Drought Tolerant Maize for Africa Seed Scaling (DTMASS) Project

Agro Dealer Training for Mozambique

Seed Marketing and Promotion

Kennedy Lweya, PhD
k.lweya@cgiar.org

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Session Objectives

Upon completion of this module you will be able to:

- Understand the basic principles of seed marketing
- Apply marketing and promotion principles based on market context
- Develop a marketing strategy
- Apply various promotional strategies in a seed business
Promotion

- Creation of awareness about the seed product
- The communication link between the seed company and the customer
What and Why of Promotion

What you do

- Personal selling
- Advertising
- Sales Promotion
- Publicity

Why you do it

- To provide information
- To increase demand
- To differentiate products

Remember the relationship between confusion and information
Communication

- Who is your audience?
- What do you want them to know?
- How will you convey your message?
- What kind of feedback do you expect?
- How will you evaluate your effectiveness?
Ways to Promote your Business

- Give out business cards
- Ensure all out-going paper has your business details
- Write articles for the local newspaper – *stories better than data!*
- Co-promotion – team up with other suppliers
- Free small seed samples
- Radio/TV talk show or interview
- Organise a field day and invite the press/radio
- Use your vehicle to advertise
- Use Social Media and Internet
- Corporate wear – hats, T-shirts, pens, etc.
Radio

TV

Small Seed Packs

Print Media

Social Media

Corporate Wear

Demos

Vehicle Branding

Headed Papers

Leaflets & Brochures

Field Days

Business Cards
Offering Farmers a Choice through Demonstrations
Farmers Need Information - Example of a Field Day
Farmers Need Information - Example of a Field Day
Strong Visual Images
Branding

- Branding is not the logo, name or website

- Branding is more than a word or symbol used to identify products and companies

- **A Brand is the immediate image, emotions and perceptions consumers experience when they think of our company and products**

- The most successful Brands hold a powerfully positive position within the psyche of the target market
Developing a Brand

Brand Awareness vs Product Awareness - *products come and go; brands remain*

- **Brand Awareness**
  - Identifiable Logo
  - Corporate Image
  - What you stand for
  - Who you are

- **Product Awareness**
  - Product specific
  - Attributes & Benefits
  - Field Demonstrations
  - Product catalogues
  - Packaging
  - Product specific ads
  - Posters
Brand Preference

Occurs when consumers prefer your Brand over competing brands
What is a Trademark?

A sign capable of distinguishing the goods or services produced or provided by one enterprise from those of other enterprises
Seed bags

- Distinct brand image
- Clear Variety Name
- Regulatory Information
- Promotional Information
- Company Contact Details
Roadside Signage

- Good Crops
- Prominent Locations
- Attractive Signage
Advertising

- Target audience
- What Information?
- Address felt needs
- What media best reaches your target audience?
- When is the best time to convey this information?
- Compare with competitors to achieve impact
- Expected response
Iconography – new branding innovation

Seed Co maize variety maturity terms are defined and classified using animal symbols iconography.

The animal symbols have simplified the variety maturity terms and has been particularly significant and famous across all country markets.
SEEDCO HYBRID SEEDS

SC 403
- Early Maturing (90-100 days)
- Excellent tolerance to Maize Streak virus and drought

SC 627
- Medium Maturing (115-125 days)
- Excellent tolerance to Grey Leaf Spot

SC 719
- Late Maturing (135-150 days)
- Top yielder, 8-13mt per hectare

Head Office
Area 29, Auction Floors Rd, P/Bag 421, Kanengo, Lilongwe 4
Tel: (265) 1 712 074 / 1 711 014 Fax: (265) 1 712 312
Cell: (265) 99 997 1143
Email: seedco@seedcomalawi.net

Mzuzu Dist. Centre: Cell: (265) 88 843 8777

Blantyre Distribution Centre
Off Makata Road, P/Bag 210, Blantyre
Tel: (265) 1 874 775 Fax: (265) 1 874 954
Cell: (265) 99 986 9673 / 88 887 4070
Email: gmadeya@seedcomalawi.net
Your trusted and preferred partner for farmers in Africa for nearly 50 years

Blantyre Office
P.O. Box 353, Blantyre, Malawi
Tel: +265 (0) 1 871 533 / +265 (0) 1 984 317
Tel: +265 (0) 1 984 703 Fax: +265 (0) 1 871 608
Email: info@pannar.co.mw Website: www.pannar.com

Lilongwe Office
Murry Road, Behind Shire Bus Lines
P/Bag 40536, Lilongwe 4, Malawi
Tel: +265 (0) 1 757 934 Fax: +265 (0) 1 757 934

Mzuzu Office
P.O. Box 1085, Mzuzu, Malawi
Tel: +265 (0) 1 932 845 Cell: +265 (0) 88 435 4157

Plant with confidence...

Some of seed varieties that you will get at our shops
White Hybrid Maize White OPV Maize Red Speckled Sugar Beans
MH 18, PAN 67, PAN 77 PAN 11 PAN 116
PAN 57, PAN 4M-19

Plant with Pannar
Target Marketing

- Because small business owners may have limited funds to spend on marketing activities, they should consider restricting their efforts to one or two key market segments by:

  - **Geographic targeting** - Specializing in serving the needs of customers in a particular area, thus restricting advertising and promotional efforts to that area.

  - **Customer targeting** - Identifying and promoting to those groups of customers most likely to buy, e.g., promoting boat products to boat owners.
Market Mix

- **Product and Services:** Small business owners may use the strategy of concentrating on a narrow product line, selling a highly specialized product or service or providing a product/service package that includes a large amount of skilled or personal service.

- **Promotion:** This area includes advertising, sales tactics and other promotional activities. High quality selling is a must for small businesses and is one of the most effective types of promotion.

- **Location and Product Distribution:** Selecting the proper areas for distribution and sale of certain products is crucial. Successful selling of popcorn requires high traffic areas with high visibility. On the other hand, a plumbing supply house does not require a high traffic area, as people will go out of their way to look for it.
Seed Distribution Channels

- Own company shops
- Agro-dealers and other retail outlets
- Individual agents
- Mobile outlets
- Direct/Catalogue Sales
Challenges Faced by Agro dealers in Seeds Trade

- Blamed by farmers for
  - poor quality seed
  - when seed characteristics change
  - weight of seed packages varies
- Seeds unavailable at critical periods: 1-2 months before expected rains
- Inadequate information for agro dealers on new seed products
- Relationship - seed companies should capacity build agro dealers
One Way Information Flow

- Seed company
- Seed distributors
- Retailers – agro dealers
- Farmers – consumers
How Can Seed Companies Work Better with Agro Dealers - *agro dealers expectations*

- More communication channels – short seminars, workshops, seed fairs
- Invest in feedback gathering – opportunity in using agro dealer associations to reach individual agro dealers
- Training sessions for agro dealers and shop assistants
- Use of ICT – websites, mobile networks, emails
- Participate in seed fairs at community level
- Treat agro dealers as partners not just outlets for products
Role of Seed Trade Associations

2016/17 Agrodealer Registration is Now Open

Seed Trade Association of Malawi (STAM) is facilitating registration of seed outlets for 2016/17 Season. Registration closing date 27th September, 2016. 2016/17 Certified Seed Sources are as follows:

- Demeter Agriculture
- Agri Input Suppliers
- CPM Agri-enterprise
- Global Seeds
- Farma Farm
- Nasfam
- Seccco
- WASAA
- ARET
- NEMA Farm Seed
- Lfri
- Premium Seed
- Mtamba Farm
- Evergreen

Suppliers are advised to have contract with registered outlets. All outlets should display their seed seller’s certificates in their shops. Farmers are advised to buy seed only from registered outlets.

Use of improved quality certified seed for sustainable food security and attainment of social and economic development.

For more information email: staminformation@gmail.com or call: 0 881 517 670

CIMMYT
Achieving Operational Excellence
Quality Assurance During Seed Distribution...

- Training of shop managers and sales staff in seed storage and product characteristics is important
- Ensure seed viability and sales
# Quality Assurance - Multi-stakeholder Involvement

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<th>Partner</th>
<th>Expected Role</th>
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<tbody>
<tr>
<td>NARS</td>
<td>• Varietal testing and release processes</td>
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<td>• Capacity building in seed production</td>
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<td>• Pre- basic and basic seed production</td>
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<td>NARES</td>
<td>• Agronomic support</td>
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<td>• Training in seed production and processing</td>
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<td>• Seed production monitoring</td>
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<td>Seed Services Units</td>
<td>• Quality control</td>
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<td>• Seed inspections – during various stages of seed production</td>
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<td>• Capacity building</td>
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<td>• Purity tests</td>
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<td>• Germination tests</td>
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<td>• Identifying fake seeds on the market</td>
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Processing Capabilities Vs Quality – Seed Cleaning, Packaging and Storage
Effects of Poor Quality Seed

• Poor emergence
• Poor performance
• Diseased crop
• Poor yields
• Bankruptcy or starvation
• Seed company may be prosecuted by State or litigated by farmers
• Farmers will not forget the incident!!
Quality Assurance – some real concerns!

“Kenya: Fake Maize Seeds Worry South Sudan Minister”
October 2013

“Tanzania Amends Law to Curb Fake Fertilizers”
October 2012

40% Estimate of fake seed packets in Kenya

30% Counterfeit hybrid high-yielding variety seeds in Ugandan market
Year-round Marketing
Promote your seed products throughout the year!
Thank you for your interest!