Fertilizer marketing

Development plan

Outline

• Policy and legal
  – Outputs
  – Strategies
  – Actions

• Organizational
  – Outputs
  – Strategies
  – Actions
Policy and legal output

- Effective inspection and enforcement of standards

Strategies for effective inspection & enforcement of standards

- Classification, registration, licensing, inspection procedures reviewed, rationalized & simplified
- Industry code of ethics developed to allow self-regulation
- Funding for capital expenditure and operations of inspectorate improved
- Policy dialogue institutionalized
Actions for reviewing, rationalizing & simplifying procedures

• Review for rationalization, relevant regulatory frameworks
• Set standards in harmony with others at regional level
• Institute inspectorate composed of all regulatory agencies
• Clearly allocate responsibilities
• Information generated stored & disseminated

Actions for developing industry code of ethics

• Write up acceptable code of ethics for suppliers
Actions for improving operations of the inspectorate

• Assess needs and evaluate capacity of existing laboratories
• Recruit and train competent inspectors
• Equip laboratories with modern equipment
• Collect samples at factories instead of entry points
• Review testing fees and give results to companies and farmers

Action for institutionalizing policy dialogue

• Set up committee to coordinate consultations on policy matters
ORGANIZATIONAL OUTPUTS

• Up-to-date technical information
• Effective distribution networks
• Set up fertilizer suppliers association
• Reduced prices of fertilizer

Strategies to update technical information

• Investments in regional testing capabilities made
• Technical information on soil fertility updated
• Principles of soil fertility management developed and disseminated
• Farmers taught how to recognize nutrient and pH deficiencies
Activities for investing in regional testing capabilities

- Upgrade equipment in main research stations
- Adopt internationally acceptable testing protocols
- Upgrade professional skills of technicians
- Ensure regular supplies of reagents

Activities for updating technical information on soil fertility

- Update old soil maps
- Perform comprehensive nutrient analysis of different soil series
- Conduct fertilizer trials
- Broaden range of products on market
Activities for developing principles of soil fertility management

- Synthesize extension messages (doses, application methods/crop/soil type)
- Disseminate appropriate messages widely to farmers

Activities for teaching farmers recognition of nutrient and pH deficiencies

- Train farmers on use of leaf color charts
- Train farmers to use vegetation types as indicators
ORGANIZATIONAL OUTPUTS

- Up-to-date technical information
  - Effective distribution networks
  - Set up fertilizer suppliers association
  - Reduced prices of fertilizer

Strategies & actions for effective distribution networks

- Wholesale and retail linkages established
  - Appoint wholesalers at major centers
- Traders trained on marketing & business skills
  - Carry out needs assessment
  - Design courses and deliver them
Strategies & actions for effective distribution networks (2)

- Farmers trained on group marketing
  - Assess functional capacity of coops
  - Design courses and deliver them
- Pre-packed fertilizer distributed in small labeled bags
  - Develop standards & advertise small packs
- Suppliers diversify into output marketing
  - Deliver dual input/output service package

ORGANIZATIONAL OUTPUTS

- Up-to-date technical information
- Effective distribution networks
- Set up fertilizer suppliers association
- Reduced prices of fertilizer
Actions for forming a fertilizer suppliers association

- Convene suppliers meeting to discuss constitution
- Register the association
- Establish links with international associations

ORGANIZATIONAL OUTPUTS

- Up-to-date technical information
- Effective distribution networks
- Set up fertilizer suppliers association
- Reduced prices of fertilizer
Strategies & actions for reducing prices of fertilizer

• Cheaper modes of freight used
  – Utilize rail freight and utilize back-hauling

• Bulk orders by farmers promoted
  – Consolidate farmer demand orders

• Localized blending plants established
  – Monitor distribution of blends
  – Establish in-house analytical facilities
  – Conduct routine soil testing before blending