

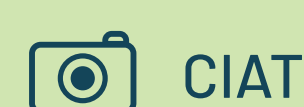


Market potential of new hybrid forages for East Africa

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Introduction

- ▶ Of the six countries with the largest dairy herd in Africa, five are in the east of the continent. They are home to about 32 million cattle (FAO, 2022).
- ▶ Hybrid forages adapted to cut-and-carry systems are necessary for the productive systems that prevail in Africa (Maass et al., 2015).
- ▶ Adoption of improved materials is still very low in the region (Creemers et al., 2021).
- ▶ The prevalence of severe food insecurity in East Africa is 27.7%, which is above the African average of 24% (FAO, 2022).
- ▶ Thus, new forage hybrids being are a real alternative to face food insecurity and, in general, to provide livelihoods for the most vulnerable population.

Objective

Estimate the potential market for new hybrid forages of *Urochloa* and *Megathyrsus maximus*, which are being developed by CIAT, for East Africa.

Methodology

- ▶ Secondary data on cattle heads, geographic information systems, and commercial prices of forage seeds produced by companies such as Grupo Papalotla (FAO, 2022; Oliphant et al., 2019; Grupo Papalotla, n.d.).
- ▶ Through production assumptions consulted with experts, geographic profiling of forage areas, and geometric averages of seed prices, potential market sizes (ha) and values (US\$) of hybrid forages were estimated. This was done for two forage species, namely interspecific *Urochloa* and *Megathyrsus maximus* hybrids.

Results

Table 1. Potential markets for new *Urochloa* and *Megathyrsus maximus* hybrids in East Africa

Country	Market size (ha)	Annual market value (US\$)
Ethiopia	227,543	41,991,683
Tanzania	214,304	39,548,608
Kenya	153,945	28,409,785
South Sudan	129,271	24,744,292
Uganda	121,566	22,434,224

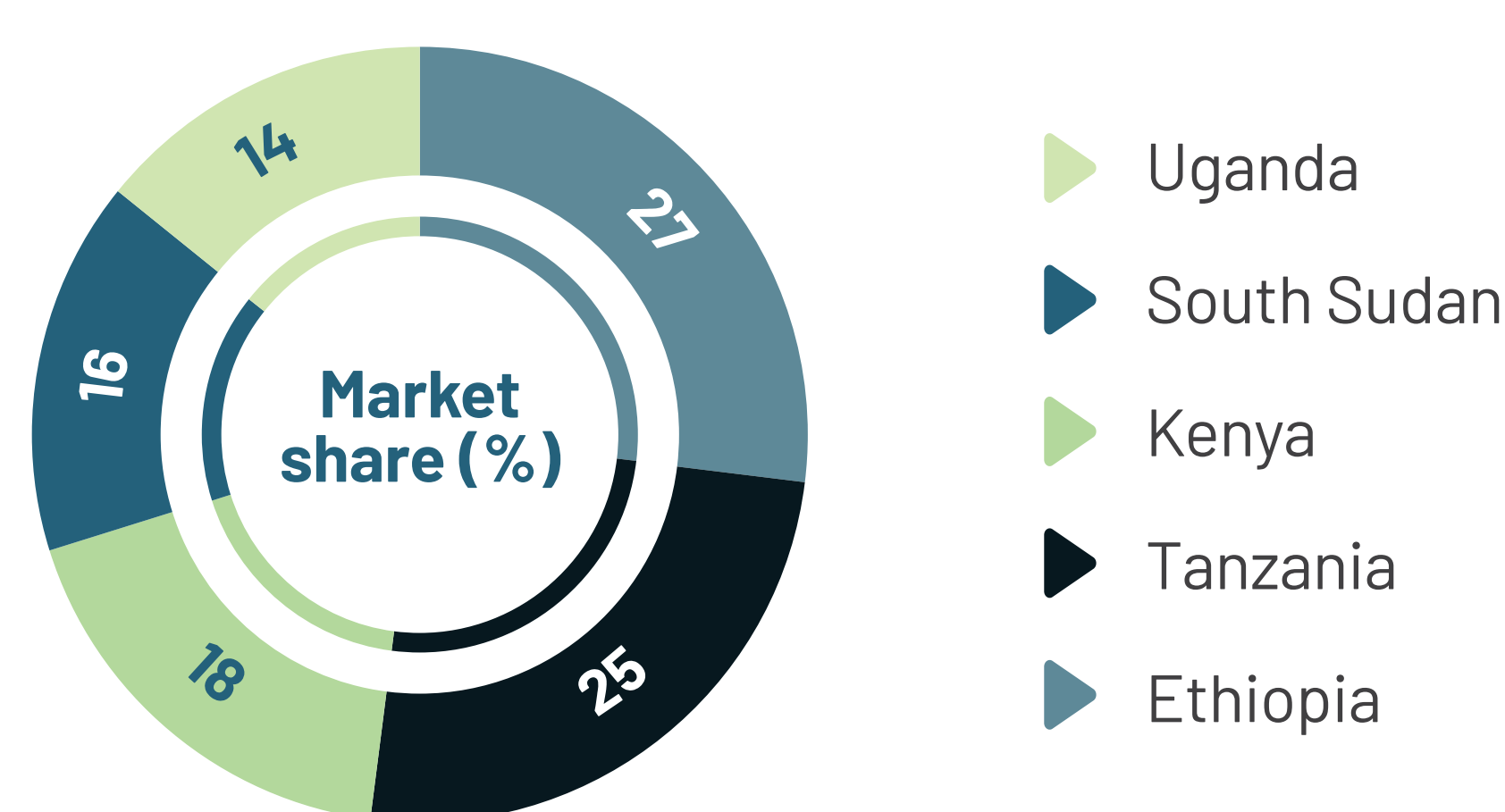


Figure 1. Market share for new *Urochloa* and *Megathyrsus maximus* hybrids in East Africa

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Urochloa hybrids

Megathyrsus maximus hybrids

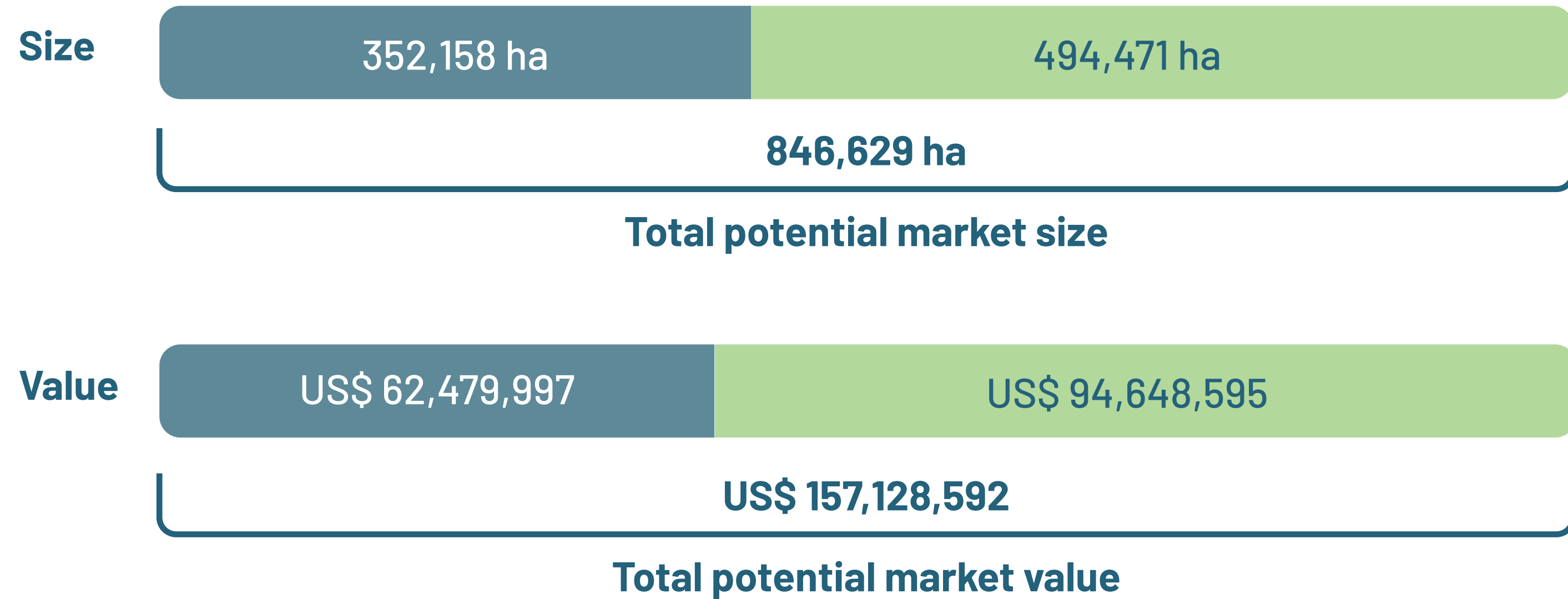


Figure 2. Potential markets for new hybrids in East Africa



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Conclusions

The results show significant possibilities for the development of a more sophisticated forage hybrid seed system in the region. However, it is necessary to combine this with a favorable environment for adoption. Adequate information systems, seed marketing facilities, and continuous support through extension services are essential for producers to adopt these technologies.

Acknowledgments

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