

# ORGANIZING SEED FAIRS in emergency situations



IMPROVING THE EFFICIENCY OF SEED DISTRIBUTION



International Crops Research Institute  
for the Semi-Arid Tropics  
(ICRISAT)



Instituto Nacional de Investigação  
Agronómica  
(INIA)

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This publication is an output of project *“Improving the efficiency of seed distribution in emergency situations, focusing seed distribution in relation to the development of markets”*.

The project is financed by USAID, as part of American assistance following the severe floods in Mozambique in the year 2000.

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IMPROVING THE EFFICIENCY OF SEED DISTRIBUTION

## ORGANIZING SEED FAIRS in emergency situations

### **Editor**

Wilson José Leonardo      Agronomist

### **Contributors**

Carlos Dominguez	Seed Specialist
David Rohrbach	Socio-economist
Kate Longley	Anthropologist
Momade Saide	Anthropologist
Richard Jones	Specialist in Technology Exchange

### **Published by:**



International Crops Research Institute for the Semi-Arid Tropics  
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IN THIS MANUAL, THE WORD *SEED* IS TAKEN AS THAT WHICH IS USED FOR PLANTING

We have also made the distinction between *local seed*, which is grain selected by the farmer or seller to be used as seed, and *certified seed* which is commercially produced by seed companies.

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## Acronyms and abbreviations

CRS	Catholic Relief Services
DAP	Early Warning Department
DDADR	District Directorate of Agriculture and Rural Development
DDIC	District Directorate of Trade and Industry
DINA	National Directorate of Agriculture
DPADR	Provincial Directorate of Agriculture and Rural Development
FAO	Food and Agriculture Organization of the United Nations
FEWS NET	Famine Early Warning System Network
GPF	Fair Preparation Group
ICRISAT	International Crops Research Institute for the Semi-Arid Tropics
INIA	National Institute for Agronomic Research
MADER	Ministry of Agriculture and Rural Development
NGO	Non-Governmental Organization
SAP	Early Warning Sector
SIMA	Information System for Agricultural Markets

## Preface

Agriculture in Mozambique has suffered from a series of disasters, both natural and man-made. The most recent were the severe floods in 2000 and 2001, followed by drought in 2002. Government departments, NGOs and international agencies have provided assistance to help farming communities recover after a disaster. This assistance has usually been in the form of free distribution of seeds and agricultural tools. This approach has various problems: the varieties distributed may not be adapted to local conditions, the affected communities have little say in the process, and much of the aid funds are spent outside the affected community, for example seed is purchased in bulk from external seed companies.

This manual describes a different approach – the seed voucher and seed fair system, which was introduced by Catholic Relief Services in Tanzania, Kenya, Uganda, Sudan, and now Mozambique. In this approach, farmers are given not free seeds but vouchers with a specific cash value, which can be exchanged for seeds at a specially organized seed fair. Vouchers are distributed to the most needy in the community, identified by the community themselves. At the seed fair, farmers “purchase” seed from a range of vendors, including farmers, small-scale traders, and large seed companies. A number of different crops and varieties are available, local varieties as well as certified seed of modern varieties. The farmers have the freedom to choose what varieties and quantities they want. This approach also helps build the local seed system, by providing a market for local seed producers to sell their products.

This manual describes how to plan, implement, and evaluate a seed fair in an emergency situation. It is intended as a guide – it is not a “perfect recipe” to be followed exactly. On the contrary, the authors hope that readers will be innovative and creative in adapting this manual to their particular situation and experience, in the same way that farmers select seed according to their particular agricultural conditions.

Constructive criticism and suggestions for improving this manual are welcome.

The editors would like to thank the staff of Catholic Relief Services in Kenya who shared their experiences with us. We would particularly like to acknowledge Paul Omanga and Jeremiah Moroko who gave us the opportunity of visiting seed fairs which they organized in Kenya.

We wish to acknowledge the collaboration of FAO – Mozambique in adapting and implementing preliminary tests of the methodology for organizing pilot fairs in Maringué and Macossa, with financial support from Italian co-operation.

We would also like to thank the staff of DINA, namely Cremildo Joaquim, Custódio Joao, Diogo Carlos, Manuel Monteiro, Marcelino Valói, Maria Isabel Victoria, Romão Lambucaene and Soares Banze; and also Joaquim Cuna, UCEA co-ordinator, for their patience in going through earlier drafts of this manual.

### **The authors.**

# 1. Introduction

Seed is a central part of a farmer's life. For centuries, small-scale farmers have selected seed from their crops for the next season. Their knowledge has been accumulated over generations, and nobody is in a better position than they are to choose seed that is adapted to their particular conditions.

Normally, farmers obtain the seeds they need from various sources. Some of the seed is selected from grain they produce themselves; some is bought from (or exchanged with) neighboring families and some is certified seed, produced by seed companies and bought in shops.

The habit of using various varieties is a way of 'insuring' against climatic uncertainties. For example, one variety may be better adapted to drought while another may produce a better yield when there is high rainfall. By using various types of seed, farmers reduce the risk of losing their entire harvest.

In emergency situations, relatives and neighbors are the farmer's first source of seed; a second source is farmers from neighboring communities and a third source is the grain market, where farmers buy grain to use as seed. This system is effective and ensures that seed is adapted to local conditions.

In Mozambique, the government and NGOs have distributed free seed kits in an attempt to respond rapidly to emergencies, ignoring existing local distribution mechanisms.

The farmer uses different varieties to insure against climatic uncertainties

In emergency situations, farmers first turn to relatives and neighbors

The disadvantages of this kind of intervention are the slowness of the process, with seed arriving late, and the poor adaptability of varieties to local agro-ecological and socio-economic conditions.

Another disadvantage is that the emergency aid favors a centralized, 'ad-hoc' system of selling seed rather than investing in the local distribution system.

In Mozambique, the government and NGOs have distributed free seed kits in an attempt to respond rapidly to emergencies, ignoring existing local distribution mechanisms.





The experience of Catholic Relief Services shows that Seed Fairs, where seed is purchased locally, are often a viable and advantageous alternative.

Therefore it is important to find out if local seed sources can be used to meet the people's seed requirements in an emergency situation, before deciding to buy imported seed kits.

An emergency intervention based on local knowledge and resources helps the affected population restart agricultural production. At the same time, it encourages seed producers and traders to invest in the local seed distribution system.

The only pre-condition is that the seed that meets the farmers requirements should be locally available. That is, seed is available but the affected population does not have enough money to buy it.

Free distribution favors a centralized system of selling seed

Seed Fairs favor the local seed distribution system

The only pre-condition for organizing a fair is that seed should be available locally

## 2. Seed Fairs

### The Fair – a meeting place

A fair is basically a market: a space where traders display their products and buyers come to purchase what they need.

However, a fair is more than just a market where people go to sell or buy products. A fair is a market that specializes, usually in a single sector. For example, there are Fishing Fairs, Building Fairs and Agricultural Fairs.

A Fair is a meeting place for people connected with agriculture

As a specialized market, the Fair attracts special people and is a meeting place for the sector. An Agricultural Fair, for example, attracts farmers, seed producers, tractor agents, plough traders, etc. It is these special people who turn the fair into a meeting place where farmers can learn about new varieties and technologies, where they can share their experiences with other farmers and where they can make new business contacts.

For example, a farmer who goes to the fair to buy tomato seed might meet the director of a tomato puree factory who may become a client for the crop.

The fair provides participants with business opportunities

For people who produce technology, the fair is a place to meet potential customers and gather information about farmers' needs and demands. They can use this information to update their products or develop new ones.

This dynamic between buyers and sellers makes the fair a meeting place, where exchanging experiences and information is sometimes more important than buying and selling the product.

Exchanging experiences and information is sometimes more important than buying and selling the product.

## The Seed Fair

A Seed Fair is, as its name suggests, a fair specializing in seed.

The seed may be certified seed from specialized companies or may be grain selected by local farmers. Seed Fairs are normally organized at locality or village level because of the variety's requirements in terms of soil, water and temperature.

Farmers do not go to the Seed Fair just to buy the seeds that they need. The Seed Fair is a meeting place where farmers can find out about innovations in the market and seed producers can learn about their clients' tastes and concerns.

At a fair, farmers analyze, discuss and argue about the quality, usefulness and price of seed.

Farmers buy the seed of their choice at a fair price

Farmers have the chance to check the quality of seed with their colleagues, to talk about the advantages and disadvantages of improved seed versus local seed and to discuss among themselves the price of seed that they buy or sell.

The Seed Fair offers sellers and seed companies the opportunity to gather information about farmers' preferences and tastes, about the specific conditions of the area and other information that

At the fair, farmers discuss among themselves about the quality, usefulness and price of the seed



At the fair, the seed companies gather valuable information to improve their products

is valuable for those involved in improving and producing seed.

Interaction between colleagues and between farmers and seed producers is a valuable and important aspect of fairs.

### Seed Fairs in Emergency Situations

Seed Fairs in emergency situations do not differ greatly from normal Seed Fairs. The three pre-conditions for holding a seed fair are::

1. There should be demand from the farmers;
2. Seed should be available;
3. Farmers should have money to buy seed.

Farmers' demand for seed is normally high in an emergency situation. When there are droughts or floods, many farmers lose their crops and need to replant them. The local Emergency Committee is normally responsible for estimating the demand for seed.

Even in emergency situations local demand and supply exist

Unfortunately, in an emergency situation the Emergency Committee often does not verify the local availability of seed while estimating demand.

Experience shows that even in emergency situations, there are stocks of seed or grain in the area that could meet the demand for seed. These seeds generally have the advantage of being the best-adapted varieties for local conditions.

In an emergency situation, people are under financial pressure: what they mostly lack is money. The government and the international community have responded to these situations by making funds available to assist the population.

If seed exists locally, and lack of money is the only constraint to obtaining this seed, the solution is simple: distribute money to those affected so that they can buy seed.

If money is the only thing that farmers lack, the solution is simple: distribute money to those affected

However, the simplest solution is not always the most convenient. The government or the donors, for example, want guarantees that their aid is really being used to buy seed and to restart agricultural production. They want to know that people are not spending the money on other needs instead of buying seed.

Vouchers are the money of the fair

For this reason, emergency committees have opted for distributing vouchers. Each voucher has its own monetary value, such as 1000 Meticaïs or 5000 Meticaïs. The vouchers are the 'money of the fair' and are used as if they were money. The vouchers can only be used to buy seed and authorized agricultural tools at the fair. They have no value outside the fair.

At the fair, farmers are free to choose the variety and quality of seed that they want, which they pay for with vouchers. At the end of the day, the sellers exchange the vouchers for money with the fair organizers.

At the fair, farmers are free to choose the variety and quality of seed that they want

The voucher system may seem to be a paternalistic method, making the fair unnecessarily bureaucratic. Some people wonder why things are made so complicated rather than just giving farmers 150,000 Meticaïs at the entrance. Experience shows that vouchers can be as effective as distributing money and easy to track and monitor. For this reason we recommend the voucher system, but we leave the final decision to the organizers and donors of each fair.

## Seed Fairs versus Free Distribution of Seed

Organizing a Seed Fair is usually simpler and quicker than organizing the free distribution of seed kits.

Kits are usually imported from abroad and the whole process is slow. Collecting data about the needs of the various affected areas, finding suppliers and evaluating the different quotations, transporting and importing the goods, all takes time and as a result, seed often arrives late.

Seed Fairs use seed that already exists in the area or in neighboring areas. This seed is usually adapted to local conditions and satisfies local preferences and tastes.

Another advantage of the Fair is that besides supplying affected families with seed, the fair injects the emergency funds into the affected community itself rather than spending them at the central level and on importing seed. The following example explains how this is done.

Suppose that in a certain area, 1000 families are affected by a disaster. Imagine that 150,000 Meticaïcs of emergency funds are available for each family to buy seed. This means that the total money available to buy seed is:

$1000 \text{ fam.} \times 150,000 \text{ Mts/fam.} = 150,000,000$   
(one hundred and fifty million) Meticaïcs, equivalent to USD 6,000.

The local fair normally succeeds in meeting needs most rapidly

The local seed is adapted to local conditions and local tastes

The Seed Fair benefits the local economy

If this money was used to buy imported seed kits it would not benefit the local economy.

If a Seed Fair is organized in the area of the disaster, farmers and local traders can sell their seed locally. The money is invested directly in the affected community, revitalizing local businesses and the local economy.

In Kenya, Catholic Relief Services began to introduce Seed Fairs in 1999, as an alternative to the free distribution of seed kits. In recent years, fairs have been very successful in various other countries such as Tanzania, Sudan and Uganda.



The Seed Fair benefits the local economy

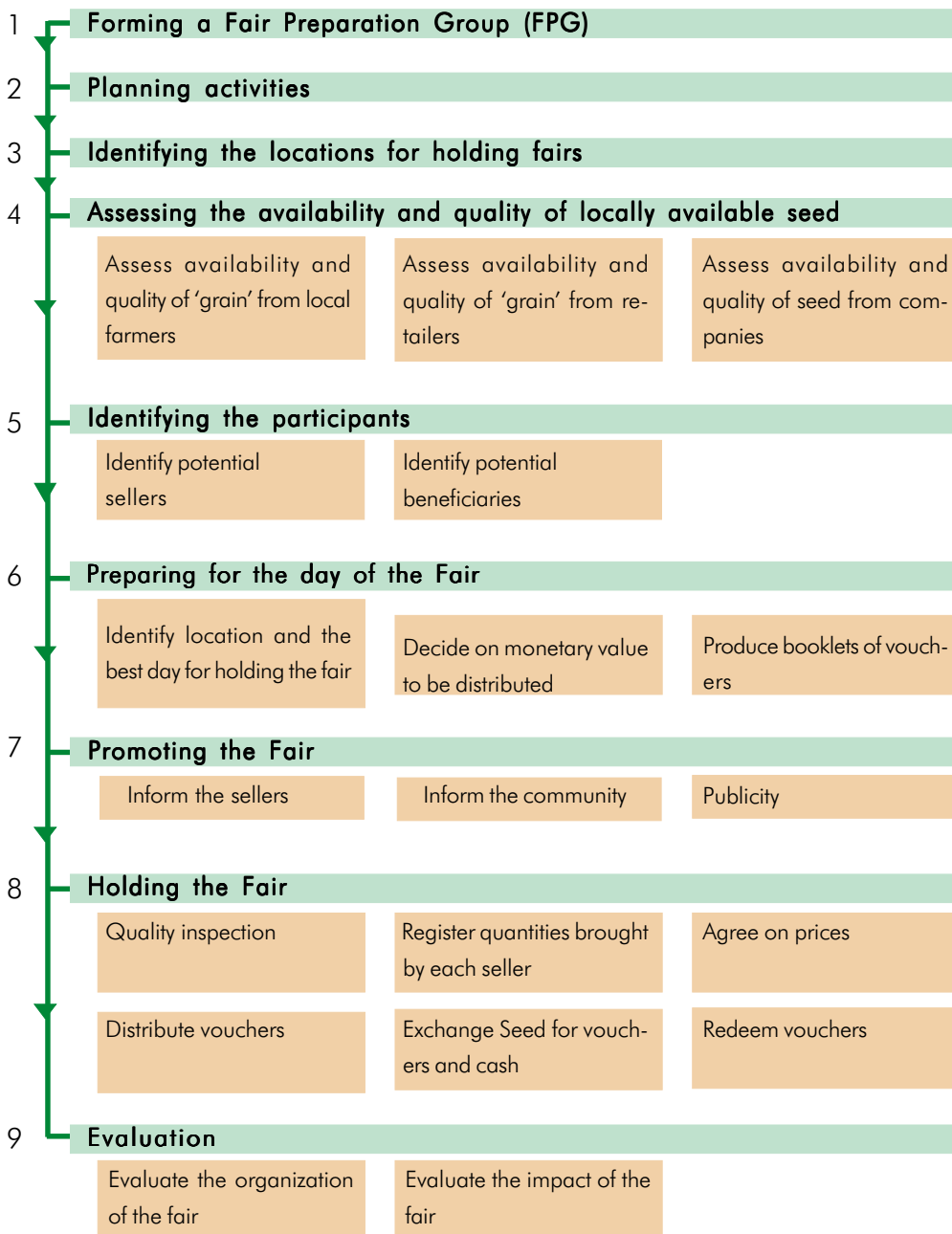


Experience shows that Seed Fairs are a viable alternative even in emergency situations, with the additional advantage of rapidly re-establishing the normal seed production and distribution system.

## Seed Fair versus Free Distribution of Seed

Free distribution of seed kits	Seed fair
Farmers receive a single kit of seed, which is the same for everyone.	Farmers are free to buy the variety and quality that they prefer.
The seed might not be adapted to local agro-climatic conditions and/or to the soil in the farms.	The seed is adapted to local agro-climatic conditions and/or to the soil of individual farms.
Farmers do not exchange experiences, information or seed among themselves or with seed sellers.	Farmers exchange experiences, information and seed among themselves or with seed sellers.
Emergency funds are invested outside the affected area and abroad.	Emergency funds are invested in the local economy and in the affected area.
There is no contribution towards revitalizing local seed production and trade	There is a contribution towards revitalizing local seed production and trade.
Only certified seed is distributed which is up to five times more expensive.	Both, local and certified seed are distributed, which is up to five times cheaper.

# Steps for Conducting a Seed Fair



### 3. The Process of Conducting Seed Fairs

#### Step 1: Forming a Fair Preparation Group (FPG)

Interested individuals should form a Fair Preparation Group (FPG) to ensure that the fair is well-organized.

Besides a Local Government representative, the FPG will include people who are familiar with the region and the normal system of acquiring seed, such as staff from DDADR, DDIC and possibly from an NGO working in the area. If fairs have already been organized in the area, it is advisable to include experienced organizers in the FPG.

It is also advisable to set up a Seed Committee. Ideally, the Committee would include a person from the FPG; two local farmers (including a woman) who are very familiar with local tastes, preferences and conditions; and an agricultural specialist who knows about certified seed.

Try to involve people in the FPG who have experience of organizing fairs

#### Step 2: Planning FPG Activities

As a second step, it is a good idea to prepare a schedule of proposed activities and a list of resources needed for implementing these activities (see page 48).

Good preparation is the key to success

Although a disaster can affect an entire zone, there are always areas that are more (or less) seriously affected. The FPG's task is to identify the areas where an emergency intervention is needed.



This depends on the seriousness of the disaster in each place, on the community's capacity to overcome their difficulties, on the FPG's priorities and on its own capacity to intervene.

Information from the Early Warning System might facilitate this task.

#### **Step 4: Identifying and assessing potential sources of seed**

To hold a Seed Fair, good quality seed must be available.

For this reason, one of the FPG's tasks is to check the availability and quality of seed.

The potential local sources of seed are local farmers and neighboring communities, grain traders and seed companies.

The community can choose some people who are familiar with the local seed varieties and conditions to help with the assessment. Women in particular have a natural talent for and experience in selecting seed.

To hold a Seed Fair,  
good quality seed  
must be available

## Assess the availability of grain from local farmers

A primary source of seed is the grain in the local community's granaries.

To identify the grain from which seed can be selected, the FPG should check the quantity, quality and cleanliness of varieties in the granaries and their adaptability to local conditions.

If enough seed is not available locally, the FPG could visit neighboring communities indicated by local farmers.

In this assessment, it is important to collect information not only about the quantity and quality of existing grain, but also whether farmers are able and willing to sell it at the fair.

A primary source of seed is the grain in the local community's granaries

## Assess the availability of grain from retailers

The FPG and local farmers should check whether the grain that is available is the type used by farmers, and whether it is appropriate for planting purposes.

It is important to verify the variety and the origin of grain sold by retailers.

Some indicators that can be used to assess the availability of seed from grain traders are:

A second source of seed is grain stored by retailers

The introduction of new varieties increases the region's genetic diversity

1. The price of seed and grain on the market compared with the usual price;
2. The variety and origin of grain (local adaptability);
3. The cleanliness of the grain;
4. The quantity of grain stored;
5. The number of retailers and their financial capacity.



### Assess the availability of certified seed

The seed companies and their agents are the third source of seed.

It is important that seed agents and companies participate in the fair. The introduction of new varieties will increase the region's genetic diversity. And farmers are probably interested in planting part of their farm with certified seed or experimenting with new varieties.

The FPG should check that certified seed is adapted to local conditions

The local population knows little about assessing the quality and adaptability of certified seed, which is often 'painted' with chemical products. For this reason the FPG must check whether the certified seeds are adapted to local conditions. It is important that agricultural specialists participate in this task.

When agents or companies are visited, they should be encouraged to participate in the Seed Fair. The fair gives them the chance to display and promote their seed, and if the seed's quality and yield really are superior the companies may win loyal clients. When agents and seed companies start considering rural communities as a market, they will start establishing distribution networks in rural areas.

It is important to check whether the total quantity available will meet the expected demand

After collecting all the information, it is important to check whether the total quantity available corresponds to the expected demand.

## Step 5: Identifying the Participants

### Identify the potential sellers

Potential sellers will be identified while the quantity and quality of available seed is being assessed.

As people are used to free seed distribution, the number of sellers identified in this phase will be fewer than the number of sellers who appear on the day of the fair. Many farmers say they do not have any seed to sell, but recent experiences in Mozambique and in other countries such as Tanzania, Sudan and Kenya show that the number of sellers increases considerably on the day of the fair.

To motivate sellers, tell them about the sums involved

To ensure that enough sellers participate in the fair they should be informed about the amounts involved. For example, if 1000 families receive

300,000 Meticaïs each to buy seed, the total amount that will be divided between the sellers at the fair is 300 million Meticaïs.

## Identify the beneficiaries

Deciding on the beneficiaries is the most controversial task in almost all emergency interventions: 'Who needs help, and who does not?'

Beneficiaries are not always selected impartially. There are cases of community leaders profiting from emergency aid, consolidating their power in exchange for putting certain names on the list of beneficiaries.

It is difficult for the FPG to identify the most disadvantaged in the community, but in many districts and communities, beneficiaries have already been identified to receive emergency aid.

It is a good idea to take advantage of this, adapting existing lists of beneficiaries to the present situation if necessary.

Normally, the community is in the best position to know who are the most disadvantaged among themselves. What is important is that the FPG and



Make use of local experience, and if necessary, adapt it to the present situation



the community agree about the criteria and method for identifying beneficiaries. Two very different methods are described below.

When time is short, the following methods can be used: Divide the community into two groups. Each group chooses 'the most needy' in the other group.

Another method is to form a local committee involving various local representatives such as community leaders, religious leaders and school councils who know the situation of the affected families. The FPG makes this group of local representatives responsible for composing the priority list. It is not a good idea to make just one person responsible (such as the local secretary or chief) as this person may abuse his power.

The criteria may differ from place to place. The criteria may exclude affected families who have, for example:

- Other sources of income;
- Another plot in an area that is not affected;
- Livestock such as cows, pigs, goats, etc;
- A family member with paid work;
- Stored seed and grain of food crops.

After identifying the beneficiaries it is important to reconcile this number of people with the money available.

Normally, the community is in the best position to know who are the most disadvantaged among themselves

Avoid making just one person responsible, as they may abuse their power

The criteria may differ from place to place

## Step 6: Preparing the day of the Fair

### Identify the location and the best day for holding the fair

The location of the fair should be easy to reach

The location of the fair should be easy for everyone to reach. It could be a school, a meeting place for local residents, a football pitch, etc: preferably a place that can be enclosed so that the entrance can be controlled. The local market is not ideal unless it is dedicated solely to the seed fair on this particular day.

The day should be agreed by all, and should respect religious beliefs

The day of the fair should be agreed by all and religious beliefs or local festivals should be respected.

Avoid days when agricultural products are sold in bulk. On these days, traders bring grain from other areas to sell as food. If this grain is used as seed, there may be problems of adaptability.

However, in situations of extreme emergency, it may be necessary to sell or distribute seed and grain (for food) simultaneously. This will ensure that beneficiaries are not compelled to eat the seeds.

The fairs should be organized at appropriate times, taking the cropping calendar into consideration

Normally a Seed Fair is held before the first rains and in accordance with the agricultural calendar. However, in emergencies, fairs may be held at any appropriate time, taking the cropping calendar into consideration.

## Produce vouchers and agree on the amount for each beneficiary

As mentioned before, the vouchers 'are the money of the Fair', issued to the beneficiaries at the entrance. The beneficiaries use the vouchers to buy whatever variety and quality of seed they wish.

The vouchers are the money of the Fair

When informing the communities about the fair and when the vouchers are given to beneficiaries, it is necessary to explain their value and how they are used. This helps to ensure that 'crafty' sellers do not take advantage of buyers' ignorance, taking vouchers in exchange for very little seed.

It is very important that detailed explanations are given about the value of each voucher so that beneficiaries use them correctly. It is advisable to have people circulating constantly at the fair to explain how the vouchers are used.

In the fairs held in Maringué and Macossa, the idea arose of getting the beneficiaries to buy the vouchers at an affordable price, such as 5% of their value. This helps the beneficiaries to appreciate their monetary value.

Paying for vouchers helps the beneficiaries to appreciate their monetary value

The organizers should only consider this suggestion after analyzing the families' economic situation. The studies 'Food Economy Profile' by FEWS NET and the 'Guide for Planning Interventions in the Local Seed System' by ICRISAT-Mozambique may be consulted for this purpose.

## **Decide on the amount to be issued to the beneficiaries**

The value to be issued to each beneficiary should take local agricultural practices into consideration. For example, the same amount might have a different impact in Maringué and Chòkwé districts.

The information available from the EWS about the cultivated area per crop and the quantity of seed per crop may help when calculating seed requirements. Information from SIMA about local grain prices may be useful when deciding on the monetary amount required. Beware of issuing very high amounts which may inflate the price of seed.

## **An example: calculate the amount to be issued per beneficiary**

Suppose that, in Panda district, EWS indicates that the average cultivated area per family is 1.2 hectares and that the principal crops are maize, peanuts and cowpeas. The Crop Pattern Distribution in the zone is 80, 15 and 5% respectively. The amount to be issued per beneficiary is calculated as follows:

## Determining the amount to be issued

According to the Crop Planting Density:

1. Maize 20kg of seed per hectare (ha)
2. Peanut 50kg of seed per hectare (prostrate varieties)
3. Cowpea 60kg of seed per hectare (erect variety)

(It is important to know the farmers' preferences, as much more seed is needed in the case of erect varieties, compared to prostrate varieties)

According to the DAP data for the zone, the area per crop is:

1. Maize 80% of 1.2 ha = 0.96 ha
  2. Peanut 15% of 1.2 ha = 0.18 ha
  3. Cowpea 5% of 1.2 ha = 0.06 ha
- Total 1.2 ha

The quantities of seeds required are calculated as follows:

1. Maize 0.96 ha x 20kg/ha = 19.2kg (rounded up to 20kg)
2. Peanut 0.18 ha x 50kg/ha = 9kg
3. Cowpea 0.06 ha x 60kg/ha = 3.6kg (rounded up to 4kg)

To buy local seed, each beneficiary needs:

(market prices in Maxixe after the 2000 floods)

1. Maize 20kg x 1,200 Mt/kg = 24,000 Mt
  2. Peanut 9kg x 9,500 Mt/kg = 85,500 Mt
  3. Cowpea 4kg x 2,200 Mt/kg = 8,800 Mt
- Total = 118,300 Mt

To buy certified seed, each beneficiary needs

1. Maize (matuba variety) 20kg x 17,000 Mt/Kg = 340,000 Mt
  2. Peanut (common variety) 9kg x 31,500 Mt/Kg = 283,500 Mt
  3. Cowpea (IT18) 4kg x 27,000 Mt/Kg = 108,000 Mt
- Total = 731,500 Mt

Buying local seed, we can help 5 times more families

If local seed is used, we suggest that 20% is added to compensate for the seed that the farmers reject when planting. Thus the amount per beneficiary increases to 118,300 Mts plus 20% = 142,000 Mt (rounded up).

Note that the costs of buying certified seed are around 5 times higher than local seed: 730,000 versus 142,000 Mts. In other words, with the same emergency fund, we can help 5 times more families if we use local seed.

The FPG is responsible for deciding how much to distribute to each family. The amount depends on the total money available, the number of families affected, the agricultural practices in the area and the quantity of seed available locally.

The amount to be distributed depends on the total money available, the number of families affected, the agricultural practices in the area and the quantity of seed available locally

For example, in an area where farmers plant local seed, and are not familiar with certified seed, the sum to be distributed would be approximately 142,000 Mt/family. It is advisable to increase this amount to allow farmers to buy some certified seed, if certified seed traders are invited to participate in the fair.

When, for example, there is only enough local seed to meet 50% of farmers' needs, the sum to be distributed per beneficiary should increase to  $0.5 \times 730,000 + 0.5 \times 142,000 = \underline{436,000}$  Mt/family.

In an area where farmers already plant only certified seed, the sum to be distributed should be based on this kind of seed, i.e. 730,000 Mt/family.

Ideally, the sum should allow farmers to follow their usual strategies

Suppose that in an affected area, farmers plant two types of seed (1/3 and 2/3) as a strategy against agro-climatic uncertainties and to reduce the risk of losing the entire harvest. In this case, we suggest that the beneficiaries receive an amount that allows them to follow their usual strategy and buy two types of seed: 33% certified and 67% local.

Thus, the amount to be distributed per beneficiary is:  $(1/3 \times 730,000 + 2/3 \times 142,000) = 338,000 \text{ Mt/family}$ .

However, the farmers are free to decide how to spend the amount they receive.

The amount for other inputs that will be distributed to the beneficiaries can be calculated in the same way. These amounts should be added to the total.

Finally, the number of beneficiaries and the amount per beneficiary must be reconciled with the total funds available.

Ideally, the amount distributed should allow farmers to follow their usual strategy

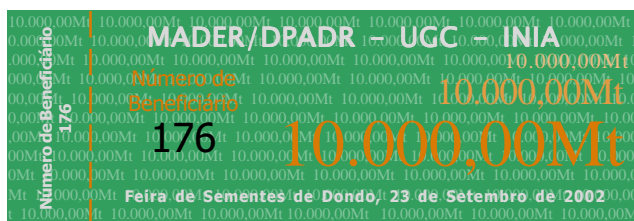
The number of beneficiaries and the amount per beneficiary must be reconciled with the fund available

## Producing vouchers

The vouchers have specific values. It may be a good idea to produce vouchers with values and colors that correspond to existing notes and coins, for example green for 10,000 Mts vouchers and violet for 5,000 Mts. To avoid confusion, some prefer vouchers of a single value, such as 5,000 Mts.

The vouchers should include information about the beneficiary and place and date of the fair to assist with monitoring and evaluation.

It is important to inform everyone that the vouchers are only valid on the day of the fair



To make it easier to distribute the vouchers on the day of the fair, a booklet of vouchers should be prepared for each beneficiary. Each booklet contains the total amount for each beneficiary. For example, each booklet may contain:

20 vouchers of 10,000 Mt	=	200,000 Mt
21 vouchers of 5,000 Mt	=	105,000 Mt
35 vouchers of 1,000 Mt	=	<u>35,000 Mt</u>
Total	=	340,000 Mt

All the vouchers in a booklet should have the same 'beneficiary number'. This number is registered on a list of beneficiaries' names.

It is recommended that each booklet contains a reasonable number of low-value vouchers so that enough 'change' is available.



## Step 7: Promoting the Fair

The object of promoting the fair is to ensure that enough seed buyers and sellers participate in the fair to make it a success.

For the farmers, the fair is a success when they can buy good quality seed of varieties they like, at a reasonable price. For the sellers, the fair is a success when they are able to sell their products.

The fair should be promoted throughout the whole preparation period, starting when the most affected areas are identified. It should be promoted at all the meetings with the community, with potential beneficiaries and with certified seed traders and agents.

### Awareness-raising meetings

In the meetings with potential participants (buyers and sellers) the objectives, methodology and advantages of this kind of seed distribution should be explained very clearly. For example:

- The farmers choose the quality and variety of seed that they prefer;
- Buying locally means that most of the emergency money stays in the community;
- The fair stimulates local seed production;
- The fair stimulates the local seed trading network;

All participants should be fully informed about the fair

Local purchase means that most of the emergency money stays in the community

- The local seeds acquired at the fair are adapted to local conditions;
- The fair maintains local genetic diversity;
- The fair allows new varieties and certified varieties adapted to the farmers' conditions to be introduced selectively;
- The fair encourages farmers to exchange information and experiences.

### Raising the awareness of sellers

It will probably be easy to mobilize sellers once they are informed about the total amount of money that will be distributed for buying seed. For example:

*If 1000 families receive 150,000 Mt each, the total amount for the sellers is 150 million Meticaïs.*

The variety and quality of seed is important for the success of the fair

However, the sellers must be made aware that if the variety, quality and/or price of their seed fail to meet the buyers' expectations, the fair will probably not be repeated in future.

The sellers must understand that they should bring quality seed that is adaptable to the soil and rainfall conditions of the area, at an affordable price. Thus, seed should be selected from the grain very carefully. The quality of seed is not the only important factor: the quality of information given to clients about the origin of the seed and the correct specifications for cultivation are also important.

It is important that sellers are fully informed about tastes, requirements and local conditions. The better the supply corresponds to farmers' needs, the better business will be, and the greater the success of the fair.

It is important that sellers are fully informed about tastes, requirements and local conditions

In this phase, it is advisable that some agreements are reached between the FPG and the sellers:

The source of seed should be indicated at the fair;

- Hybrid seed should be accompanied by appropriate explanations about its advantages and disadvantages and about appropriate technology, to help farmers decide whether to buy this seed. In emergency situations, it may be better to avoid selling hybrid seed since most of the buyers will have financial difficulties and will not be able to afford this seed and the inputs needed to achieve its potential yield (fertilizers, water, pesticides).
- The sellers should not take advantage of the emergency situation to increase their prices, just for this event.
- The sellers must be sure that at the end of the day, the organizers will convert the vouchers into cash or a cheque.

The better the supply meets the farmers' needs, the better business will be

It is important to give appropriate explanations about the advantages, disadvantages and appropriate technologies for hybrid seed

## Raising the awareness of the community

The community should be well-informed about the fair:

It is important to tell people that everyone can buy the seed that they prefer from any seller

- The products that will be for sale at the fair (just seed, or tools as well?)
- Who will guarantee the quality of seed on sale;
- The amount that will be received, and who will receive it;
- That the beneficiaries will receive this sum in vouchers at the entrance of the fair;
- That everyone can buy seed with their vouchers and also with their own money;
- That everyone can buy the seed that they prefer from any seller.

On the day of the fair, it is important that some people are available to explain to beneficiaries about the correct use of vouchers and about the seed that is for sale.

## Publicizing the fair

It is not worth organizing a Fair if you don't tell anyone about it

Success depends on participation. All the effort will come to nothing if the Fair is not well publicized. The rule is: it's not worth organizing a Fair if you don't tell anyone about it. A reasonable amount of money should be reserved to publicize the event.

Posters and leaflets in busy places such as markets, schools, health posts and rural shops may

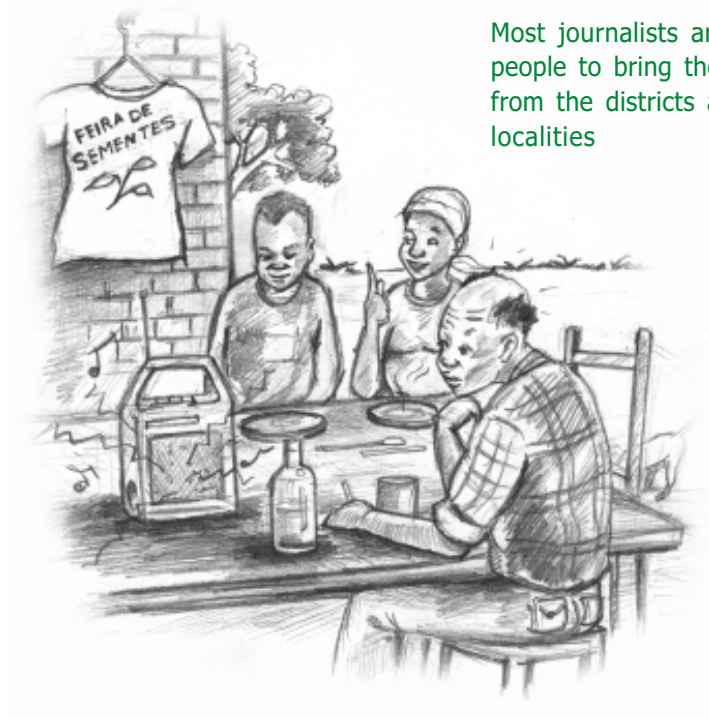
be useful. If money is not available to print posters, buy paper and colored pencils and ask the schools to let the children make posters for their parents.

An interview on the radio in the local language may reach a lot of people, and is easy to arrange. Most journalists are eager for people to bring them news from the districts and localities. Try to ensure that the interview is broadcast at a time when farmers tend to listen to the radio.

Community leaders, extension workers, religious leaders and teachers can also be approached for publicizing the event.

Don't forget to publicize the date and the place.

Most journalists are eager for people to bring them news from the districts and localities



## Step 8: The day of the Seed Fair

If the previous steps have been followed carefully, everything should be ready for the day of the fair. Here we describe the organization on the day of the fair.

### Inspecting the seed to be sold at the fair

On the day of the fair, the Seed Committee, or another team created for this purpose, should inspect the seed at the entrance of the fair. This team should include a beneficiary, preferably a woman.

The inspection should assess the quality of the seed according to hygiene, cleanliness, origin and adaptability to local conditions. The seller should indicate the origin of the seed.

The inspection should focus on the hygiene, cleanliness and origin of the seed and its adaptability to local conditions

It is not easy to assess the adaptability of seed simply by its appearance. For this reason it is extremely important to include local people on the team who are considered to know a lot about seeds. Women should be included on the team, as they have considerable experience in assessing seed.

Women have the talent and experience for assessing seed

However, despite this experience, farmers still find it difficult to assess certified seed which is normally 'painted' with chemicals. The organizers should enlist the help of qualified technicians who can make judgements about the seed, for example, whether the variety is suitable for plateaus or coastal regions.

A good balance between farmers and specialists on the Seed Committee will ensure the success of the seed fair in an emergency situation.

The FPG may propose a germination test for the seed, but some may say that this takes too long, and that the people are already in the habit of planting three seeds in the same hole. However, the test may be useful if there are plans to organize a series of fairs at different times.

Some people say that the Seed Committee should not have the power to reject sellers' seed. Rejecting sellers may have very negative effects and damage the atmosphere and good relations that have been created.

The inspection is more to raise awareness and prevent problems than to punish. It is the buyers themselves who will reject bad-quality seed.

Find a good balance between farmers and specialists on the seed committee

The inspection is more to raise awareness and prevent problems than to punish



## Registering the quantity of seed brought by the sellers

The quantities and types of seed are registered at the entrance of the fair. Form 1 in the Annex or another similar form should be used for this. These forms are used when paying the sellers at the end of the fair, as well as to evaluate the impact of the fair.

Most local seed is brought in sacks and drums, and sold in drums, cans, mugs and other measures. Use scales or the table below to convert these measures into kilograms.

**Table 1: Conversion of volume to weight**

	Volume (liters)	approx Weight (kg)
Large peanut with shell	20	7
Large peanut without shell	20	15.5
Small peanut with shell	20	7
Small peanut without shell	20	16
Rice with husk	20	14
Rice without husk	20	20
Cashew nut	20	14
Boer bean	20	16
Butter bean	20	17
Cowpea	20	17
Sesame seed	20	13
Sunflower seed	20	9
Dry cassava	20	12
Sorghum	20	17
Millet	20	17
White maize	20	17.5
Tapioca	20	11



## Price control

Experience shows that the sellers sometimes get together and increase their prices on the day of the fair, limiting the beneficiaries' purchasing power. When preparing the fair, the FPG should tell the sellers not to inflate their prices.

The best way of keeping prices down is to ensure that there is a large supply of seed by publicizing the fair effectively among potential sellers.

The FPG should find out the price of seed when it is assessing sources, and the farmers usually know the prices. This knowledge helps to prevent inflation.

Attempts by the FPG to set prices with the sellers may be very controversial, and should only be considered as a last resort.

The best strategy is to ensure a large supply of seed

## Distributing the vouchers

Vouchers are normally distributed to the beneficiaries on the day of the fair, at the entrance. It is recommended that the distribution team includes an FPG member and a community leader. More than one team may be needed if a large crowd is expected, each responsible for a part of the list of beneficiaries.

When beneficiaries ask a friend or relative to collect their vouchers, we recommend that the community leader confirms that the vouchers can be handed over, since they know their people best.

Include people from the community when distributing the vouchers

If booklets of vouchers and lists of beneficiaries have been prepared, the distribution of vouchers will be quick and easy. At the entrance of the fair, each beneficiary receives their booklet of vouchers, and the number of the booklet is registered next to his or her name on the list of beneficiaries.

The booklet number is registered next to the beneficiary's name

It is important to let people know that the vouchers are valid only inside the fair enclosure on that day.



## Buying seeds at the fair

The beneficiaries use the vouchers to buy the seed that they want. If they run out of vouchers, they can use their own money to buy more seed.

Organizers should be available inside the fair to explain the correct use of vouchers and ensure that sellers charge fair prices and use correct selling practices.

If the supply of seed is lower than demand, the FPG should give priority to the most needy. For example, during the first two or three hours, only people on the list of beneficiaries could be admitted. Other members of the community could be allowed to enter later.

Once they have made their purchases, farmers return any unused vouchers on leaving the fair.

Farmers buy the seed that they want at the fair, using the vouchers

On leaving the fair, the farmer returns any unused vouchers

## Exchanging vouchers for money

At the end of the fair, sellers exchange their vouchers for money with the organizers. The amount is paid in cash or by cheque, as previously agreed.

Form 1 (in Annex 1) should be used at this point. The quantity of sellers' seed was registered when they entered the fair. The quantity that has not been sold is registered as the seller leaves. Thus, the quantity and value of seed sold by each seller can be calculated.

On leaving the fair, the sellers exchange their vouchers for cash or a cheque

The register of varieties and quantities sold can be used to assess local tastes and make an initial evaluation of the fair

This register can be used to see which varieties were most popular and to evaluate the relationship between price and sales. It also allows the organizers to assess the economic impact of the fair in terms of the monetary value and quantity of seed sold and in terms of potential area and corresponding agricultural production.

Note that the value of seed that has been sold, and consequently the economic impact of the fair, may be higher than the value of vouchers distributed.

## **Step 9: Evaluating the Fair**

The objective of the fair is to revitalize agricultural production in an emergency situation and stimulate local seed production and distribution.

It is important to evaluate the fair to find out if it achieved its objectives and whether improvements are needed in future.

The evaluation should analyze the organization and impact of the fair

The Seed Fair evaluation should be carried out in two parts. The first part evaluates the process of organizing the fair: What went well? What went badly? Secondly, the impact of the fair should be assessed according to its main objective: revitalizing agricultural production and stimulating seed trade.

## Evaluating the organization of the fair

What went well and what went badly when organizing the fair? Was the process of selecting beneficiaries successful? Was the supply of seed adequate? Was the supply of good quality? Were popular varieties available? What wasn't available? Did the beneficiaries understand how to use the vouchers? Was there any price inflation? Was there a good level of participation? Was the day well-chosen? Etc. etc.

All these questions can help us improve the organization of subsequent fairs.

It is essential to gather the impressions of beneficiaries, buyers and sellers but it is not necessary to question all the participants: we suggest a 10% sample of buyers and a 20% sample of sellers. The survey should be made during the fair itself, using Forms 2 and 3 in the annex. Data from this evaluation may be used later in the Impact Evaluation.

The main aim is to evaluate the FPG's actions and decisions when preparing the fair: if they were correct and whether they had the desired effect. The FPG should analyze the data from the survey and the whole organization process a few days after the fair.

The aim of evaluation is to improve subsequent fairs

The survey should be made during the fair itself

## Evaluating the impact of the fair

The impact of the fair on agricultural production is assessed in the farmers' fields. We suggest the same 10% sample of buyers, who were surveyed on the day of the fair, will now be visited on their farms.

Here we present some practical guidelines concerning what and when to evaluate, although organizers may decide on their own evaluation methods. We suggest that the work is done in co-ordination with DDARD, who may wish to carry out the evaluation in different phases. Make sure men and women are included in your evaluation team.

The first phase of the Impact Evaluation should be made after planting and before harvest. We suggest that the following aspects are covered:

- Area prepared and area cultivated;
- Quantity of own seed, bought seed and used seed;
- Quality of the seed: % germination;
- Agro-climatic conditions after planting: Season? Did it rain?
- Adaptability of the variety to local conditions: soil, rainfall, light etc;
- Agronomic development in general;
- Tolerance to insects and diseases;
- Adaptability with the farmers' system (cropping system, cycle vs. planting seasons / harvest, etc.)
- Farmers' tastes and preferences for varieties;
- Always include both men and women in the evaluation.

The second phase of the Impact Evaluation should be carried out after the harvest, and should cover aspects such as:

- Yield;
- Compatibility with farmers' practices and customs;
- Performance under storage, e.g. is it susceptible to weevils;
- Farmers' tastes and preferences;
- Whether the farmers will continue to use the new varieties.



Always include a good number of women in the evaluation

## 4. Resources needed for holding a fair

The resources needed for holding a fair will partly depend on the geographical conditions, the level of knowledge of the area, the seriousness of the disaster and peoples' experience of organizing fairs.

In the tables on page 47 and 48, we present the main activities, the suggested number of people and time needed for carrying out each activity.

These two tables suggest that about 9 people working for 18 days are required to prepare and hold a seed fair. However, extra people may be needed for some specific tasks such as interviewing the buyers and sellers on the day of the fair.

These tables are based on the assumption that only one fair is being organized. If more than one fair is being organized the time and/or the number of people need to be adjusted according to the needs.

The resources required will depend on geographical conditions, knowledge of the area, the seriousness of the disaster and peoples' experience.



Preparing the Fair				
Steps	Activities	Resources	Recommendations	Days
3	Identifying the affected areas	5 people who know the area Transport	FPG composed of: - local Gov. rep - member of DDARD - member of DDCI - community leader - local farmer	2
4 & 5.1	Assessing seed availability & identifying potential sellers	4 people who know about seed	Seed Committee - 1 member of FPG - 1 member of DDARD - 2 farmers (1 woman)	10
5.2	Identifying beneficiaries	4 people who know the area	2 community reps 2 members of FPG	10
6.2	Producing vouchers - design - printing - making booklets	1 printer/designer	Consider contracting a printer for these services	10
7	Promoting the fair - promotional meetings with the community and potential sellers	4 people Transport	- local gov. rep - community leader - 2 staff of DDARD	4
	Publicity	2 people	1 members of FPG+1	7
The Day of the Fair				
Steps	Activities	Those responsible:	Days	
8	- inspect seed - register quantities - distribute vouchers	- Seed Committee - Seed Committee	1	
9	- register quantities bought - register quantities sold - exchange vouchers for money - evaluate the fair	- FPG + community leader - FPG + community leader - FPG - FPG - Teachers or others (4-6)		
Evaluating the Fair				
Steps	Activities	Resources	Recommendations	Days
9	Impact evaluation	4 people	Members of DDADR	5 + 5

## Schedule of main activities for holding seed fairs

Days of work				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	30-35	100-105	
Steps	Activity	Those Responsible	Days																					
1	Training the FPG	Interested individuals	1																					
2	Planning activities	FPG	1																					
3	Identifying affected areas	FPG	2																					
4	Assessing seed availability	Seed Committee	10																					
5.1	Identifying potential sellers	Seed Committee	10																					
5.2	Identifying beneficiaries	FPG + Community	10																					
6.1	Determining the amount	FPG	1																					
6.2	Producing vouchers	FPG/Graphic Designer	5																					
7	Fair Promotion	FPG + Seed Committee																						
8	Preparing the location	FPG + Community																						
8	Holding the fair	FPG + Seed Committee																						
9.1	Evaluating the organization	FPG																						
9.2	Post-planting evaluation	FPG/DDA/NGO																						
9.2	Post-harvest evaluation	FPG/DDA/NGO																						

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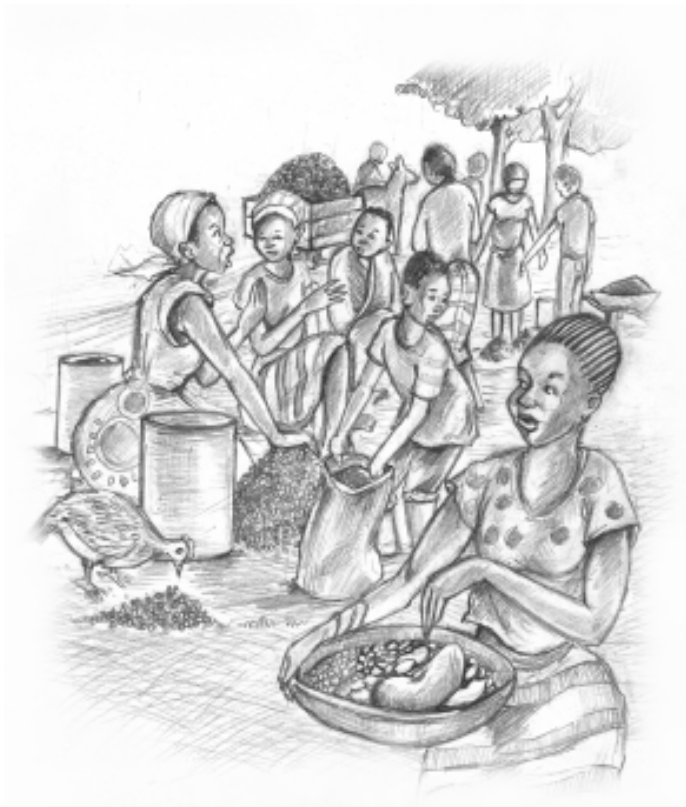
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## CREATIVE TEAM

Iris Imaginações, Maputo

Bert Sonnenschein – Text

Roberto Macanja – Layout

Vasco Chichava – Artist

Joana Smith- - Translation

Brithol Michcoma – Printing

# **Annexes**

## **Fair Evaluation Forms**

## REGISTRATION FORM FOR PAYMENTS TO VENDORS

Fair Location: \_\_\_\_\_  
 Name of seller: \_\_\_\_\_  
 Company: \_\_\_\_\_

Date of Fair \_\_\_/\_\_\_/\_\_\_  
 Male  Female

INITIAL INFORMATION			FINAL INFORMATION			
Crop	Variety	Quantity on entering kg	Quantity unsold kg	Quantity sold kg	Average price Mt/kg	Value of sales Mt
<b>Total</b>						

Voucher color				<b>Total value to receive</b>
Voucher value	10,000 Mt	5,000 Mt	1,000 Mt	
Quantity				
Total value of vouchers				

VENDOR:  
 Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_/\_\_\_/\_\_\_

PAYER:  
 Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_/\_\_\_/\_\_\_

## BENEFICIARIES' EVALUATION OF THE FAIR (Sample: 10%, maximum 50 people)

Fair location: \_\_\_\_\_

Date of fair \_\_\_\_/\_\_\_\_/\_\_\_\_

Buyer's name: \_\_\_\_\_

Male  Female

1. How do you feel about the fair?

	Very good	Good	Reasonable	Poor
Day of the fair				
Place				
Timing				
Observations _____				

2. Which crops did you acquire and what do you think about the quality of the seed ?

Crop	Variety	Company*	Quantity (kg)	Price (Mt/kg)	Appearance		
					Good	Reasonable	Poor

\*Pannar, Semoc, Mayford, Goldpack, etc

3. What criteria do you use for assessing the quality of seed?

\_\_\_\_\_

4. What crops and varieties would you like to plant which were not available at the fair?

Crop	Variety

5. If you bought seed with your own money, how much did you spend? \_\_\_\_\_ Mt

6. The price of seed at the fair is less  the same  higher  than normal.

7. How did you hear about the fair? \_\_\_\_\_

## VENDORS' EVALUATION OF THE FAIR (20% sample, maximum 10 sellers)

Fair location: \_\_\_\_\_

Date of Fair \_\_\_\_/\_\_\_\_/\_\_\_\_

Name of vendor: \_\_\_\_\_

Male

Female

Company: \_\_\_\_\_

1. How do you feel about the fair?

	Very good	Good	Reasonable	Poor
Day of the fair				
Place				
Timing				
Observations _____				

2. Would you classify yourself as a:

Vendor of certified seed	
Vendor of local seed	
Vendor of both types	

3. How long have you sold seed?

Occasional vendor	
1 year	
2-5 years	
Over 5 years	

4. What is your source of seed?

Crop	Variety	Company	Source

Company: SEMOC, PANNAR, MAYFORD, GOLDFPACK, etc:

Source: 1. Own seed; 2. Other farmers; 3. Market (specify which market) 4. Seed company

5. Do you specialize in one or more crops?

Crop	Variety

Crop	Variety







## About ICRISAT

The semi-arid tropics cover parts of 48 developing countries, including most of India, south-western Asia, a large part of sub-Saharan Africa, most of east and equatorial Africa and parts of Latin America. Many of these countries are among the poorest in the world. About one sixth of the world's population lives in the semi-arid tropics, which are characterized by unpredictable climate, limited and irregular rainfall and soils lacking in nutrients.

ICRISAT works on six crops: sorghum, pearl millet, finger millet, chick pea, pigeon pea and peanut. These crops are vital to the lives of people living in the semi-arid tropics, help to maintain food security for a growing population.

ICRISAT's mission is to conduct research to develop new varieties and improve management of the limited natural resources.

ICRISAT disseminates information about technologies through meetings, workshops, networks, training programs, library services and publications.

ICRISAT was founded in 1972. It is one of 16 non-profit making centers dedicated to research and training, created by the Consultative Group on International Agricultural Research (CGIAR). CGIAR is an informal association with approximately 50 public and private donors, supported by the United Nations Food and Agriculture Organization (FAO), the World Bank, the United Nations Development Programme (UNDP), and the United Nations Environmental Programme (UNEP).

In 2001, ICRISAT and the Government of Mozambique, represented by the Ministry of Agriculture and Rural Development, signed a convention that authorized ICRISAT to establish a base in Mozambique from which it develops its activities.

