





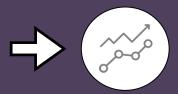
A market system approach to the issues

Why vegetable farming?



A vital source of food & supplementary income for 4 million poor rural households

The missed opportunity



Growing urban demand; but farmers (esp. women) held back by low yields & risks of crop failure

System diagnosis



Risks exacerbated by limited access to quality seeds & reliable information on how to use them

Root



Seed suppliers unaware of opportunity, and fail to invest in distribution innovations





MSD interventions that catalysed \ innovation & behaviour change

Integration of mobile seed vendors

Seed suppliers offered incentives for informal vendors, to draw them into a formal distribution system

Formalising training for vendors

Suppliers trained vendors to provide technical information to poor farmers

Seed package innovation

Tamper-proof mini-packs assured farmers of high quality seeds at a price they can afford







How MSD interventions led to system change & impact



Katalyst's
market research
convinced seed
suppliers that the
smallholder market was
large enough to justify
their investment in
innovation

pilots proved
mobile vendors
were an effective
way to reach
smaller farmers
with quality seeds
and information

Mobile vendors
selling mini-packed
seeds along with
better advice led to
huge increases in
sales to small farmers.
Other agri-input firms
copied the model

Larger & more reliable yields convinced many other small farmers to invest more, step up cultivation and achieve higher incomes





Signs of lasting market system change

Mini-packed seeds became hugely popular



750,000 mini-packs sold within two seasons

Half a million households using mini-packs across85% of the country

Poor farmers' incomes increased



US\$ 14m est. increase in value of vegetable production in 18 months

 80% of vendors' customers are people living in poverty

Companies took ownership of training vendors



1000 vendors trained by Katalyst's main partner

 Est. 4,500 vendors trained by copying companies

Mini-packs & informed vendors the 'new normal'



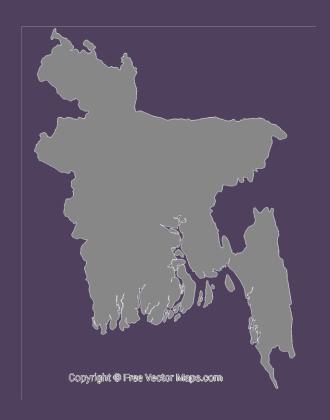
More training centres established by other agri-input businesses

 Better access to reliable information on crop production & protection.





Katalyst (Phase II) in context



A multi-sectoral MSD programme funded by DFID, SDC, CIDA & the Netherlands.

Economic sectors

Vegetables, maize, potatoes, jute, fisheries, agri-inputs, furniture, ICTs.

Budget

\$ 53m over five years (2008 – 2013)

Impact

Estimated benefits for 2.3m farmers & small businesses Income increases of US\$ 296 m



