

# **Seed Alliance Without Boundary [SAWIB]**

## **A holistic approach for success**

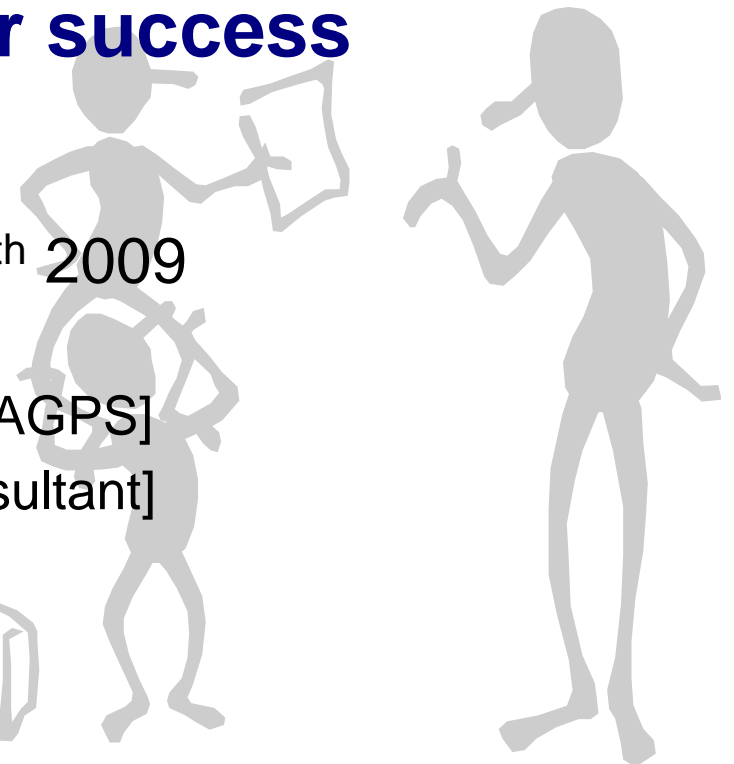
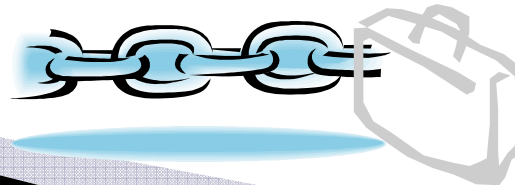
**FAO**

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Presentation

Michael LARINDE [FAO AGPS]

Jean-Louis DUVAL [Consultant]





# Seed Alliance Without Boundary [SAWIB]

## The concept

Using the holistic approach to sustain  
the seed industry capacity building



# Seed Alliance Without Boundary [SAWIB]

- ▶ AIM:
  - To facilitate the establishment of a sustainable seed supply and thereby facilitate food security of members countries
- ▶ Rationale of SAWIB:
  - Create a solid base for seed security through recurrent seed supply in FAO member countries
- ▶ Dimensions:
  - a) Transfer of technological and entrepreneurial skills for sustainable seed production and distribution;
  - b) Linkage of seed sector with farmers or crop producers; and
  - c) Linkage of crop producers to crop-value-addition industries.
- ▶ The first public-private-sector dialogue under this initiative took place from 2-14 February when delegation from seed sector of three developing countries – Afghanistan, Iraq and Uzbekistan visited their counterparts in the developed seed industry of India to discuss cooperative joint-ventures



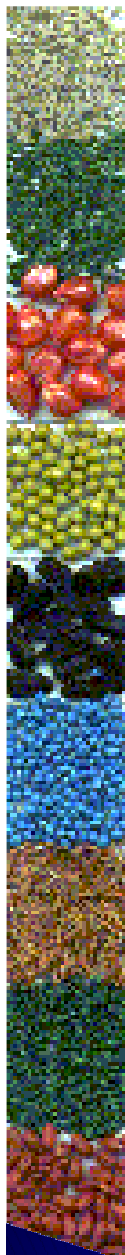
# Seed Alliance Without Boundary [SAWIB]

- ▶ One main goal → create sustainable seed companies – private and public – for production & marketing
- ▶ Bottom up → starting from the market demand
- ▶ A holistic approach for the benefit of seed development
  - Using “value added chains” to secure fast track implementation and results
  - Using SAWIB platform to:
    - Link expertise and knowledge,
    - Mobilize education, technology and information resources to help unlock the value,
    - Coordinate the effort of private and public sector to increase efficiency.



# Scheme of the value chain

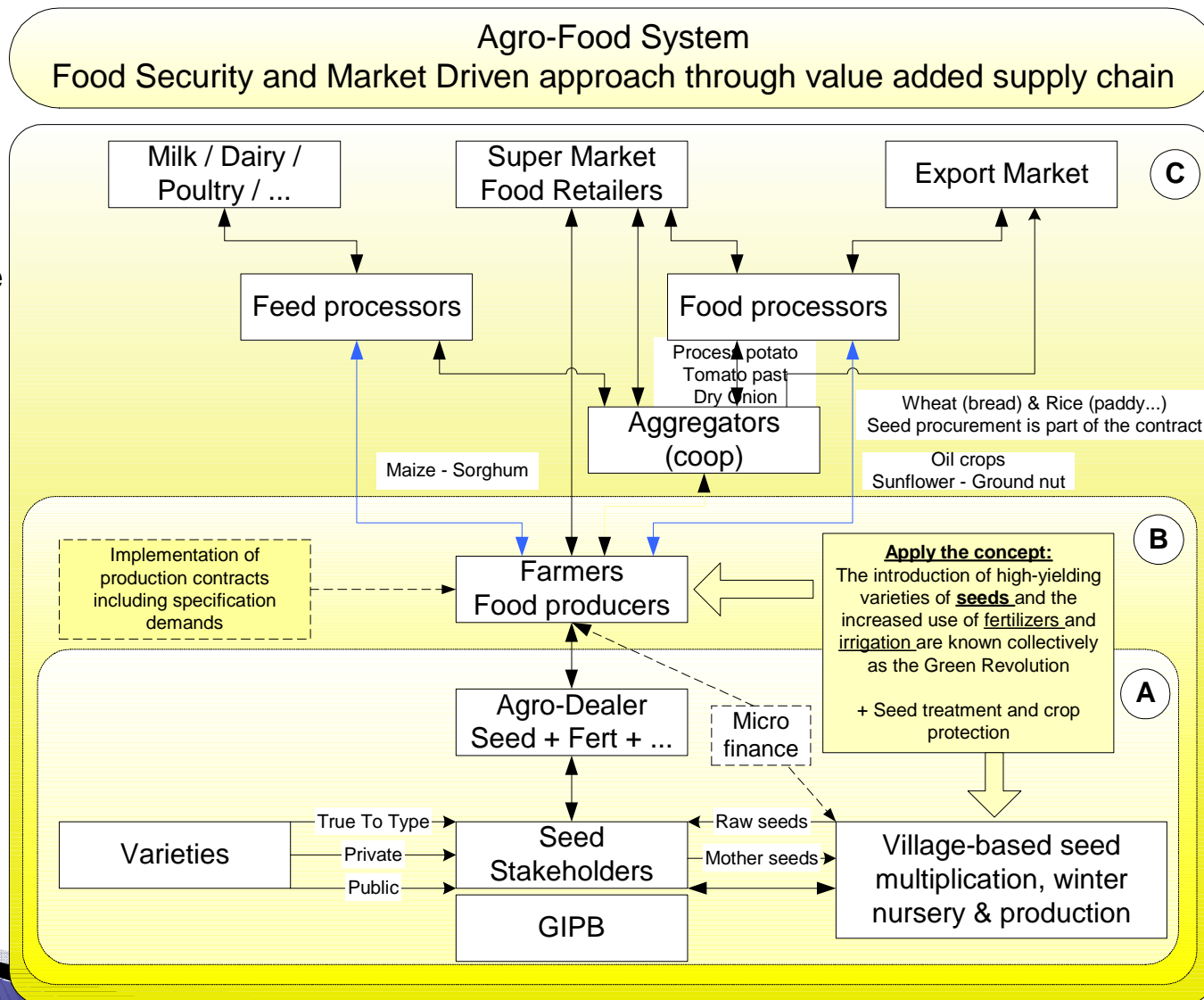
## The Business model!



(AGS Rural Infrastructure and Agro-Industries Division)

(AGP)

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# **Seed Alliance Without Boundary [SAWIB]**

WHY?

“Responding to the Food Crisis”



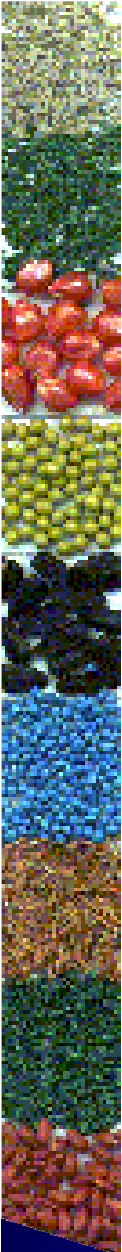


## Why SAWIB – Extract from “Responding to the Food Crisis” (1)

- ▶ *Measures, activities and policies to boost agricultural production:*
  - *The provision of sufficient quantities of inputs, particularly high-quality seeds and fertilizers, is considered a major priority for coping with the present food crisis.*
  - *However, this should be implemented through a comprehensive system approach, coupled with a medium-term strategy to **improve the efficiency of the whole production and marketing chain for inputs**, as part of the development of more efficient agricultural systems.*

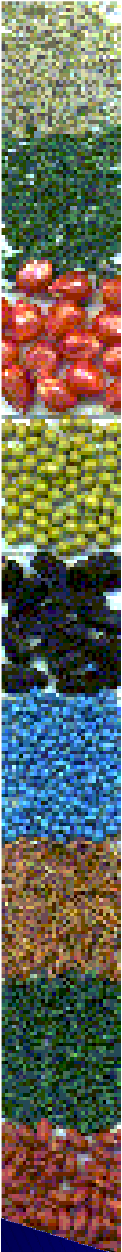
(1) Responding to the food crisis: synthesis of medium-term measures proposed in inter-agency assessments. FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS - WORLD FOOD PROGRAMME Rome, 2009 - This report has been supported with funds from the European Union.  
<http://www.fao.org/docrep/011/i0769e/i0769e00.HTM>





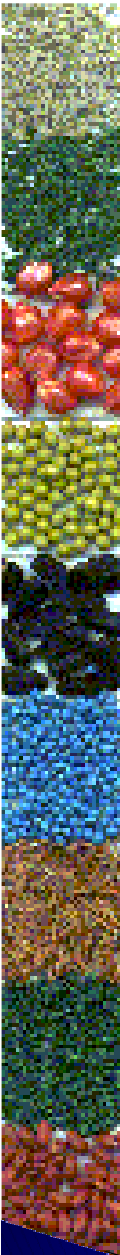
## Why SAWIB – Excerpts from “Responding to the Food Crisis”

- ▶ *Programmes for inputs and related crop production services*
  - *In many cases, the seed industry is underdeveloped, and most small farmers have little or no access to high-yielding varieties.*
  - *Private sector participation in seed multiplication and distribution is minimal, and the policy and legislation framework does not provide adequate incentives and conditions to foster development of the seed sector.*
  - *Access to commercial fertilizer is also constrained by factors that include high costs, lack of commercial supply and distribution outlets, and inadequate participation from the private sector.*
  - *For both seeds and fertilizer, insufficient credit facilities and a lack of integration between farm inputs and outputs are major limitations.*



## Why SAWIB – Excerpts from “Responding to the Food Crisis”

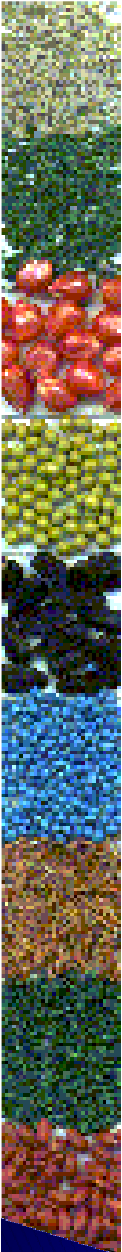
- ▶ *Policies and measures in the area of market, price and trade*
  - *The development of marketing infrastructure should receive as much attention as production itself.*
  - *Market information services should be developed at all levels, particularly for small farmers, to facilitate their participation in markets and their use of new cost-efficient technologies.*
  - *Extension and training in these fields need to be strengthened*



# Why SAWIB – Excerpts from “Responding to the Food Crisis”

▶ *Cross-cutting issues*

- *Capacity building: The need for an agro-food system approach should be more reflected in capacity building programmes, including not only production, but also processing and marketing.*
- *Institution building: In addition to the necessary development of farmers’ organizations, there is also need to increase efforts to identify and implement innovative institutional mechanisms, such as public-private partnerships, particularly for the upstream and downstream sectors.*
- *Credit and finance scheme: More attention should be given to the major contribution that improved rural finance can make to the overall development of the agro-food sector.*



# Why SAWIB – Excerpts from “Responding to the Food Crisis”

- ▶ *The need for global approaches and policy coherence:*
  - *At the production level, even when the actions proposed focus on specific inputs such as seeds and fertilizers, it is necessary to adopt a global agricultural system approach that takes account of all physical and human factors, and provides the framework for increased public and private investments in agriculture.*
  - *Actions at the production level have to be complemented by actions at the upstream and downstream levels within an overall agro-food perspective encompassing the whole value chain.*
  - *The global approach requires greater policy and institutional coherence, as a wide range of policies has impacts on the efficiency of the agro-food system.*
  - *A variety of initiatives in Africa aim to develop the seed sector, but coordination and collaboration among actors are very limited.*



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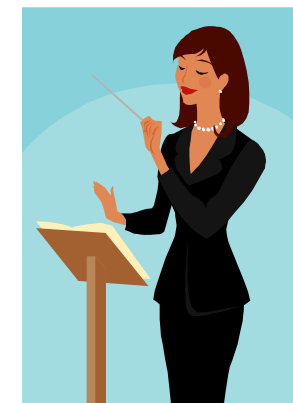
The plant variety is the link of the  
value chain



# Seed Alliance Without Boundary [SAWIB]

## Variety is the link of the value chain

- ▶ The mission of seed entrepreneur is the demonstration of the value of his varieties.
  - Making demo fields with the best practice including all technologies available to show the value of the variety
    - **“High Yielding” x Price - Cost = Profitability**
  - Working with the end user in order to show the value of the variety for the market
    - ➔ The variety is the backbone of the value recognition of supply chains
    - ➔ It is a major contribution to extension services
- ▶ Seed-men and seed- women are the conductor of the value chain



# Why choosing value chain production as a new model of development?

- ▶ Based on the market demand & the food security challenge
  - All actors of the value chain will support the use of the plant variety needed:
    - Seed stakeholders providing the plant variety to the agro dealers,
    - Aggregators contracting the crop production with farmers including the supply of new seed of the dedicated plant variety each year including all necessary inputs to fulfil the specification of the agro food industry
  - The identification of value chain will create added value to be shared among members
  - Creation of rural employment along the value chain
- ▶ Because it addresses many of the statements and requirements of “Responding to the Food Crises”



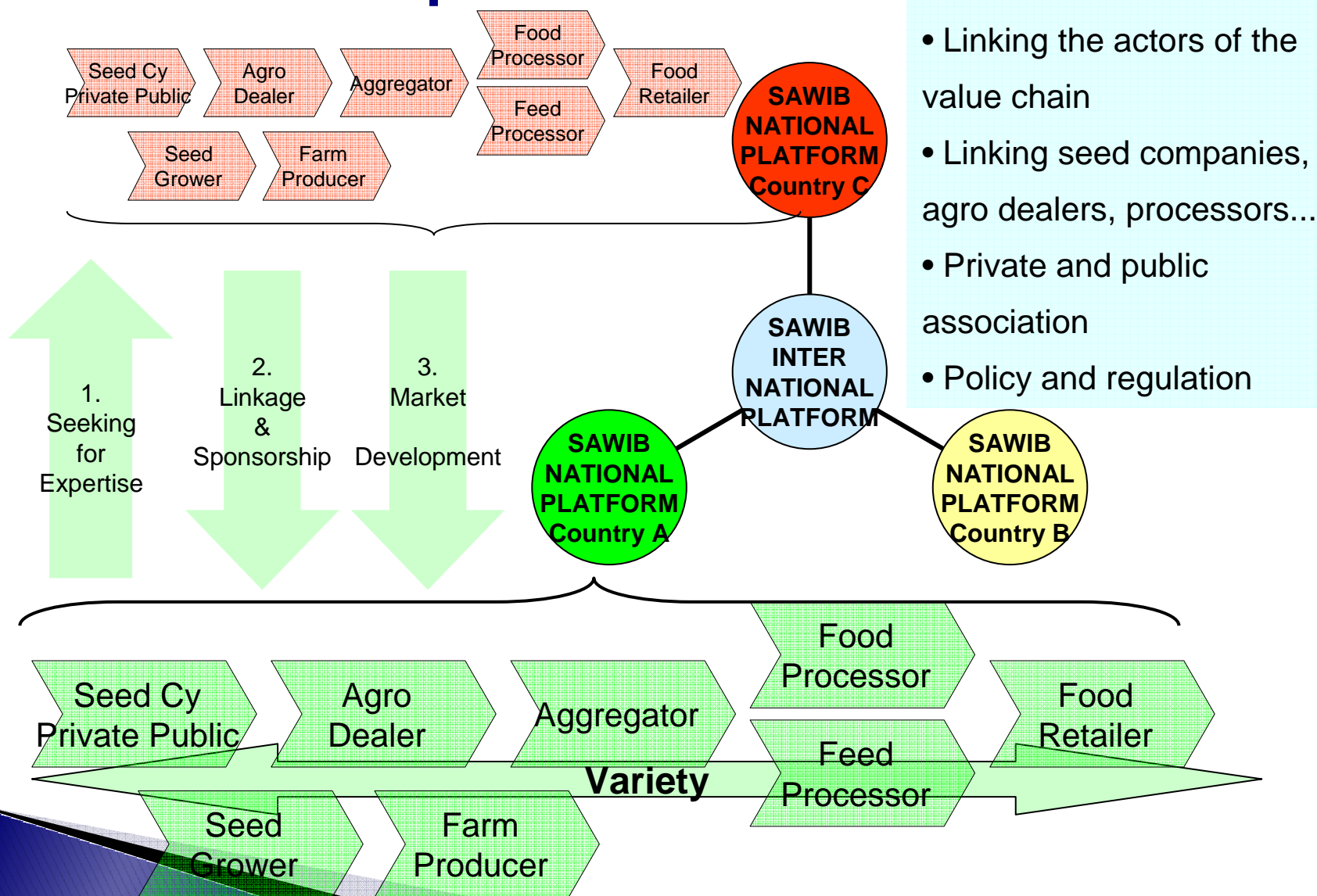


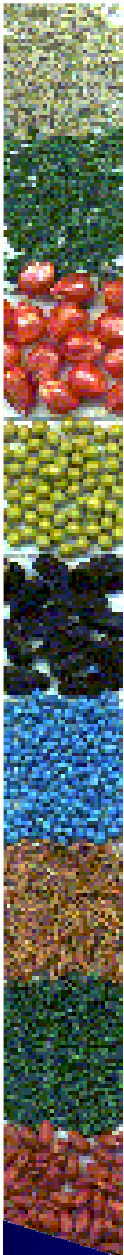
# Seed Alliance Without Boundary [SAWIB]

Framework for the organization  
and operationalization  
“Networking”



# Framework for the organization and operationalization





# Market driven + value added chain

- ▶ Markets studies will high light appropriate crops and value chains
- ▶ Few example of crops
  - Potato chips and French fries → Mc Cain in South Africa (ZA)
  - Tomato paste → Heinz - Unilever
  - Corn / sorghum for feed
  - Vegetable oil → Cargill / Sofiproteol
  - Wheat for bakery (miller)
  - Rice for different flavour products
  - Barley / corn for malting → Malters / Brewers
- ▶ Another model comes from the experience of Chile, India, China and Turkey development with the transfer of knowledge and technology based on the winter nurseries and productions for developed countries.



# Framework for the organization and operationalization of SAWIB

- ▶ Services (output – activity - objective)
  - Identification & management of different value added chains
  - Linkage between *parties* of a value added chain
  - Identification & linkage of *sponsors*
    - For seed, fertilizer, crop protection, irrigation, processing...
    - Transfer of technology, know-how, entrepreneurial skills
  - Facilitate the relationship between *parties* of the value added chain and *sponsors*
    - Ease barrier of languages and cultures issues
  - Organization of expert consultations, training sessions, study tours
  - Publication of present and future success stories like Chile and Turkey including the conditionalities and guidelines
  - Market studies, publication of statistics
  - Sharing information and knowledge through a website



# Framework for the organization and operationalization of SAWIB

## ▶ How

- Define organization
  - Human & Juridical (IAFN?)
- Finance & “business model”
- Web platform to share information and requirements

## ▶ Networking

- National, regional & global seed, fertilizer ... organizations and companies
- Place of the public sector

## ▶ Phases

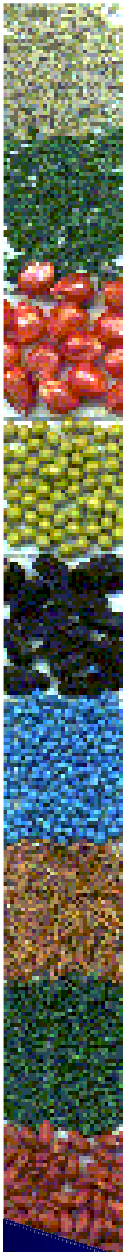
- 1. Obtain the collaboration / agreement of:
  - “International Agri-Food Network” members
  - Financing parties
- 2. Focus on few easy crops and countries
- 3. Further development with other crops and countries.



# What partnership with the seed industry? (Sponsorship / Patronage)

- ▶ Preliminary remarks regarding relation with the seed companies:
  - need to be practical and make impact on the ground within the “projects”
  - each party’s mission is identified and bring their core competencies focused on each project
  - Planning and resources dedicated to success
    - good clear plan in writing
    - goals to achieve
    - stay on track
    - sort out misunderstanding
  - Coordination to have all parties on board on the same targets and in due time
  - Publicity / aids / communication...
  - Precise timing for development versus business relationship
  - Self sustainability as the ultimate step of the support





**Thank you**

