



CSET



**Seed Production
Ltd**

COMPANY PROFILE

CSET SEED PRODUCTION LTD

Bringing Growth in Agri

ABOUT CSET SEED PRODUCTION LTD

CSET Seed Production Ltd is a private seed company registered in Somalia, member of African Seed Trade Association-AFSTA. The company was established in November 2016 for the production, processing & supplying of seeds; creating cooperatives; and promoting agro business opportunities. The company's aim is to increase seed production with high quality, high yield, drought tolerance, well treated and support agro business & cooperatives.

Our mandates are to develop institutions in agriculture sector that builds farming capacity, supports agriculture consultancy, product quality agri-inputs, creates cooperatives and contributes to a greater society in creating new opportunities and values with respect, integrity, honesty, and morals for the agriculture community. The Company is guided by strong sense of convictions that target clients are served in such a way that a meaningful growth and success are assured. It is therefore only by adopting an approach that guarantees quality seeds and desired results that Company ensures the achievement of this goal.



OUR VISION

To be a leading development institution in agriculture sector that builds farming capacity, supports agriculture consultancy, product quality agri-inputs, creates cooperatives and contributes to a greater society in creating new opportunities and values with respect, integrity, honesty, and morals for the agriculture community.

OUR MISSION

To produce; process; and supply certified seeds with high quality, high yield, drought tolerance & well treated and support agro business & cooperatives.



OUR CORE VALUE

- ❖ Increasing production of the crops;
- ❖ To create value market;
- ❖ Integration with value chains for agro production;
- ❖ Sustainable management of agriculture;
- ❖ Improvement of modalities of cultivation system;
- ❖ Honesty and Fairness; and
- ❖ Controlling of quality of seeds for farmers.

OBJECTIVES

- ❖ To produce high quality seeds, high yield, drought tolerance and well treated;
- ❖ To support agro business & cooperatives for their business;
- ❖ To increase crop yields particularly stable crops;
- ❖ To assure rapid seed multiplication of desirable varieties; and
- ❖ Supply of seeds at reasonable prices.

PRODUCTS

- ❖ **Cereal Crops:** Sorghum and Maize
- ❖ **Legume Crops:** Mung bean and Cowpea
- ❖ **Vegetable Crops:** All crops use in Somalia.
- ❖ **Oil and Crops:** Sesame, Sunflower, Groundnut and Soybean.
- ❖ **Forage Crops:** Sudan grass, Alfalfa, Mullato II, Boma Rhodes grass, White clover grass and Forage from harvested Maize & Sorghum.
- ❖ **Trainings:** Good Agricultural Practices & Extension Services
- ❖ **Land Preparation:** Tractor Hours (ploughing & harrowing)
- ❖ **Soil Test:** Soil Analysis and Recommendations

Value Chain

As a recognized and authorized seed multiplier, producer, processor and distributor, CSET Seed Production Company works with small holder farmers (as cooperatives) through Out Grower Scheme contract agreements in South and Central of Somalia by providing them certified seeds with quality and approved by the company, SARIS & MoIA of both Federal and State level. We assist these Farmers by offering them extension services of crop production; we also procure their seed and have it tested for different features (germination, purity etc..).

By buying from the smallholder farmers, we provide market to them thereby contributing to the fight against poverty among this category of our people.

Our Key Operations Process

1. Producing seed from company's farms.
2. Purchasing raw seed from its contract growers.
3. Cleaning, packaging, treatment and storage of the seed.
4. Seed distribution, marketing and sales.



SUPPORT SERVICES

To strengthen the confidence and trust of farmers on our brand, we conduct farmer education programmes with agronomic know-how and training that help them to achieve high-yields.

Successful and productive farming is the golden key to food security. The key elements of farmer's profit equation are improved seed, good agronomic and management practices to optimise the seed potential. We are always striving to broaden our seed basket and provide superior genetics of field crops.

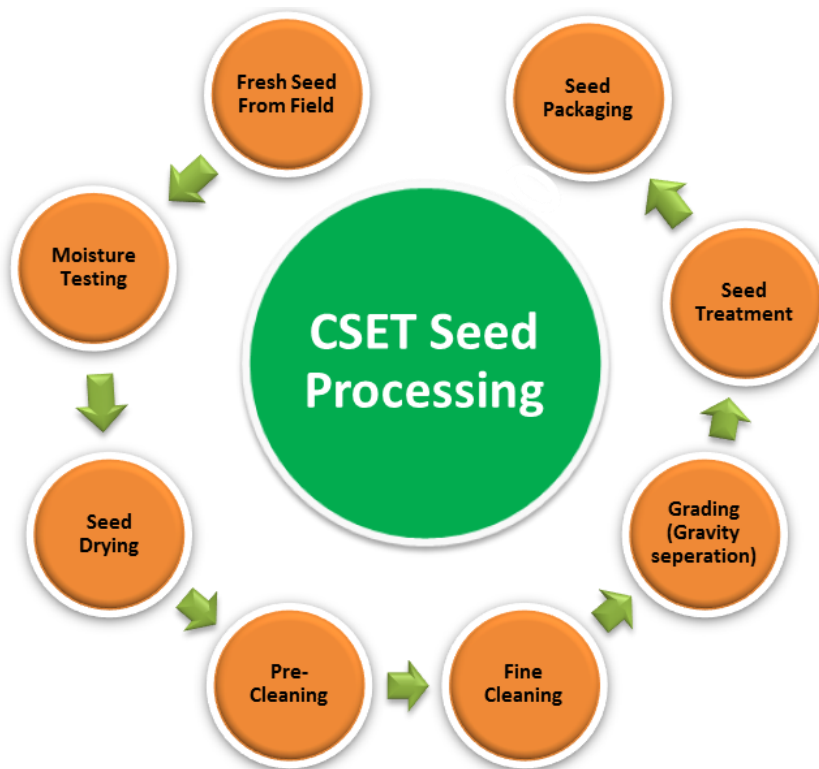
Our Agromomy Team initiates ongoing education to farmers on Good Agronomic Practices (GAPs) which play a crucial role in achieving high and economically sustainable yields. A productive farmer has to combine variety choice and the environment with GAPs to be successful.

Service for Farmers (mostly for free)

- Training & Counseling of Agricultural process (Good Agricultural Practice).
- Practice on the use of Pesticides, Fertilizers and Agricultural Equipment.
- Soil Test.
- Dissemination of Climate Information.



Processing & Conditioning



CSET's Seed processing, conditioning and packing are vital operations for enhancing the seed quality and physical appearance, Seed treatments with protectant chemicals protect the seed from insect pest damage seed borne / soil borne fungal diseases for specific period, while processing seeds the critical parameters that need to be kept in mind include aspects such as germination percentages, seed viability and improved seed health.

CSET seed production leads to a significant contribution for the seed value chain and meets the present and future needs of the customers. The company has close collaborations with leading local and international research institutes in purpose of developing old local varieties and innovating new varieties.

It is important to store seeds properly so that there is no loss in their quality parameters. The conditioned go downs ensure medium to long term storage of seeds without loss of

viability and vigour. In the conditioned go downs, temperature levels of 15°C and relative humidity 40% are maintained constantly by using airconditioning and de-humidification equipment.

PRODUCTION

Seed Type	Varieties	Production (2022)(MT)	Production (2023)(MT)	Production (2024)
Cowpea	Red local	53	24.70	57.5
Sorghum	Kafisom	243	52.17	96.2
Maize	Somtax	162	23.72	66.6
Mung bean	Green local	26	4.2	21.7
Cowpea	CS-M66			10
Sorghum	Gadamsom			12
Fodder	Sudan grass			6.3
TOTAL (tones)		484	105	270

The company developed its products and workers in 2024 to deliver effective satisfactory production to its esteemed clients. For the reason of that, the company processes the main local stable crops (maize, sorghum, cowpea, mung bean and sudan grass) to get their certifications from SARIS/MoAI of Federal Government of Somalia. After that the company stands how to distribute the certified seeds in the local markets of Somali regions. Fortunately, our products are satisfied because of their high quality, high yield, drought

tolerance and well treated in Somalia soil and environment. For that, it gives us an opportunity to sale and supply our products to the international organizations which are working in Somalia.



MARKET

Outreach Campaign for our Products

- ❖ We undertake outreach campaign of our seeds to the agricultural communities in the regions of Somalia.
- ❖ By conveying them messages about the importance of certified seeds comparing with the non-certified seeds.
- ❖ By presenting an example of the current practices at the CSET farms and our grower's fields.
- ❖ The messages are delivered through TVs, RADIOS and Text & face to face.

Seed Type	Varieties	Sales (2022)(MT)	Sales (2023)(MT)	Sales (2024)
Cowpea	Red local	51	20	54
Sorghum	Kafisom	233	49	88
Maize	Somtax	160	21	60
Mung bean	Green local	22	4	18
Cowpea	CS-M66			10
Sorghum	Gadamsom			12
Fodder	Sudan grass			6
TOTAL (tones)		466	94	248

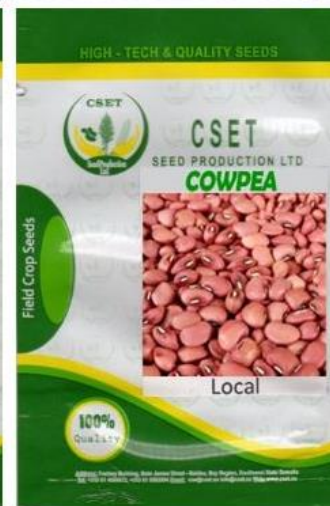
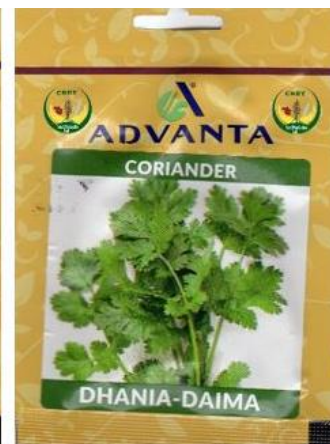
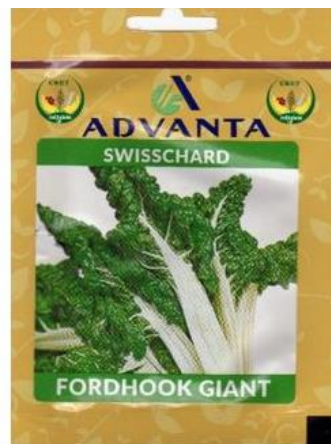
CSET Company defines its market as the demand to satisfy the Agricultural industry's need towards commercially competitive sustainability. Its loyalty is to its customers through supplying standard and quality cost effective seeds. It undertakes to sustainably provide satisfaction to the closely upheld network of clients. Its main clients are small holder farmers, distributary companies/Agro dealers and NGOs. The company's marketing strategy focus the four

basic elements referred to as the four 'Ps' namely Product, Price, Place and Promotion.

Market Segmentation

CSET Seed Production Company has identified three different target market segments which they are:

1. Non-Governmental Organizations (NGOs).
2. Distributary companies agro dealers and commercial farmers.
3. Small medium and large farmers.



Small Package

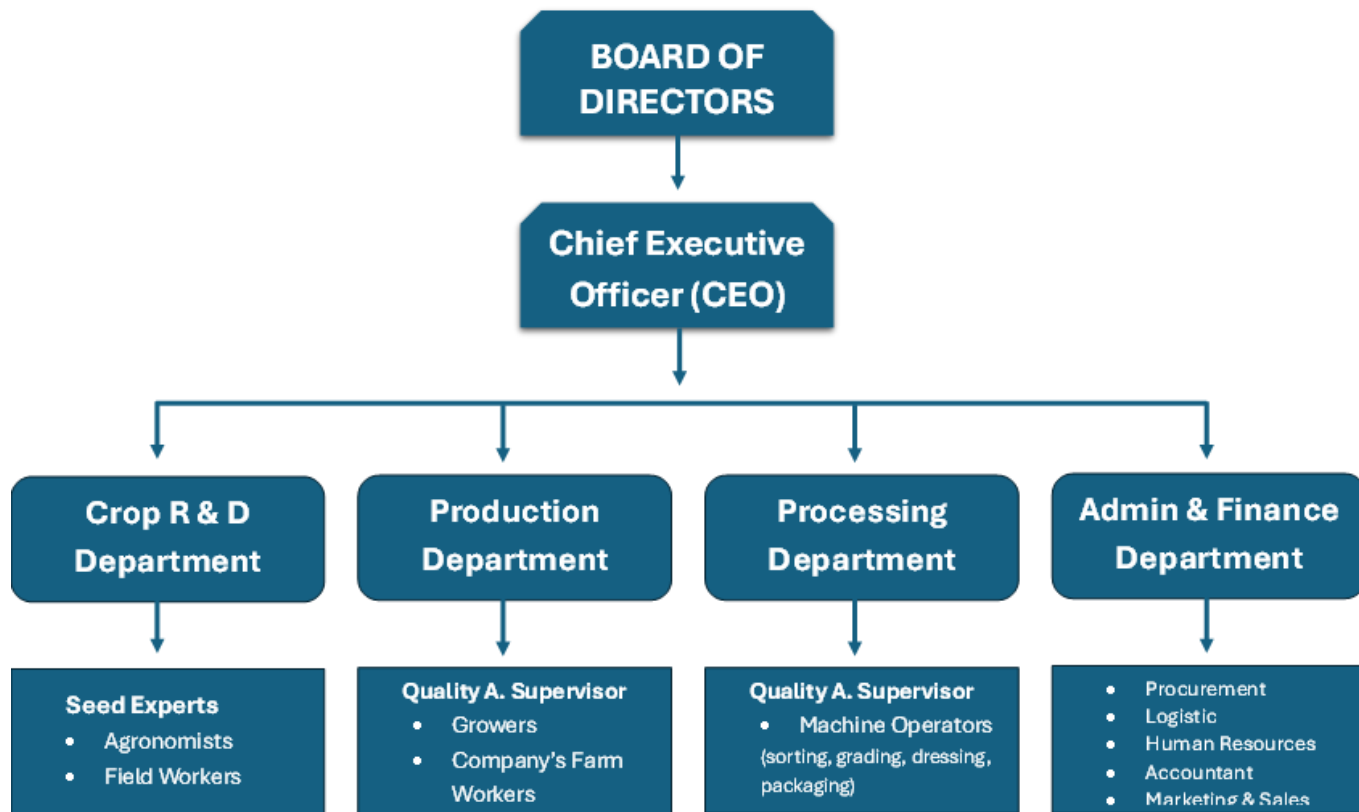


Middle Package



Big Package

COMPANY STRUCTURE



Our Partnership

a) International Partnership

- ❖ DT Global/USAID
- ❖ World Vision International
- ❖ Mercy Corps
- ❖ CARE International
- ❖ Seed Systems Group (SSG)
- ❖ Food and Agriculture Organization (FAO)
- ❖ WELTHUNGERHILFE – Germany
- ❖ International Crops Research Institute for the Semi-Arid Tropics (ICRISAT)
- ❖ Maize Research Institute (SAKARYA)
- ❖ International Maize and Wheat Improvement Center (CIMMYT)
- ❖ International confederation of agriculture and food (TARIMKON)
- ❖ Eastern Mediterranean Agricultural Research Institute

b) Government Institution Partnership

- ❖ Ministry of agriculture and irrigation (federal & state level)
- ❖ Somali Agricultural Regulatory Inspection Services (SARIS)
- ❖ Ministry of commerce and industry (federal & state level)

c) Private Partnership

- ❖ Dahabshil Bank
- ❖ IBS Bank
- ❖ Mumin Group





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