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Seed Marketing

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- Definition
- To satisfy the farmer's demand for reliable supply of a range of improved seed varieties of assured quality at an acceptable price.



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- **MARKETING STRUCTURE**
- **Seed distribution systems**
- Seed distribution can be carried out by government, public sector agencies, co-operatives and the private sector or, as is often the case, by a combination of all of these. Channels for seed marketing may be described as following
 - Direct level
 - Single level
 - Multi level



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Direct level

The seed producing organization supplies the farmer directly. Some features of direct channel distribution are:

- The supplier has direct contact with the consumer.
- A high level of service and customer support can be maintained.
- Direct control is maintained over the quality of the product.

Multilevel

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The seed producing organization supplies a national distributor, wholesalers or regional distributors who, in turn, supply sub-distributors or the retail outlets. This system is characterized by

- The supplier having no direct contact with the consumer.
- Products being strongly promoted in order to create demand.
- Supplying seed to the distributors in sufficient time to achieve timely availability at the retail level.
- Management ensuring that there is a good system of monitoring sales and obtaining feedback from the consumer.
- The distributor being interested only in the strongest selling lines.



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- **THE PROMOTIONAL ACTIVITIES**
- Resources invested in variety development and seed production will be wasted if farmers are not persuaded to use the improved varieties. All promotional activities involve sending messages to the distributors and consumers in order to inform them about a company's products and help them to make their decision to buy a particular variety or brand of seed.
- Advertisements
- Messages sent via the media to inform and influence the farmer.



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- Sales promotions
- Specific techniques designed to increase sales of particular seeds.
- Personal selling
- The importance of salesmanship.
- Publicity and public relations
- Generalized communication which is designed to promote the company's image rather than that of specific seeds.



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- **Problems affecting seed market**
- Lack of organization for procurement and sale of quality seeds as per demand.
- Lack of efficient transport system.
- Market fraud.
- Adulteration of seeds.
- Irregular supply of produce.
- Inadequate storage and warehousing facilities.