

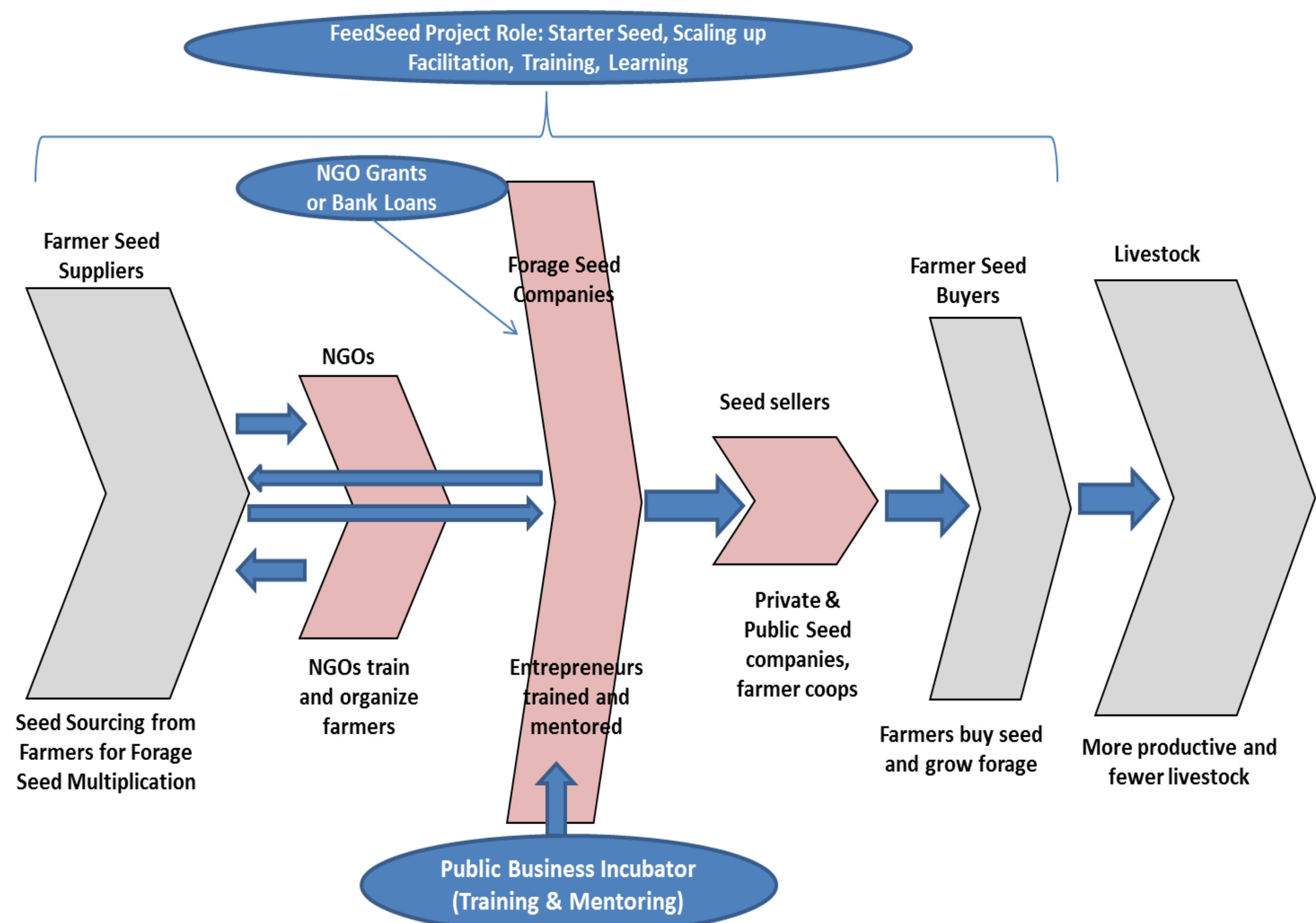
Piloting climate-adaptive forage seed systems in Ethiopia

FeedSeed pilot project: Outcomes and scaling-up benefits

Goals and approach

- **Goal:** create a profitable and sustainable forage seed industry to increase seed and livestock feed leading to adaptation to climate change
- **Approach:** provide technical and business knowledge, and skills, to develop sustainable seed companies and promote forage seed certification to improve quality

FeedSeed business model: a public-private partnership (PPP) approach



Barry I. Shapiro, Alexandra Jorge, and Jean Hanson/ILRI

- A PPP approach to overall project implementation
- Applying PPP methods to provide demand-driven support services to project partners, farmers and seed enterprises
- Capacity criteria for reference-based recruitment
- Targeted technical and business training for the production, processing and marketing of seed
- Identification of market opportunities, distribution outlets and B2B linkages
- Continuous on-site support/mentoring.

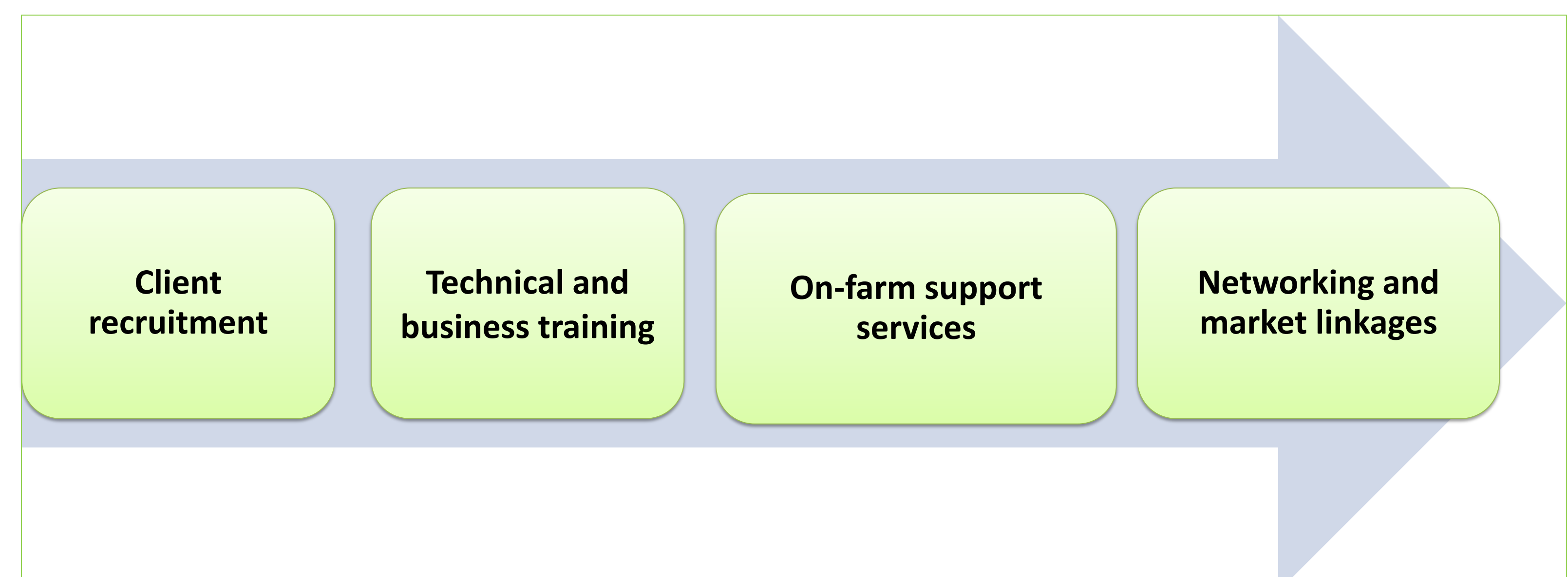
Expected outcomes

- Seed business entrepreneurs trained
- Twenty companies that produce and sell forage seeds established
- Ten successful and sustainable seed enterprises established
- Large number of poor livestock keepers trained in seed and forage production
- One business incubator created
- Various PPP approaches piloted to start scaling up forage seed system models.

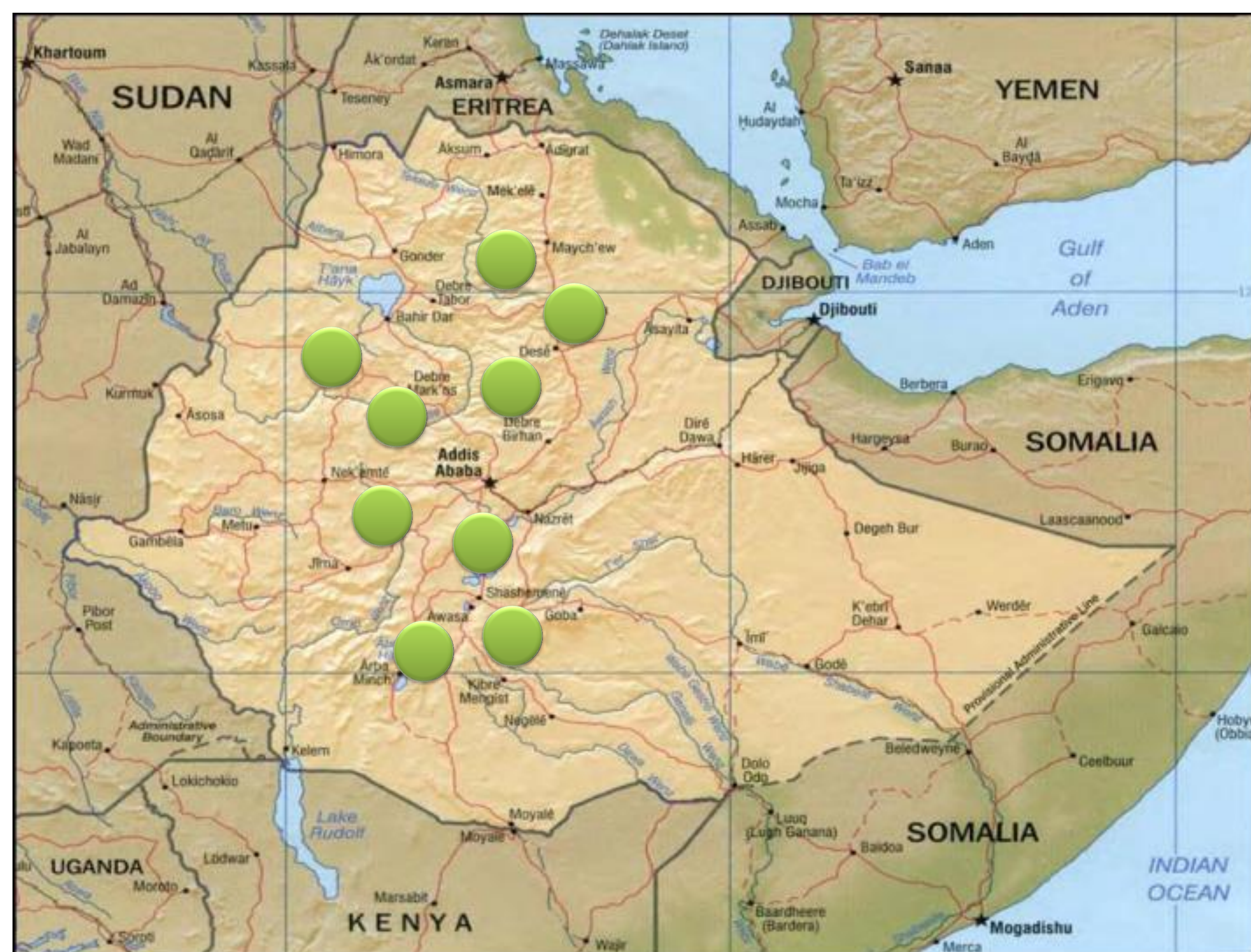
Business and technical training to project clients



Activities are implemented in logical order



Regional coverage



FeedSeed projects client location

Training



Demonstration



Land preparation



Establishment



Seed for sale



FeedSeed pilot project: Outcomes and scaling-up

Pilot project outcomes so far:

- Forage seed system/demand scoping study and policy brief prepared
- Thirty seed entrepreneurs identified, trained and started forage seed production, processing and selling
- Twelve enterprises sold ten varieties of improved forage seeds for USD 200,000 during 2014/2015
- Training-of-trainers workshops provided to 153 extension experts who trained 2,000 development (extension) agents
- A total of 5,000 farmers trained by project partners
- Market linkages created between seed companies and:
 - Rural commercial farm service centers (CFSCs)
 - NGOs and the government of Ethiopia
 - Farmers
- Smallholder farmers encouraged to produce and sell forage seeds
- Women farmers encouraged to start seed business companies (women comprise 51% of FeedSeed project beneficiaries)



Some examples of forage seed farms established by FeedSeed project clients

Expansion of FeedSeed for five years would lead to:

- At least 100 additional seed businesses trained and mentored
- At least 60 additional successful forage seed businesses established
- At least 20 new or existing seed cooperatives producing seeds and forage seeds for their portfolio of crop seeds
- By year five, at least 150 tonnes of forage seed per year produced by seed companies
- At least 150,000 poor livestock-keeping households trained in seed and forage production
- At least 100,000 poor livestock keepers having bought seed and produced forage
- At least 1,250,000 livestock-keeping household members having provided their livestock with improved feed
- Improvements in seed quality brought about by a certification program
- At least 50% of livestock-keeping women trained in forage seed production and marketing.



Meeting between seed producers and commercial farm service centres



Commercial farm service shops



Practitioners discussing how to put forages into use



Capacity building support to forage seed producers: Plant breeding training



Pictures from a FeedSeed project client (Nekemte area). July 2015)

Contact information

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