

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

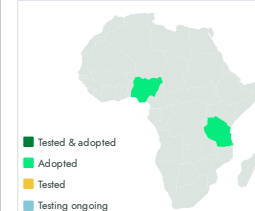
Sustainable Development Goals



Categories

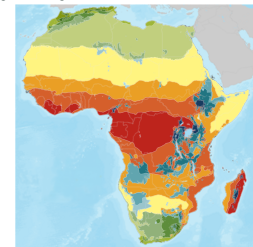
Production, Policies

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**.

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

Gender assessment **4**

Climate impact **7**

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 program

The *Marketing Strategies* technology is designed to help development institutions enhance seed systems by promoting the adoption of high-quality, certified cassava seeds. This technology empowers seed producers and entrepreneurs with the tools needed to effectively market their products, increase customer engagement, and improve market access. Key activities include **training seed entrepreneurs, creating partnerships with stakeholders, promoting traceability and seed quality, and leveraging data for market insights**. By adopting this technology, development institutions can improve **agricultural productivity**, contribute to **sustainable food systems**, and support **inclusive growth** and **climate resilience** in the seed sector.

392 USD

Cost of deploying the marketing strategy



Open source / open access



Cassava Seed System Toolkit

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

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

Enquiries e-catalogs@taatafrica