



**SEED** | 10 YEARS OF  
SEED AWARDS  
2005-2015  
promoting entrepreneurship  
for sustainable development

Founding Partners



**AFRICA  
WINNER 2015**

Peacock Seeds supplies farmers across Malawi with certified maize and legume seeds that can adapt to climate change. The seeds support food security and empower smallholder farmers by increasing their income on the long term.



## Peacock Seeds, Malawi

### BUSINESS MODEL

Peacock farms and their contracted farmers produce drought-tolerant, disease-resistant and yield-improved legume and maize seeds from parental material offered by different research institutions. The enterprise also provides cleaning, processing, treatment and packaging of the seeds that are then sold for affordable prices to small-scale farmers throughout the country.

Agricultural trading companies across Malawi support the local distribution of the seeds.

### ENTERPRISE FAST FACTS:

Location	Malawi
Year founded	2007
Sector	Sustainable Agriculture
Product/Service	Climate change-adaptive seeds

### Social impacts:

- Increasing the number of contracted smallholder farmers in legume seed production from 300 to 700 by the end of 2015.
- Raising number of women to 50 % of contracted farmers.
- Employing 100 agricultural extension agents to assist farmers.
- Supporting food security by supplying farmers with stronger seeds.

### Environmental impacts:

- Decreasing soil erosion with the plantation of tree lines.
- Increasing natural forests in the area by maintaining one inside the farm.

### Economic impacts:

- Strengthening the local economy by offering stronger seeds to farmers, increasing production rates in the long term.

### Contact Mr. Innocent Jumbe

• [innojumbe@yahoo.com](mailto:innojumbe@yahoo.com);  
[peacockmw@gmail.com](mailto:peacockmw@gmail.com)

” The varieties have high disease resistance and a great adaptability to altitudes and soils, helping farmers cope with climate change.

### Scaling up activities:

- Increase production capacity to 1,000 tons of maize and 500 tons of legume seeds.
- Invest in land development, expanding to 100 hectares, irrigation facilities, and farm equipment such as a thresher and a maize combine harvester in Peacock farms.
- Improve payment system for seed purchasing to small-scale contracted farmers.
- Support 100 demonstration plots every year to raise awareness of the importance of using improved seeds, selecting farmers to lead presentations on the topic, providing 200 g–500 g of certified maize seed and assisting in field inspection.



” Peacock has built up its market share to 7 % of the national seed market. Demand keeps increasing across the country as they meet farmers’ needs and expectations.



### Partnership

● **Peacock Seeds** is a growing business that produces drought-tolerant, disease-resistant and yield-improved legume and maize seeds, sold to local farmers.

● **International Maize and Wheat Improvement Centre (CIMMYT)** supplies Peacock Seeds with parental material for back-up and multiplication of hybrid maize.

● **ICRAST MALAWI** provides basic bean and ground nut seeds that are multiplied by Peacock Seeds.



**Flanders**  
State of the Art

The 2015 SEED Awards in Malawi, Mozambique, Namibia are supported by the Government of Flanders, which is active in Southern Africa.

### About SEED

SEED identifies and supports promising small scale social and environmental enterprises around the globe, enterprises who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these enterprises with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to [info@seed.uno](mailto:info@seed.uno) or visit:

[www.seed.uno](http://www.seed.uno)

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