



Announces an International Workshop on

FERTILIZER POLICY AND MARKETING STRATEGIES IN AFRICA



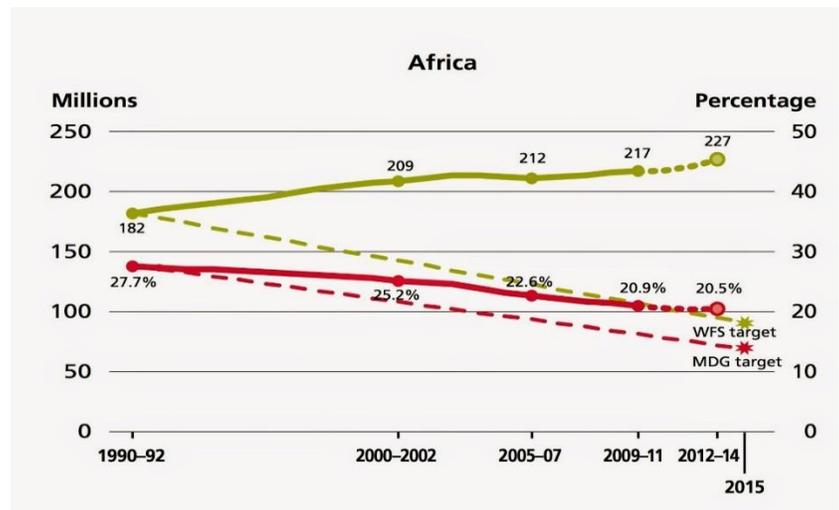
Arusha, Tanzania | November 16-20, 2015

Registration Fees:

Early Bird - Registration and Payment by September 16	Regular - Registration and Payment by October 16	Late - After October 16
\$1,500	\$1,650	\$1,800

BACKGROUND

Though Africa has made some progress in reducing hunger, sub-Saharan Africa (SSA) in particular has not followed the global downward trend despite policies and programs, such as the Comprehensive Africa Agriculture Development Programme (CAADP), that encourage economic growth and increased food production. The global number of undernourished people has declined from 1015 million in the early 1990s to 805 million people according to current estimates (FAO, State of Food Insecurity in the World, 2014). However, for SSA, this has increased from 176 million to 214 million for the same period, an increase of about 2 million a year. Therefore, SSA accounts for 27 percent of the undernourished, which represents 25 percent of its total population. To reverse this, in July 2014 the Malabo Declaration by the African Union Heads of States resolved to double agricultural productivity, eliminate hunger and cut poverty in half by 2025. As part of this strategy, fertilizer use has been recognized as a crucial part of an input package required to increase productivity and reduce poverty and hunger. Currently, the application rate for fertilizer in Africa remains a small proportion of world average and is expected to increase significantly in order to accelerate food production and agricultural growth. It is indeed vital that government policies and investments support a competitive private sector-led fertilizer industry in order to encourage an increased and sustainable supply of fertilizers. It is also important that this increase be implemented in an efficient and environmentally sound manner to avoid repeating mistakes of the Asian Green Revolution. Therefore, this training workshop will focus on key policy and marketing challenges and needed strategies to promote fertilizer use and supply in Africa.



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WORKSHOP OBJECTIVES

The overall goal of this training workshop is to have informed discussions and enlighten stakeholders on macro- and micro-issues that influence fertilizer market development in Africa. There will be a special emphasis on the generation of relevant policies, linking research to policymakers and appropriate marketing strategies for efficient supply chains.

The specific objectives are to:

- Identify sound policies for promoting fertilizer use in SSA.
- Discuss key public policies (for instance, subsidies) and their impact on fertilizer markets in various countries.
- Explore the viability of alternative fertilizer supply paths.
- Construct marketing strategies suitable to country-specific situations.
- Equip participants with the necessary analytical and operational skills to implement sound policies and sustainable marketing strategies.
- Strengthen business and policy linkages among stakeholders from different parts of Africa.

WORKSHOP CONTENT

The workshop will focus on the following key topics:

- Global and Africa fertilizer situation and outlook.
- Food security and environmental challenges in the 21st century.
- Role of fertilizer in promoting food security and agricultural growth.
- Macro-economic and micro-economic policies and their impact on fertilizer supply and demand.
- Public policy options for fertilizer market development – subsidies and other alternatives.
- Regional fertilizer regulatory frameworks (harmonization of policies and quality standards, labeling and inspection procedures).
- Challenges in market development – the holistic approach.
- Marketing strategies in international and national markets.
- Improving fertilizer supply – production versus trade.
- Strengthening fertilizer supply chains – from the factory to the farm.
- Linking farmers to output markets – strengthening output value chains to generate a demand-pull on input markets.
- Human capital – agro-dealer networks and associations.
- Corporate social responsibility – reaching the last mile.
- The role of fertilizer technologies and strategies to mitigate effects of climate change.
- Financial innovations and risk management, including exploring the role of financial and insurance markets in mitigating farmers' risks emanating from poor weather conditions.
- Market transparency and information technology.
- Public-private partnerships: regulation and risk-sharing.
- Fertilizer markets without borders.

WHO SHOULD ATTEND

The workshop is designed for African policymakers who design and implement key agricultural and trade policy decisions or have a supervisory and/or regulatory role in fertilizer marketing; private sector entrepreneurs, producer organizations and agro-dealers involved in fertilizer supply chains; development partners supporting agricultural and fertilizer market development in Africa, notably regional economic communities (RECs); United Nations organizations and other international development agencies and non-governmental organizations (NGOs); environmental regulation and research organizations; farmers'/producers' associations; agricultural universities; and financial institutions.

WHAT PAST PARTICIPANTS ARE SAYING

Thank you for the rich knowledge about fertilizer policy and marketing strategies, especially the facilitators. We look forward to implementing what we learned. I thank the organizers for their rich knowledge, and I have learned a lot from their experiences. Thanks!

Assistant Director for Plant Protection, South Sudan

Well-organized and properly prepared workshop. I thought this workshop was a great success, and I would be happy to be part of future endeavors.

Program Officer, Kenya

This was a noble course with invaluable insights, tailored towards addressing the hassles that continuously derail the fertilizer status in sub-Saharan Africa.

The workshop expanded awareness and knowledge about various policies in fertilizer and marketing channels, especially in EAC countries.

Good level of participation. The knowledge acquired will help promote marketing, soil conservation and productivity and improve food security at household levels.

METHODOLOGY

The workshop will include presentations and discussions of key concepts dealing with various facets of the supply chain and market development. The workshop will be interactive and participants will be encouraged to learn from and share experiences with each other. A field trip will be organized to a fertilizer production or blending facility to give the participants a first-hand view of fertilizer production and marketing issues. The workshop will conclude with group discussions leading to key recommendations. All workshop deliberations and presentations will be conducted in English. Participants will be provided with copies of all presentations for their use.



FACULTY

IFDC specialists with several years of experience and expertise and invited policymakers and speakers from the fertilizer industry, banking sector and research institutions will form the core faculty. Participants (singly or in a group) will make presentations on key policy and marketing challenges faced by their countries and how the tools, ideas and approaches discussed in the workshop could be applied to improve fertilizer marketing in their countries.

VENUE

The workshop will take place at the Naura Springs Hotel, which is located on East Africa Community Road just off the Nairobi Road in the heart of Arusha, Tanzania. Naura Springs is quite close to the Arusha International Conference Center (AICC) and overlooks magnificent Mount Meru and Mount Kilimanjaro. The hotel is easily accessible – just 45 minutes from Kilimanjaro International Airport (JRO), 1.5 hours from the Namanga border and five minutes from the city center. KLM shuttle buses are available to provide economical transport from/to Kilimanjaro Airport (for KLM arrivers only) at US \$15 per person. For those not arriving via KLM, transportation from the airport to the hotel can be arranged for a fee by contacting the hotel.

Naura Springs Hotel
East Africa Community/Nairobi Rd.
P.O. Box 7302, Arusha, Tanzania
Contact: Beatrice Dallaris
Phone: +255-27-2050001/8
Fax: +255-27-2050009/10
Mobile: +255-754 318076
E-Mail: naura@nauraspringshotel.com
Website: www.nauraspringshotel.com



Naura Springs Hotel has agreed to offer IFDC registered participants the exceptional rate of US \$55.00 per room/per night for reservations made no later than **October 16, 2015**. This rate is for standard single rooms and inclusive of breakfast and all taxes. All rooms have digital satellite TVs, Internet connection, direct dial-out facilities, mini-bars, safety deposit boxes, tea- or coffee-making facilities, as well as spacious bathrooms with Jacuzzis and shower boxes. All rooms face magnificent Mount Meru and Mount Kilimanjaro. Participants should plan to arrive in Arusha, Tanzania, on Sunday, November 15, 2015.

Please fill out the attached room reservation form and return via e-mail to sjackson@ifdc.org NO LATER THAN October 16, 2015, in order to reserve your room!

VISA AND MEDICAL INSURANCE

APPLICATIONS FOR VISAS SHOULD BE MADE AS EARLY AS POSSIBLE. Participants who are not eligible to enter Tanzania without a visa should apply at the nearest consulate or embassy of Tanzania for a visa. All required immunizations and health formalities should be completed. Medical insurance should be obtained by participants. The training program fee does not cover any medical insurance or expenses.

COST AND ENROLLMENT

The program fee for this training course is US \$1,650 per participant (inclusive of a US \$250 non-refundable deposit) and should reach IFDC no later than October 16, 2015, four (4) weeks before the program is scheduled. Those received thereafter will be accepted at IFDC's discretion and incur a late fee. Participants will be given the opportunity to take advantage of an early bird rate if registration and payment is received by IFDC prior to September 16, 2015. Please refer to the table below for pricing:

Early Bird - Registration and Payment by September 16	Regular - Registration and Payment by October 16	Late - After October 16
\$1,500	\$1,650	\$1,800

The program fee, less the non-refundable deposit, will be refunded for cancellations made two (2) weeks before the commencement of the program. Ninety percent of the paid fee will be returned and 10 percent, in addition to the deposit, will be charged to cover administrative costs for cancellations made between two (2) weeks and one (1) week before the commencement of the program. Cancellations made less than one (1) week before the commencement of the program will receive no refund.

Registration will be on a first-come, first-served basis. Paid participants will receive priority. An organization wishing to enroll more than one participant should supply information and payment for each participant.

Payment of the program fee can be made by: (1) check or draft payable to IFDC; (2) wire transfer to IFDC's account in the U.S.A. through First Metro Bank, 406 West Avalon Avenue, Muscle Shoals, Alabama, U.S.A., ABA number 062203955 for credit to IFDC account number 55281; or (3) major credit card – MasterCard, Visa or American Express.

The program fee covers registration, training and reference material, coffee/tea breaks, all lunches and surface transportation on field trips. The fee does not include air travel, lodging and dinner expenses or medical and communication expenses.

ABOUT IFDC

IFDC is a nonprofit, public international organization (PIO) dedicated to increasing agricultural productivity and food production through the development and use of plant nutrients in sustainable crop production systems. Headquartered in Muscle Shoals, Alabama, U.S.A., IFDC is involved in human resource development, research and technical assistance in collaboration with public, private, national and international organizations throughout the world. IFDC has conducted more than 700 formal workshops, study tours and training programs for over 11,000 participants from over 150 countries since 1974. The programs have covered a wide range of subjects including integrated soil fertility management and fertilizer use efficiency, fertilizer production technology, agro-input dealership management, competitive marketing, supply chain management, investment analysis, policy reforms and numerous specialized topics.

FOR MORE INFORMATION:

**Director, Training and Workshop Coordination Unit
IFDC**

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IFDCTraining



@IFDCTraining

As a nonprofit organization, IFDC does not finance or sponsor any participant.



Program Registration Form

FERTILIZER POLICY AND MARKETING STRATEGIES IN AFRICA

Arusha, Tanzania – November 16-20, 2015

Register Online: <https://www.etches.com/fertpolicy>

Program Registration Fee:

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Please PRINT or TYPE your legal name as you would like it to appear on ALL printed materials

(Dr., Mr., Mrs., Ms., Miss)

Given Name (First Name)

Surname (Last Name)

Position

Organization or Employer

Work Mailing Address

City

State

Country

Work Tel. No.:

Fax No.:

Home Tel. No.:

E-Mail:

Organization/Company Funding Your Participation

Arrival Date and Time:

Flight Number:

Departure Date and Time:

Flight Number:

Signature of Applicant

Date

Signature of Employer/Funding Organization

Date

Note: A non-refundable deposit of US \$250 is included in each program fee. The program fee, less the deposit, will be refunded for cancellations made two (2) weeks before the commencement of the program. Ninety percent of the paid fee will be returned and 10 percent, in addition to the deposit, will be charged to cover administrative costs for cancellations made between two (2) weeks and one (1) week before the commencement of the program. Cancellations made less than one (1) week before the commencement of the program will receive no refund.

The program fee covers registration, training and reference material, coffee/tea breaks, all lunches and surface transportation on field trips. The fee does not include air travel, lodging and dinner expenses, visa and medical insurance or communication expenses. All of these costs fall under participants' responsibilities.

By checking this box, I acknowledge that I have read and understand the cancellation policy and program fee coverage.



IFDCTraining



IFDCTraining

Participants will receive the special single room bed & breakfast rate for the program of US \$55 per room per night (inclusive of taxes). Please use the *Room Reservation Form* provided below in order to secure your room. Please submit the completed form to IFDC's Training and Workshop Coordination Unit's secretary, Ms. Stephanie Jackson at sjackson@ifdc.org NO LATER THAN October 16, 2015. She will take care of your reservation. Do NOT contact the hotel directly as they will not accept your reservation.

Room Reservation Form for Naura Springs Hotel <i>FERTILIZER POLICY AND MARKETING STRATEGIES IN AFRICA</i>			
Guest Name	_____		
Guest Name	_____		
Company	_____		
Arrival Date	Arrival Time	Flight #	_____
Departure Date	Departure Time	Flight #	_____
Contact Person	Contact Tel. #		_____
E-Mail Address	Fax #		_____
No. of Rooms Required	No. of Pax	Adult	Child
Standard Single USD \$55.00	_____	_____	_____

Note: The above reservation form is binding. When you return the form and ask us to make your reservation, you occupy a room in our room block. If for some reason you do not arrive at the hotel, room cancellation penalties may be applied.