

<p style="text-align: center;">PEACOCK SEEDS</p>	<p style="text-align: center;">Value Proposition</p> <p>Drought tolerant maize (DTM) varieties have been bred to reduce the impact of drought on yield of the crop under the effects of climate change. Our technologies increase the availability of maize grain for farmers by reducing the risk of having completely no harvest in the event of drought. Where water is sufficient, our product guarantees bumper yield. The technology also enhances income stability for small scale farmers, thus driving the agricultural economy base.</p>	<p style="text-align: center;">Marketing Strategy</p> <p>Our Purpose is aimed at promoting use and adoption of DTMs to rescue farmers from hunger. We promote our technologies through demonstration plots and field days mainly targeted at showcasing the productivity & performance of these products in the local scenery.</p> <p>Information, Education & Communication materials such as brochures, fliers, leaflets and banners have been used to create awareness for adoption of improved Peacock maize hybrids to all customer segments.</p> <p>Our working relationships with agro-input dealers give us a strategic positioning to assess the demand that farmers have for our products.</p>
<p style="text-align: center;">Team of Researchers/Inventors/Creators</p> <p>Innocent Jumbe, Production Director Felix Jumbe, Managing Director</p>	<p style="text-align: center;">Competitive Advantages</p> <p>Peacock Seeds is producing and promoting the use of drought tolerant hybrid maize seeds that have been voted the best in a national farmer preference analysis in 2014 responding to farmer’s needs and fear of negative impacts of climate change.</p> <p>We received an award for being the best promoting adoption of improved maize varieties in conjunction with the Maize commodity team at our National Research Institute by CIMMYT in 2015.</p> <p>Peacock received a seed award for having innovative maize technologies that adapt to</p>	<p style="text-align: center;">Customer Segment</p> <p>Small holder farmers remain to be our primary target, complementing efforts by government promoting adoption through subsidy and ASWAp demonstrations.</p> <p>Commercial & large scale farmers have shown growing demand for Peacock products in various regions of the country.</p> <p>Non-governmental organizations and private organizations dealing in agricultural value chains with small holder farmers also contribute to our customer base.</p>

	<p>climate change, mainly drought and water stress.</p> <p>We also are in the 10K club under AGRA that is advancing agriculture in Africa.</p> <p>In 2016 Peacock geared to engage farmers in field days, agricultural fairs and agricultural events with awareness information that imparted knowledge on benefits of using peacock varieties.</p> <p>Farmers in the 2016/17 season have been offered a 10% discount for procurement of seed using a discount cards.</p>	
<p style="text-align: center;">Status (Patent, Mark, Design)</p> <p>We have proprietary right on the varieties which were released through the Malawi government and aiming at obtaining the same under COMESA/ SADC seed harmonization.</p> <p>Peacock maize seeds are being produced and marketed within Malawi for the last 5 years, and We have had the opportunity to export some seed to South Africa. We are looking for opportunities to reach out to farmers in Zambia, Tanzania, Kenya and Mozambique.</p>	<p style="text-align: center;">Necessary Investment</p> <p>In a contract farming arrangement that we have with our farmers, procuring of seed from the farmers becomes a challenge as financing from banks is mostly delayed, which consequently makes farmers do side-selling of seed.</p> <p>Distribution & Marketing to impact knowledge to farmers on use of these products is key to promoting adoption of our varieties on the local market.</p> <p>Processing costs which includes procuring insecticides, fungicides and packaging of seed is another large cost.</p> <p>High Interest rates by the banks in loan financing of production operations are a huge burden which cannot be avoided.</p> <p>Human resource and overhead are key resources that we have. Production is an all year process that requires adequate manpower. For a growing seed company</p>	<p style="text-align: center;">Revenue Stream</p> <p>Farmers are willing to pay a premium for Peacock products countrywide based on the experience from the season on the performance of these products. Farmers travel to outlets where they can access our seed. Value proposition is in terms of yield and income generated per hectare compared to local varieties.</p> <p>Despite Malawi having one growing season, farmers have adapted to winter farming and they have the ability to pay for seed on cash basis each time the seed is required. In some cases based on agreements some customers enjoy the luxury of procuring seed on loan such as NGO's and the government.</p> <p>Our sales have grown from zero (0) to 54% of our sales volume reducing reliance on government tenders to 46 %</p>

	<p>with limited machinery and high volumes to handle human capacity is a challenge. We have to venture into higher mechanization; mainly we need a bigger processing unit and larger storage facilities, backed by irrigation production facilities to safeguard seed production</p>	
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