

SHORT COURSE FOR THE PRODUCTION AND MARKETING OF HYBRID MAIZE SEED IN GHANA, KNUST, KUMASI

TRAINING REPORT

INTRODUCTION

This report covers activities outlined for the third and final phase of training for fourteen (14) Seed companies within the country on marketing of maize hybrid seed from the 31st July, 2019 – the 3rd August, 2019. A total of 18 trainees (Male= 17, Female= 1) participated in the third phase of the training.

Participants arrived on 30th July, 2019 and departed on the 3rd and or 4th August, 2019.

DAY ONE (31st July, 2019)

Training begun with an opening prayer said by Henry Ackah (Participant). Prof Banful (Dean, Department of Agriculture) then welcomed participants to the University and officially opened the training. Prof R. Akromah took participants through the objectives of the training for the last phase.

Day one was a combination of classroom lecture and fieldwork. Prof. F. Nimoh (Department of Agric-Economics, Agribusiness and Extension) took trainees through the following topic:

MAIN TOPIC: Marketing and marketing strategies for seed business

SUB-TOPICS

- Market: Definition and Importance
- Marketing Concepts / Orientations
- Marketing Strategies
- Marketing Management
- Market Environment, Buyer Behavior and Market Research

OBSERVATIONS

The training session was participatory and democratic which allowed participants to share their marketing experiences with the class. At the end of the lecture, participants acknowledged that, there was more room for improvement in their respective seed businesses. They also discovered that there exist lots of opportunities that seed companies can leverage on should they improve on their respective current marketing strategies. Participants also agree identified the to gradually move from the production of Open Pollinated Varieties (OPVs) to hybrid maize for the sustainability of seed businesses in Ghana and for them as individual to remain in business and be competitive.

FIELD WORK

Prof. Akromah and Dr. Kena Wireko led trainees to the hybrid maize field planted during the first phase of the training to practically do the harvesting of the seeds and to appreciate why hybrid seed is relatively expensive.

The day ended at 17: 00pm.

DAY TWO (1st August, 2019)

The day's session started at 8:40am with Prof. Banful (Dean) walking trainees through a recap session from the previous day's lecture.

Dr. Robert Aidoo (Dept. of Agric. Econs., Agribusiness & Extension) who was the resource person for the day took trainees through the following topic:

MAIN TOPIC: Preparing a business plan for a successful seed business.

SUB-TOPICS

- Basic foundation for writing a business plan
- Business plan- Main body
- Business Plan- Industry Analysis
- Business Plan- Financial Analysis
- Business Plan- writing and coaching phase

OBSERVATION

In a participatory and a step - by- step approach, trainees were taken through writing a bankable action business plan with a detailed financial analysis. At the end of this session, participants are very hopeful of developing winnable business plan for their respective seed company.

The day's session ended at 17 :00pm.

DAY THREE (2nd August, 2019)

Day three (3) started with a field trip to the University's 22 acres certified maize seed production farm where trainees observed importance and effect of good agronomic practices. Some of the practices highlighted here include:

- ❖ Adequate and recommended plant population
- ❖ Planting distances
- ❖ Weed management to ensure farm hygiene
- ❖ Pest (Fall Army Worm) control using Emamectin benzoate as active ingredients

- ❖ Timely harvesting at physiologically matured stage

From the seed farm, participants were taken to the University's cold room to observe good practices in terms of seed storage and viability preservation. Media interviews with TV3 took place on the field as well.

CONCLUSION

The training session ended successfully and participants are appreciative of the knowledge and skills given us in hybrid seed production and marketing by our resource persons. We are also grateful to Food and Agriculture Organization (FAO)-Ghana Office, MoFA, and NASTAG for all the financial, technical and administrative support / assistance offered to bring us to this level. It is one of the trainings that each of us will always remember. We are hopeful of practicing what we learned from this training.

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PLEASE PICTURES ON THE NEXT PAGE

PICTURES OF THE TRAINING SESSION



Fig 1: Participants in the field taking instructions from facilitator Prof. Akromah



Fig 2: Participants in the Hybrid maize field they planted and maintained in the first and second sessions



Fig. 3: Facilitator, Prof Ankromah responding to questions from participants



Fig 4: Diana Atsuse in an interview with the Media



Fig. 5: Prof Akromah in an interview with the Media



Fig 6: Prof Banful presenting his closing Remark to end the full training session (10days in three sessions)



Fig. 7: Mr Thomas Havor giving his Closing Remarks



Fig. 8: NASTAG President presenting Award to a Participant at the close end of the 10 days course