

Scaling up of Direct Seed Marketing Program by Ethiopia's Agricultural Transformation Agency

Project Title: P699 - 3.2.3 Linking Smallholders to Dynamic Markets

Description: <Not Defined>

Is new?: No

Stage of Maturity of the Process: Stage 3

Policy/Investment Type: Policy or Strategy

Amount: <Not Applicable>

Geographic Scope: National

Country(ies):

- Ethiopia

Outcome Impact Case Report:

Innovations:

- I591 - Involving the private sector to improve the multiplication and marketing of high quality seed: the Direct Seed Marketing program in Ethiopia (<https://tinyurl.com/2mu9tjna>)

Narrative of Evidence: <Not Applicable>

Milestones:

- Value chain innovations are used by public and private sector agents in 2 countries

Sub-IDs:

- 4 - Reduced market barriers
- 6 - Increased livelihood opportunities

Contributing Centers/PPA partners:

- IFPRI - International Food Policy Research Institute

Contributing CRPs/PTF:

- PIM - Policies, Institutions, and Markets