

# AG INPUT SUPPLIER SALES TOOL





## MABINTI KAMARA

Married

Age: 36

Province: Koinadugo

Size of Parcel: 2-5 acres

Farm Focus: Several crops including plasas, exotic vegetables, sorghum and cassava



NOT LIKELY

ANALOGUE

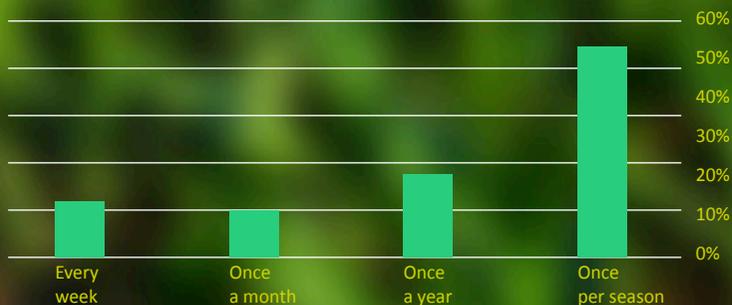
NOT LIKELY  
MOBILE MONEY ENABLED



37% NONE

63% FARMING GROUP

### FREQUENCY OF VISITS TO AGRODEALERS



These profiles are fictional but are considered to be genuinely reflective of the farmers engaged in our agro-dealer programme.

## PROFILE

Mabinti Kamara is 36 years old and has been farming all her life. She is unlikely to own a cell phone and her literacy levels are low, making it nearly impossible for her to read or write. If she does own a phone it is not mobile enabled and the phone is a feature phone. Farming is her main source of income. She is MOST LIKELY to be a part of a farmer's group.

### Income

Occasionally she will have some disposable income from her farming but most of the time she struggles just to feed her family. She does not have a bank account. Financial constraints, lack of farming inputs, lack of strategic farming practices and limited access to labor are the major barriers for her to expand her farming operation.

### Resources

She is mostly happy with few inputs her local agro dealer provides her, but she knows the stocks are very limited. In addition to her husband, friends and government agricultural officer, the radio is an important and relied on source of information for farming practices.

### Practices

Mabiti farms on a 2-5 acre lot and visits her agro dealer several times throughout the year (at least once per season). She grows several crops in her small lot, making it almost impossible to grow an excess of any one crop. Plasas, exotic vegetables, ground nuts, chick peas, shorghun and cassava are likely to be farmed throughout the year. She also keeps chickens and goats.

### Tools and Inputs

Her choices of agricultural inputs are very limited and include vegetable seeds (from three suppliers), fertilizers (NPK, DAP and UREA) and a few limited varieties of agrochemicals. When needed, she will purchase basic tools such as water cans, hoes or a cutlass. Her agricultural practices are basic because she hasn't been formally trained and she is fearful of trying new products, services or practices.

### Brand Awareness

Mabiti has no brand awareness or loyalty to any business, only referring to seeds by its variety – "I like Mogal tomato seeds" or to the chemical composition of the fertiliser "I prefer to use fertiliser 15:15:15 when planting my cabbages". Her understanding of the uptake of modern farming practices is also very basic with no input/output calculation for her farm, no soil testing, use or understanding of benefits of organic fertiliser and little knowledge of irrigation options, use of agro chemicals (fungicides, herbicides, insecticides), good post or harvesting practices. Services are largely unavailable for her and that includes soil testing, spraying or any kind of extension.

### Decision Making

Her husband is ultimately responsible for the final decision to purchase inputs. However she feels she is a major influencer when her husband makes the decision. There is no product distinction on her influence to purchase – seeds, fertilizers and tools are all decided by her husband with her consultation. She is able to visit her local agro dealer and make purchases, usually on morning hours or late afternoons, before going to the field or on her way home. She listens to radio mostly in the evening from 7:00 to 9:00pm.



# VEGETABLE CROP CYCLE OPPORTUNITIES



## JANUARY

Soil testing Kits  
Dolomitic limestone  
Disease and climate specific seeds  
Organic Fertilizer, Manure,  
Single manual seed drills  
Pesticide and herbicides  
Knapsack sprayers



## FEBRUARY

Tools  
Fertilizers  
For Acidic Soils add Dolomitic limestone do not Use DAP  
Double and Triple superphosphate compound NPK  
Non acidic soils /DAP fertilizer  
Pesticide and herbicides  
Knapsack sprayers



## MARCH

Disease and climate specific seeds  
Tools  
Boxes for packaging



## APRIL

Soil testing Kits  
Dolomitic limestone  
Disease and climate specific seeds  
Tools  
Organic Fertilizer, Manure,  
Single manual seed drills  
Tools  
Boxes for packaging



## MAY

Tools  
For Acidic Soils add Dolomitic limestone do not Use DAP  
Double and Triple superphosphate compound NPK  
Non acidic soils /DAP fertilizer  
Pesticide and herbicides  
Knapsack sprayers  
Disease and climate specific seeds  
Organic Fertilizer, Manure,  
Single manual seed drills  
Boxes for packaging



## JUNE

Tools  
Fertilizers  
For Acidic Soils add Dolomitic limestone do not Use DAP  
Double and Triple superphosphate compound NPK  
Non acidic soils /DAP  
Pesticide and herbicides  
Knapsack sprayers



## JULY

Soil testing Kits  
Dolomitic limestone  
Disease and climate specific seeds  
Tools  
Organic Fertilizer, Manure,  
Single manual seed drill



## AUGUST

Soil testing Kits  
Dolomitic limestone  
Disease and climate specific seeds  
Organic Fertilizer, Manure,  
Single manual seed drills  
Tools  
Boxes for packaging  
Pesticide and herbicides  
Knapsack sprayers



## SEPTEMBER

Tools  
Boxes for packaging  
Fertilizers  
For Acidic Soils add Dolomitic limestone do not Use DAP  
Double and Triple superphosphate compound NPK  
Non acidic soils /DAP fertilizer  
Pesticide and herbicides  
Knapsack sprayers



## OCTOBER

Tools  
Boxes for packaging



## NOVEMBER

Disease and climate specific seeds  
Tools  
Boxes for packaging



## DECEMBER

Soil testing Kits  
Dolomitic limestone  
Disease and climate specific seeds  
Organic Fertilizer, Manure,  
Single manual seed drills  
Tools  
Boxes for packaging



## JOSEPH KAMARA

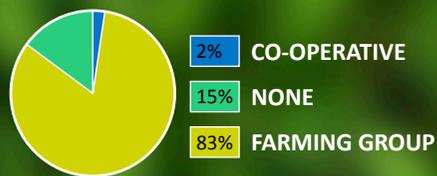
Married

Age: 38

Province: Bo

Size of Parcel: 2-5 acres

Farm Focus: plasas, maize,  
sorghum, cassava



### FREQUENCY OF VISITS TO AGRODEALERS



## PROFILE

Joseph Kamara is 38 years old and has been farming all his life. He owns a feature cell phone but it is not likely to be mobile enabled. There is a chance he is literate, able to read and write in Kreo. He is not part of a farming group, but farming is his main source of livelihood.

### Income

Occasionally he will have some disposable income from his farming but most of the time he only manages to feed his family. He does not have a bank account but has applied for loans before and financial constraints, lack of inputs, lack of information of farming practices and access to labor are the major barriers for him to expand his farming and be more productive.

### Resources

He is mostly happy with few inputs his local agro dealer provides him but he knows the stocks are very limited. In addition to his wife, friends and government agricultural officer, the radio is an important and relied on source of information for farming practices. He also feels he has "self experience in farming".

### Practices

Joseph farms in a 2-5 lot and visits his agro dealer or provisional head quarters input seller several times in the year (at least once per season). He grows several crops in his small lot, making it almost impossible to grow an excess of any one crop. Plasas, exotic vegetables, maize, sorghum and cassava are likely to be farmed throughout the year. He also keeps chickens and goats. His choices of agricultural inputs are very limited and include vegetables seeds (from three suppliers), fertilisers (NPK, DAP and UREA) and a few limited varieties of agrochemicals.

### Tools and Inputs

When needed, he will purchase tools, most likely water cans, hoes or a cutlass. His agricultural practices are basic because he hasn't been formally trained and he is fearful about new products, services or practices.

### Brand Awareness

Joseph has no brand awareness or loyalty to any business, only referring to seeds by its variety, "I like Mogal tomato seeds" or to the chemical composition of the fertiliser "I prefer to use fertiliser 15:15:15 when planting my cabbages". His understanding of the uptake of modern farming practices is also basic with no input/output calculation for his farm, no soil testing, use or understanding of benefits of organic fertiliser, knowledge of irrigation options, and no use of agro chemicals (fungicides, herbicides, insecticides), good post and harvesting practices.

### Decision Making

Joseph is the decision maker in his house hold when purchasing inputs. He has a final word on purchasing seeds, fertilizers and tools but he welcomes and values his wife's opinion when making these purchases. He can go to his local agro dealer or send his wife, usually in the mornings or afternoons. He listens to the radio mostly in the evenings.



# MAIZE CROP CYCLE OPPORTUNITIES



## JANUARY

Soil testing Kits  
Lime  
Elemental sulfur  
Micronutrients (Lime raises PH, Sulfur lowers PH)  
Single Furrow Ploughs  
Harrows  
Ox Ploughs  
Tools  
Organic fertilisers  
Irrigation products



## JULY

Fertilizers, (D.A.P ,C.A.N, Urea, FYM TSP, SSP)



## FEBRUARY

Single Furrow Ploughs  
Harrows  
Ox Ploughs  
Tools



## AUGUST

Manual Shellers  
Cleaning screens  
Portable Maize driers  
Tarps  
Manual Cob Grinders (Cobs can be processed into animal feed)  
Harrows  
Ox Ploughs  
Tools



## MARCH

Portable Maize driers  
Cleaning screens  
Tarps  
Manual Cob Grinders (Cobs can be processed into animal feed)



## SEPTEMBER

Fertilizers, (D.A.P ,C.A.N, Urea, FYM TSP, SSP)  
Climate and Disease specific Seeds  
Planters, (Single row hand planters)  
Single Furrow Ploughs  
Harrows  
Ox Ploughs  
Tools



## APRIL

Cleaning screens  
Portable Maize driers  
Harrows  
Ox Ploughs  
Tools



## OCTOBER

Nitrogenous fertilisers ASN, CAN



## MAY

Fertilizers, (D.A.P ,C.A.N, Urea, FYM TSP, SSP)  
Climate and Disease specific Seeds  
Planters, (Single row hand planters)  
Single Furrow Ploughs  
Harrows  
Ox Ploughs  
Tools



## NOVEMBER

Fertilizers, (D.A.P ,C.A.N, Urea, FYM TSP, SSP)



## JUNE

Nitrogenous fertilisers ASN, CAN



## DECEMBER

Manual Shellers  
Cleaning screens  
Portable Maize driers  
Tarps  
Manual Cob Grinders (Cobs can be processed into animal feed)