



SODP Recognized for Making a Difference

The Seeds of Development Program receives L.A. Potts Success Story Award

On December 4, 2006, at the annual Professional Agricultural Workers' Conference at Tuskegee University (Tuskegee, AL), the Seeds of Development Program received the L.A. Potts Success Story Award. Named after a former Dean at Tuskegee University who left a legacy of working to create opportunities for low-income communities, the Award recognizes initiatives that make a significant difference in economically disadvantaged areas.

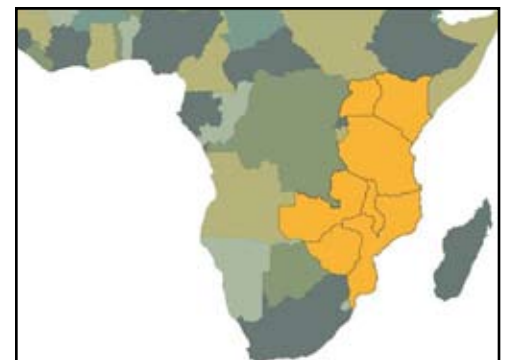
Dr. Edward Mabaya, SODP's coordinator, accepted the award. He was also invited to introduce SODP to the rest of the delegates; his presentation was well received and generated praise and additional questions from the audience. The Success Story Award comes as SODP has completed adding ten additional seed companies to its network, making the total 25 Fellows in 7 African countries. The Program is looking to expand further in the coming years and create opportunities for emerging seed companies in Africa.



*SODP Coordinator Dr. Mabaya
after receiving the Award*

The history and goals of the SODP

The Seeds of Development Program was initiated in 2003 to create a business development services and network building program for African-owned SME seed companies with the broader goal of helping African smallholder farmers gain improved access to improved seed varieties. SODP started with 10 seed companies in five countries; the network currently includes 25 seed companies in eight African countries (Kenya, Malawi, Mozambique, Tanzania, Uganda, Zambia, and Zimbabwe). The Seeds of Development program is a project of Market Matters Inc., a US-based nonprofit organization which works in collaboration with the Emerging Markets Program at Cornell University.



*SODP is currently active in East and
Southern Africa (orange shaded area)*

The overall objectives of the program are:

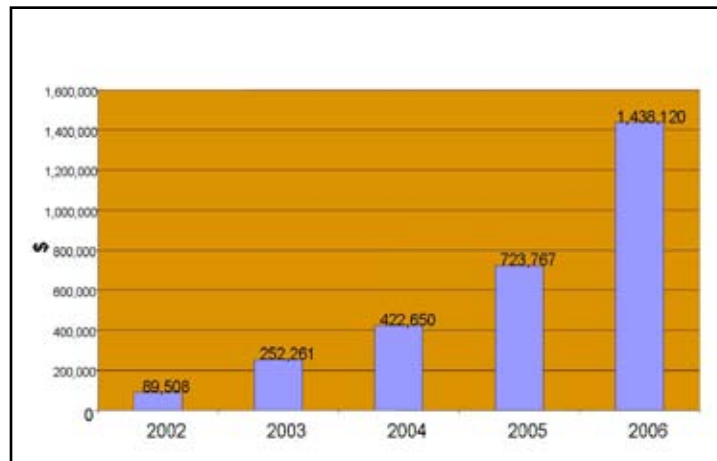
- To conduct training to enhance the management, marketing and supply chain management strategies of SME seed companies to improve their market delivery systems to poor farmers;
- To create platforms where indigenous African seed companies can explore business opportunities and technology transfer among themselves, with seed companies in other parts of the world, with public research institutions, policy makers and other seed industry stakeholders;
- To expose African seed companies to successful seed market development experiences in Asia to improve their effectiveness in meeting the needs of farmers; and
- To conduct research on local seed industries to better inform the development of market strategies and public policies.

SODP's impacts so far

The outcomes and successes of the Seeds of Development Program are most visible in the program's direct impact on participating companies. A recent external monitoring and evaluation report indicates that SODP Fellows have, on average, experienced statistically significant gains in the following areas:

Variable	2003	2006	Increase
Sales Revenue	\$450,370	\$1,438,120	319%
Area under maize seed production	147,000ha	448,000ha	304%
Area under other seed production	96,000ha	312,000ha	325%
Number of maize varieties offered	4.2	7	166%
Volume of total seed sold	229 M Tons	682 M tons	299%

Average indicators for participant companies



Average annual sales for SDDP Fellows (in USD)

A key element of the companies' success lies in the networking provided by SODP. Fellows consistently report that they value and make use of opportunities to exchange information and experiences with other seed companies from the continent. Further, SODP Fellows have created numerous successful business deals. These collaborations include not only seed but other products, such as agro-chemicals, fertilizers and equipment that are essential to increased productivity by smallholder farmers. In short, the SODP network allows Fellows to expand their contacts, participate in business deals they would not otherwise have access to, and gain experience in provisioning seed and other agricultural products/services in domestic or/and international markets.



Maize seed varieties

SODP's broader impact

Through its successful work with African seed companies, SODP's broader impact in smallholder farming communities has also become visible. First, Fellow companies create additional employment, as virtually all companies have experienced growth and the concurrent need for additional labor, whose earnings support immediate and extended families. Company sales data also show that the bulk of sales go to smallholder farmers. By offering a wider variety of seeds, including higher-yielding, disease- and drought-resistant varieties, and other inputs such as fertilizers, SODP companies help smallholder farmers increase food security for their families and communities, and possibly generate extra income from the sale of surplus. Building on its success so far, SODP's goal is to continue to grow its network of African seed companies that will lay the foundation for a well-functioning, locally owned, and continent-wide seed marketing system.



Maize hybrid seed demonstration plot (Uganda)

**Seeds of
Development
Program**

A Market Matters, Inc. Project

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