

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

Project Title: P699 - 3.2.3 Linking Smallholders to Dynamic Markets

Description of the innovation: The evaluation compared the Direct Seed Marketing approach to the traditional government-managed system, and found that this system leads to positive outcomes. The study concluded that the increased engagement by private seed producers in the provision of improved seeds to Ethiopia's smallholder farmers is a useful and necessary element in the transformation of Ethiopia's agricultural sector.

New Innovation: No

Stage of innovation: Stage 4: uptake by next user (USE)

Innovation type: Social Science

Geographic Scope: National

Number of individual improved lines/varieties: <Not Applicable>

Country(ies):

- Ethiopia

Outcome Impact Case Report:

- 2735 - Direct Seed Marketing boosts seed availability and improves crop yields and commercialization in Ethiopia (26% increase in maize yield) (<https://tinyurl.com/2jf5j26c>)

Description of Stage reached: PIM partnered with the Ethiopian Agricultural Transformation Agency (ATA) to test the pilot Direct Seed Marketing program. The study found that the program led to positive outcomes, and the ATA expanded it. In 2018, the program was used in 228 districts, involving 47 seed producers and benefiting 1.4 million farmers.

Name of lead organization/entity to take innovation to this stage: ATA - Agricultural Transformation Agency (Ethiopia)

Names of top five contributing organizations/entities to this stage: <Not Defined>

Milestones: No milestones associated

Sub-IDOs:

Contributing Centers/PPA partners:

Evidence link:

Deliverables associated: <Not Defined>

Contributing CRPs/Platforms:

- PIM - Policies, Institutions, and Markets