



Seed -Farmer –Markets-Consumer ; The SeFaMaCo Model

Community of Practice Meeting of Sweet
Potato in Arusha Tanzania
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Seed Farmer Market Consumer, SeFaMaCo

Project Title: Integrated Value Chain Development and Smallholder Farmer (SHF) Commercialization of banana and Sweet Potato for Tanzania, Uganda & Ethiopia Based on a Seed -Farmer- Market & Consumer Model

Goal: To optimize profitability and productivity by catalyzing market oriented value chain- wide competitiveness and investments in banana & SP for increased household incomes



Seed

Village based Sustainable Seeds and Inputs Enterprises (Quality, Clean and Market demanded seeds)

Farmer

(Enhanced Productivity, Commercial Villages, Commodity Aggregation, Improved Gross Margins, reduced post harvest losses)

SeFaMaCo

All levels operates interdependently and as an integral partners

Market

(Improved access to markets, Market efficiency, informal market transaction efficiency,)

Consumer

(Nutrition Marketing, Enhanced utilization, School feeding regime improved,)



SeFaMaCo Outcomes Focus

1. Enhanced **strategic investments** in commercial **seed enterprises** responsive to **market driven clean and quality** Sweet Potatoes purchased by Small Holder Farmer (SHF) – Seed Marketing Enterprise Development (SEMaD) Approach.
2. **Commercialized SHF through Commercial Village Model for increased productivity** and yields of market preferred varieties of SP, strengthened FO for collective marketing and inclusion of youth and women as value producers.
3. **Increased market share of SP** through enhanced value chain efficiency, market partnerships and competitiveness in informal traditional markets & schools as demand catalysts for other distribution channels.
4. **Increased utilization of SP** through positive image building, product diversification, nutrition education and enhanced consumer preference in rural and urban areas
5. **Enhanced learning networks** strengthened through strategic alliances and partnerships based on an upgraded SeFaMaCo model.



SeFaMaCo Sweet Potatoes Sites

- Tanzania
 - Mwanza –(Sengerema, Buchosa & Ukerewe) (Partnership with TAHEA)
 - Geita- (Geita & Nyang’hwale)
 - Morogoro- Gairo & Kilosa
 - Zanzibar- (Partnership with UWAMWIMA)
- Uganda
 - Soroti (SOSSPA), Serere, Ngora, Bukedea, Kumi, Kamuli, Jinja, Iganga, Buyende, Luwero (VEDCO)
- Ethiopia (SNNPR)
 - Wolaita
 - Sidama
 - Gamo Gofa



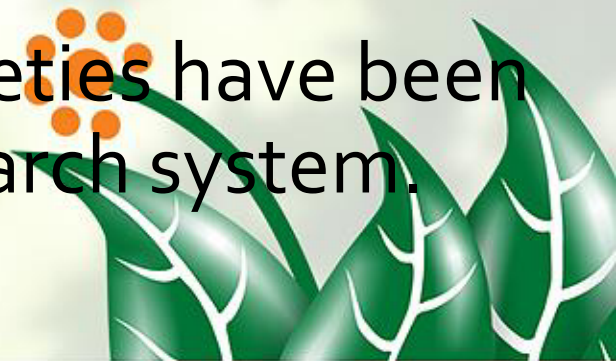
The Ongoing Intervention

1. Seed System Profiling and Identification of Potential Entrepreneurs(Analysis of seed demand, Potential linkages, Potential Private Sector Partners)
2. Formation of Commercial Village Trade Blocs across all the districts for supply chain coordination and Market Access Platforms
3. Market Research & Building Business Partnerships with informal Market Actors, formal Markets and Institutional buyers.
4. Development of Consumer messages on 'Eat Potato Campaign' Materials development(Print and write)
5. Agri-investment Networks and Learning framework development



Critical facts

- Sweet potato breeding has been ongoing in the three countries for several decades.
- In Tanzania, various breeding efforts have led to the release of 12 varieties including the orange flesh variety.
- The National Sweet Potato Research Program in Uganda has released 21 sweet potato cultivars.
- In Ethiopia, 24 sweet potato varieties have been released through the public research system.



Critical Facts

- In all the three countries the traditional informal system dominates the sweet potato seed distribution channels.
- These informal multiplication and distribution systems are underdeveloped and generally ineffective in reaching farmers with high quality sweet potato planting material.



Critical Facts

- In Tanzania, analyses in different villages indicate that seed enterprises are generally profitable (about USD 485.12 per acre) but a higher profit margin is attained in a dual enterprise that combines seed and root production (about USD 1,435/ acre).
- In Uganda, sweet potato vine multiplication is becoming a profitable venture for some farmers, who grow a multi-purpose crop where they also sell the roots, making between USD 800-1200 per acre of land.
- In Ethiopia, the analysis was based on projections in optimal conditions which realized a huge profit of about USD 4,669.



The Seed Enterprise Development

- This will focus on graduating existing seed multipliers into entrepreneurs with each seed multiplier supporting 3 Commercial Villages with clean and quality seed
- SeFaMaCo is creating synergy with various BMGF, Government or other donor funded programmes to ensure linkage to other ongoing seed systems efforts



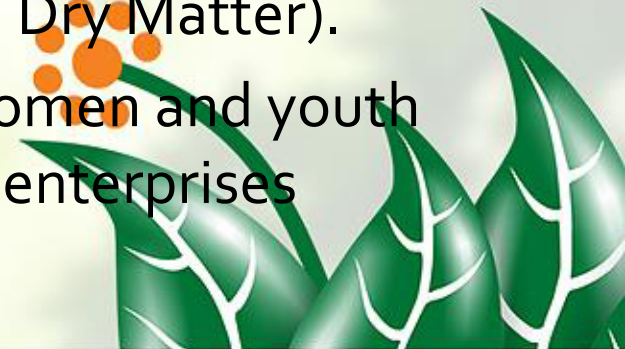
Specific objectives of the Enterprise model;

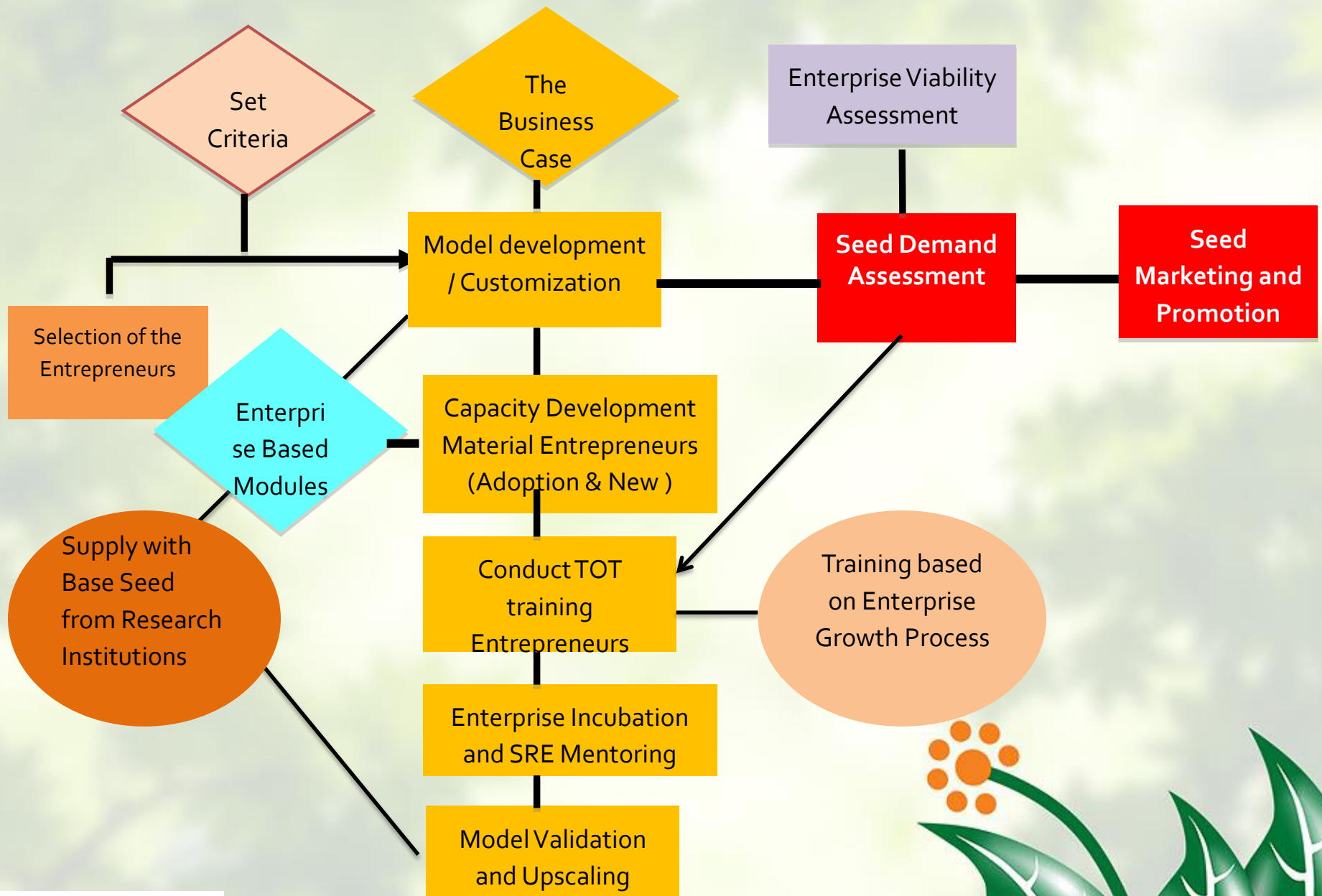
- To build capacity of SREs into profitable and sustainable seed enterprises in the target regions through provision of relevant business skills
- To enhance access to affordable clean & market demanded seed for smallholder farmers through a well-structured seed distribution system
- To create private sector partnerships as catalyst for OFSP seed market development and Business Development Services support for SEs and community groups
- To expand the market for OFSP seed produced by SEs and community groups through innovative promotional and awareness creation strategies
- Establish a learning platform through collection of business enterprise performance data



Seed Enterprises Specific Outputs

1. Business Skills and Market development knowledge of seed entrepreneurs and farmer organizations in QPMs multiplication, distribution and marketing strengthened.
2. Linkages with village seed supply and distribution systems (farmer organization and farmer groups) initiated, expanded, and scaled up.
3. Private sector partners profiled and linked to Seed Enterprises and community groups
4. Awareness created on new varieties for health (OFSPs) and wealth other varieties (high yielding, High Dry Matter).
5. Employment opportunities created for women and youth through seed upstream and downstream enterprises





Thanks a lot

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