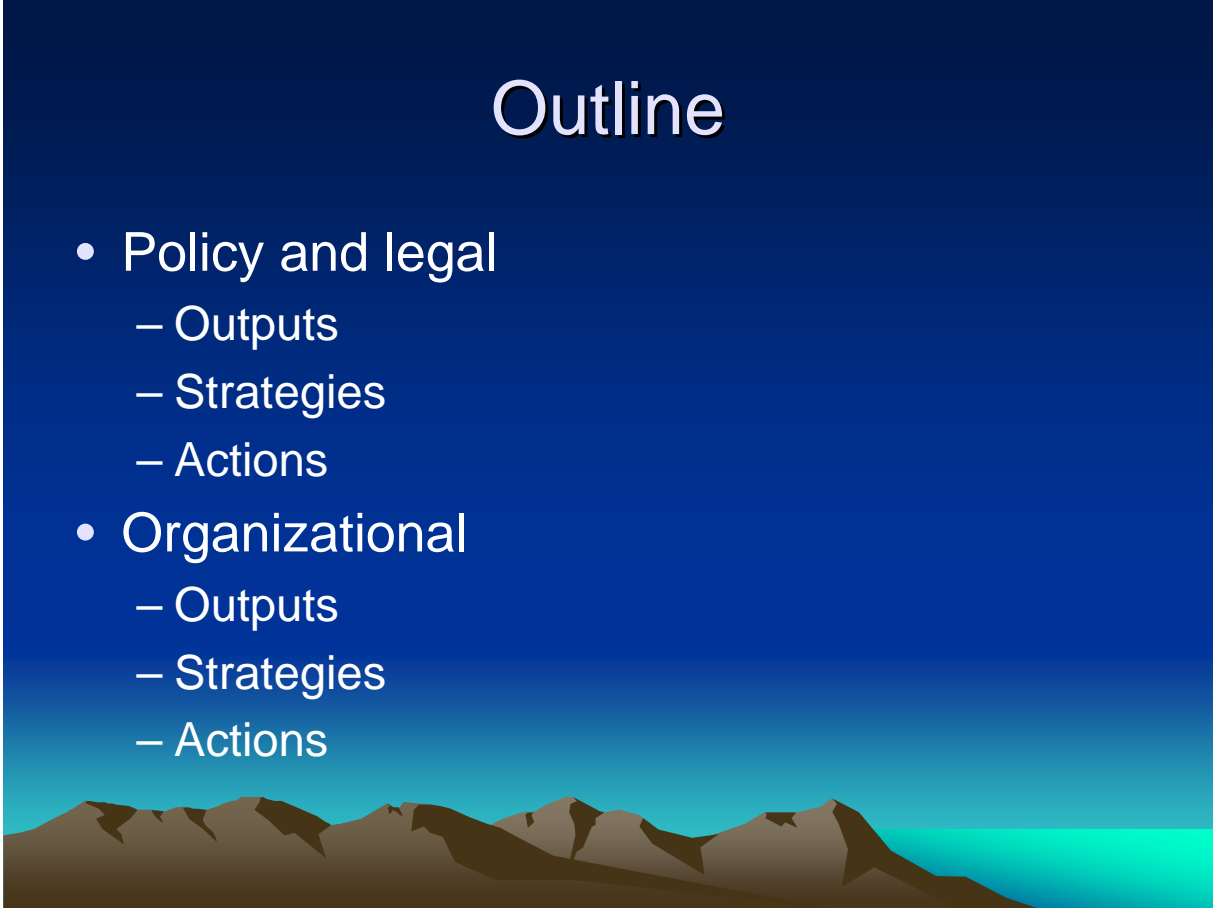


Seed Marketing Plan



Outline

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

Policy and legal outputs

- Decentralized licensing service
- Effective enforcement of standards
- Strong public sector breeding program
- Enactment of plant breeders rights Act

Organizational outputs

- Predictable effective demand
- Effective distribution networks
- Economic prices of improved seed

Strategies & actions for decentralizing licensing

- Licensing agents identified and trained
 - Identify partners & train on licensing
 - Design incentives to maintain agents
- Monitor activities of licensing agents
 - Stipulate records agents should keep
 - Evaluate the records periodically



Strategies & actions for effective enforcement of standards

- Staffing & operations of agencies enhanced
 - Give more resources for staffing & operations
 - License some services to seed companies
- Certification & licensing delegated to others
 - Train other government personnel to assist with certification



Strategies & actions for a strong public breeding program

- Funding for UNZA, ZARI, NISIR increased & operations revamped
 - Set up committee to rationalize allocation
 - Utilize CGIAR center spill-overs more
 - Recruit and fill positions
 - Improve conditions of service

Strategies & actions for a strong public breeding program (2)

- Resources for research in all priority crops committed
 - Increase funds to research on crops with limited commercial potential
 - Provide for continuity of research programs
- Research & market linkages developed
 - Explore industrial uses for all crops
 - Explore foreign markets for all crops

Strategy and action for enacting Plant Breeders Rights Act

- Enactment of PBR accelerated
 - Draft and enact PBR & community rights separately

Organizational outputs

- Predictable effective demand
- Effective distribution networks
- Economic prices of improved seed

Strategies & actions to achieve predictable effective demand

- Farmers sensitized on identifying quality seed
 - Mount multi-media campaigns
 - Increase physical enforcement
- Collection & dissemination of crop production data improved
 - Conduct seed demand surveys
 - Disseminate results & follow-up

Strategies & actions to achieve predictable effective demand (2)

- Data base of seed supplies developed
 - Give mandate to collate seed production & sales
- Reliability of long-term weather forecasts improved
 - Increase funding for MET
- Increase investment in irrigation
 - Give clear & definite energy tariff rates
 - Accelerate electrification of farming areas

Strategies & actions for effective distribution networks

- More wholesalers in marketing chain
 - Appoint wholesalers & retailers in outlying areas
 - Entrepreneurs trained in seed production
- Distributors trained & their capacity enhanced
 - Carry-out needs assessment
 - Courses designed & delivered

Strategy & action for economic prices of improved seed

- Decentralize production of seed
 - Appoint seed growers in all major farming zones