REPORT

ON DEMONSTRATION PLOT ESTABLISHMENT

SEED COMPANY MARKETING AND PROMOTION

(2022–2024)

UNDER

THE COLLABORATIVE SEED PROGRAMME

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Guiding seed sector transformation in Nigeria

COLLABORATIVE SEEDPROGRAMME
Nigeria-Netherlands

Contributing to the
Nigeria-Netherlands Seed Partnership

Outline

Executive Summary

The Seed Company Marketing and Promotion topic aims to encourage seed companies to invest more in marketing and promotion of quality seeds of improved crop varieties. This investment will ultimately lead to increased awareness among farmers and a greater willingness to pay for quality seeds of improved varieties. The core objective of this initiative is to strengthen and expand the capabilities of Nigerian and Dutch-affiliated seed companies and distributors in promoting new and improved crop varieties, along with advanced cultivation practices, in the states of Kaduna and Kano.

In the State of Kaduna and Kano, the selected companies supported in the seed company marketing and promotion topic. The topic were able to demonstrate overall 57 varieties of field and vegetable crops during the dry and wet seasons. Which includes maize, rice, soybean, sorghum, tomato, cabbages, onions, pepper, etc was showcased from 2022 to 2024 wet and dry seasons. Through the support of the collaborative seed programme, the seed companies established over 146 demonstration plots, organized market-storming, and social media campaigns, and organized two - three farmer field days across all demonstration plots, resulting in the conduct of over 243 field events across all established demo sites. These demo plots were strategically designed to highlight the benefits of using quality seed and advanced cultivation practices, such as land preparation, need for plant population and spacing, fertilizer application, safe use of agrochemicals, and effective harvest and post-harvest handling techniques to minimize losses.

Seed companies and seed entrepreneurs have historically encountered difficulties in reaching farmers in rural areas due to logistic cost, setting up a standardized demonstration trial, and establishing a social media presence to effectively promote their seed varieties to end users. However, participants in the Collaborative Seed Programme have emphasized the positive impact of demonstration plots and social media platforms on seed promotion. They have discovered that setting up demonstration plots and leveraging social media platforms is an effective and cost-efficient way to market seeds in the industry. With the support of the collaborative seed programme, they have been able to demonstrate the potential of improved varieties and the latest innovations to farmers. This has resulted in increased sales and greater engagement with more stakeholders in the agricultural sector, ultimately boosting seed sales.

To address these challenges, the Seed Company Marketing and Promotion topic aims to bridge the gap between farmers and access to quality seeds and knowledge on good agronomical practices by increasing the involvement of seed companies and other seed entrepreneurs in extension support. Additionally, efforts were made to build the capacity of public extension workers and lead farmers, enabling them to effectively promote quality seeds.

Outline

Topic Overview

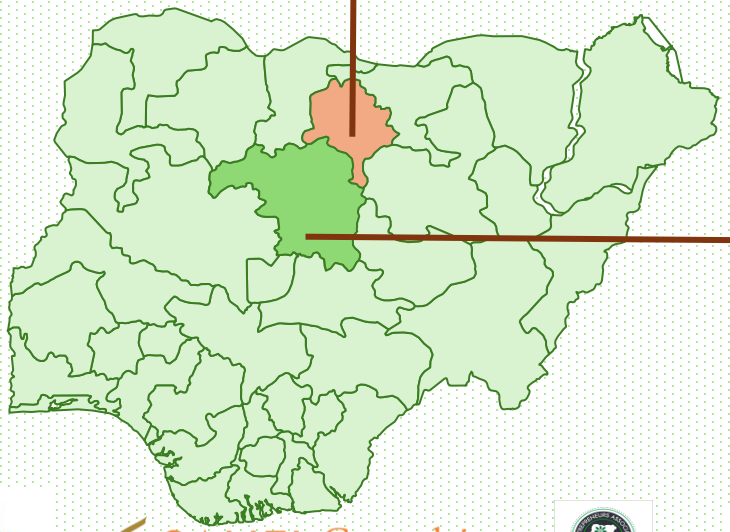
The seed company marketing and promotion intervention specifically focus on the establishment of a facility for seed companies to widely demonstrate new and improved varieties to farmers, in combination with improved cultivation practices.

Outcome: Build the capacity of Dutch and Nigerian companies to promote varieties increased

Objective:

1. To train seed companies' staff on the establishment and management of demonstration plot.
2. To build the capacity of Nigeria and Dutch affiliated seed companies on varietal promotion using demo plots and social media handles.
3. To show farmers the value of improved crop varieties and modern crop management practices like fertilizer use, crop protection, etc.

Focus areas



Kano state

LGAs: Gaya, Garko, Bunkure, Kura, Garun malam, Dawakin Kudu, Rano, Bebeji, Makoda, Bichi, Gezawa, Tudun wada and Albasu.

Partners: Tecni seed, Joy seed, Chimande seed, Maina seed, Onida aquaculture, and Royal blue seed.

Kaduna state

LGAs: Ikara, Sabon gari, Soba, Makarfi, Giwa, Igabi, Kudan, Zaria, Kubau and Chikun.

Partners: Jordan agro, Boom seed, Nagari seed, Da-allgreen seed, Seedforth, Afri – Agri, Value seed, Salamum seed and Isah agro.

Outline

List of vegetable varieties demonstrated in Kaduna and Kano State.

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The table indicate the list of varieties of tomato seeds demonstrated in Kaduna and Kano State within the span of two years by the Dutch representative seed companies.

S/no	Crop	Variety	Variety type	Year of release	Company
1.	Tomato	Diva F1	Hybrid		East-West Seed International
2.	Tomato	Abale RZ F1	Hybrid		Rijk Zwaan B.V
3.	Tomato	Jarrah RZ F1	Hybrid		Rijk Zwaan B.V
4.	Tomato	Assilla F1	Hybrid		Monsanto
5.	Tomato	Ansal F1	Hybrid		Monsanto
6.	Tomato	Shanty Imp F1	Hybrid		Hazera B.V
7.	Tomato	Bridget	Hybrid		Hazera B.V
8.	Tomato	Batool F1	Hybrid		Enza Zaden B.V.
9.	Tomato	Lojain F1	Hybrid		Enza Zaden B.V.
10.	Tomato	Sinag Tala F1	Hybrid		Enza Zaden B.V.

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List of vegetable varieties demonstrated in Kaduna and Kano State.

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The table indicate the list of varieties of onions and sweet corn seeds demonstrated in Kaduna and Kano State within the span of two years by the Dutch representative seed companies.

S/no	Crop	Variety	Variety type	Year of release	Company
1.	Onion	Prema	Hybrid		East-West Seed International
2.	Onion	Red Croach F1	Hybrid		Enza Zaden B.V.
3.	Onion	Red Creole	OPV		Enza Zaden B.V.
4.	Onion	SV0748NP	Hybrid		Bayer
5.	Onion	Takahe F1	Hybrid		Bayer
6.	Sweet corn	Sugar King	Hybrid		East-West Seed International
7.	Sweet corn	Sugar 75	Hybrid		Afri – Agri Product

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List of vegetable varieties demonstrated in Kaduna and Kano State.

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The table indicate the list of varieties of cabbages, sweet pepper, and hot pepper seeds demonstrated in Kaduna and Kano State within the span of two years by the Dutch representative seed companies.

S/no	Crop	Variety	Variety type	Year of release	Company
1.	Cabbage	Tacoma	Hybrid		Rijk Zwaan B.V
2.	Cabbage	Ampion	Hybrid		Bayer
3.	Sweet Pepper	Kaveri	Hybrid		East-West Seed International
4.	Sweet Pepper	Marvel	Hybrid		East-West Seed International
5.	Sweet pepper	SV1865PB	Hybrid		Monsanto
6.	Hot Pepper	Habanero	Hybrid		Hazera B.V
7.	Chilli Pepper	Serenade	Hybrid		Hazera B.V
8.	Pepper	Piquante Red F1	Hybrid		East-West Seed International

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List of vegetable varieties demonstrated in Kaduna and Kano State.

The table indicates the list of varieties of cucumber and okra seeds demonstrated in Kano State within two years by the Dutch representative seed companies.

S/no	Crop	Variety	Variety type	Year of release	Company
1.	Cucumber	Daewy F1	Hybrid		East-West Seed International
2.	Cucumber	Monalisa F1	Hybrid		East-West Seed International
3.	Okra	Maha F1	Hybrid		East-West Seed International

List of field crop varieties demonstrated in Kaduna and Kano State.

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The table indicate the list of varieties of maize seeds demonstrated in Kaduna and Kano State within the span of two years by the field crop seed companies.

S/no	Crop	Variety	Crop type	Year of release	Outstanding Characteristics/ Potential Yields
1.	Maize	Sammaz – 62	Hybrid	2020	High yield and Stay- green. (8.0t/ha)
2.	Maize	Sammaz – 56	OPV	2019	High quality protein content (14.14%), high grain yield, and stress tolerant. (6.9t/ha)
3.	Maize	Sammaz - 53	OPV	2017	Extra-early maturity, high grain yield, tolerance to drought and Striga hermonthica. (7.6t/ha)
4.	Maize	Sammaz - 52	OPV	2017	Intermediate levels of provitamin A content (9.8µg/g). (6.0t/ha)
5.	Maize	Sammaz – 50	OPV	2016	Tolerance to drought and Striga hermonthica (9.3t/ha
6.	Maize	Sammaz – 51	OPV	2016	High grain yield, tolerance to drought and Striga hermonthica (8.5t/ha)
7.	Maize	Ife hybrid 6	Hybrid	2013	Extra-early maturing, high grain yield, Striga resistant, tolerant to drought and low soil nitrogen. (5-6t/ha)
8.	Maize	Sammaz - 17	OPV	2009	High yield, medium maturity and Striga tolerance. (5t/ha)
9.	Maize	Sammaz - 15	OPV	2008	Medium maturing, good seed quality, high yield potential, tolerance to Striga hermonthica. (6.9t/ha)
10.	Maize	Sammaz - 16	OPV	2008	Late maturing, good seed quality, high yield, resistance to Striga hermonthica. (6.4t/ha)
11.	Maize	Sammaz - 29	OPV	2017	Extra early maturing drought escaping and Striga tolerant. (4.0t/ha).
12.	Maize	Sammaz – 27	OPV	2016	Drought tolerant and Striga resistant. (5.5t/ha).
13.	Maize	Sammaz - 60	OPV	2020	High provitamin A content of 15.53µg/g. (5.0t/ha)

Source: Variety release catalog 2016/2022

List of field crop varieties demonstrated in Kaduna and Kano State.

The table indicate the list of varieties of rice seed demonstrated in Kaduna and Kano State within the span of two years by the field crop seed companies.

S/no	Crop	Variety	Variety type	Year of release	Outstanding Characteristics/ Potential Yields
1.	Rice	Faro-59	OPV	2011	Earliness, golden grain colour, weed competitiveness and tolerance to lodging. (5t/ha)
2.	Rice	Faro-44	OPV	1991	Long grain, optimum production under low management. Tolerant to iron toxicity (8.0t/ha)
3.	Rice	Faro-65	OPV	2015	Early maturing, high yielding and drought tolerance. (6.4t/ha).
4.	Rice	Faro-67	OPV	2017	Submergence tolerant, high yielding, long and medium slender grains and moderately tolerant to iron toxicity. (6.7t/ha).
5.	Rice	Upia – 1	OPV	2013	Early maturity, high yield, long slender grains, tolerant to iron toxicity and African rice gall midge. (6.6t/ha)
6.	Rice	Faro – 66	OPV	2017	Submergence tolerant, high yielding, long and medium slender grains and moderately tolerant to iron toxicity. (6.7t/ha)
7.	Rice	Faro - 62	OPV	2011	High yiedling and tolerant to drought. (4t/ha)

Source: Variety release catalog 2016/2022

List of field crop varieties demonstrated in Kaduna and Kano State.

The table indicate the list of varieties of soybean seeds demonstrated in Kaduna and Kano State within the span of two years by the field crop seed companies.

S/no	Crop	Variety	Variety type	Year of release	Outstanding Characteristics/ Potential Yields
1.	Soybean	TGX-1951-3F	OPV	2014	Low shattering, tolerant to rust, cercospora leaf spot and bacterial pustule and poor soils. (2.5t/ha)
2.	Soybean	TGX-1448-2E	OPV	1992	Shattering and frog eye leaf resistant
3.	Soybean	SC-SL01	OPV	2018	Rust tolerance, earliness, large seed size, and high pod clearance. (3.1t/ha)
4.	Soybean	TGX 1987-10F	OPV	2010	Forest Transition/Derived Savanna and Northern Guinea (2t/ha) Savanna
5.	Soybean	TGX-1835 -10	OPV	2008	Early maturing, high promiscuous nodulation, highly resistant to rust, cercospora leaf spot and bacterial pustule. (1.5-2t/ha)

Source: Variety release catalog 2016/2022

List of field crop varieties demonstrated in Kaduna and Kano State.

The table indicate the list of varieties of sorghum seeds demonstrated in Kaduna and Kano State within the span of two years by the field crop seed companies.

S/no	Crop	Variety	Variety type	Year of release	Outstanding Characteristics/ Potential Yields
1.	Sorghum	Samsorg - 17	OPV	1970	Good for brewing high,yielding. (1.8-3t/ha)
2.	Sorghum	Samsorg – 46	OPV	2016	Early maturity and moderate grain Iron (Fe) (53.92ppm/1g) content. (3.0t/ha)
3.	Sorghum	Samsorg – 45	OPV	2016	Early maturity and high grain iron (Fe) (128.99ppm/1g) content. (4.2t/ha)
4.	Sorghum	CSR - 01	OPV	2006	Excellent grains qualities for indistrial use inmalting and brewing

Source: Variety release catalog 2016

Outline

Methodology

A comprehensive approach that incorporates the development of models, a rigorous selection process for contracting partner seed companies, and the implementation of variety and seed demonstrations and farmers' field days in select communities in Kaduna and Kano states.

Step 0. Develop an evaluation and selection framework	Step 1. Developed EOI & analyzed responses.	Step 2. Conducted first level screening.	Step 3. Assessment of facilities and selection of seed companies.	Step 4. Implementation
-Formulated models for variety demonstrations and an evaluation framework and tools for selecting partners. -Developed interview guides, evaluation matrices, criteria to assess seed companies' capabilities, seed production, innovations on demo plot establishment and eligibility at each level of screening. -Conducted a mapping of seed companies and identified 29 potential companies for partnership.	-Developed an Expression of Interest (EOI) and shared through Sahel Consulting website, social media and other advertisement channels. -Analyzed information obtained from seed companies' applications and used evaluation matrix to assess each company. -Shortlisted 19 seed companies for second level screening. -Developed first level screening report.	-Established an independent 5-member selection committee comprising of representatives from SEEDAN, NASC, Action Aid. -Developed topic introductory deck to familiarize seed companies with the topic and need to establish demonstration plot. -Screened the EoIs received by the committee and selected 16 companies for second level screening.	-Conducted onsite evaluation and field visit to 16 seed companies' facilities and farms -Developed report of onsite evaluation and shared result with the selection committee for final selection. -Supported the selection committee to finalize and select 10 of field crop seed companies in Kaduna and Kano. -The fourteen (14) selected seed companies Signed MoU and partnership with CSP.	-Conduct site selection for demo plots establishment and coordinate capturing. -Profiling of varieties to be showcased by partnering seed companies. -Conduct trainings on GAP, identifying fake seeds and importance of demo plots in seed promotion and hold field events across all demo plots.

Methodology

During the implementation stage, a total of fourteen (14) out of fifteen (15) carefully selected Nigerian seed companies and Nigerian distributor of Dutch seed companies actively participated in established demonstration plots across five Local Government Areas (LGAs) each per company in Kaduna and Kano State. In Kaduna State, the selected LGAs included Ikara, Sabon Gari, Soba, Makarfi, Giwa, Igabi, Kudan, Zaria, Kubau and Chikun. In Kano State, the chosen LGAs were Gaya, Garko, Bunkure, Garun Malam, Dawakin Kudu, Rano, Bebeji, Bichi, Makouda, Tudun Wada, Gezawa and Albasu. The selection of these specific LGAs and communities was based on the suitability of the respective ecological zones for the cultivation of various crops.

The demo plots ranged in sizes from 200msq to 500msq per crop demonstrated. Each demo plot comprised different crop varieties to expand the choice available for selection by farmers in their respective communities. During land preparation and planting, training was conducted to strengthen the capacity of farmers on Good Agricultural Practices (GAP). At the harvest stage, farmers were trained on post-harvest handling. Routine field visits were conducted to monitor the performance of the demo plots across all locations. Each of the selected seed companies conducted green and brownfield days per demo plot. During the brownfield days, farmers were asked to rate the varieties showcased based on their characteristic grain color and size, yield, resistance to diseases, maturity period (late, medium, and early), plant height, quality of the grain, resistance to Striga and streak, non-shattering ability, drought tolerance, and resistance to lodging etc.

Outline

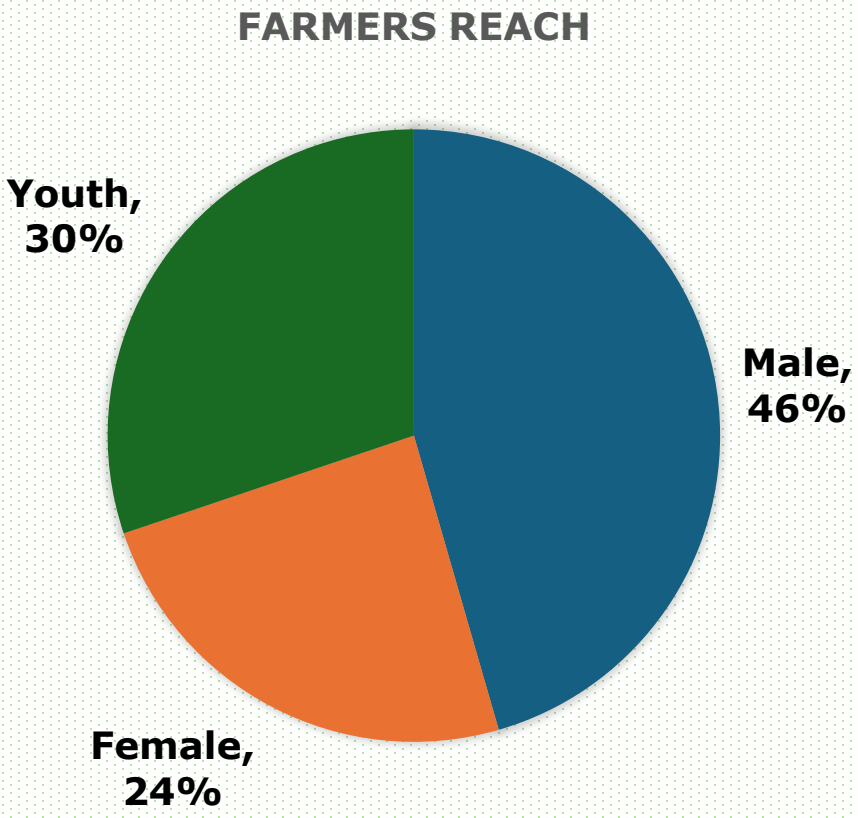
Result of Farmers Reach through varietal promotion.

The table below shows the number of farmers reached during the conducted demonstration field days in Kaduna and Kano, based on the activities of the participating seed companies from 2022 to 2024. In three years, the program has reached a total of 17,792 male, 9,493 female farmers, and 11,792 youth farmers attending field events across all demonstration plots.

S/No	Company	Crops	No. of demos	No. of field events	No. Male	No. Female	No. Youth	Total
1.	Boom seed	Maize, Sorghum, Soybean	15	25	1,575	345	1,227	1,920
2.	Value seed	Maize, rice soybean	23	20	3,977	2,040	2,583	6,017
3.	Nagari seed	Maize, soybean, rice	10	17	1,158	1,113	849	2,271
4.	Da-allgreen seed	Maize, soybean, rice	10	18	1,040	317	970	1,357
5.	Joy seed	Sorghum, maize, soybean	14	19	1,424	475	992	1,899
6.	Tecni seed	Rice, Maize, soybeans	15	26	1,658	708	983	2,366
7.	Salamum seed	Maize, Rice, Soybeans	10	20	1,129	1,040	1,021	2,169
8.	Jordan agro	Maize, Soybeans, Rice	10	17	1,000	800	-	1,800
9.	Chimande seed	Maize, Rice	1	2	367	138	-	505
10.	Royal Blue Contractors	Tomato, Sweat pepper, sweat corn, cucumber	15	33	2,743	1,235	1,845	3,978
11.	Afri - Agri Product	Onions, sweat corn, cabbage, habanero, tomato	2	7	200	220	236	420
12.	Onida Aquaculture	Tomato, Onions, Habanero, watermelon	8	17	574	316	430	890
13.	Isah agro	Tomato, Cabbage, sweat pepper, onions	8	14	413	413	551	826
14.	Seedforth agro	Tomato, cabbage, cucumber, pepper	5	8	534	333	105	867
	Total		**146**	**243**	**17,792**	**9,493**	**11,792**	**27,285**

Result of Farmers Reached based on percentage through varietal promotion.

The chart below shows the percentage of farmers reached during the conducted demonstration field days in Kaduna and Kano, based on the activities of the participating seed companies from 2022 to 2024. In three years, the program has reached 46% male, 24% female farmers, and 30% youth farmers attending field events across all demonstration plots.



Yield Analysis of Maize Varieties Demonstrated in Kaduna and Kano State

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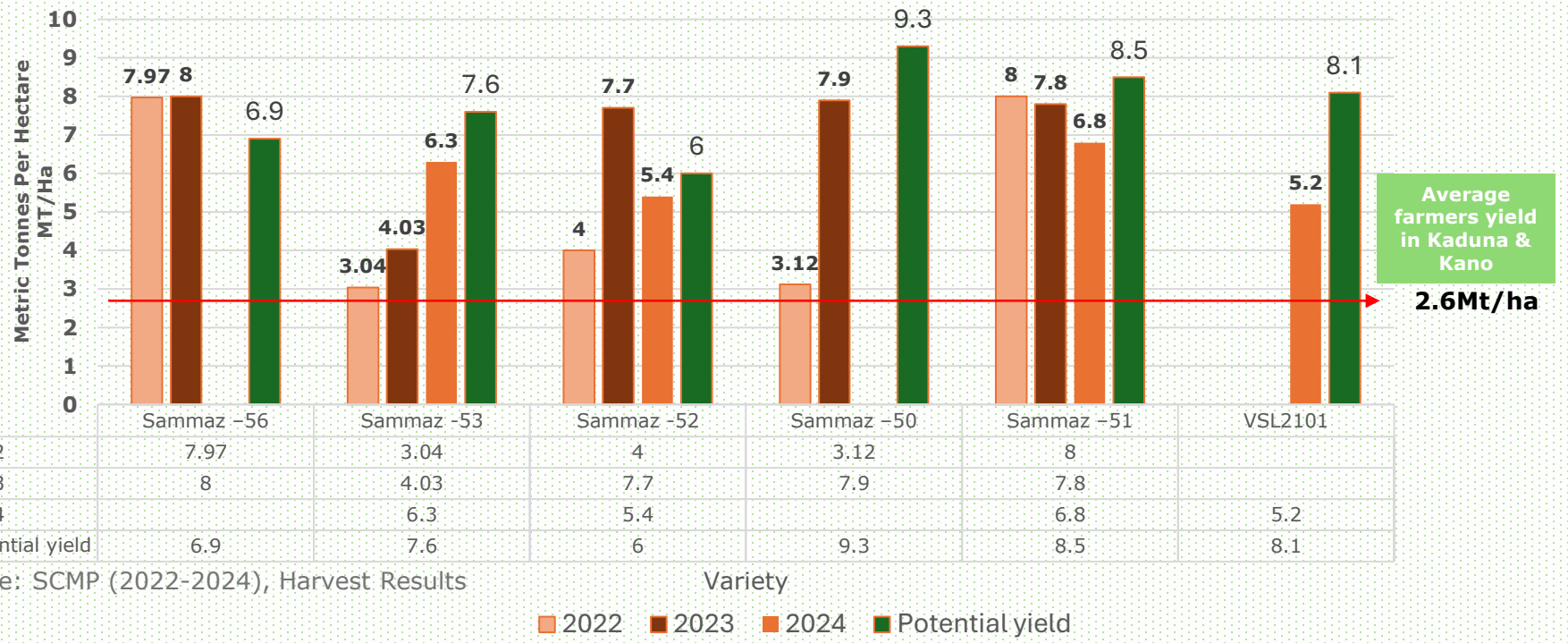
The graph below compares maize varieties demonstrated in Kaduna and Kano from 2022 to 2024 cropping cycles. The graph indicates the average production yields obtained from different demo plots established ranging from 3.0 to 8.0 metric tonnes per hectare. The graph indicates an improvement in the yield of some varieties from 2022 to 2024. This suggests that there has been an enhancement in the management practices of seed companies and lead farmers. The recorded yield of 3.0 to 8.0 MT/Ha is reasonable when compared to the average yield of maize in Kaduna and Kano by smallholder farmers, which stands at 2.5 – 2.7 tonnes/hectare (NAERLs, 2020). It's important to note that the success of maize production depends on various factors, including the use of quality seeds, optimal population density, soil fertility, climatic conditions, and farming practices.

NOTICE

It was observed that the maize performance in certain local government areas showcased an increase and decrease in yield in 2023 within Kaduna and Kano states. This increase were attributed to factors such as soil type, varietal adaptability, and rainfall patterns in those locations. Additionally, it was noted that the management practices of the companies have improved.

Production yield of harvested maize varieties in Kaduna and Kano State



	Sammaz –56	Sammaz -53	Sammaz -52	Sammaz –50	Sammaz –51	VSL2101
2022	7.97	3.04	4	3.12	8	
2023	8	4.03	7.7	7.9	7.8	
2024		6.3	5.4		6.8	5.2
Potential yield	6.9	7.6	6	9.3	8.5	8.1

Source: SCMP (2022-2024), Harvest Results

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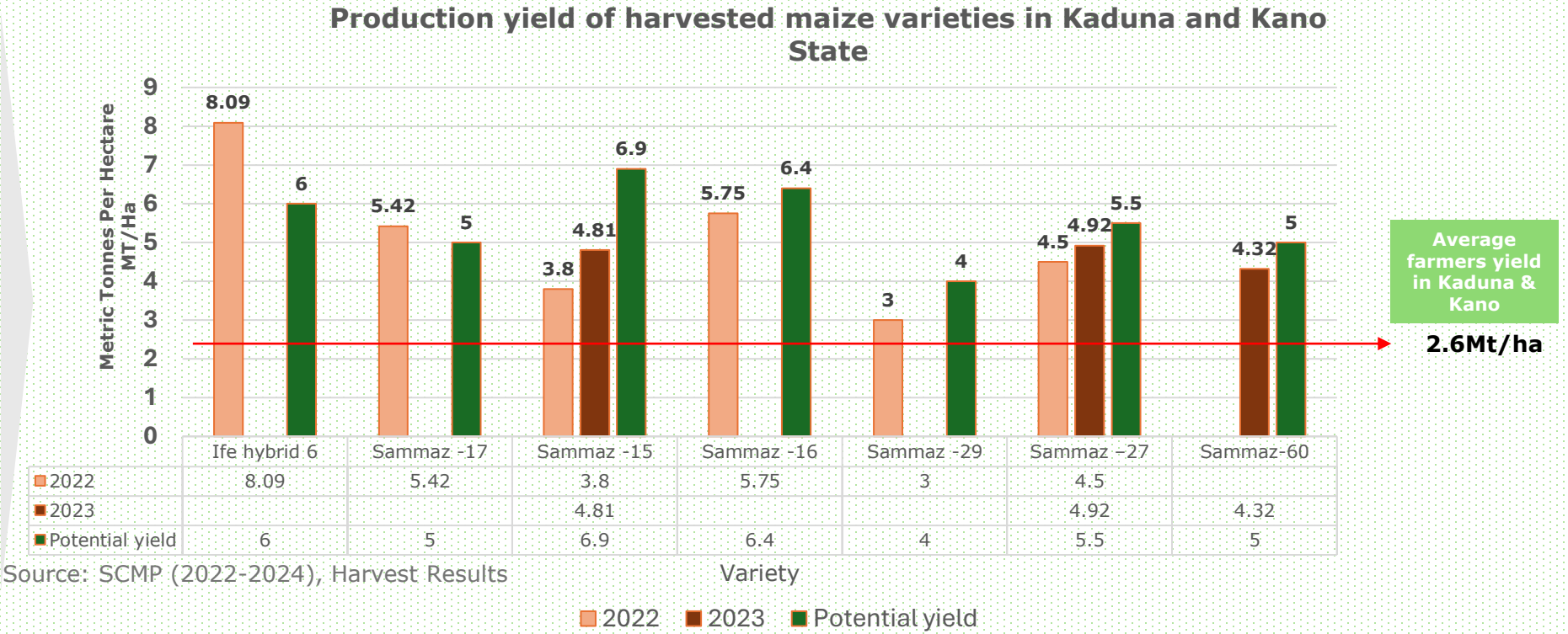
Yield Analysis of Maize Varieties Demonstrated in Kaduna and Kano State Cont'

The graph below compares maize varieties demonstrated in Kaduna and Kano for the 2022 to 2023 crop cycles. The production yields ranged from 3.0 to 8.0 metric tonnes per hectare. The graph indicates an improvement in the yield of some varieties from 2022 to 2023. This suggests that there has been an enhancement in the management practices of seed companies and lead farmers. The recorded yield of 3.0 to 8.0 MT/Ha is reasonable when compared to the average yield of maize in Kaduna and Kano by smallholder farmers, which stands at 2.5 – 2.7 tonnes/hectare (NAERLs, 2020). It's important to note that the success of maize production depends on various factors, including the use of quality seeds, optimal population density, soil fertility, climatic conditions, and advanced farming practices.

Days to Maturity Period	
Maize Variety	**Duration**
Ife hybrid – 6	75 – 85
Sammaz – 17	90 - 100
Sammaz – 15	100 – 110
Sammaz – 16	110-120
Sammaz – 29	100-110
Sammaz – 27	100 – 110
Sammaz - 60	100 - 110



Source: SCMP (2022-2024), Harvest Results

Yield Analysis of Rice Varieties Demonstrated in Kaduna and Kano State

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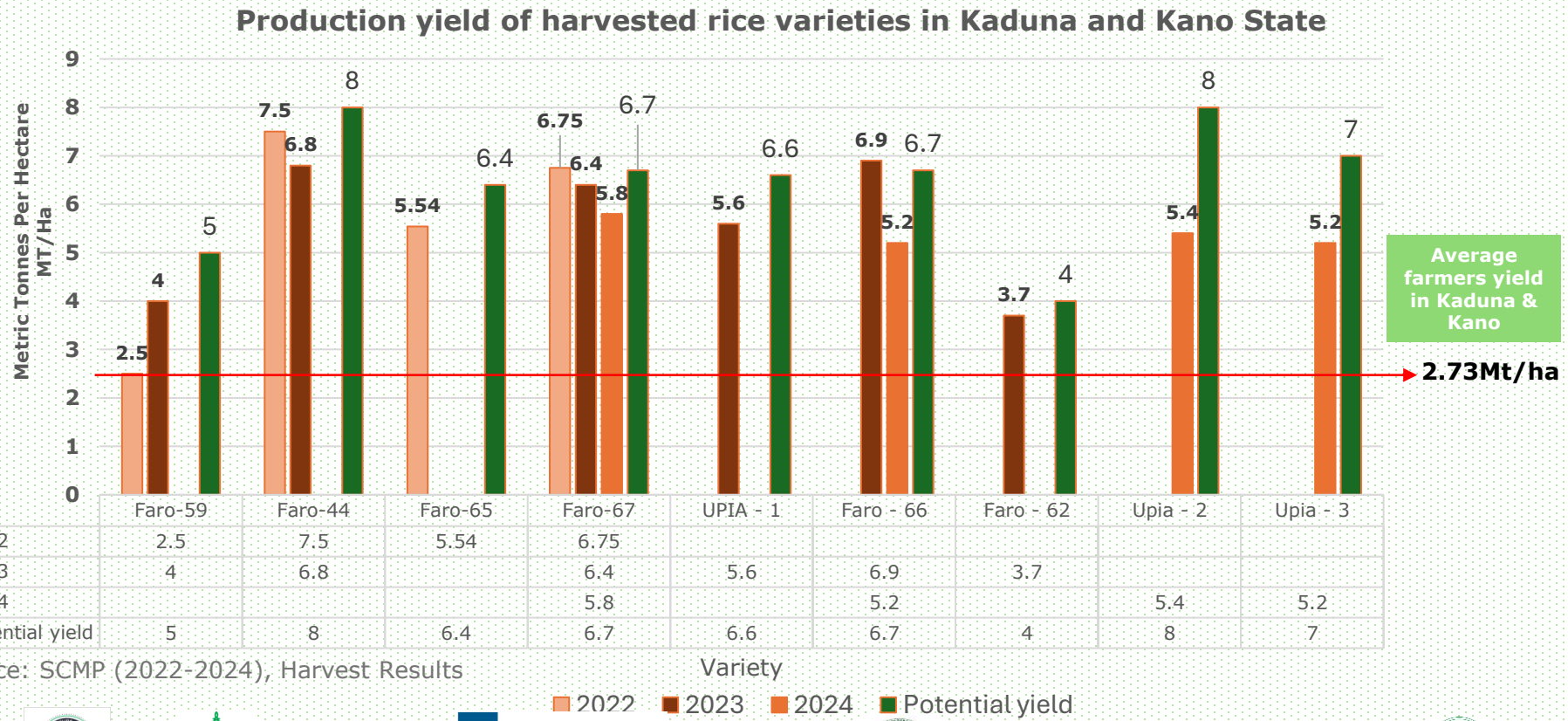
The chart below illustrates the yield comparison of nine high-yielding rice varieties demonstrated in Kaduna and Kano during the 2022 to 2024 cropping cycles. The rice varieties are Faro-59, Faro-44, Faro-65, Faro-67, Upia-1, Upia-2, Upia-3, Faro-66, and Faro-62, which have shown significant production yields ranging from 2.5 to 7.5 metric tonnes per hectare. Faro-44 achieved the highest yield of 7.5 MT/ha. The increase in yield indicates an improvement in seed companies and lead farmers' practices for some of the varieties demonstrated. This suggests that there has been an enhancement in the management practices of demo plot establishment by seed companies and lead farmers. The high yield of rice production across all demo sites in Kaduna and Kano State is remarkable compared to the low yield of farmers, which stands at 2.73 MT/ha (NAERLs 2020).

Days to Maturity Period	
Rice Variety	**Duration**
Faro - 59	95 - 100
Faro - 44	110 – 120
Faro – 65	110 – 120
Faro – 67	100 – 120
Upia – 1	100 - 110
Faro – 66	100 – 110
Faro - 62	110 – 120



Source: SCMP (2022-2024), Harvest Results

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Yield Analysis of Soybean Varieties Demonstrated in Kaduna and Kano State

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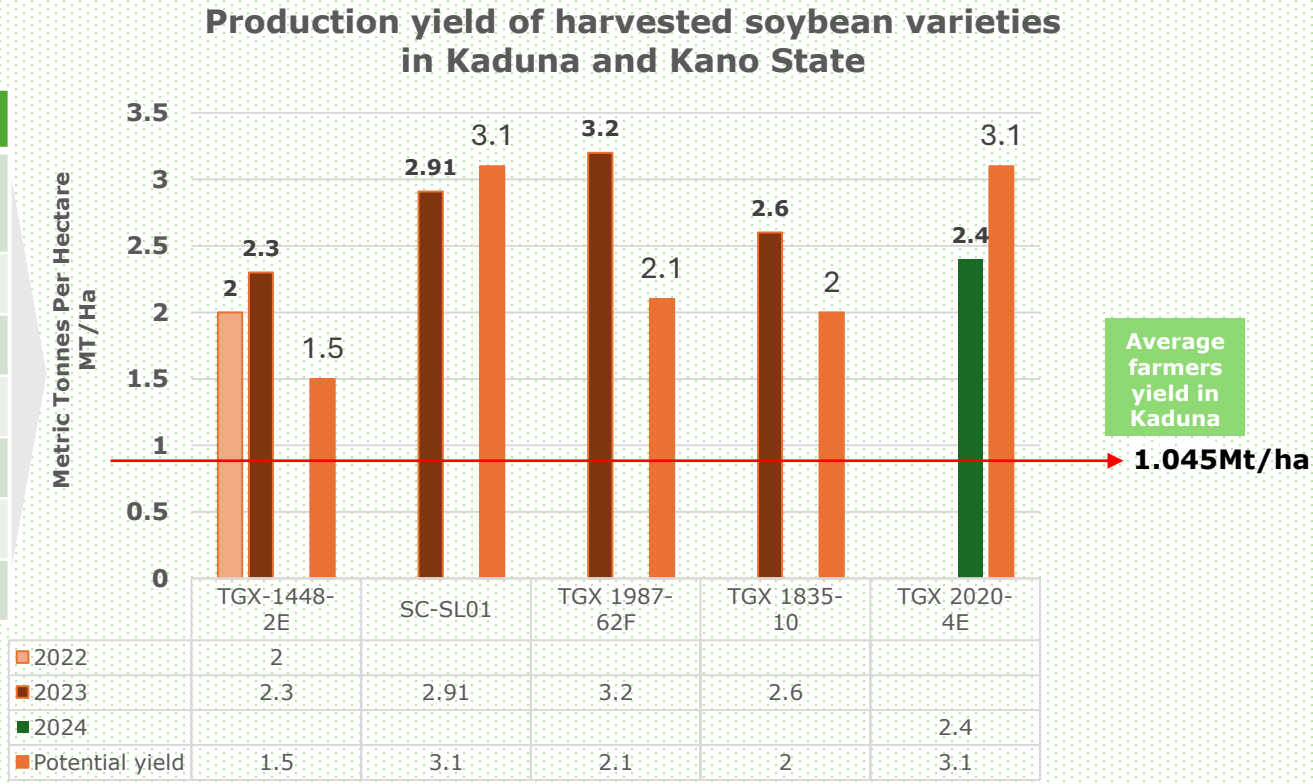
The chart below shows a comparison between soybean varieties demonstrated in Kaduna and Kano in the cropping season of 2022 to 2024, with high-yielding results. Yields ranged from 2 to 3.2 metric tonnes per hectare, and the TGX-2020-4E variety achieved an impressive yield of 3.2 MT/Ha. This contrasts with the average yield of farmers in Kaduna and Kano states, which is only 0.98 - 1.11 MT/Ha (NAERLs 2020). The success of these demonstrations can be attributed to the implementation of good cultivation practices, such as the adoption of double row density of plant stands per ridged and optimum weed control during the establishment of the demonstration plots. These practices have proven effective in increasing yields and improving the overall quality of the crops. The continuous increase in yield has indicated advancement in the management practices of seed companies and farmers in demo plots establishment.

Picture of farmers practices

Picture of CSP innovative plot

Days to Maturity Period	
Soybean Variety	**Duration**
TGX-1951-3F	105 - 110
TGX-1448-2E	105 - 110
SC-SL01	90 – 100
TGX - 1987-10F	105 – 110
TGX-1835 -10	105 -110
TGX - 2020-4E	89 - 98

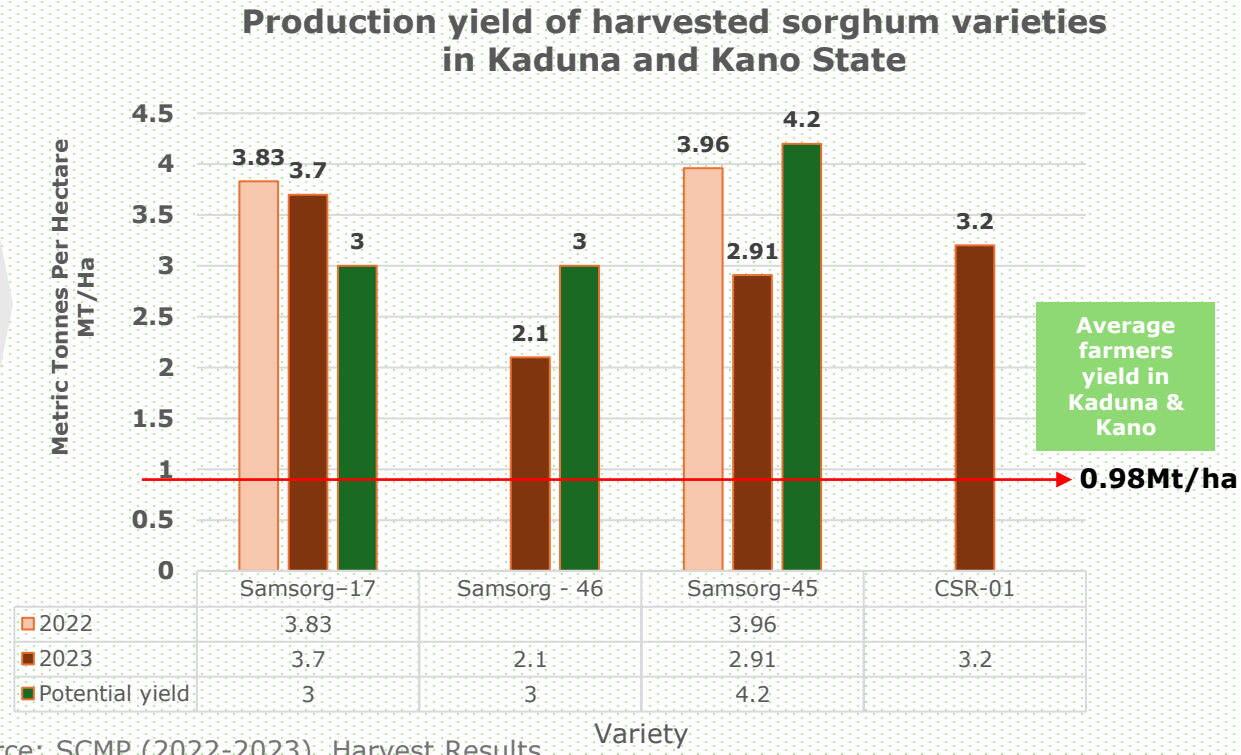


Source: SCMP (2022-2023), Harvest Results

Yield Analysis of Sorghum Varieties Demonstrated in Kaduna and Kano State

The chart below illustrates the yield comparison of four high-yielding sorghum varieties demonstrated in Kaduna and Kano. These varieties achieved production yields ranging from 2.1 to 3.96 metric tonnes per hectare in the cropping season of 2022 and 2023. Samsorg-45 demonstrated the highest production yield of 3.96 MT/Ha, compared to the local farmer's yield of 1.04 MT/Ha (NAERLS, 2020). There was a slight drop in the yield of samsorg-17 and samsorg-45 compared to the yield recorded in 2022 due to the early cessation of rainfall and a long dry spell experienced in 2023. This achievement also indicated improvement in the management practices and improved variety of sorghum seed used, the application of the required type of fertilizer, compared to the conventional fertilizer application practices of farmers.

Days to Maturity Period	
Sorghum Variety	**Duration**
Samsorg - 17	120 - 135
Samsorg – 46	120 - 135
Samsorg – 45	120 - 135
CSR - 01	120 - 135



Source: SCMP (2022-2023), Harvest Results

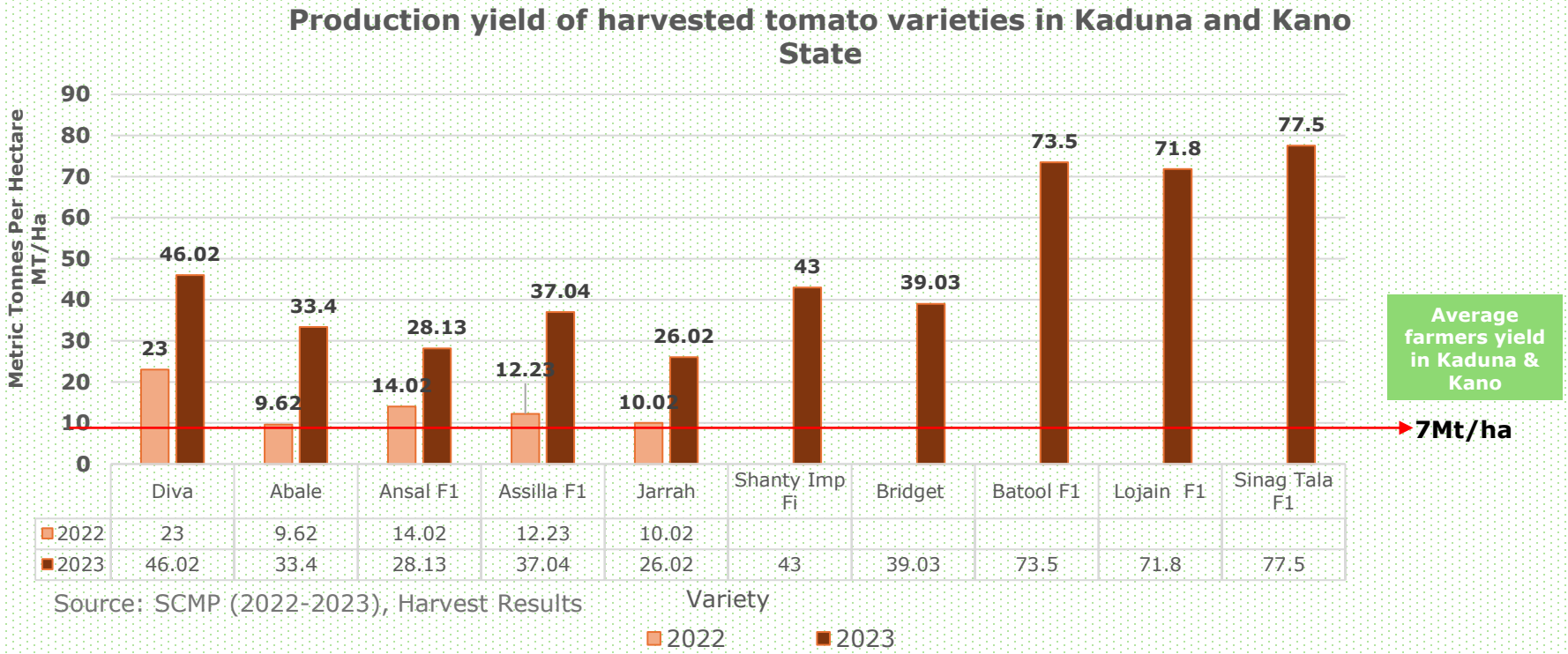
Yield Analysis of tomato varieties demonstrated in Kaduna and Kano State

COLLABORATIVE SEEDPROGRAMME Nigeria-Netherlands

The tomato varieties demonstrated in Kaduna and Kano have shown high yield, ranging from 9.62 to 77.5 metric tonnes per hectare. The Sinag Tala F1 variety stood out with a significant yield of 77.5 MT/Ha in 2023. This is an increase compared to the yield achieved in 2022 and could be attributed to improved management practices by seed companies. This yield surpasses the average yield of farmers in Kaduna and Kano states, which stands at 7 MT/Ha (FAO and FMARD, 2015). The significant differences in yield can be attributed to the implementation of effective agronomical practices by the lead farmer as guided by seed companies and CSP team. The Shanty Imp F1, Batool F1, Lojain and Sinage Tala F1 and Diva produced in the year 2023 were all cultivated under control environment, which indicate how effective advance cultivation practices can improve yield.

Picture of farmers practices

Picture of CSP innovative plot



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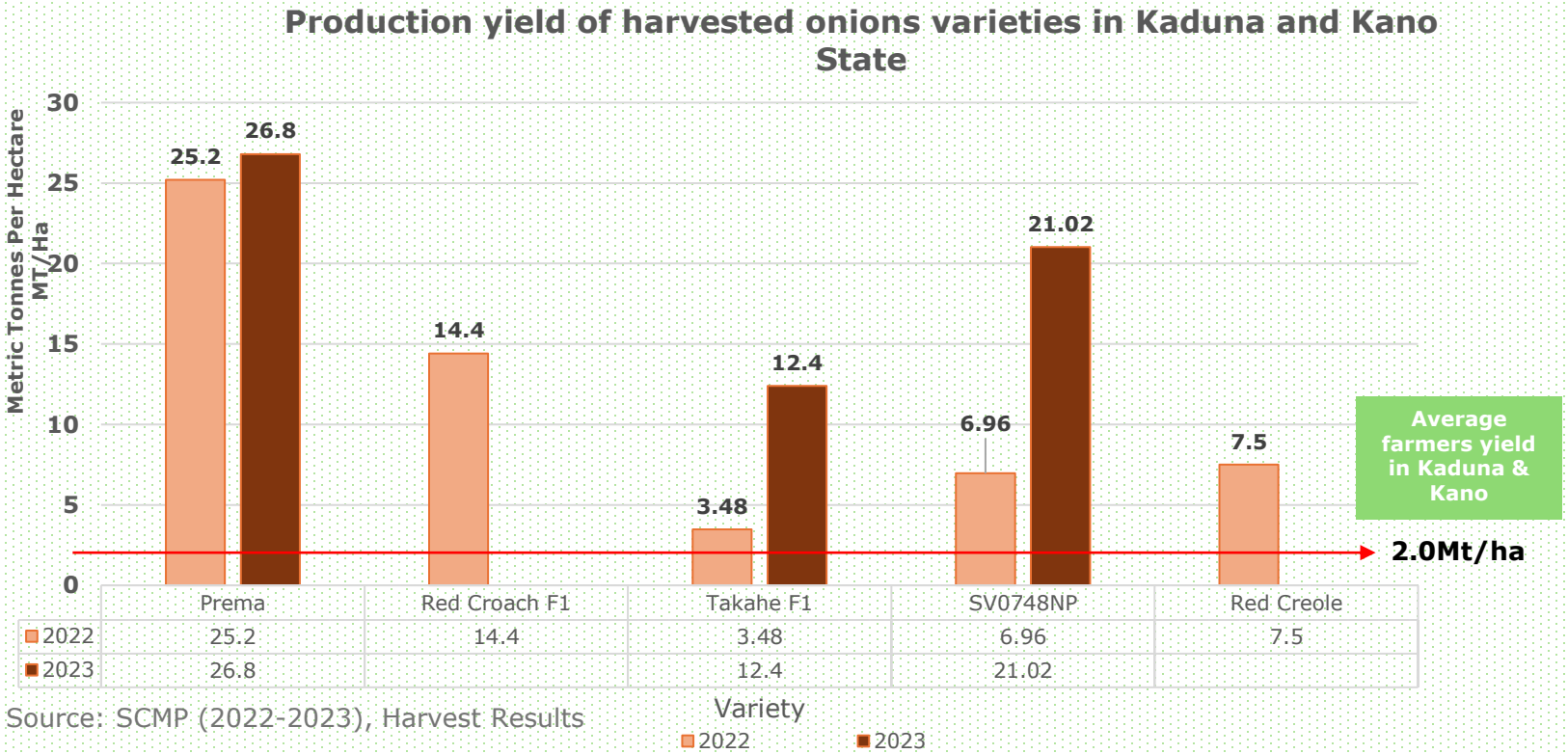
Yield Analysis of onions varieties demonstrated in Kaduna and Kano State

COLLABORATIVE SEEDPROGRAMME Nigeria-Netherlands

The chart below shows the five varieties of onions showcased in Kaduna and Kano in comparison with the yield recorded in 2022, the production yields achieved ranged from 3.48 to 26.8 metric tonnes per hectare. Most importantly, the Prema variety achieved an outstanding yield of 26.8 MT/Ha, surpassing the average yield of farmers which stood at 2.0 MT/Ha (FAO and FMARD, 2015). This remarkable high yield of 26.8 MT/Ha can be attributed to the use of improved quality seeds with effective agronomical practices.

Picture of farmers practices

Picture of CSP innovative plot



Source: SCMP (2022-2023), Harvest Results

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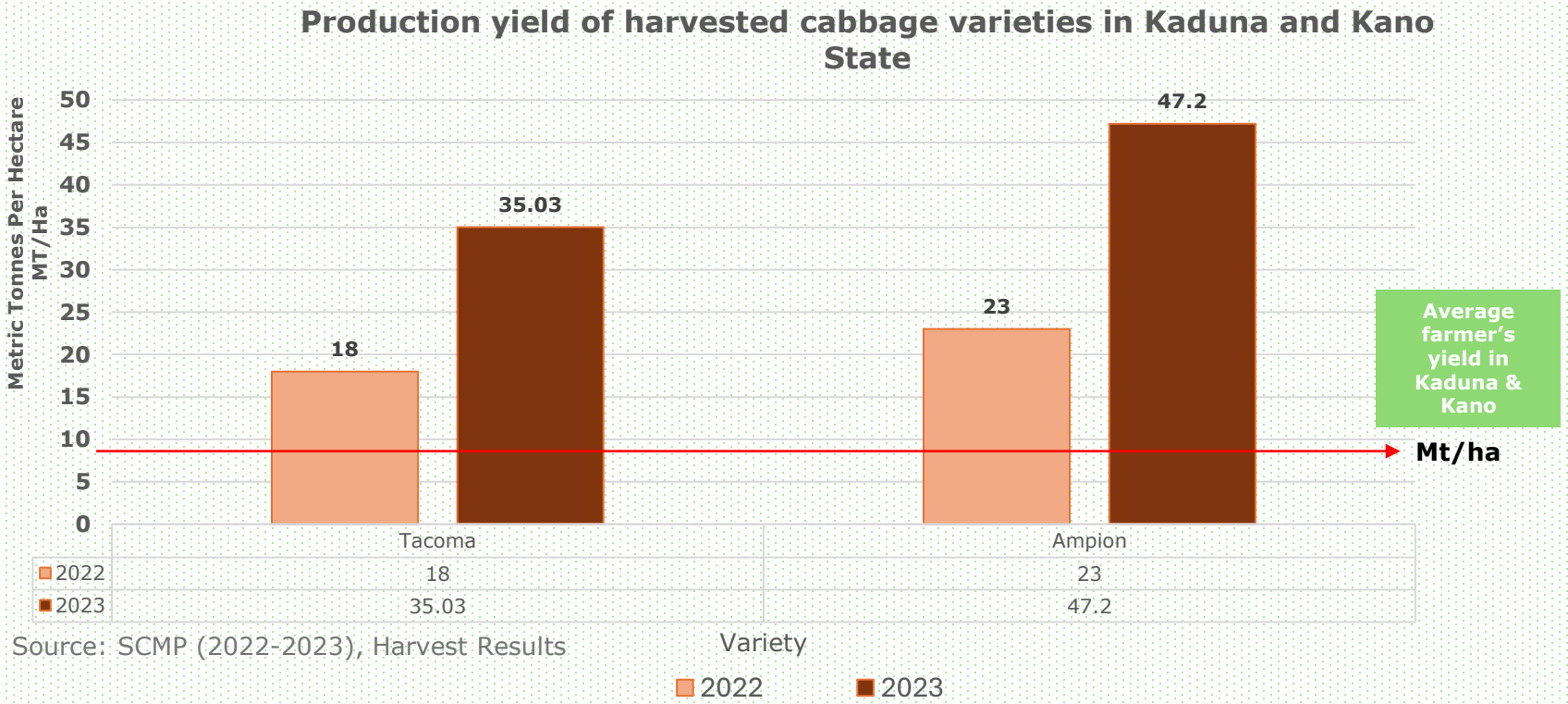
Yield Analysis of cabbage varieties demonstrated in Kaduna and Kano State

The cabbage varieties demonstrated in Kaduna and Kano achieved yields of 18 and 47.2 metric tonnes per hectare, respectively. These results highlight the varieties' ability to thrive and produce substantial yields, showcasing the suitability of the local climate and soil conditions. Additionally, the outcomes reflect the skill and commitment of the farmers involved.

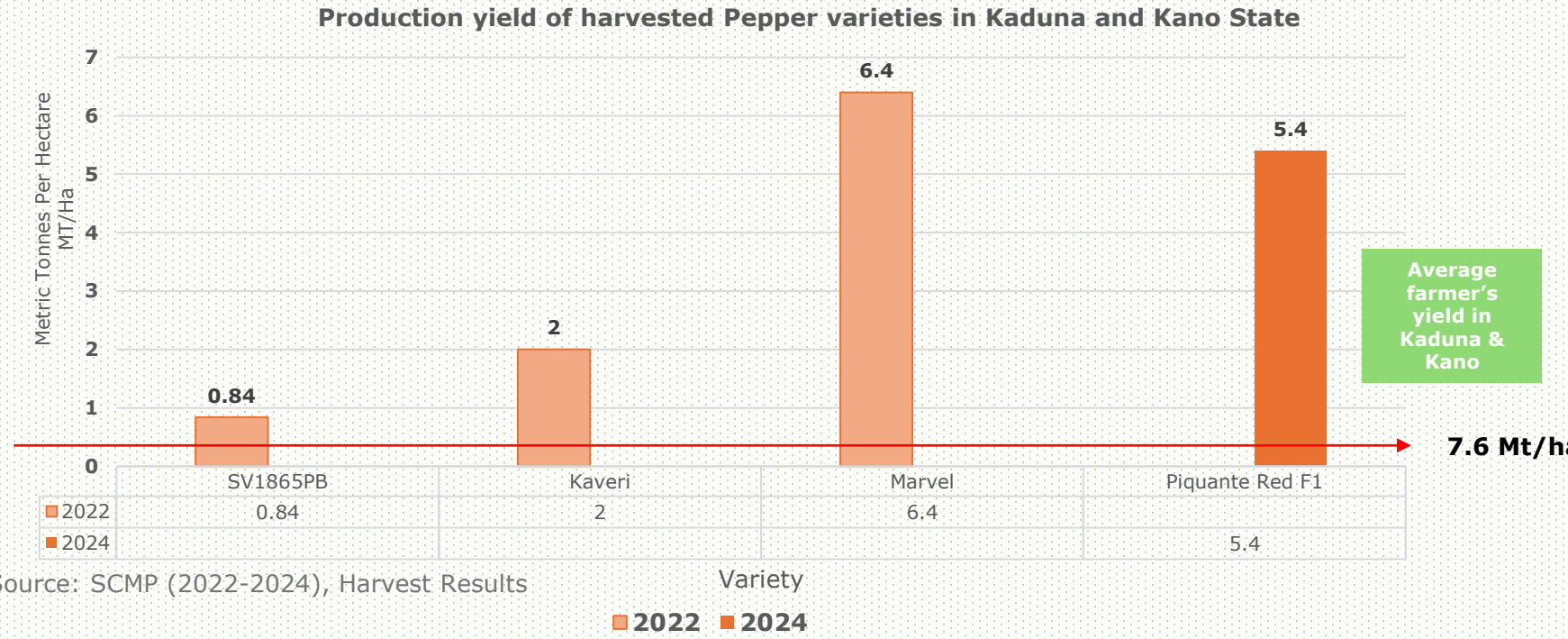


Source: SCMP (2022-2023), Harvest Results

Yield Analysis of sweet pepper varieties demonstrated in Kaduna and Kano State

The pepper varieties demonstrated in Kaduna and Kano achieved production yields ranging from 0.84 to 6.4 metric tonnes per hectare, compared to the average yield of 7.6 MT/Ha recorded by local farmers (FAO and FMARD, 2015). Notably, the yields of 2 and 6.4 MT/Ha were influenced by several factors, including adverse climatic conditions, the closure of the irrigation water source by the Kano state government, and the federal government of Nigeria's 2022 naira redesign policy, which disrupted cash-based labor payments.

Days to maturity		
S/no	**Sweet pepper variety**	**Duration**
1.	SV1865PB	
2.	Kaveri	
3.	Marvel	
4.	Piquante Red F1	

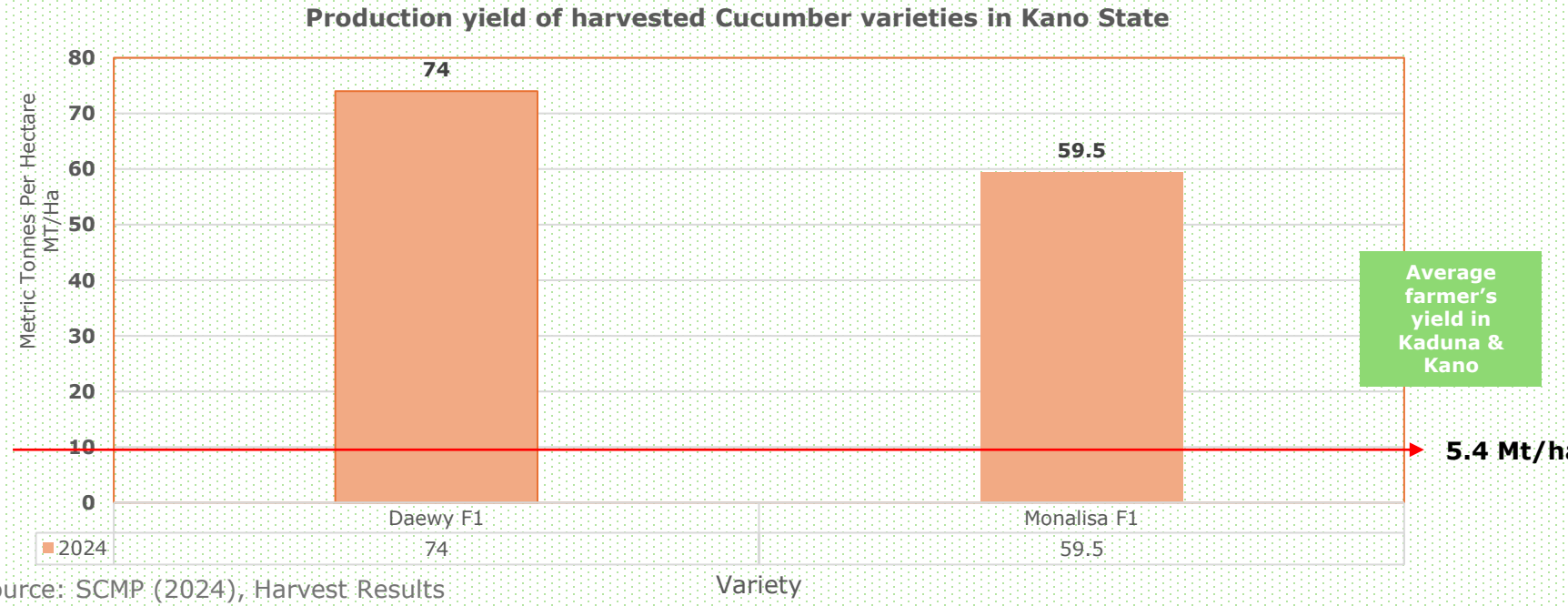


Source: SCMP (2022-2024), Harvest Results

Yield Analysis of Cucumber varieties demonstrated in Kano State

The cucumber varieties demonstrated in Kano achieved production yields between 59.5 and 74 metric tonnes per hectare, significantly surpassing the local farmers' average yield of 5.4 MT/Ha. These yields were attributed to the advanced cultivation practices implemented on the demonstration plots.

Days to maturity		
S/no	**variety Cucumber**	**Duration**
1.	Daewy F1	
2.	Monalisa F1	

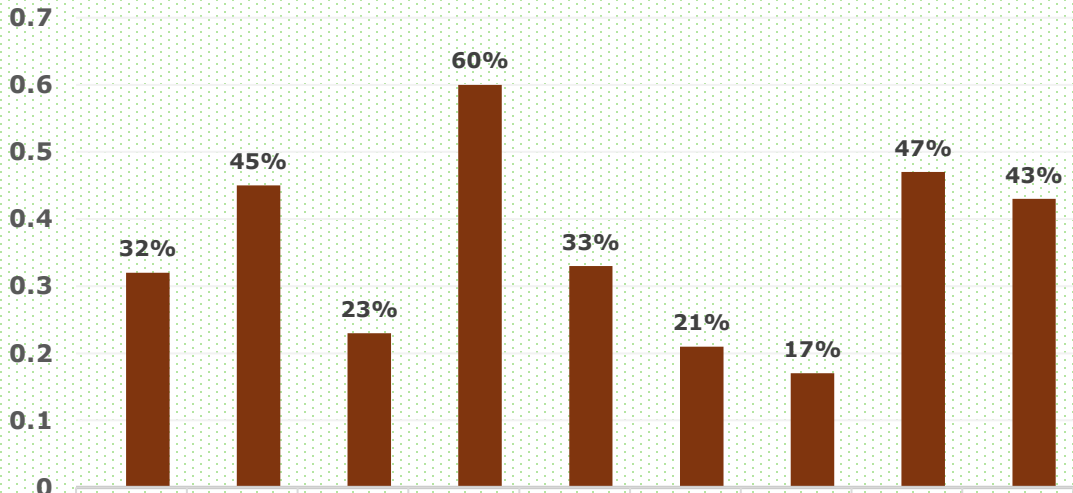


Source: SCMP (2024), Harvest Results

Farmers' feedback on Maize Varieties demonstrated in Kaduna and Kano State

The charts below illustrate farmers' feedback on the preferred attributes of two maize varieties, Sammaz-62 and Sammaz-52, demonstrated in Kaduna during the wet seasons from 2022 to 2024.

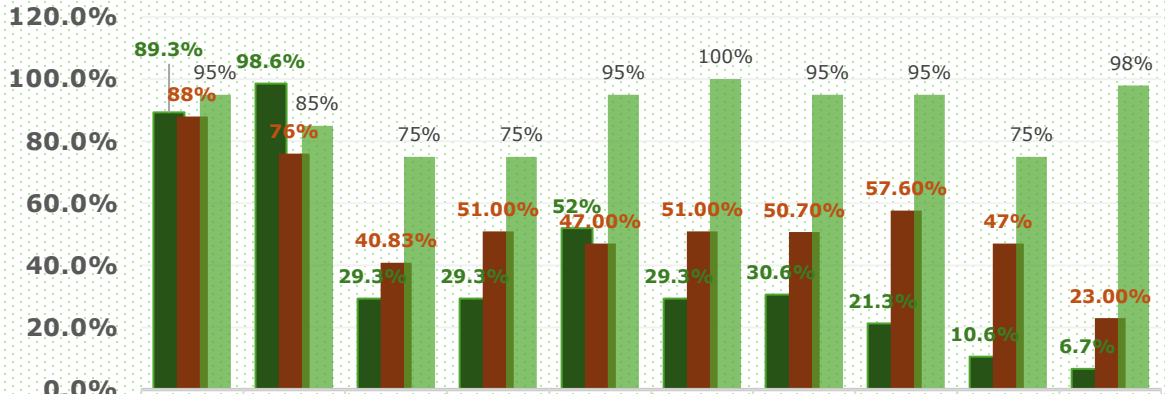
Farmers' feedback on sammaz-62 maize variety demonstration plot at Kaduna.



	Yield	Resistance to diseases and rust	Earliness	Height	Quality of grain	Resistance to striga and streak	Covered husk	Drought tolerance	None lodging ability
2022									
2023	32%	45%	23%	60%	33%	21%	17%	47%	43%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on sammaz-52 maize variety demonstrated in Kaduna.

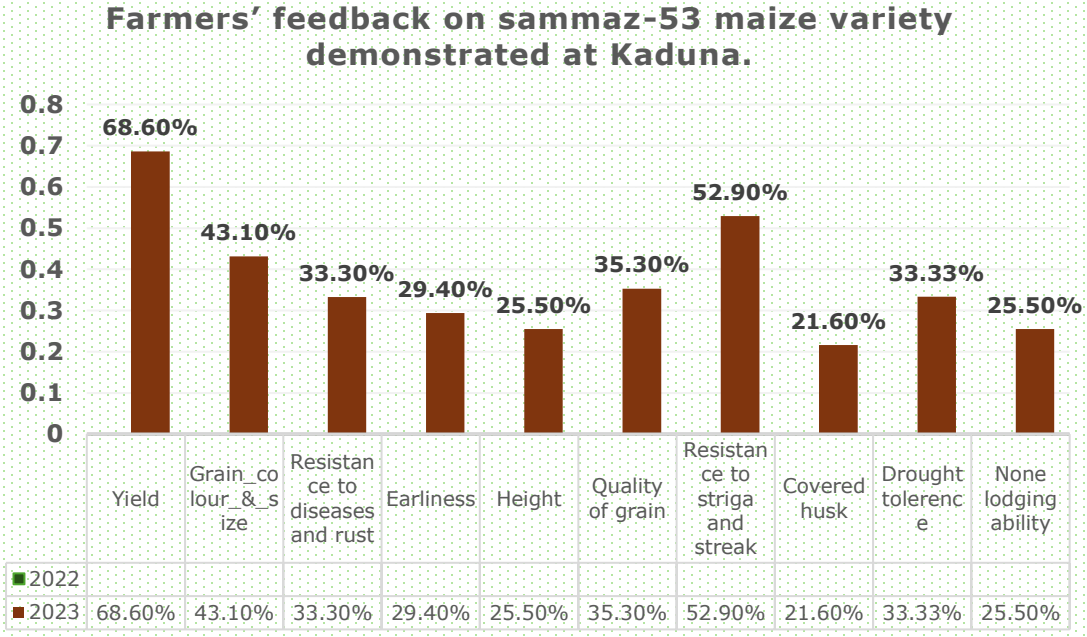


	Yield	Grain_colour_&_size	Resistance to diseases and rust	Earliness	Height	Quality of grain	Resistance to striga and streak	Covered husk	Drought tolerance	None lodging ability
2022	89.3%	98.6%	29.3%	29.3%	52%	29.3%	30.6%	21.3%	10.6%	6.7%
2023	88%	76%	40.83%	51.00%	47.00%	51.00%	50.70%	57.60%	47%	23.00%
2024	95%	85%	75%	75%	95%	100%	95%	95%	75%	98%

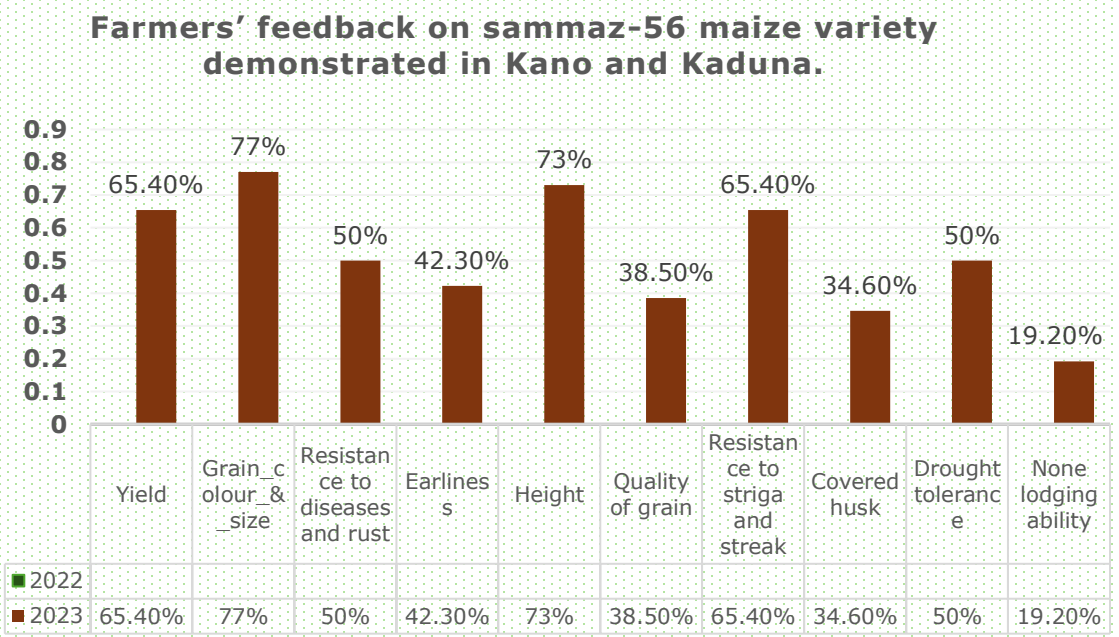
Source: SCMP (2022-2024), Farmers' feedback

Farmers' feedback on Maize Varieties demonstrated in Kaduna and Kano State

The charts below present farmers' feedback on the preferred attributes of two maize varieties, Sammaz-53 and Sammaz-56, demonstrated in Kaduna during the 2023 wet season. In 2023, 68.6% of farmers preferred Sammaz-53 for its yield, while 53% favored its resistance to striga and streak. For Sammaz-56, 77% of farmers appreciated its grain color and size, and 73% valued its height. Overall, Sammaz-53 was recognized for its yield and resistance to striga and streak, while Sammaz-56 was favored for its grain attributes and plant height.



Source: SCMP (2022-2023), Farmers' feedback

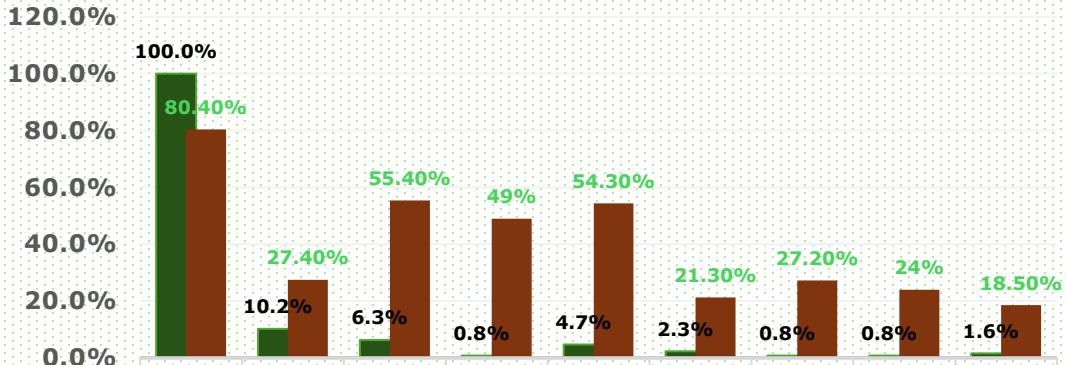


Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Maize Varieties demonstrated in Kaduna and Kano State

The charts below showcase farmers' feedback on the preferred attributes of two maize varieties, Sammaz-50 and Sammaz-51, demonstrated in Kaduna and Kano during the wet seasons of 2022 and 2023. In 2022, 100% of farmers preferred Sammaz-50 for its high yield, while 10.2% appreciated its resistance to diseases and rust. Additionally, 41.6% of farmers preferred the yield, grain colour, and size of Sammaz-51. In 2023, 80.4% of farmers preferred the yield of Sammaz-50, and 55.4% appreciated its earliness. Meanwhile, 59.1% of farmers preferred Sammaz-51 for its yield and resistance to striga and streak. Overall, Sammaz-50 was valued for its yield, disease and rust resistance, and earliness, while Sammaz-51 was appreciated for its yield, grain colour and size, and resistance to striga and streak.

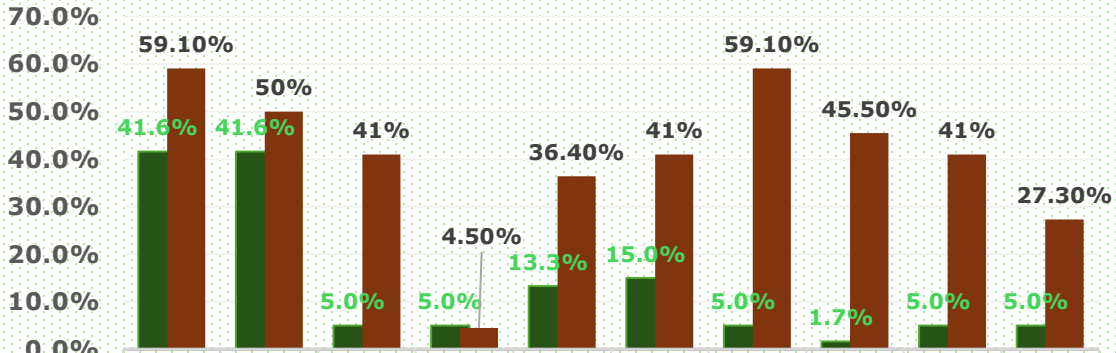
Farmers' feedback on sammaz-50 maize variety demonstrated in Kaduna.



	Yield	Resistance to diseases and rust	Earliness	Height	Quality of grain	Resistance to striga and streak	Covered husk	Drought tolerance	None lodging ability
2022	100.0%	10.2%	6.3%	0.8%	4.7%	2.3%	0.8%	0.8%	1.6%
2023	80.40%	27.40%	55.40%	49%	54.30%	21.30%	27.20%	24%	18.50%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on sammaz-51 maize variety demonstrated in Kaduna and Kano.



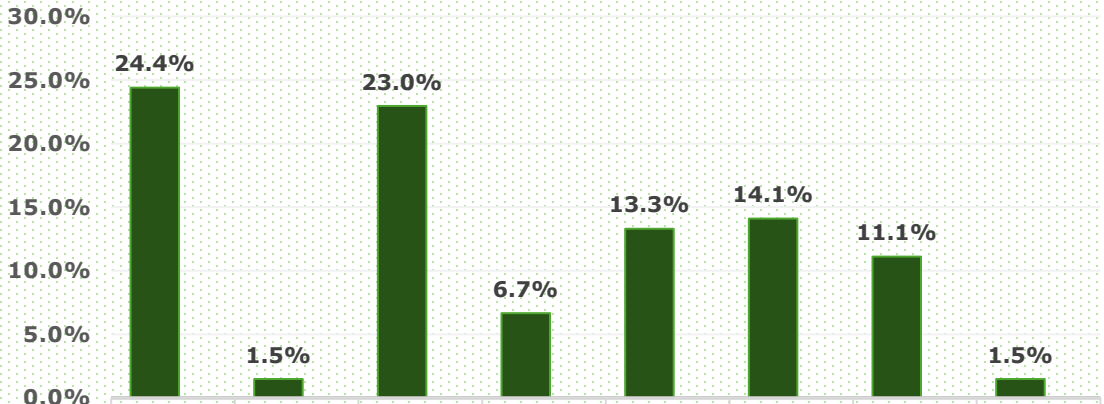
	Yield	Grain_colour_&_size	Resistance to diseases and rust	Earliness	Height	Quality of grain	Resistance to striga and streak	Covered husk	Drought tolerence	None lodging ability
2022	41.6%	41.6%	5.0%	5.0%	13.3%	15.0%	5.0%	1.7%	5.0%	5.0%
2023	59.10%	50%	41%	4.50%	36.40%	41%	59.10%	45.50%	41%	27.30%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Maize Varieties demonstrated in Kaduna and Kano State

The charts below present farmers' feedback on the preferred attributes of two maize varieties, Ife-hybrid 6 and Sammaz-17, demonstrated in Kaduna during the 2022 wet season. In 2022, 24.4% of farmers preferred Ife-hybrid 6 for its high yield, while 23% appreciated its resistance to diseases and rust. Additionally, 53% of farmers preferred the yield of Sammaz-17, and 41.2% valued its grain colour and size. Overall, Ife-hybrid 6 was recognized for its yield and resistance to diseases and rust, while Sammaz-17 was appreciated for its yield and grain colour and size.

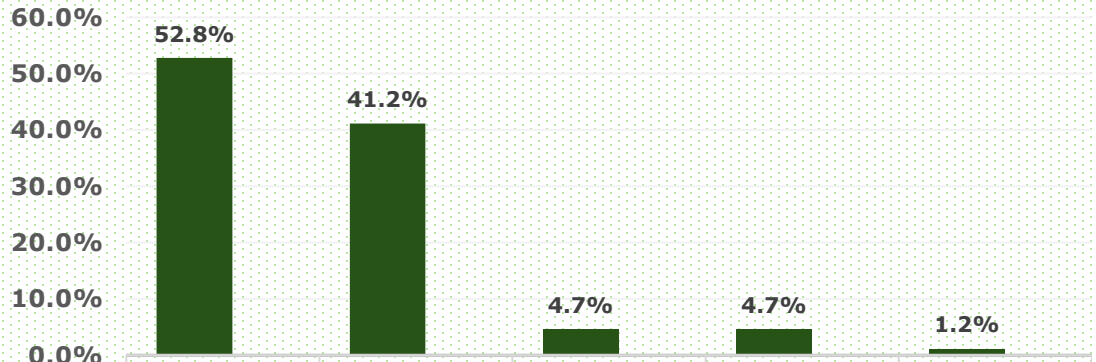
Farmers' feedback on Ife hybrid 6 maize demonstrated in Kaduna.



	Yield	Grain_colour_&_size	Resistance to diseases and rust	Earliness	Height	Quality of grain	Resistance to striga and streak	Covered husk
2022	24.4%	1.5%	23.0%	6.7%	13.3%	14.1%	11.1%	1.5%
2023								

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on sammaz-17 maize variety demonstrated in Kaduna.



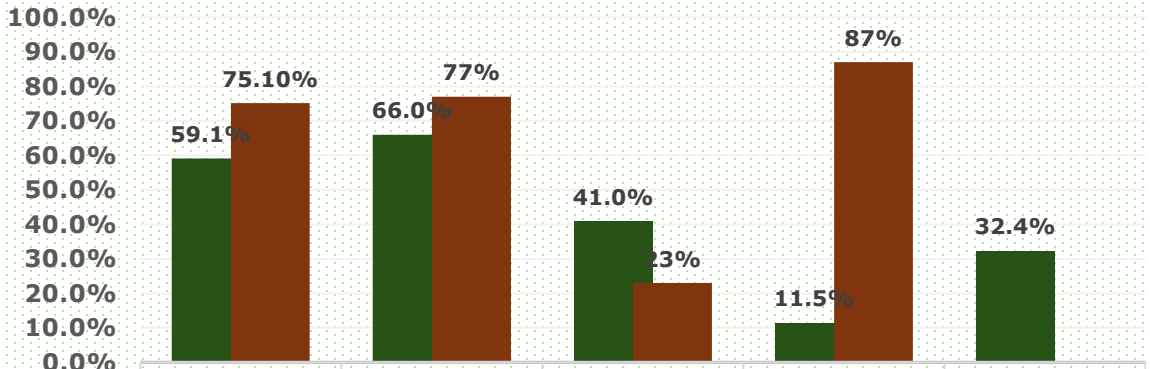
	Yield	Grain_colour_&_size	Height	Quality of grain	None lodging ability
2022	52.8%	41.2%	4.7%	4.7%	1.2%
2023					

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Maize Varieties demonstrated in Kaduna and Kano State

The charts below present farmers' feedback on the preferred attributes of two maize varieties, Sammaz-15 and Sammaz-16, demonstrated in Kaduna during the wet seasons of 2022 and 2023. In 2022, 59.1% of farmers preferred Sammaz-15 for its high yield, and 66% appreciated its grain colour and size. Meanwhile, 99% of farmers preferred the grain quality and 82% valued the yield of Sammaz-16. In 2023, 87% of farmers favored Sammaz-15 for its grain quality, as well as its grain colour and size. Overall, Sammaz-15 was highly appreciated for its grain quality, grain colour, and yield.

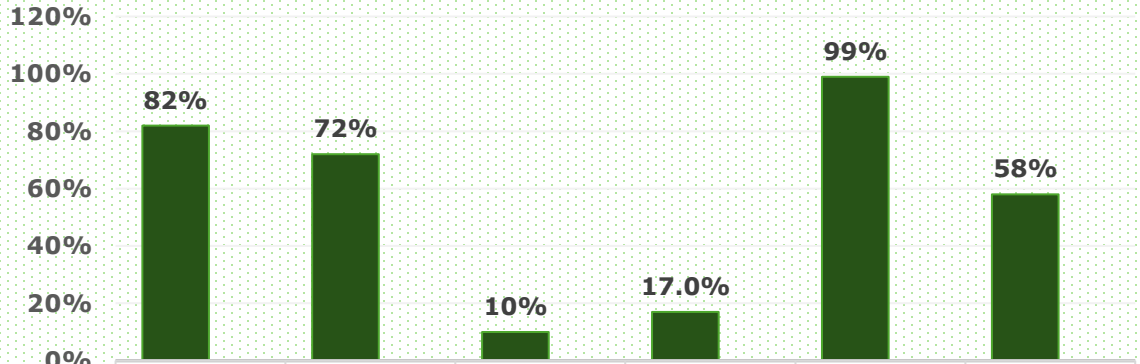
Farmers' feedback on sammaz-15 maize variety demonstrated in Kaduna.



	Yield	Grain_colour_&_size	Height	Quality of grain	None lodging ability
2022	59.1%	66.0%	41.0%	11.5%	32.4%
2023	75.10%	77%	23%	87%	

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on sammaz-16 maize variety demonstrated in Kaduna.



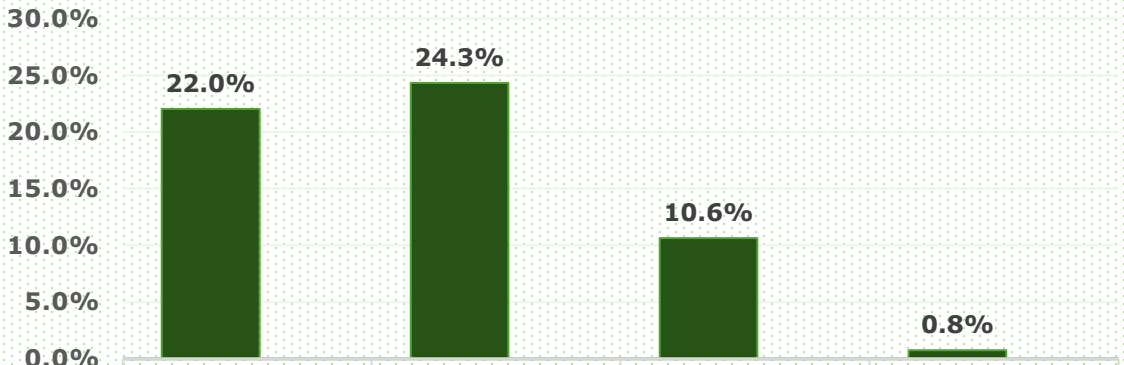
	Yield	Resistance to diseases and rust	Earliness	Height	Quality of grain	Resistance to striga and streak
2022	82%	72%	10%	17.0%	99%	58%
2023						

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Maize Varieties demonstrated in Kaduna and Kano State

The charts below show farmers' feedback on the preferred attributes of two maize varieties, Sammaz-27 and Sammaz-29, demonstrated in Kano during the 2022 wet season. In 2022, 24.3% of farmers preferred Sammaz-27 for its grain color and size, while 22% preferred its yield. Additionally, 26.2% of farmers valued the yield and grain colour and size of Sammaz-29. Overall, both Sammaz-27 and Sammaz-29 were appreciated for their yield and grain colour and size.

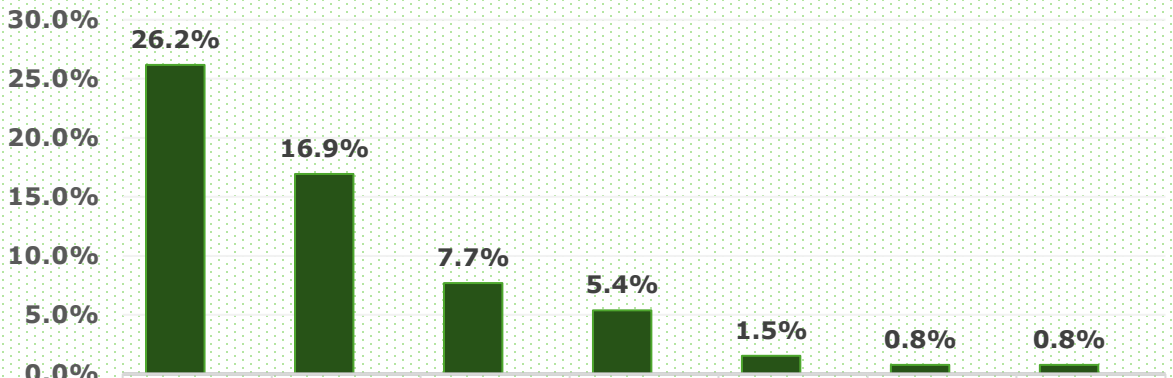
Farmers' feedback on Sammaz-27 maize variety demonstrated in Kano.



	Yield	Grain_colour_&_size	Resistance to diseases and rust	Earliness
2022	22.0%	24.3%	10.6%	0.8%
2023				

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Sammaz-29 maize variety demonstrated in Kano.



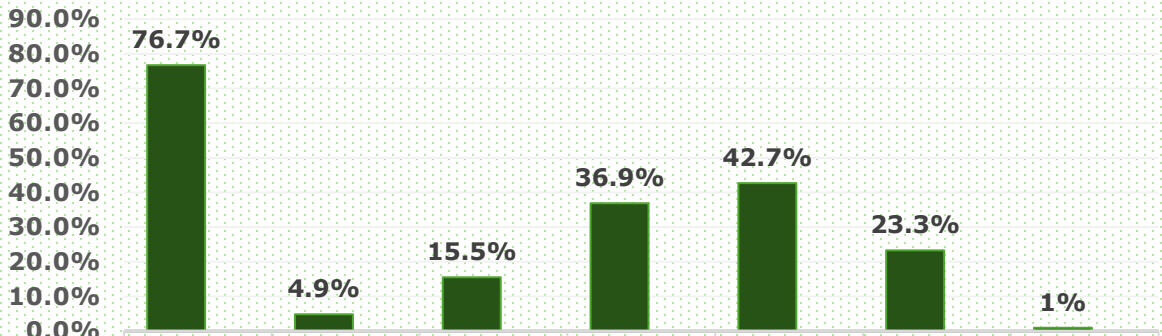
	Yield	Grain_colour_&_size	Resistance to diseases and rust	Earliness	Height	Quality of grain	Resistance to striga and streak
2022	26.2%	16.9%	7.7%	5.4%	1.5%	0.8%	0.8%
2023							

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Rice Varieties demonstrated in Kaduna and Kano State

The feedback from farmers on the preferred attributes of two rice varieties, faro-59 and faro-44, in Kaduna and Kano for the 2022 wet seasons is presented in the charts below. In 2022, 76.7% of the farmers preferred faro-59 due to its high yield, 42.7% preferred it because of its height, and 37% preferred its earliness. On the other hand, 54.3% of the farmers preferred the yield and 41.3% preferred quality of grain of the faro-44 rice variety. In summary, faro-59 was appreciated for its yield, height, and earliness, while faro-44 was appreciated for its yield and quality of grain.

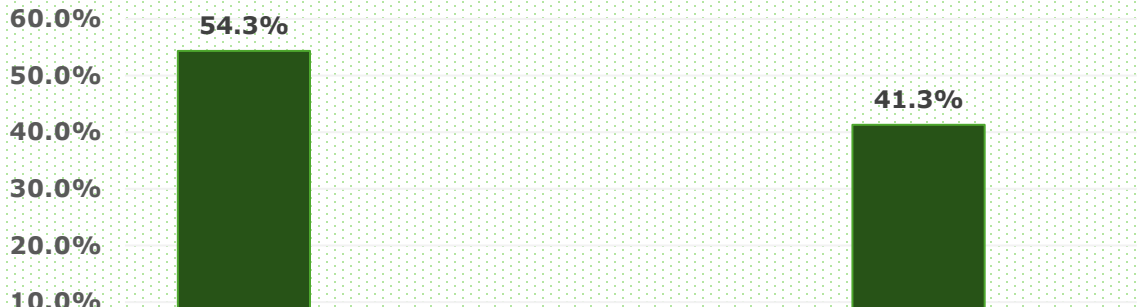
Farmers' feedback on Faro – 59 rice variety demonstrated at Kaduna.



	Yield	Grain_colour_&_size	Resistance to diseases and rust	Earliness	Height	Quality of grain	Resistance to striga and streak
2022	76.7%	4.9%	15.5%	36.9%	42.7%	23.3%	1%
2023							

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Faro – 44 rice rice variety demonstrated at Kano.



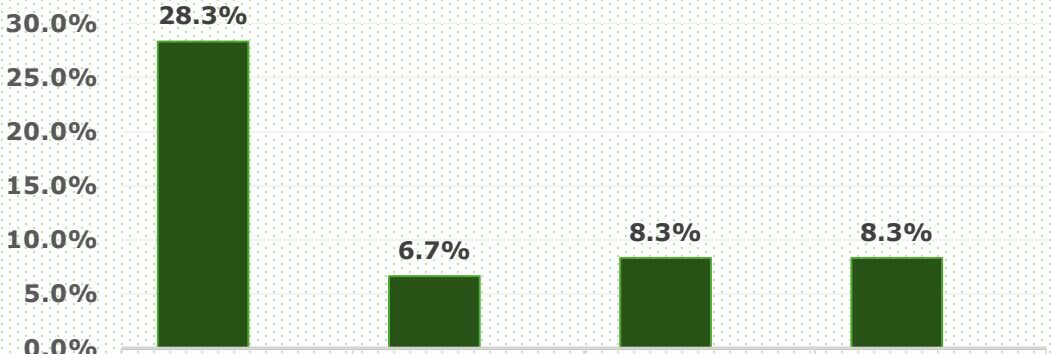
	Yield	Grain_colour_&_size	Quality of grain
2022	54.3%	2.2%	41.3%
2023			

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Rice Varieties demonstrated in Kaduna and Kano State

The feedback from farmers on the preferred attributes of two rice varieties, faro-65 and faro-67, in Kano for the wet seasons of 2022 to 2024 is presented in the charts below.

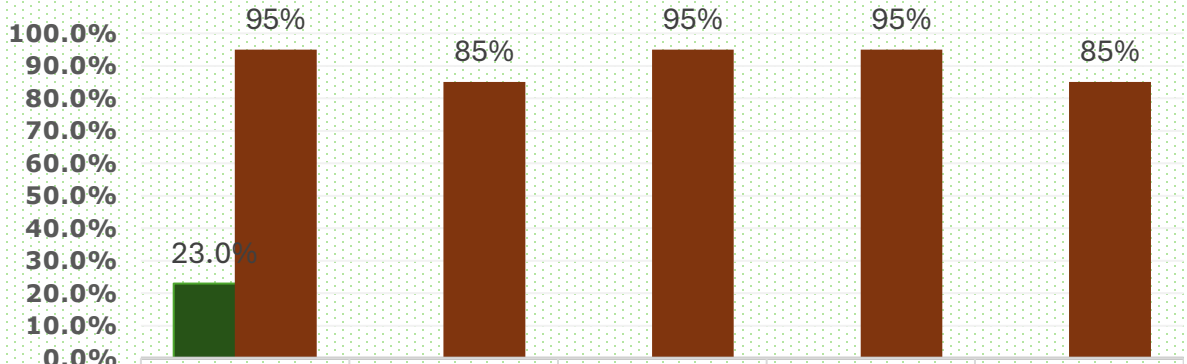
Farmers' feedback on Faro - 65 rice variety demonstrated in Kano.



	Yield	Grain_colour_&_size	Earliness	Quality of grain
2022	28.3%	6.7%	8.3%	8.3%
2023				

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Faro – 67 rice variety demonstrated in Kano.



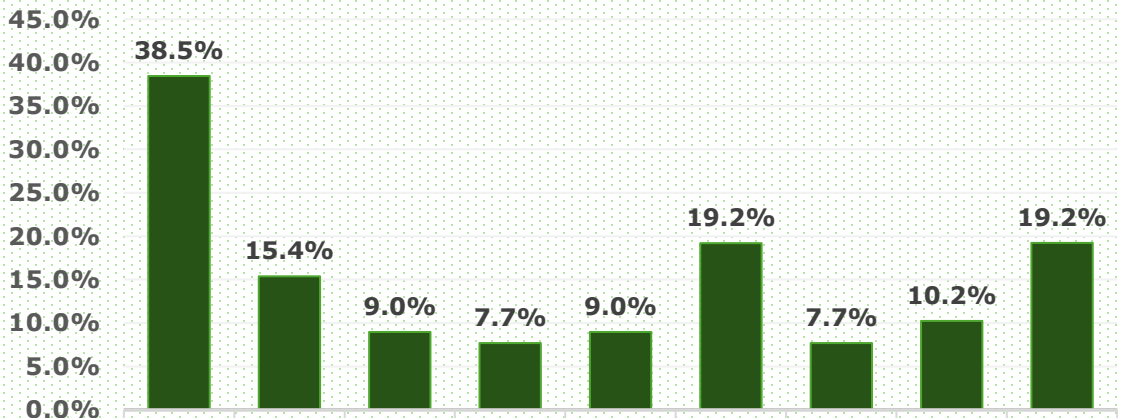
	Yield	Resistance to diseases	Resistance to drought	Earliness	Height
2022	23.0%				
2024	95%	85%	95%	95%	85%

Source: SCMP (2022-2024), Farmers' feedback

Farmers' feedback on Sorghum Varieties demonstrated in Kaduna and Kano State

The feedback from farmers regarding the preferred attributes of two sorghum varieties, samsorg-17 and samsorg-46, in Kaduna and Kano for the 2022 wet seasons is depicted in the charts below. In 2022, 38.5% of the farmers indicated interest on samsorg-17 due to its high yield, while 19.2% preferred it because of its quality grain and drought tolerance ability. On the other hand, 35.2% of the farmers preferred the drought tolerance ability, and 28.7% preferred the yield of samsorg-46. In summary, samsorg-17 was appreciated for its yield, quality grain, and drought tolerance ability, while samsorg-46 was appreciated for its yield and drought tolerance ability.

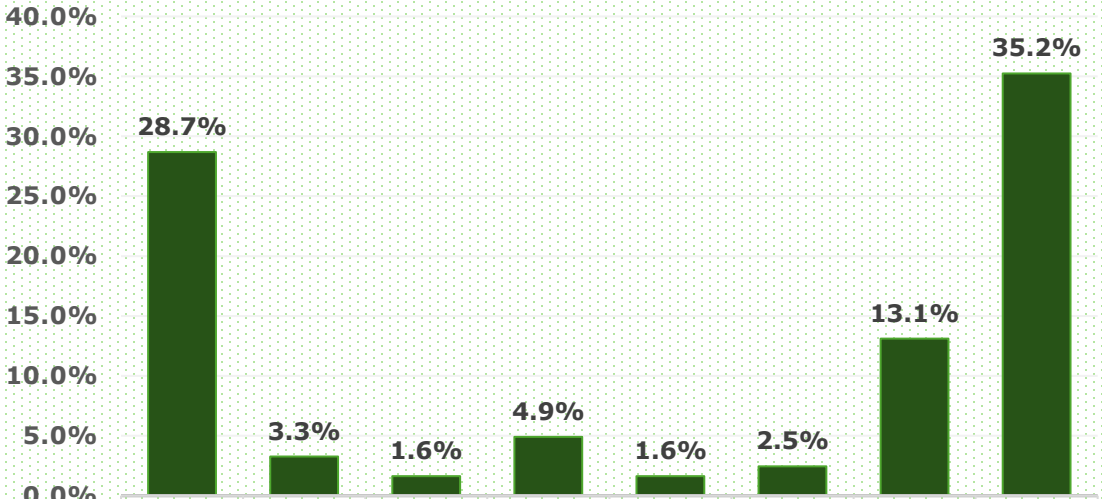
Farmers' feedback on samsorg - 17 sorghum variety demonstrated in Kaduna.



	Yield	Grain_colour_&_size	Resistance to diseases and rust	Earliness	Height	Quality of grain	Resistance to striga and streak	None shattering ability	Drought tolerance
2022	38.5%	15.4%	9.0%	7.7%	9.0%	19.2%	7.7%	10.2%	19.2%

Source: SCMP (2022-2023), Farmers' feedback

Farmers feedback on samsorg – 46 sorghum variety demonstrated in Kano.



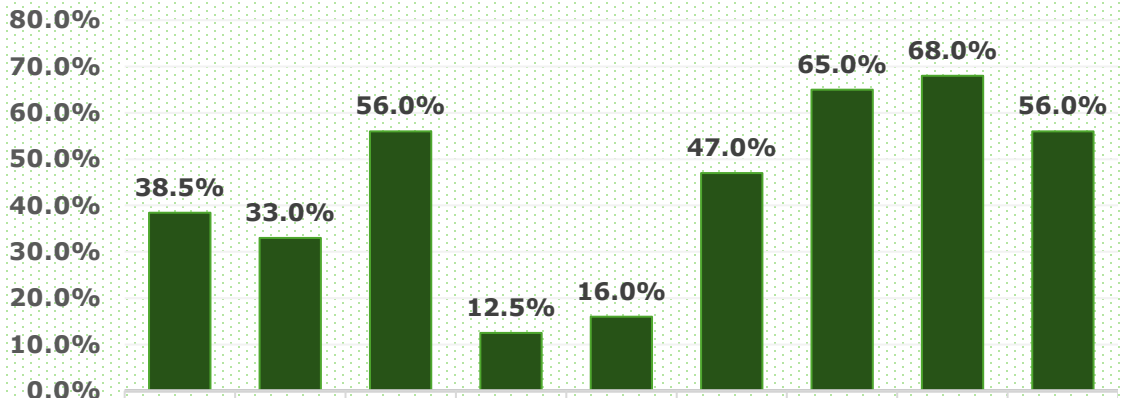
	Yield	Grain_colour_&_size	Resistance to diseases and rust	Height	Quality of grain	Resistance to striga and streak	None shattering ability	Drought tolerence
2022	28.7%	3.3%	1.6%	4.9%	1.6%	2.5%	13.1%	35.2%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Sorghum Varieties demonstrated Kano State

Samsorg - 45 is a sorghum variety that was demonstrated in Kano. The farmers indicated the specific traits most preferred in the variety. 68% preferred the sorghum variety due to its non-shattering ability, 65% preferred its resistance to striga and streak, and 56% preferred its resistance to diseases, rust, and drought tolerance.

Farmers' feedback on samsorg - 45 sorghum variety demonstrated in Kano.

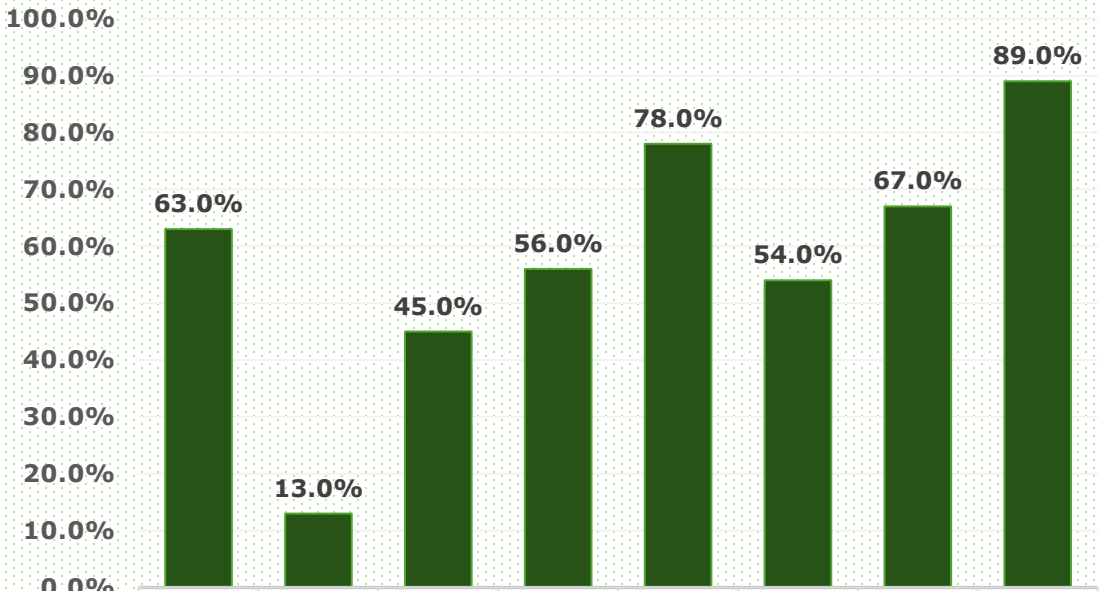


	Yield	Grain_colour_&_size	Resistance to diseases and rust	Earliness	Height	Quality of grain	Resistance to striga and streak	None shattering ability	Drought tolerance
2022	38.5%	33.0%	56.0%	12.5%	16.0%	47.0%	65.0%	68.0%	56.0%

Source: SCMP (2022-2023), Farmers' feedback

CSR-01 sorghum variety was showcased in Kano. 89% of farmers preferred the variety due to its drought tolerance, 78% due to the quality of the grain, and 63% due to yield.

Farmers feedback on CSR-01 sorghum variety demonstrated in Kano.



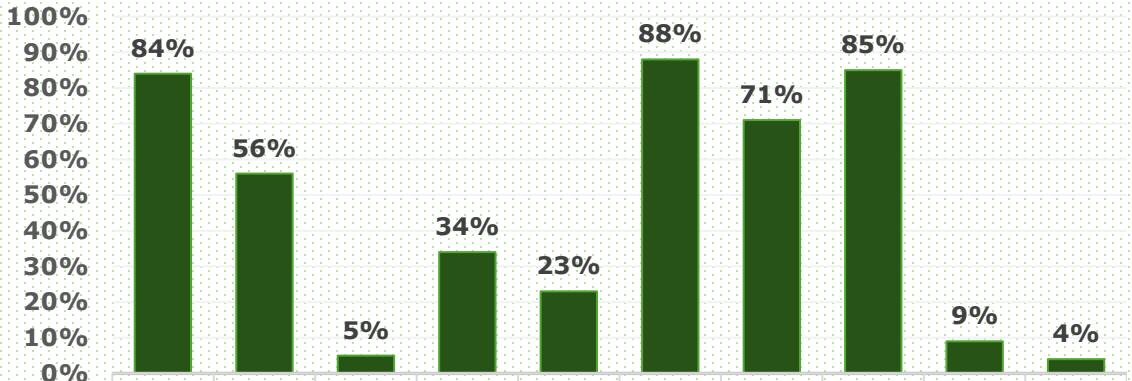
	Yield	Grain_colour_&_size	Resistance to diseases and rust	Height	Quality of grain	Resistance to striga and streak	None shattering ability	Drought tolerence
2022	63.0%	13.0%	45.0%	56.0%	78.0%	54.0%	67.0%	89.0%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Soybean Varieties demonstrated in Kaduna State

TGX-1951-3F soybean variety showcased in Kaduna State, 88% of farmers preferred it for its grain quality, 85% for its non-shattering ability, and 84% for its yield.

Farmers' feedback on TGX – 1951 – 3F soybean variety demonstrated in Kaduna.

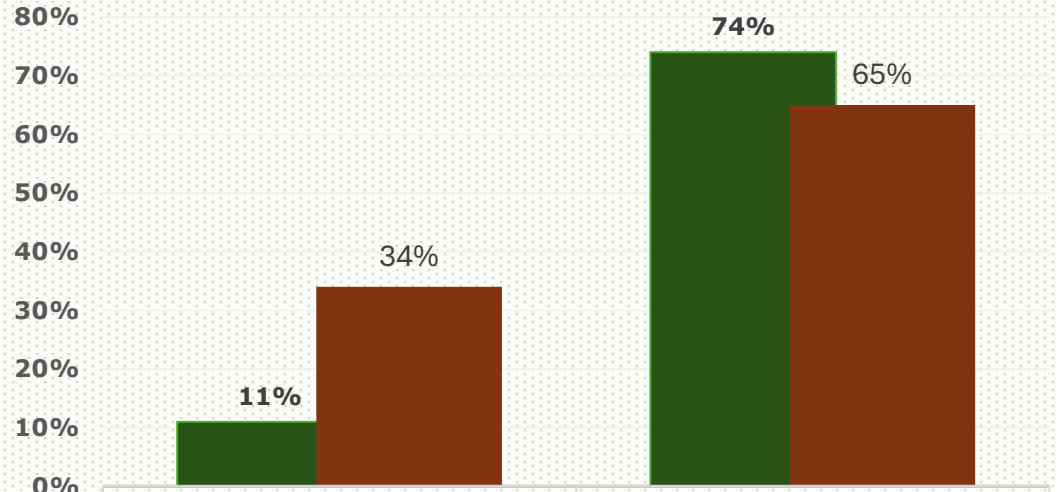


	Yield	Grain_colour_&_size	Resistance to diseases and rust	Earliness	Height	Quality of grain	Resistance to striga and streak	None shattering ability	Drought tolerance	None lodging ability
2022	84%	56%	5%	34%	23%	88%	71%	85%	9%	4%

Source: SCMP (2022-2023), Farmers' feedback

TGX-1448-2E soybean variety demonstrated in Kaduna State. 65-74% of the farmers indicated that they preferred the soybean variety due to its non-shattering ability, while 11-34% preferred it for the yield.

Farmers' feedback on TGX – 1448 – 2E soybean variety demonstrated in Kaduna.



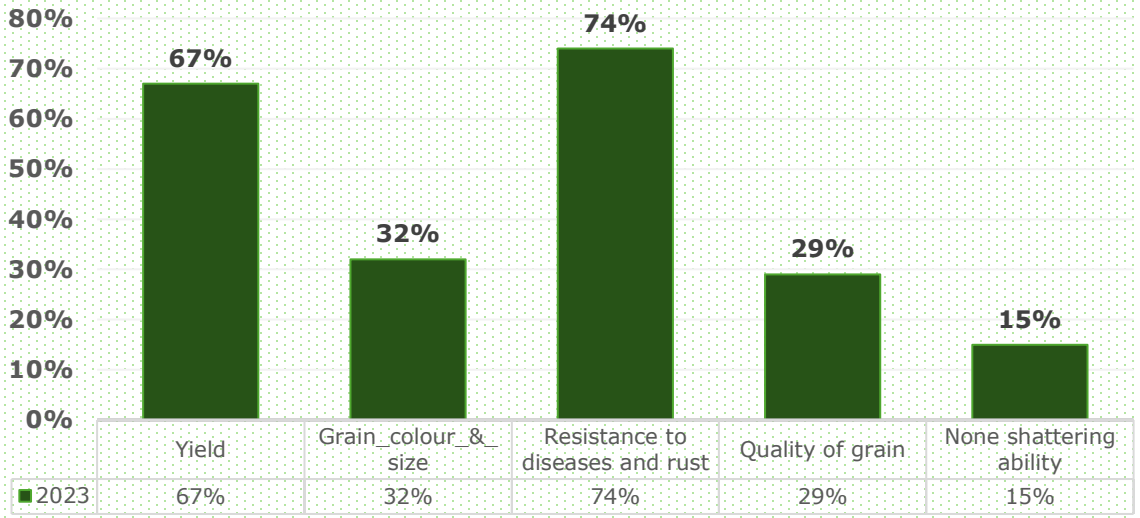
	Yield	None shattering ability
2022	11%	74%
2023	34%	65%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Soybean Varieties demonstrated in Kaduna and Kano State

SC – SL01 soybean variety demonstrated at Kaduna State, the farmers indicated the specific trait/attributes most preferred in the variety, 74% preferred the soybean variety due to its; resistance to diseases and rust, 67% yield, while 32% grain colour and size.

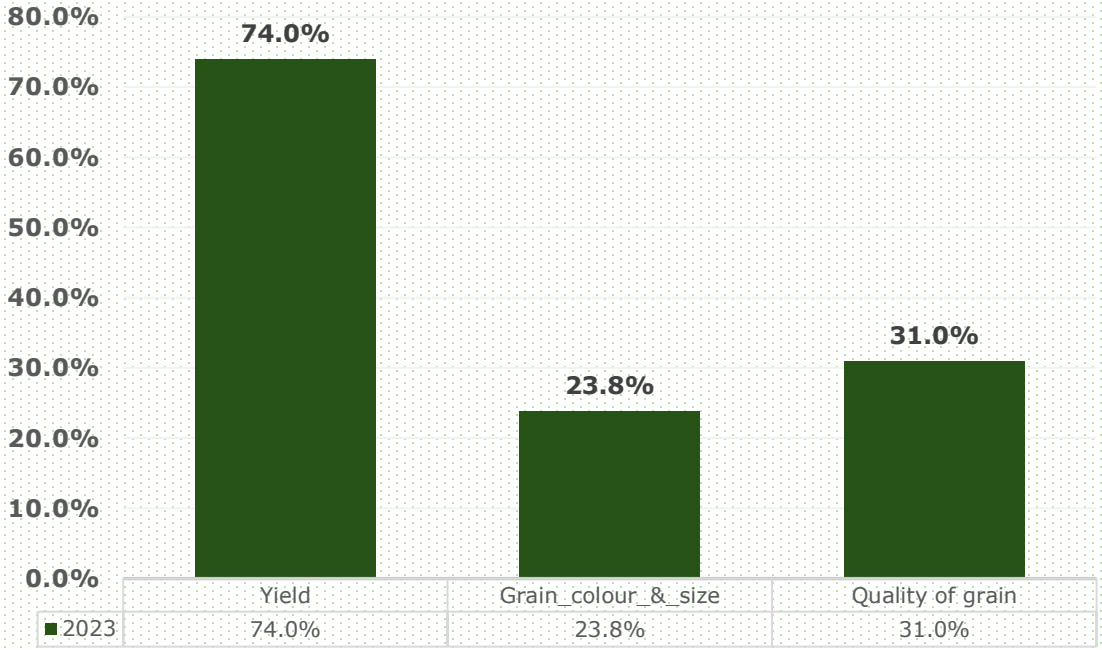
Farmers' feedback on SC-SL01 soybean variety demonstrated in Kaduna.



Source: SCMP (2023), Farmers' feedback

TGX -1987 – 10F soybean variety demonstrated in Kaduna, the farmers indicated the specific trait most preferred in the variety, 74% preferred the soybean variety due to its; yield, 31% quality of grain, while 23.8% preferred grain colour and size.

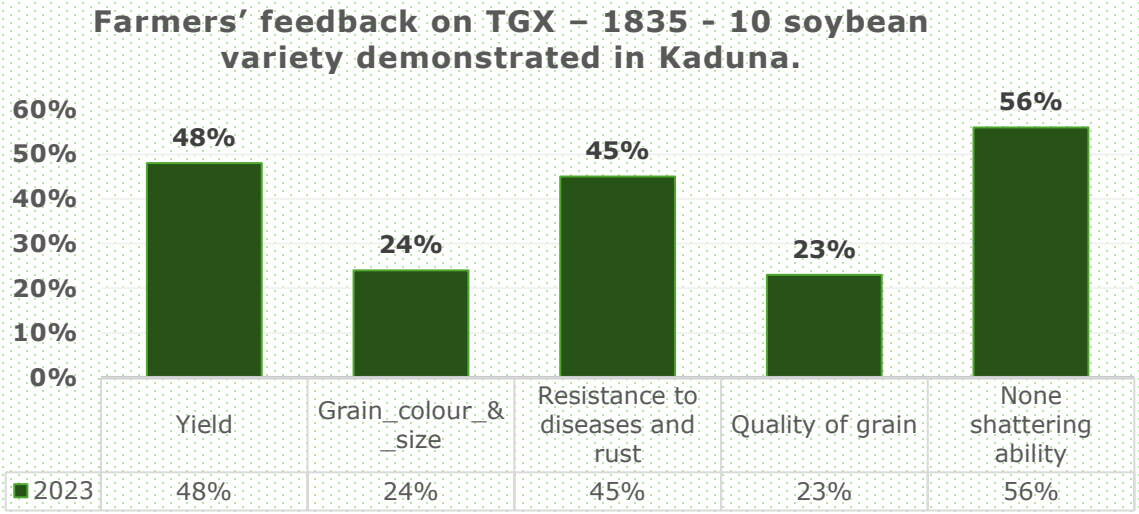
Farmers' feedback on TGX – 1987 – 10F soybean variety demonstrated in Kaduna.



Source: SCMP (2023), Farmers' feedback

Farmers' feedback on Soybean Varieties demonstrated in Kaduna and Kano State

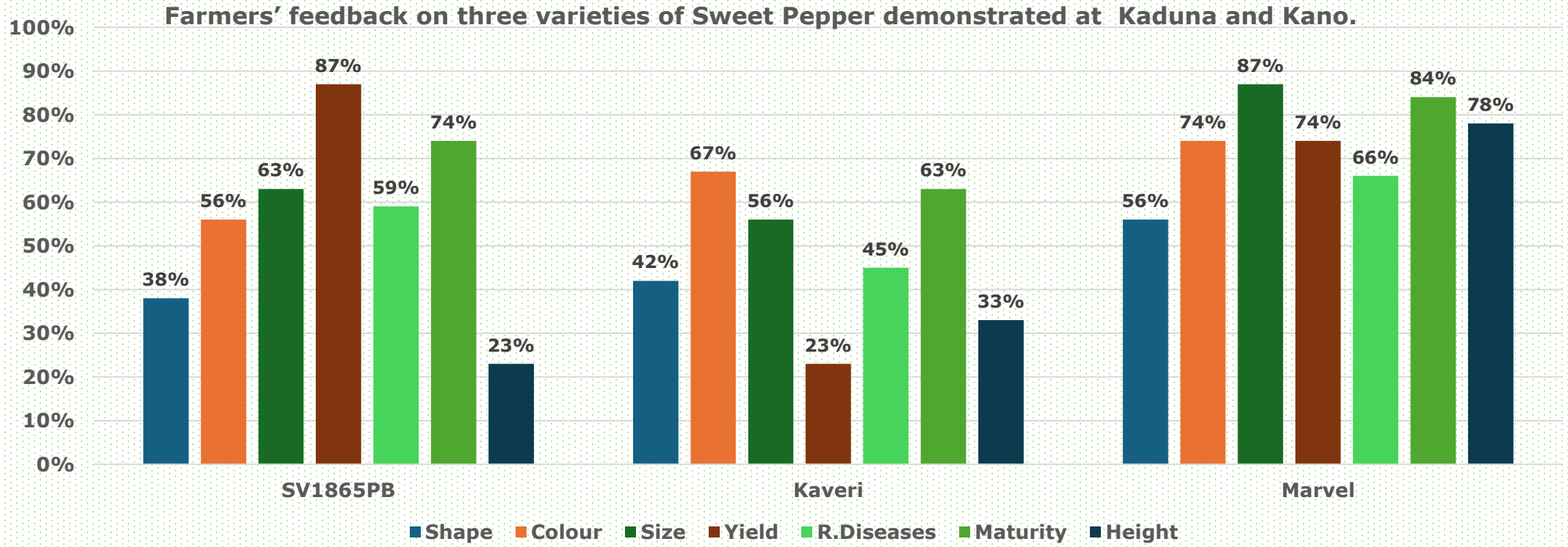
TGX – 1835 - 10 soybean variety demonstrated in Kaduna, the farmers indicated the specific trait/attributes most preferred in the variety, 56% preferred the soybean variety due to its; none shattering ability, 48% yield, while 45% resistance to diseases and rust.



Source: SCMP (2023), Farmers' feedback

Farmers' feedback on the Sweet Pepper demo plots

The sweet pepper varieties demonstrated in three LGAs in Kaduna and Kano were well received by farmers. At the field event in Kubau, 87% of the attending farmers preferred the yield of the SV1865PB variety, 74% preferred its earliness, and 63% preferred its size. In Bunkure, 67% of the farmers preferred the color of the Kaveri variety, 63% liked its earliness, and 56% preferred the size of the fruit. Moreover, at the event in Makoda, 87% of the farmers favored the size, 84% were interested in its earliness, and 78% preferred the height of the Marvel sweet pepper showcased.

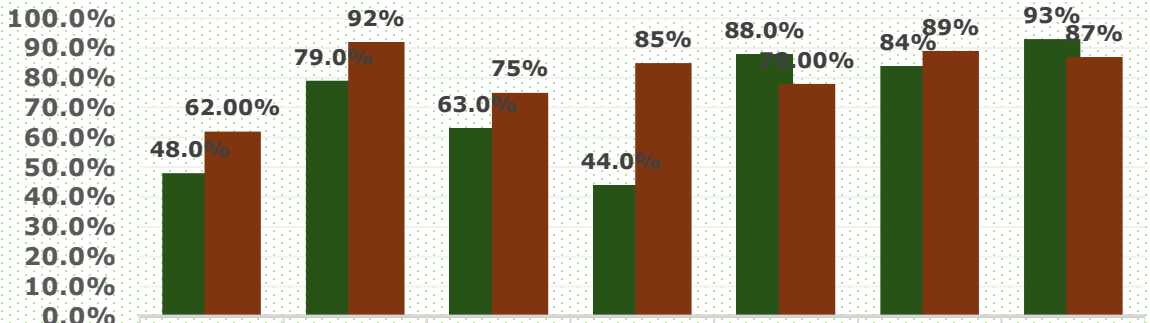


Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on the Onion demo plots

The onion varieties demonstrated in Kaduna state, farmers indicated their most preferred traits and features. 93% of the farmers who attended the field event in Kaduna for the Takahe variety preferred its height, 88% preferred its resistance to diseases, 89% preferred its earliness, and 85% preferred its yield. Additionally, 94% of the farmers preferred the color of the SV07748NP onion variety, 93% also preferred its earliness, and 92% preferred its yield.

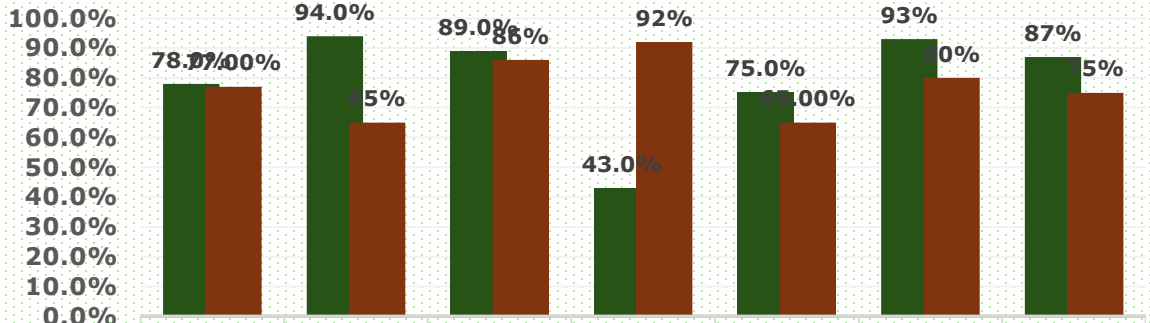
Farmers' feedback on Takehe onion variety demonstrated in Kaduna.



	Shape	Colour	Size	Yield	R. Diseases	Early Maturity	Height
2022	48.0%	79.0%	63.0%	44.0%	88.0%	84%	93%
2023	62.00%	92%	75%	85%	78.00%	89%	87%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on SV0748NP onion variety demonstrated in Kaduna.



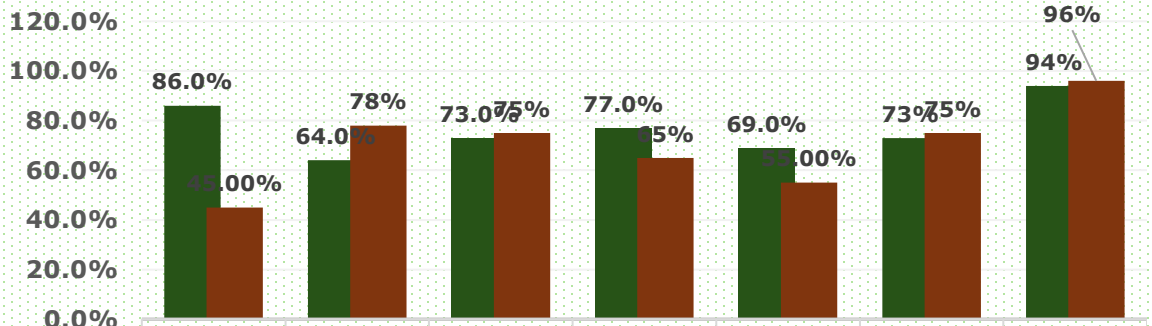
	Shape	Colour	Size	Yield	R. Diseases	Early Maturity	Height
2022	78.0%	94.0%	89.0%	43.0%	75.0%	93%	87%
2023	77.00%	65%	86%	92%	65.00%	80%	75%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on the Onion demo plots cont.'

The onion varieties demonstrated in Kaduna state, farmers indicated their most preferred traits and features. 96% of the farmers who attended the field event in Kaduna for the Red Creole variety preferred its height, 86% preferred its shape, 78% preferred its colour, and 77% preferred its yield. Additionally, 89% of the farmers preferred the earliness of the Red Croach onion variety, 88% also preferred its size, and 78% preferred its yield.

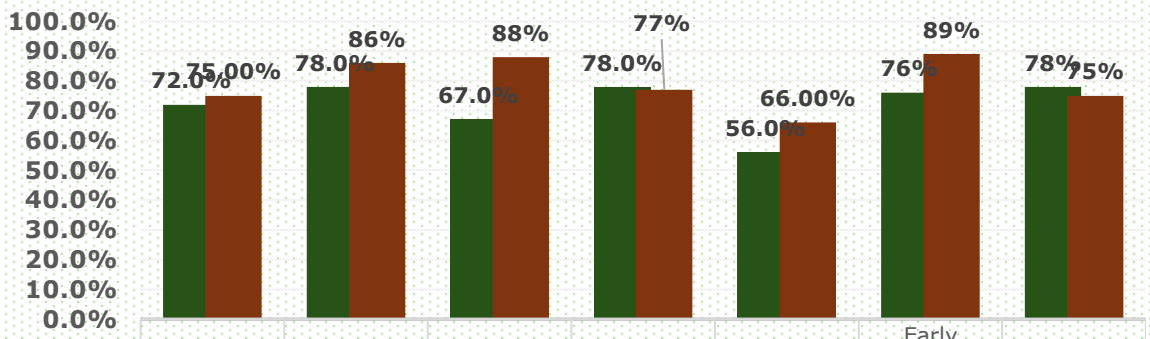
Farmers' feedback on Red creole onion variety demonstrated in Kaduna.



	Shape	Colour	Size	Yield	R. Diseases	Early Maturity	Height
2022	86.0%	64.0%	73.0%	77.0%	69.0%	73%	94%
2023	45.00%	78%	75%	65%	55.00%	75%	96%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Red Croach onion variety demonstrated in Kaduna.

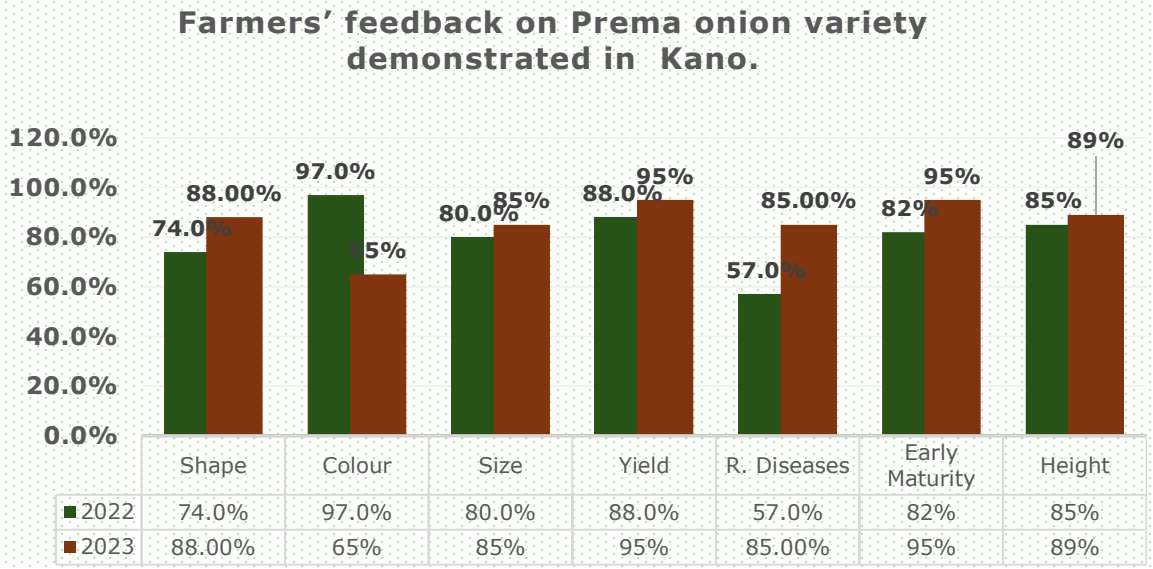


	Shape	Colour	Size	Yield	R. Diseases	Early Maturity	Height
2022	72.0%	78.0%	67.0%	78.0%	56.0%	76%	78%
2023	75.00%	86%	88%	77%	66.00%	89%	75%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on the Onion demo plots cont.'

The onion varieties demonstrated in Kano state, farmers indicated their most preferred traits and features. 97% of the farmers who attended the field event in Kaduna for the Prema variety preferred its colour, 95% preferred its yield and earliness, 89% preferred its height and 85% preferred its resistance to diseases.

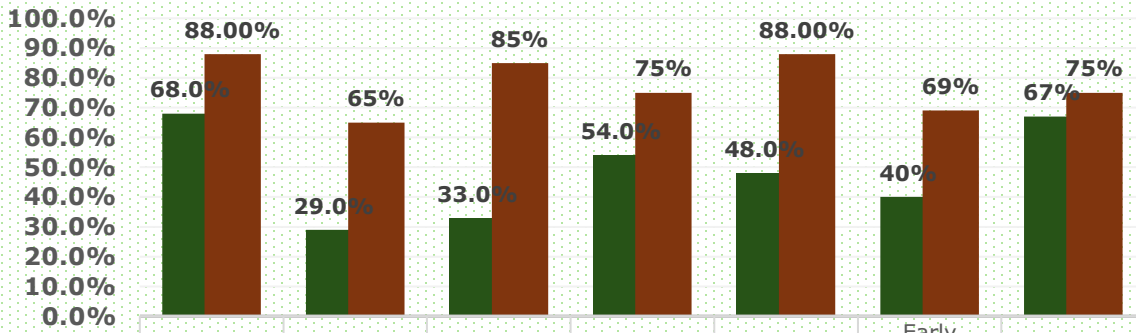


Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on the Tomato demo plots

The tomato varieties demonstrated in Kaduna and Kano states, farmers indicated their most preferred traits and features. 88% of the farmers who attended the field event in Kaduna and Kano for the Abale tomato variety preferred its shape and resistance to diseases, 85% preferred its fruit size, 75% preferred its yield and height, and 69% preferred its earliness. Additionally, 95% of the farmers preferred the yield of the Jarrah tomato variety, 89% also preferred its size, and 85% preferred its colour.

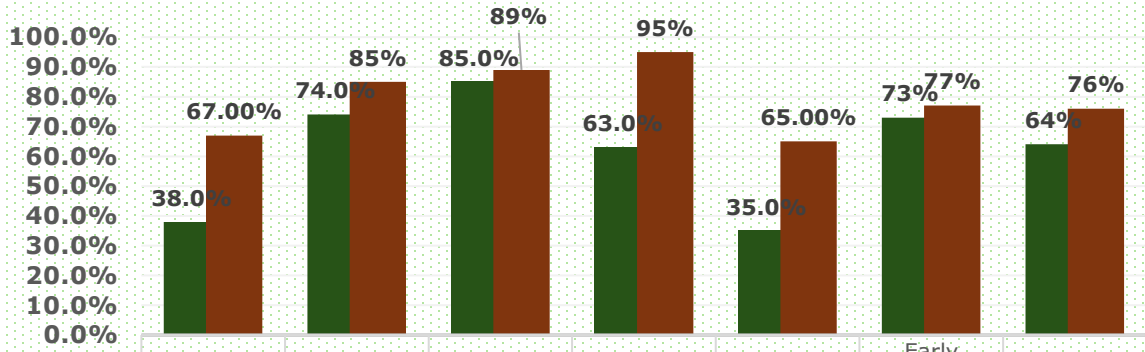
Farmers' feedback on Abale tomato variety demonstrated in Kaduna and Kano.



	Shape	Colour	Size	Yield	R. Diseases	Early Maturity	Height
2022	68.0%	29.0%	33.0%	54.0%	48.0%	40%	67%
2023	88.00%	65%	85%	75%	88.00%	69%	75%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Jarrah tomato variety demonstrated in Kaduna.



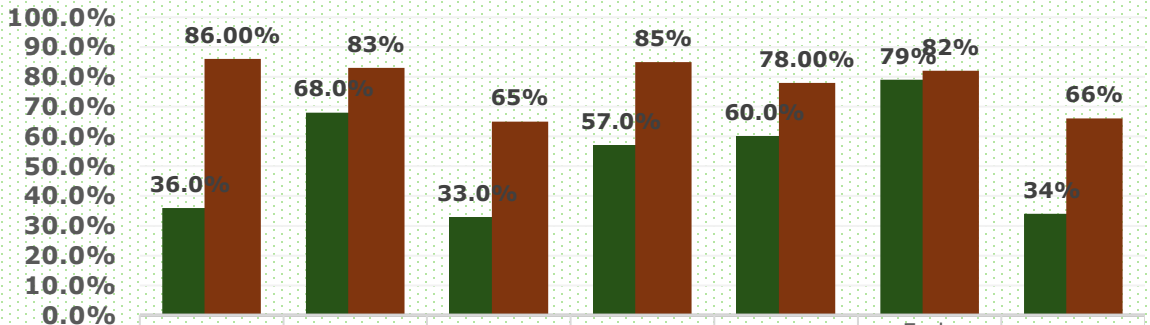
	Shape	Colour	Size	Yield	R. Diseases	Early Maturity	Height
2022	38.0%	74.0%	85.0%	63.0%	35.0%	73%	64%
2023	67.00%	85%	89%	95%	65.00%	77%	76%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on the Tomato demo plots cont'

The tomato varieties demonstrated in Kaduna state, farmers indicated their most preferred traits and features. 86% of the farmers who attended the field event in Kaduna for the Assila F1 tomato variety preferred its shape, 85% preferred its yield, 83% preferred its colourt, 79% preferred its earliness, and 78% preferred its resistance to diseases. Additionally, 93% of the farmers preferred the shape of the Ansal F1 tomato variety, 86% also preferred its earliness, and 85% preferred its yield.

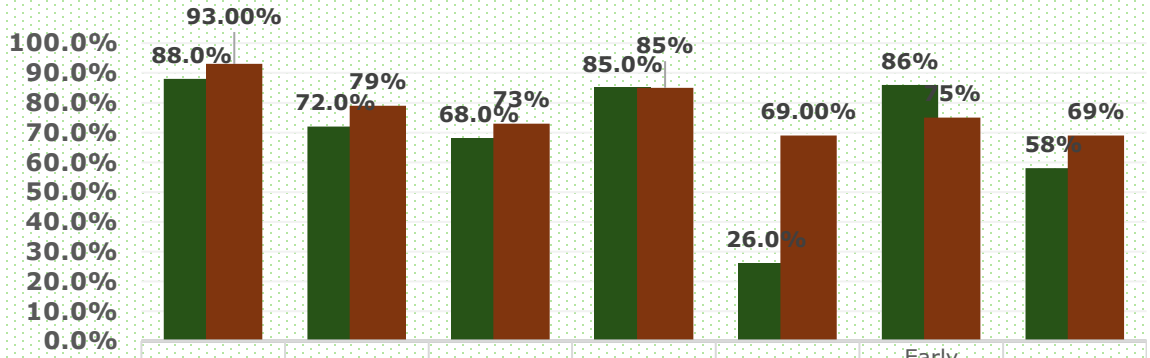
Farmers' feedback on Assila F1 tomato variety demonstrated in Kaduna.



	Shape	Colour	Size	Yield	R. Diseases	Early Maturity	Height
2022	36.0%	68.0%	33.0%	57.0%	60.0%	79%	34%
2023	86.00%	83%	65%	85%	78.00%	82%	66%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Ansal F1 tomato variety demonstrated in Kaduna.

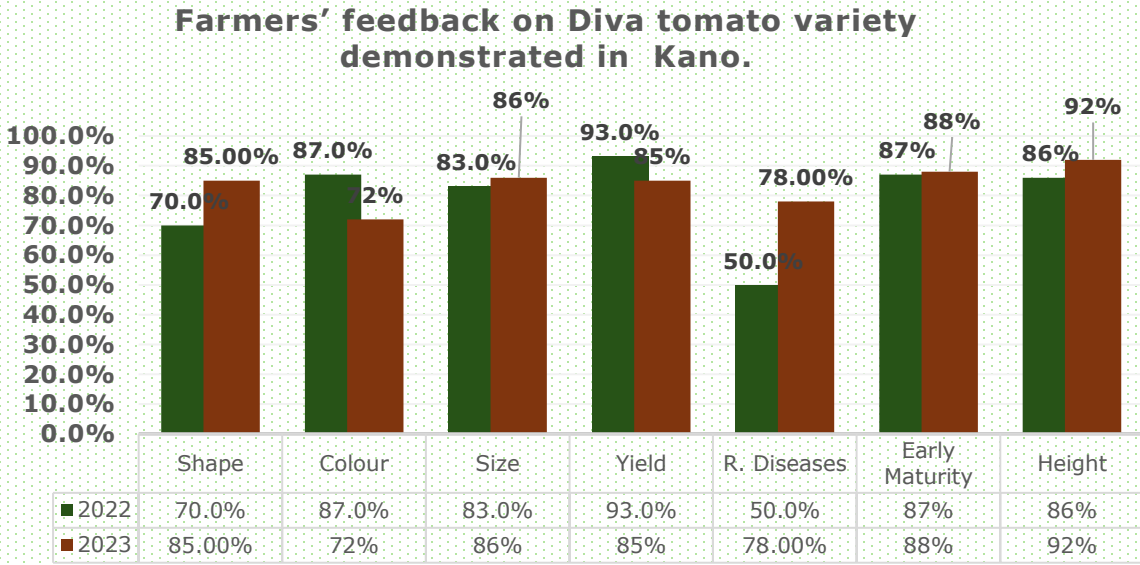


	Shape	Colour	Size	Yield	R. Diseases	Early Maturity	Height
2022	88.0%	72.0%	68.0%	85.0%	26.0%	86%	58%
2023	93.00%	79%	73%	85%	69.00%	75%	69%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on the Tomato demo plots cont.'

The tomato varieties demonstrated in Kano state, farmers indicated their most preferred traits and features. 93% of the farmers who attended the field event in Kano for the Diva tomato variety preferred its yield, 92% preferred its height, 88% preferred its earliness, 87% preferred its colour, and 86% preferred its shape.

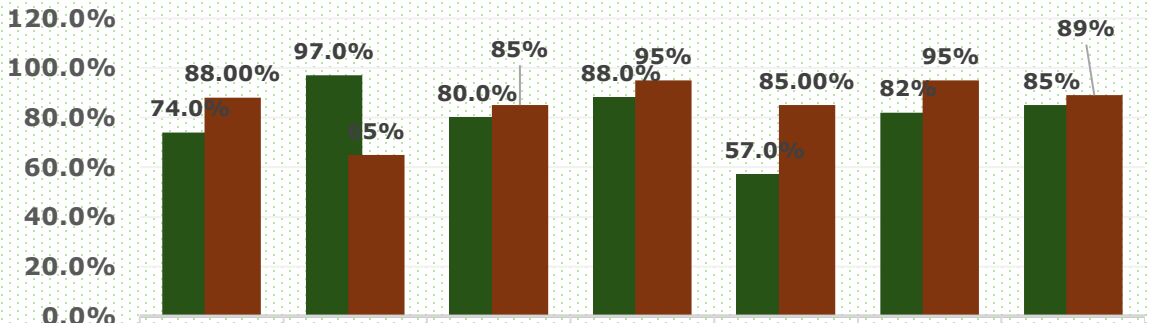


Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Cabbage demo plot

The cabbage varieties demonstrated in Kaduna and Kano state, farmers indicated their most preferred traits and features. 97% of the farmers who attended the field event in Kaduna and Kano for the Tacoma cabbage variety preferred its colour, 95% preferred its yield and earliness, 89% preferred its height, 88% preferred its shape, and 85% preferred its resistance to diseases. Additionally, 97% of the farmers preferred the colour of the Ampion cabbage variety, 95% also preferred its yield and earliness, and 89% preferred its height.

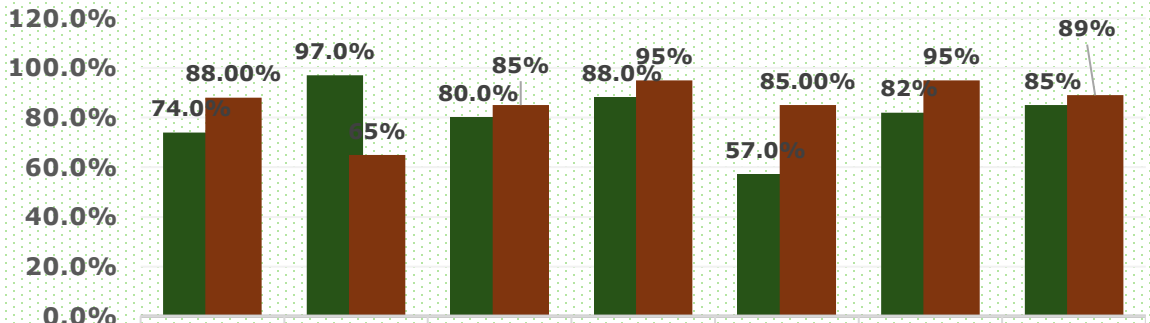
Farmers' feedback on Tacoma cabbage variety demonstrated in Kaduna and Kano.



	Shape	Colour	Size	Yield	R. Diseases	Early Maturity	Height
2022	74.0%	97.0%	80.0%	88.0%	57.0%	82%	85%
2023	88.00%	65%	85%	95%	85.00%	95%	89%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on Ampion cabbage variety demonstrated in Kaduna.

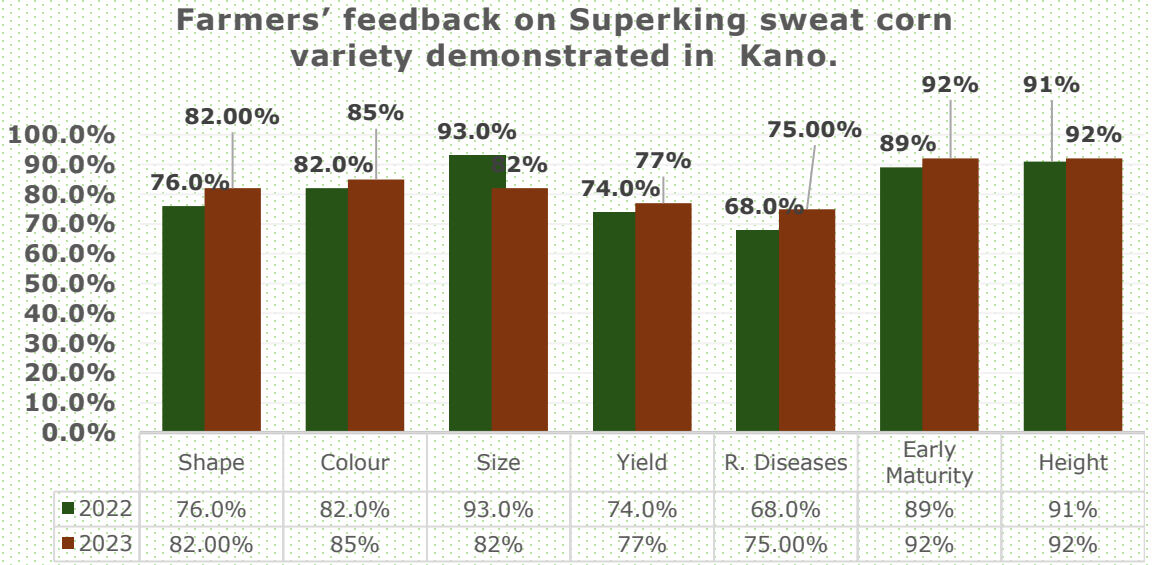


	Shape	Colour	Size	Yield	R. Diseases	Early Maturity	Height
2022	74.0%	97.0%	80.0%	88.0%	57.0%	82%	85%
2023	88.00%	65%	85%	95%	85.00%	95%	89%

Source: SCMP (2022-2023), Farmers' feedback

Farmers' feedback on sweet corn demo plot

The sweat corn varieties demonstrated in Kano state, farmers indicated their most preferred traits and features. 93% of the farmers who attended the field event in Kano for the sweat corn variety preferred the size of the cobs, 92% preferred its earliness and height, 85% preferred its colour, 82% preferred its shape, and 77% preferred its yield.



	Shape	Colour	Size	Yield	R. Diseases	Early Maturity	Height
2022	76.0%	82.0%	93.0%	74.0%	68.0%	89%	91%
2023	82.00%	85%	82%	77%	75.00%	92%	92%

Source: SCMP (2022-2023), Farmers' feedback

COLLABORATIVE SEEDPROGRAMME
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Achievement

Established 146 demo plots

In Kaduna and Kano states, 146 demonstration plots were set up to highlight the latest seed varieties and advanced cultivation techniques. These plots served as educational platforms to increase awareness among farming communities about the advantages of using high-quality seeds of improved varieties. This initiative was designed to actively engage farmers in embracing modern agricultural practices.

Formed 146 Sales agents

A total of 146 Lead Farmer Sales Agents (LFSAs) have been successfully established across local government areas in Kaduna and Kano. These LFSAs act as critical intermediaries between seed companies and local farmers, facilitating farmers' access to high-quality seeds of improved varieties. In recognition of their valuable contributions, the lead farmers will receive commissions from the seed companies.

Build the capacity of seed companies

The program strengthened the capacity of 14 seed companies to promote their seed varieties through the creation of demonstration plots and the effective use of social media platforms. Additionally, it provided training to senior management and marketing team members from these companies on leveraging various tools to market quality seeds to farmers. These tools included demonstration plots, social media channels, and bulk SMS campaigns.

Increasing brand visibility

Assisted seed companies in enhancing their brand visibility at various events, including Seed Connect, Sahel programs, and others. These gatherings provided a platform to showcase the companies' seed varieties to key stakeholders in the agricultural sector, raising awareness about the latest seed varieties available.

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Outline

Challenges

1. The Naira redesign has disrupted the establishment of demo plots and hindered cash payments to labourers. Consequently, there has been an increase in the prices of fertilizers and agrochemicals.

2. The rise in inflation has led to an increase in the overall cost of establishing demo plots, resulting in higher prices of seeds, and horticultural accessories used in staking, and trellising.

3. Insufficient funding for establishing a standard demonstration plot, particularly for vegetable companies, requires a significant amount of funding.

4. Socio-cultural factors limiting the participation of women farmers in some selected communities.

5. Insecurity hindered the establishment of demonstration plots in certain areas that produce vegetables and field crops.

Recommendation

1. Quality Control: Ensuring that seeds meet high-quality standards through rigorous testing and certification processes. This will build trust among farmers and enhance the reputation of the seed companies.

2. Harness the power of modern technologies and digital tools to promote, produce, distribute, and monitor seed varieties. By doing so, the seed companies can significantly enhance efficiency, cut costs, and boost productivity.

3. Market Intelligence: By conducting thorough market research to gain insights into farmers' needs, preferences, and trends, Nigerian and Dutch representative seed companies should be poised to develop and provide seed varieties that precisely meet market demand.

4. Capacity Building: Providing pre-season training and extension services to farmers on modern agronomic practices, providing information on new varieties, seed handling, and storage techniques. This enhances the adoption and effective use of improved seed varieties.

5. Marketing and Branding: Crafting compelling marketing strategies and branding campaigns to distinguish their seed product from other companies in the market. This includes showcasing the quality, performance, and benefits of their seed varieties.

6. Greater emphasis should be placed on the extension component to inspire farmers and encourage the adoption of high-quality seeds of improved varieties.

Testimonial from Value seed companies

Value seeds Limited through this visionary collaboration has elevated farming practices, empowered communities, and sowed the seeds of a sustainable agricultural revolution. Together, we have shown that when expertise, innovation, and collaboration converge, the harvest is not just bountiful—it is transformative.

This collaboration has brought about positive change, not just in our business but in the lives of farmers and the broader agricultural community. By working hand in hand with local farmers, we understood the challenges faced on the ground. This insight fueled the customization of seeds and agricultural solutions that were not just effective but practical for farmers in Kaduna and Kano states.

The collaboration has also helped to significantly scale up our sales of quality improved seeds across Kaduna and Kano states and we look up to greater opportunities in the future.

Testimonial from Onida Aquaculture seed companies

The CSP Project has strengthen the capacity of our company through funding window to engaged in robust demonstration farms activities which prior to this intervention we partner with some few grower who apparently agree to lease a portion of their lands for such a project.

But with CPS intervention, we have the capacity to carry out the multiples independent demo farms which helped us to showcasing our genetic lines and varieties.

The CSP Project through the demonstration farms has helped us to expose and educate growers on the new innovations in the seeds Industry thereby showcasing and introducing varieties services on the production dynamics.

The CSP project activities has created a platform for training in multiples dimension which help in harnessing marketing parameters, scaling up our business strategies through Social media, market storm exercise demonstration and trainings.

The CPS project training platforms, has improved the capacity and skills of our staffs with regard to modern innovation GAP in Vegetables product thereby stepping down the skills to small and expand our business sale kodus to CSP.

Testimonial from Royal Blue Contractors companies

The CSP Project has had great impact on our company giving us the capacity to carry out Demonstration activities which prior to this intervention we on leverage on EWS demos, this was an eye opener for us, making us understand we have the capacity to carry out our own demos which helped us in showcasing and introducing product varieties that are not known in some communities we operate in as well as new ones.

The project activities have provided avenue for us to reach out and impact on Small holder farmers through capacity building, share out guides and ensuring inclusiveness in agribusinesses. It has also helped in catalyzing our market, scaling up our business and boosting marketing strategies through social media, market storm exercises and Demonstrations and trainings.

The project has helped improved the skills and capacity of our staff in aspects GAP in horticulture, marketing & Sales, improved M&E, business scaling up and expansion etc.

COLLABORATIVE SEEDPROGRAMME
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Testimonial from Joy Seed companies

As a seed company, we recorded a huge increase in sales. We have established our growers and a number of agro-dealers from this program. We are now on Social Media with the help of this program. Farmers now come to us for information on seeds and farming activities due to the market storming and radio jingles carried out.

Pictures gallery 2024

Overview pictures of field events held at SCMP vegetable and field crop in Kano and Kaduna

Pictures gallery 2023

Overview pictures of field events held at SCMP vegetable plots at Kano

Overview pictures of field events held at SCMP vegetable plots at Kano

Showcased the partner's companies' products at the seedconnect

Pictures gallery 2023

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Pictures of field events 2022

Pictures of field events 2022

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Pictures of field events 2022

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Thank You

Guiding seed sector transformation in Nigeria

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Contributing to the
Nigeria-Netherlands Seed Partnership