



## CALL FOR INDUSTRY MEMBERS TO PARTNER IN SPRAY SERVICE PROVIDER (SSP) ROLL OUT

### WHO IS A SPRAY SERVICE PROVIDER?

*This is a registered individual(s) who has received specialized training on application of Plant Protection Products (PPP's) and who hires out their services to farmers/institutions. The implication here is that the farmer will no longer handle the task of pesticide application and this role will only be undertaken by those who are properly trained and registered.*

### SSP RECRUITMENT AND TRAINING:

*The spray service provider is ideally a member of the farming community and has prior knowledge of the production systems in his locality prior to recruitment. With the business venture model approach, the SSP shall already be currently offering a service to farmers along the value chain of major crops.*

*AAK has partnered with SNV international to offer a 1 week course to 120 SSP supervisors in six (6) counties on responsible pesticide use, pesticide application skills, calibration and business development. The SSP supervisors with our guidance expected to recruit at least 3 SSP applicators each who will undergo a shorter 3-day training on spraying skills and responsible use. All trainees will undergo a written test and a practical test of which only candidates who meet the 50% mark will be acknowledged.*

*Post training, they will receive a certificate of competence and will be legally recognized by PCPB upon payment of requisite fees. As is practice under such circumstances, the SSP's will be expected to renew their certificate every 2 years through a refresher course.*

*The participating counties are Makueni, Kajiado (Ngurumani and Loitokitok), Nyeri, Nyandarua, Nakuru and Bungoma.*

### RATIONALE FOR FARMER TO USE A SSP.

*The adoption of SSP's offers the following benefits to farmers; the **correct use** of pesticides at the **right time** and to target the **correct pests**, which ensures that the pesticides are used more **efficiently and effectively**. There is also the controlled line of distribution that **prevents overstocking pesticides, counterfeiting** and enables the introduction of **container management system**. Using SSPs also means there is reduced human management system, **reduced human exposure** to pesticides, consequently **protecting women and children**.*



## HOW WILL MEMBERS PARTNER?

*The SSP's who will be trained will emerge as entrepreneurs into the sector. Their specialty will be application of pesticides which are our core business. The SSP has the potential to change the mode in which pesticides reach farmers since they will be in direct contact with the farmer.*

*If your company has ever produced a spray calendar, you will know that you made recommendations for the main pests of a specific crop/ crop family and the timing of application of a variety of your company's products to achieve optimum pest management. In some instances the strategy has worked especially where the product combination is strong. Can you ask what happened to the other "lesser" products which were overlooked by the farmer in preference of your competitors' products?*

*The SSP offers a solution to the actualization of the spray calendar an important and useful document. This is done by trained operators who can apply scouting and monitoring to prescribe the recommendations of the spray calendar.*

*The member companies are being called upon to offer support to these SSPs and in the process create avenues for moving their products. The average SSP will barely be able to purchase a quality sprayer let alone for his 3 workers. The purchase of PPE (Personal Protective Equipment) may also be a stumbling block to many of the trainees. The sprayers and PPE are templates which offer an avenue for branding which is mobile and in contact with farmers. The SSPs can be mentored further by the companies to become their Technical assistants in the field to implement specific spray programmes for high value crops.*

## WHAT DO MEMBERS STAND TO GAIN?

*From the selected counties, it will not be lost on observers that a lot of horticultural production takes place in these areas. Fruit production in Makueni, Tomato, onion and Asian vegetables in Kajiado, onions, French beans and local vegetables in Nyeri, potato and snow peas production in Nyandarua, Tomato and vegetables in Nakuru and Bungoma. These farmers will use pesticides as their first option for pest and disease management. **They are therefore very important clients to you as members.***

*If your company was to for example affiliate itself with 80 SSP's from a certain county, you would have 80 people pushing your products directly to farmers. This direct farmer contact is invaluable in creating **brand loyalty** and **elimination of counterfeits**. The supply chain will be fortified and traceability shall be improved hence leaving little room for counterfeiters. Products will be supplied to the nearest outlet or directly to the SSPs.*



With improved loyalty would come **increased sales** and a link for **improved customer care**. Farmers will get to know your products and this will give a boost to products which were in your spray calendar but never got to be applied.

Environmentally it would be nice to have the **pesticides applied appropriately**, using **efficient equipment** with **prescribed PPE** (Which have your logo by the way) and finally the empty pesticide containers disposed properly. This can be achieved through the harnessing of the potential that SSPs provide.

If you were to perform a simple cost benefit analysis such as of purchasing a bicycle and branding of Sprayers/PPE for SSP versus the potential percentage increase in sales of your products, you would likely find that this is a cheaper direction as compared to your current methods of pushing products. Your current field TA could offer and oversight role and let the SSPs give you a sustainable and self-funding sales machine.

## **THE EARLY BIRD CATCHES THE WORM**