

Cassava Seed System Toolkit: Marketing Strategies

Sell Smart, Grow Fast



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Tropical Agriculture (IITA) &
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Marketing Strategies is a practical toolkit that helps cassava seed producers improve market access and visibility. It offers guidance on customer targeting, product positioning, and demand-driven marketing. By tackling issues like low awareness, weak customer ties, and poor pricing, it supports seed entrepreneurs, especially those working with vegetatively propagated crops, in building trusted, profitable, and resilient businesses.



This technology is **pre-validated**.



Scaling readiness: idea maturity
9/9; level of use 9/9

Gender assessment



Climate impact



Problem

- **Low farmer awareness** of high-quality certified cassava seeds
- **Preference for traditional planting materials**, limiting demand for certified seeds
- **Weak market linkages** between seed producers and buyers
- **High transport costs**, creating bottlenecks in seed distribution
- **Limited access to affordable certified seeds**, due to high prices and lack of financing
- **Limited reach of traditional marketing channels**, such as radio and extension services
- **Underutilization of digital marketing tools**, reducing visibility and customer engagement
- **Barriers to business growth and seed adoption** for producers of vegetatively propagated crops (VPCs) like cassava

Solution

- **Increase awareness** through campaigns and demo plots.
- **Improve affordability** with flexible pricing and financing.
- **Train seed producers** in marketing and customer engagement.
- **Strengthen distribution** via dealers, cooperatives, and direct delivery.
- **Leverage digital tools** (SMS, radio, marketplaces).
- **Build trust** with branding and certification.
- **Support local marketers** with low-cost promotion strategies.

Key points to design your project

The **Marketing Strategies toolkit** helps cassava seed producers boost visibility, build trust, and increase demand for certified seeds. It supports climate and gender goals by promoting inclusive, data-driven marketing. Key steps include stakeholder engagement, training on marketing and branding, use of digital channels, and monitoring adoption. The toolkit includes ready-to-use materials and can be tailored to local needs with support from partners like IITA.

392 USD

Cost of deploying the marketing strategy



Open source / open access

Commodities

Cassava

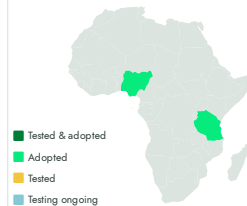
Sustainable Development Goals



Categories

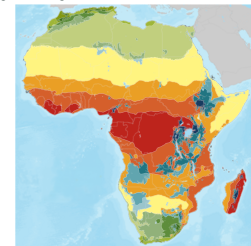
Production, Policies

Tested/adopted in



Where it can be used

This technology can be used in the colored agro-ecological zones.



Target groups

Farmers, Processors, Seed companies,
Advisory and Extension Services



Cassava Seed System Toolkit

<https://taat.africa/yav>

Last updated on 12 May 2025, printed on 15 May 2025

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