

Evidences

Study #2735

Projects:

- P699
- P658
- P570

Part I: Public communications

Type: OICR: Outcome Impact Case Report

Status: On Going

Year: 2018

Tagged as: New Outcome/Impact Case

Title: Agricultural Transformation Agency's Improved seed marketing system in Ethiopia scaled up to 1.4 million farmers based on a PIM evaluation

Short outcome/impact statement:

In 2013-14, PIM researchers teamed up with the Ethiopian Agricultural Transformation Agency to test a pilot Direct Seed Marketing Program which intended to increase the participation of the private sector in the multiplication and marketing of high quality seed. The study found that the program led to many positive outcomes, and the Agricultural Transformation Agency subsequently expanded it. In 2018, the program was used in 228 districts, involving 47 seed producers and benefiting 1.4 million farmers.

Outcome story for communications use:

Improved seed marketing system in Ethiopia scaled up to 1.4 million farmers based on a PIM evaluation

What is the best way to supply quality seed to farmer on time and at competitive prices? On August 9, 2018, the Ethiopian Agricultural Transformation Agency held a press conference to showcase the successes of the Direct Seed Marketing project [1]. The Direct Seed Marketing project is a novel approach to the distribution of high quality seed in Ethiopia, in which commercial firms working with crop breeders multiply and distribute improved varieties to farmers - in contrast to the conventional seed marketing system managed by the government.

Since its creation in 2010, the Agricultural Transformation Agency has called upon IFPRI to undertake various studies to inform its decisions. One of these studies is an evaluation of the pilot Direct Seed Marketing program. The pilot took place in 2013 in 31 districts of three regions. Many in the government held reservations about the reliance on the private sector, and a major question was whether a less centralized approach would lead to trade offs on seed quality and geographic coverage. The IFPRI/PIM team designed a study to find out [2]. The study found favorable results on many dimensions, including the ability to maintain high seed quality, and concluded that the increased engagement by private seed producers in the provision of improved seed to farmers was a useful and necessary element in the transformation of Ethiopia's agricultural sector. The results were presented to the government and to donors, and contributed to the decision to expand the program beginning in 2015-16.

In 2016 IFPRI/PIM conducted a second study [3], in which direct seed marketing's performance was evaluated according to eight criteria: seed availability, sufficiency of supply, timeliness of delivery, seed pricing, quality, ensuring accountability for low-quality seed, ease of purchase, and use of public resources. The results showed that direct seed marketing performed as well as conventional seed marketing while significantly reduced public expenditures, and that farmers were satisfied with the system.

In 2018 [4], the program operates in 228 districts, involving more than 1,100 marketing agents and 47 seed producers. More than 46 million kilograms of seeds were sold in 2018 to an estimated 1.4 million farmers. The system has saved more than one billion Ethiopian birr (34 million dollars) that the regional governments would have used for seed distribution in the conventional system [1].

Links to any communications materials relating to this outcome:**Part II: CGIAR system level reporting**

Link to Common Results Reporting Indicator of Policies : Yes

Policies contribution:

- 197 - Agricultural Transformation Agency's Direct Seed Marketing Program (Ethiopia)

Level of maturity of change reported: Level 2

Links to the Strategic Results Framework:

Sub-IDs:

- Reduced market barriers
- Increased livelihood opportunities

Is this OICR linked to some SRF 2022/2030 target?: Yes

SRF 2022/2030 targets:

- Increased rate of yield for major food staples from current 1%/year
- # of more farm households have adopted improved varieties, breeds or trees

Comment: <Not Defined>

Geographic scope:

- National

Country(ies):

- Ethiopia

Comments: <Not Defined>

Key Contributors:

Contributing CRPs/Platforms:

- PIM - Policies, Institutions, and Markets

Contributing Flagships:

- F1: Technological Innovation and Sustainable Intensification
- F3: Inclusive and Efficient Value Chains
- F2: Economywide Factors Affecting Agricultural Growth and Rural Transformation

Contributing Regional programs: <Not Defined>

Contributing external partners:

- ATA - Agricultural Transformation Agency (Ethiopia)
- ISSD - Integrated Seed System Development Programme

CGIAR innovation(s) or findings that have resulted in this outcome or impact:

N.A.

Innovations:

- 591 - Involving the private sector to improve the multiplication and marketing of high quality seed: the Direct Seed Marketing program in Ethiopia

Elaboration of Outcome/Impact Statement:

Since its creation in 2010, the Agricultural Transformation Agency has called upon IFPRI to undertake various studies to inform its decisions. One of these studies is an evaluation of the pilot Direct Seed Marketing program.

The Direct Seed Marketing project is a novel approach to the distribution of high quality seed in Ethiopia, in which commercial firms working with crop breeders multiply and distribute improved varieties to farmers - in contrast to the conventional seed marketing system managed by the government. The Integrated Seed System Development Program helped with the design of the pilot approach. The pilot took place in 2013 in 31 districts of three regions, and focused on improved maize seed.

Many in the government held reservations about the reliance on the private sector, and a major question was whether a less centralized approach would lead to trade offs on seed quality and geographic coverage. The IFPRI/PIM team designed a quantitative and qualitative study to find out.

The study found favorable results on many dimensions, including the ability to maintain high seed quality [2]. The results were presented to the government and to donors, and contributed to the decision to expand the program beginning in 2015-16. In 2016 IFPRI/PIM conducted a second study ([3], shared only with the Agency), in which direct seed marketing's performance was evaluated according to eight criteria: seed availability, sufficiency of supply, timeliness of delivery, seed pricing, quality, ensuring accountability for low-quality seed, ease of purchase, and use of public resources. The results showed that direct seed marketing performed as well as conventional seed marketing while significantly reduced public expenditures, and that farmers were satisfied with the system.

In 2018 [4], the program operates in 228 districts, involving more than 1,100 marketing agents and 47 seed producers [4]. More than 46 million kilograms of seed were sold in 2018 to an estimated 1.4 million farmers. The program has not only been successful for maize, but also for wheat, and is making some inroads for other crops as well. On August 9, 2018, the Ethiopian Agricultural Transformation Agency held a press conference to showcase the successes of the Direct Seed Marketing project [1], during which it was stated that the system has saved more than one billion Ethiopian birr (34 million dollars) that the regional governments would have used for seed distribution in the conventional system.

References cited:

[1] Blog post (ATA) "ATA's Direct Seed Marketing modality improves Ethiopia's seed distribution system": <http://tinyurl.com/y6qgp87h>

[2] Discussion Paper "Direct seed marketing program in Ethiopia in 2013: An Operational Evaluation to Guide Seed-sector Reform": <http://tinyurl.com/yyvuefb3>

[3] Report "Performance of Direct Seed Marketing in Ethiopia: Lessons for Scaling Up" - 2016: <http://tinyurl.com/yxfbbrqf/>

[4] Powerpoint presentation (ATA) "Production and Productivity - Direct Seed Marketing Project" (not publicly available)

Quantification:

Type of quantification: b) Extrapolated estimates

Number: 1400000.00

Unit: households

Comments: Estimates come from the Ethiopia Agricultural Transformation Agency (2018, [4]).

Gender, Youth, Capacity Development and Climate Change:

Gender relevance: 0 - Not Targeted

Youth relevance: 0 - Not Targeted

CapDev relevance: 0 - Not Targeted

Climate Change relevance: 0 - Not Targeted

Other cross-cutting dimensions: NA

Other cross-cutting dimensions description: <Not Defined>

Outcome Impact Case Report link: [Study #2735](#)

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