



# JOINT DEVELOPMENT ASSOCIATES

## *Catalyzing Transformational Development*

### USAID Regional Agriculture Development Program-North (RADP-N) Activities

#### Seed



We expect that seed companies will increase their distribution networks and sales. Farmers will then become more familiar with the range of seed available for them and will be able to access seed in a more affordable way; seed companies will develop their first links with farmer-clients and will better understand their market.

The current problem in northern Afghanistan with “certified seed” is the farmer’s lack of confidence in it. The high price of a 50 kg bag out prices many farmers. Seed companies have almost exclusively sold seed to large distribution programs and have not established farmers as clients. Farmers have generally accessed seed via large scale distributions who have given farmers no chance to evaluate or choose varieties, therefore, most farmers do not know the range of varieties available or which suits their systems or market.

RADP-N is seeking to identify ways for seed companies to market and distribute directly to farmer activity. The plan is to address these problems in three work packages where companies connect more closely with farmers and where demand and better client-service provider relationships develop. Seed companies choose to engage with the three work packages at different levels depending on their business strategies:

**Work Package 1. Sampler Packs:** Sampler packs enable seed companies to reduce the barriers to entry by reducing pack sizes, prices, and bringing seed to market in new outlets near farmers.

**Work Package 2. Mobile Marketing:** Mobile Marketing enables seed companies in meeting with farmer groups and promoting their seed, giving a simple presentation on improved agronomy and seed selection and making sales, or advertising new outlets closer to the farmer groups.

**Work Package 3. Participatory Value Selection (PVS):** is a more advanced extension activity in which seed companies give seed samples to farmers and grow them in demonstration plots for farmers to evaluate over the course of a growing season. Seed companies electing this activity need to commit significant resources.