

Cassava Seed System Toolkit: Marketing Strategies

Sell Smart, Grow Fast

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.



**International Institute of
Tropical Agriculture (IITA)**
Temi Adegoroye

Commodities

Cassava

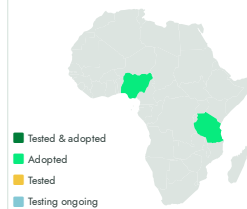
Sustainable Development Goals



Categories

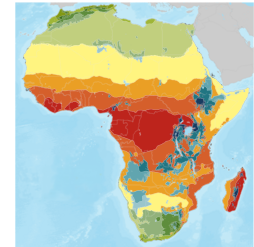
Production, Policies

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

This technology is **pre-validated**.

9-9



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

392 USD

Cost of deploying the marketing strategy



Open source / open access

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 business plan

The *Marketing Strategies* toolkit helps cassava seed companies grow profitable, trusted brands by promoting seed quality, traceability, and customer confidence. By integrating tools like QR codes and data platforms, businesses can improve transparency, strengthen customer engagement, and use verified seed quality as a key marketing advantage. Strategic partnerships and data insights further support smarter marketing and expanded market reach, making the toolkit a powerful asset for scaling adoption and boosting profitability.

Gender assessment



Climate impact



Cassava Seed System Toolkit

<https://e-catalogs.taatafrica.org/com/technologies/cassava-seed-system-toolkit-marketing-strategies>

Last updated on 2 May 2025, printed on 2 May 2025

Enquiries e-catalogs@taatafrica