

Strategies for Fodder Seeds Marketing in India

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Forage Seed Potential and Marketing

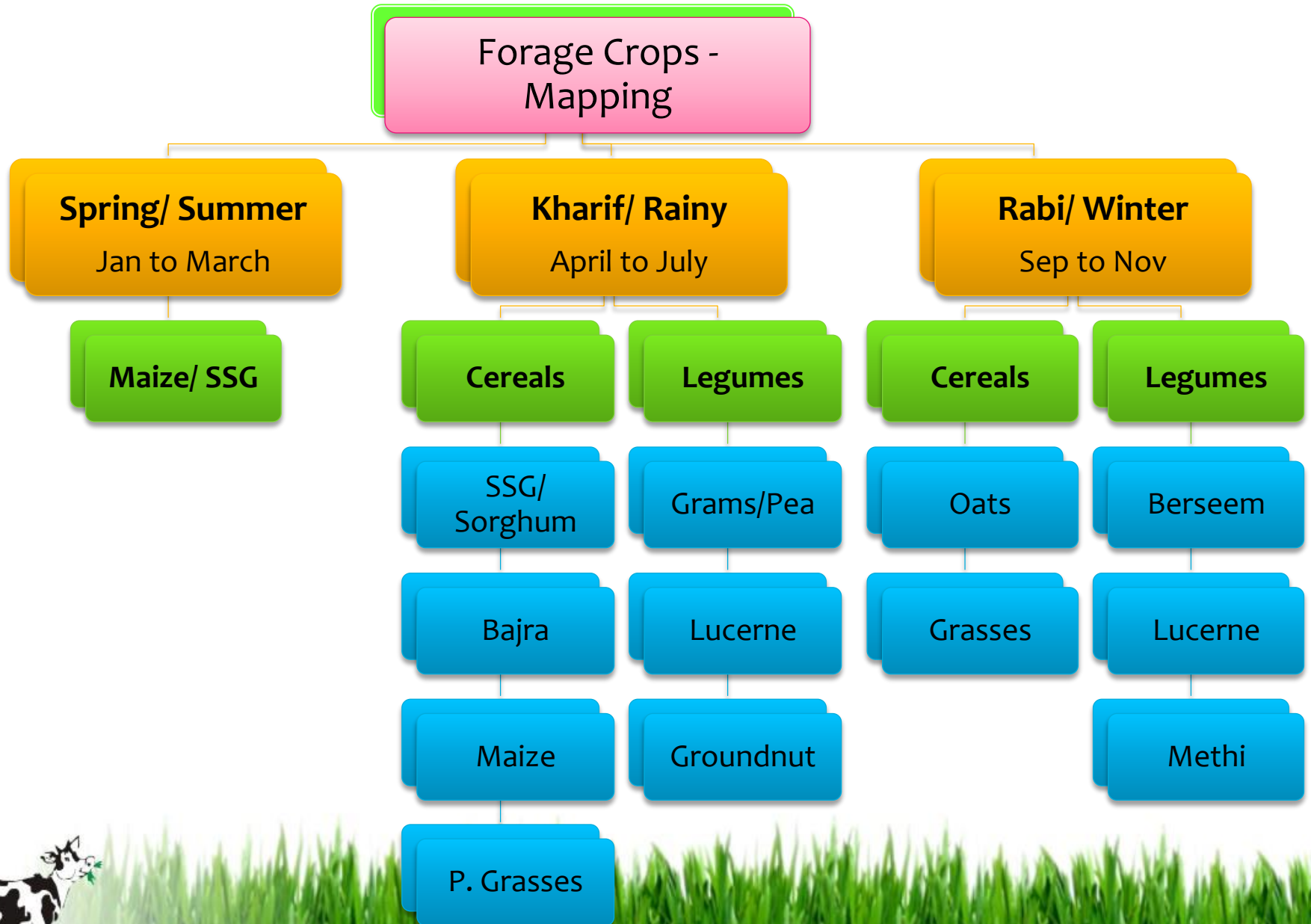


Present concerns

- ✓ Fodder seed availability
- ✓ Quality of seed
- ✓ Insufficient fodder seed knowledge
- ✓ Limited knowledge on Fodder crop agronomy.
- ✓ Limited awareness of harvesting and feeding
- ✓ No practice of fodder conservation
- ✓ Poor planning of balanced diet
- ✓ No preparedness for lean season
- ✓ No caring of available crop residue
- ✓ Under utilisation if available fodder production technology
- ✓ Exploring biotechnology usage in feeding
- ✓ Utilisation of common lands to develop pastures.



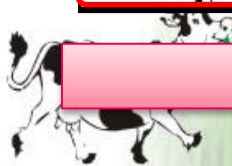
Forage Crops - Landscape



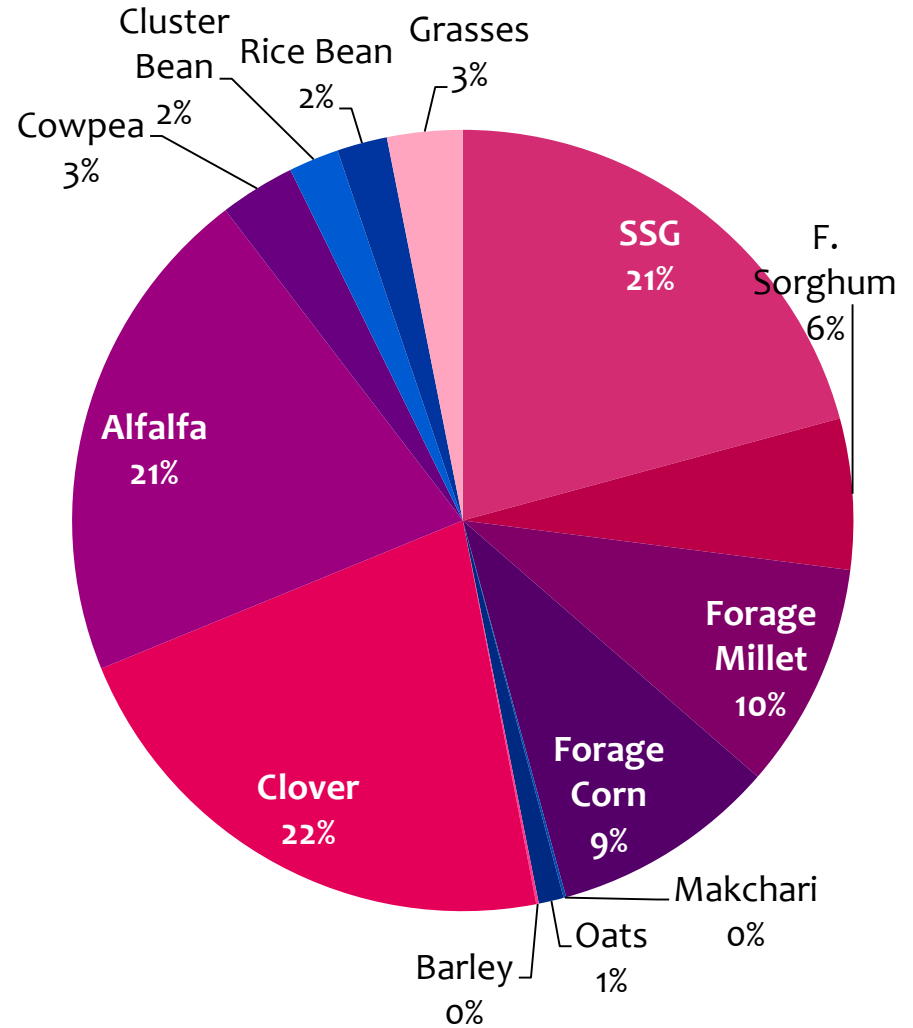
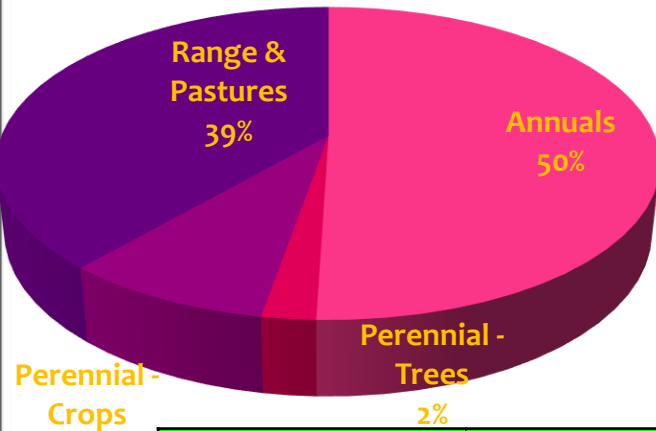
Forage Crops – Notified by ICAR - GOI

S.No	Crop	No. Notified Vari.	S.No	Crop	No. Notified Vari.
1	Berseem / Egyptian clover	15	16	Guinea grass	14
2	Lucerne	9	17	Dinanath grass	7
3	Senji / sweet clover	1	18	White clover	2
4	Shaftal (Trifolium repens)	3	19	Red clover	1
5	Cowpea	24	20	Dharaf grass	1
6	Guar/ clusterbean	9	21	Marvel grass	1
7	Lablab bean	1	22	Setaria grass	1
8	Rice bean	3	23	Anjan grass	2
9	Jowar	36	24	Fescue grass	4
10	Bajra /pearl millet	9	25	Sain Grass	2
11	Maize	3	26	Dhawalu grass	1
12	Teosinte	2	27	Gobhi sarson	2
13	Barley	2	28	Fenugreek	1
14	Oat	17	29	Job's tears	2
15	Napier x Bajra Hybrid	11	30	Ryegrass	1

ICAR notified around 200 varieties in 30 forage crops – Hybridization in 4 Crops



Forage Acreages



Crop	Area Million Hec.
SSG	2
F. Sorghum	0.6
Forage Millet	0.9
Forage Corn	0.9
Makchari	0.01
Oats	0.1
Barley	0.01
Clover	2.1
Alfalfa	2
Cowpea	0.3
Cluster Bean	0.2
Rice Bean	0.2
Grasses	0.3
TOTAL	10

HAND BOOK OF AGRICULTURE - GOI
Area in Mn Hectors

20 million Ha. Under different forage crops and grasses



Forage Seed Market Estimates

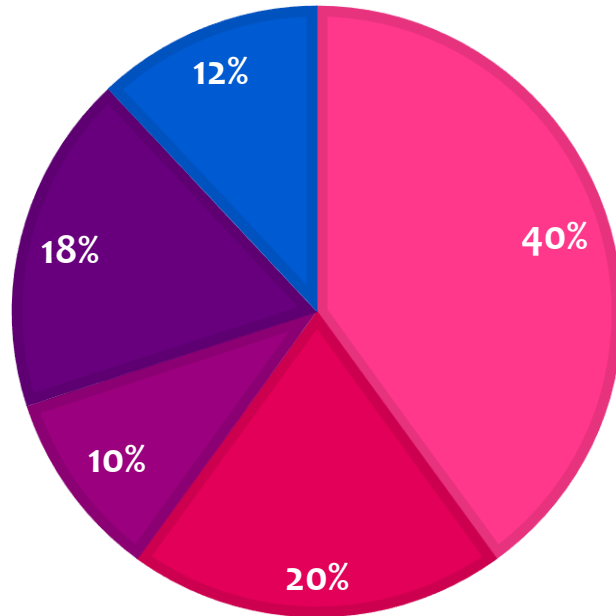
Season	Crop	Markt. Trend	Mrkt. Size Qty MT	Avg. Price KG -Rs.	Value in Crores
Spring/ Kharif	SSG (Multi-Cut)	→	50000	38	190
	Maize - Silage	↑	1800	150	27
	Africantall	↑	17000	30	51
	Millet (DP)	↑	13000	60	78
	Fodder Sorghum	↓	15000	25	37.5
	Cow Pea/ Other Legs	→	6000	75	45
Value - Rs. Crores					428.5
Winter	Oats	↑	10000	20	20
	Grasses	↑	1500	80	12
	Berseem	→	38000	120	456
	Lucerne	↑	20000	300	600
	Cow Pea	↑	5500	75	41.25
	Brassica	↑	100	55	0.55
Value - Rs. Crores					1129.8
Grand TOTAL - Rs. Croes					1558.3

Indian forage seed mrkt. 1500 cr. SRR is very slow



Fodder Seed Markets in India

■ North ■ West ■ East ■ Central ■ South



Zones	% of Seed Sale	Pvt. Sale	Govt. Scheme
North	40	80%	20%
West	20	60%	40%
East	10	15%	85%
Central	18	50%	50%
South	12	25%	75%
Total	100		

North – SSG/ Berseem are the major contributors
West – Lucerne and African tall are the contributors
Central – SSG/ AT and Lucerne are major crops
South – SSG/ AT/ Legumes are major crops



Marketing Strategies

- 4 “P”s are very important –
- Product –
 - Segmentation. Animal Requirement. Nutritional aspect. Low cost and High Benefit
 - Product selection and production
- Price –
 - Right pricing and impact
 - Seasonal and yearly
- Place –
 - Market Identification
 - Internal/ Private sale
 - Govt. Scheme/ Coop. Sale/ Federation Sale
- Promotion –
 - Sustainable business model
 - Communication material with value addition
 - Consider no Subsidies/ Funds and any kind of support



Fodder Crop Selection for Seed

- What do we need –
 - Crop Museum or Best suitable crop
 - Farmers confused/ Awareness
- Crop Depends on Irrigation
 - Rainfed
 - Perennial Grasses, Pastures
 - Semi Irrigated
 - Sorghums, Millets, Legumes
 - Irrigated
 - High Yield Cereals and Legumes
- Existing Seed Market
 - Pvt. Companies – 80%
 - Imports – 15%
 - Govt. Agencies – 5%

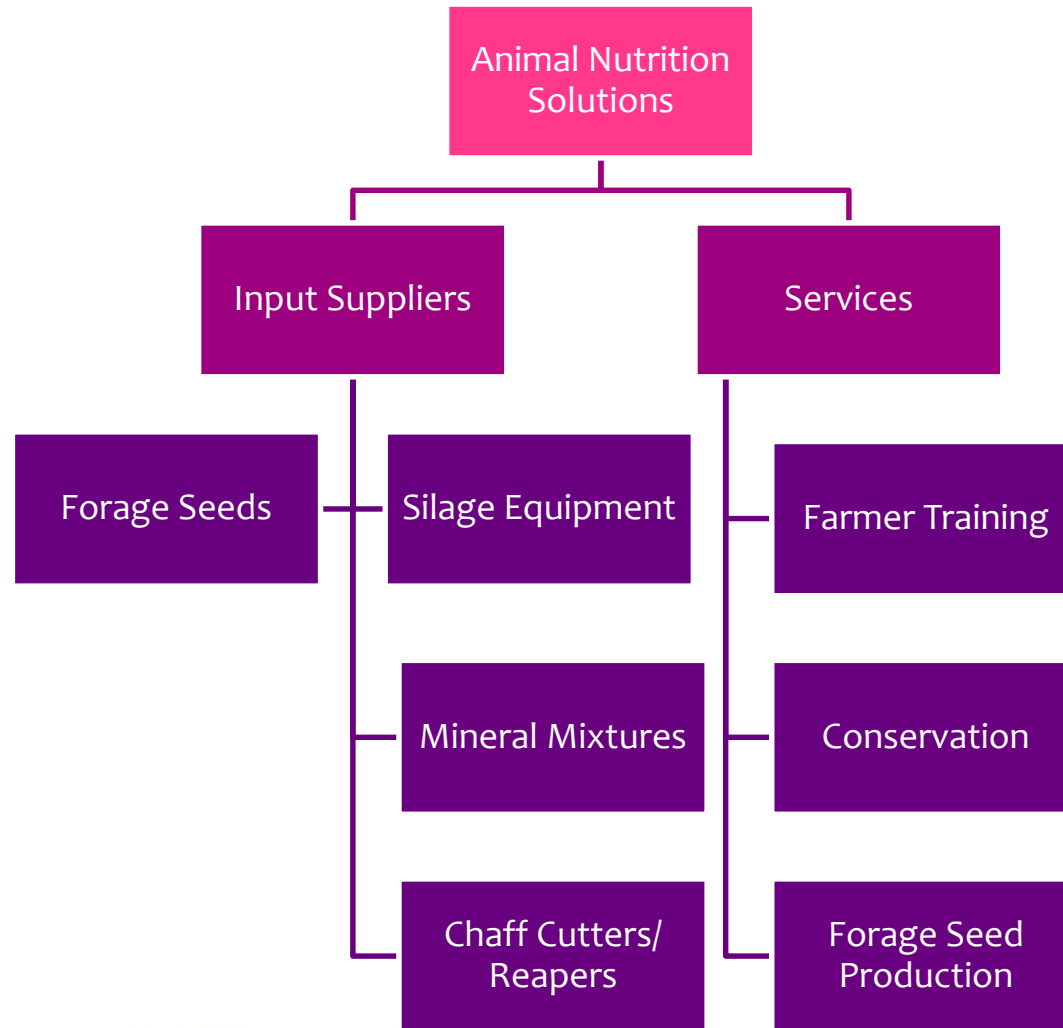


Forage Seed Production in India

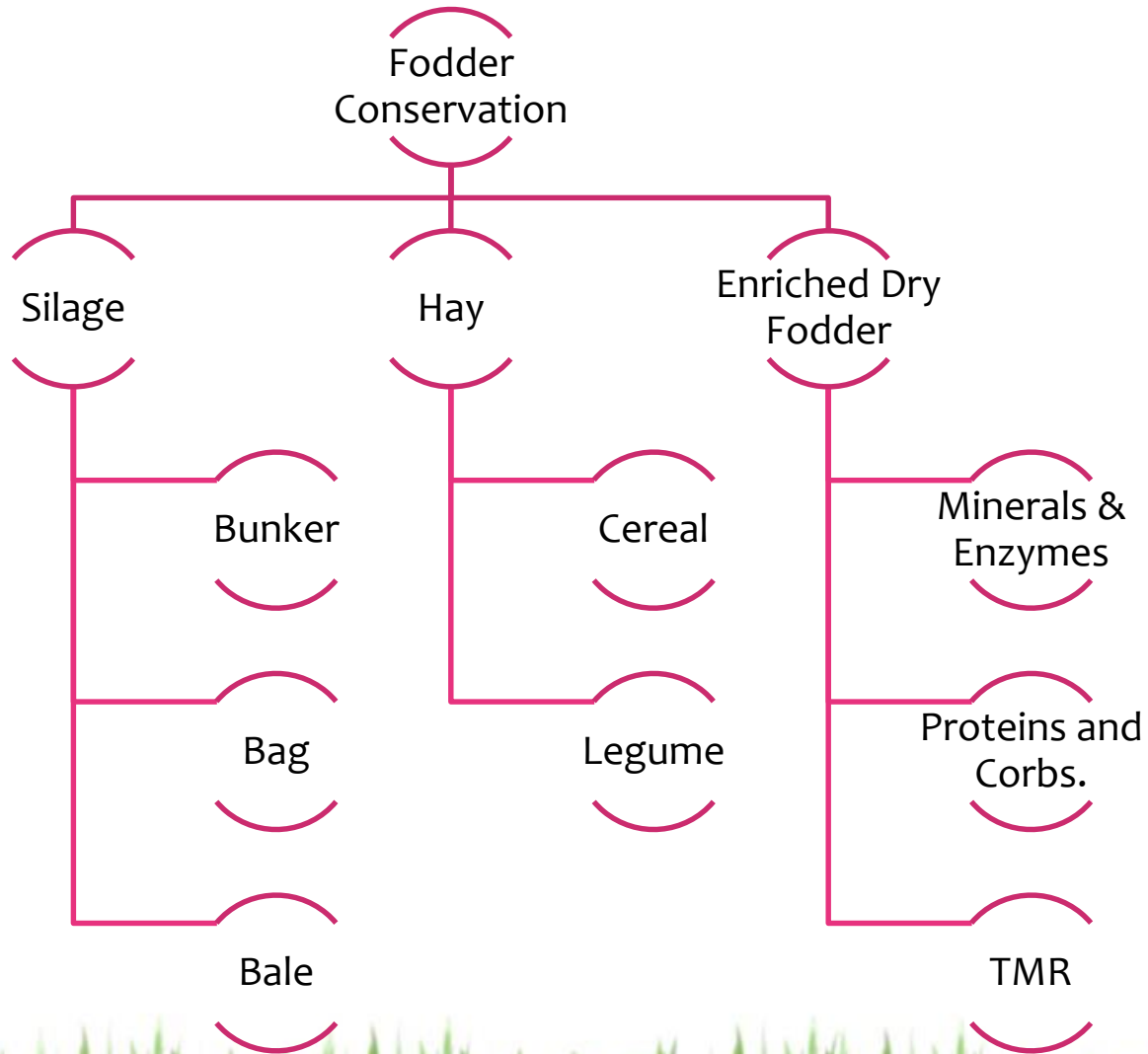
Crop	Production States
SSG (Multi-Cut)	Karnataka, Andhra Pradesh, Telangana
Maize - Silage	Andhra Pradesh
Africantall	Karnataka, Andhra Pradesh
Millet (DP)	Andhra Pradesh
Fodder Sorghum	Andhra Pradesh, UP
Cow Pea/ Other Legs	Gujarat, UP, MP
Oats	UP, MP, PB, HR
Grasses	MP, HP, J&K & Imports
Berseem	RJ, HR, MP, UP and Import
Lucerne	Gujarat, UP, MP, RJ, MH



Advanta – Re-Shaping Forages

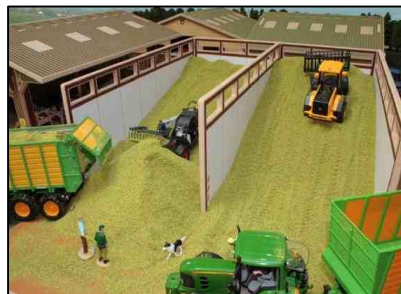


Prepare for Future



Fodder Conservation

- Fodder Conservation for lean periods
 - Summer and Winter
- Different fodder storages..
 - Bunker Silages



- Baleage – Bale Silage



- **Fodder Blocks and Pellets**



- **Hay Storage**



Silage Baler



2/9/2018

What Advanta can Contribute

- ✓ Farmer training on seed production
- ✓ identifications of suitable fodder crop varieties
- ✓ Arranging parent material
- ✓ technical training on seed production
- ✓ Seed processing conditioning and packing
- ✓ Seed storage and marketing
- ✓ Documentation on licensing, permissions,
- ✓ Preparation of communication material, farmer training on fodder seed utilisation
- ✓ Hand holding on Participation in govt programs



Thank You



Further Contacts

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