

Context

- Rural transformation and poverty reduction in Ethiopia require increased agricultural productivity.
- Limited availability of quality seed to smallholders is a roadblock on the way to productivity growth.

Innovation

Under the Direct Seed Marketing (DSM) program, public and private seed enterprises were authorized to sell seed directly to farmers in the selected woredas, promoting:

- Competition among seed producers for customers
- Multiple seed marketing channels at last mile (cooperatives, individual agents, seed producers' own outlets, etc.)

Future steps

- better assessment of seed demand
- capacity strengthening of seed producers
- further assessment of the program's impact



Promoting adoption of improved seed through the Direct Seed Marketing approach

Results of the pilot program evaluation indicated that the DSM approach could propel wider and more effective distribution of seed to farmers, and informed the scale-up of the approach.

- ✓ By 2018, the DSM covered 228 woredas and reached 1.4 million smallholder farmers with quality seed of multiple crops
- ✓ In 2018, about 64% of the seed is marketed through DSM and seed carryover reduced to as low as 2% in contrast to 30-40% by the conventional supply system
- ✓ The DSM reduced the Government of Ethiopia expenditures to deliver quality seed to farmers by over ETB1.2 billion

Source: ATA



Improving farmers' access to quality seed of the right kind, at the right time, for a competitive price

Photo: ICARDA

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