

Tukula Farmer Project

LAMISH TRADINGS LTD

Strengthening Rural Livelihoods through Climate-Smart
Agriculture



Presented By: Misheck Phiri

3. The Product Portfolio and Business Model

Lamish currently offers a diversified portfolio of certified seeds including soybean, groundnut, cowpeas, common beans, Sorghum, complemented by rice & Sunflower. Furthermore, Lamish also provides logistics as well as construction services to different partners.

STEP 1: Research & Development



- a. Farm in Chinjala, Chipata driving seed multiplication.
- b. Partnerships with ZARI (Msekera Research Center)
- c. Focus on high-yield, climate smart, early-maturing.

STEP 2: Seed Multiplication



- a. Contract small-scale 1000+ farmers for seed multiplication
- b. Facilitating access to credit via seed & input financing.
- c. Ensures social inclusivity and quality assurance

STEP 3: Seed Processing & Quality Control



- a. Modern seed cleaning, grading and packaging
- b. Certified to strict quality standards
- c. Temperature controlled storage facilities to preserve seed viability

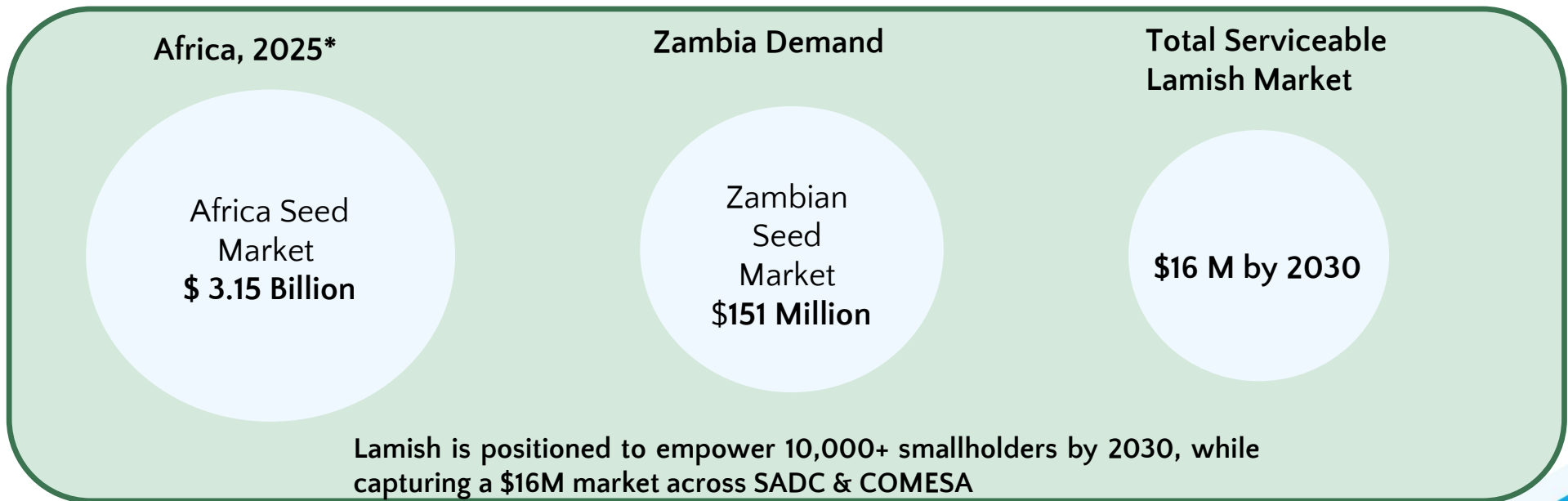
STEP 4: Seed Marketing & Distribution



- a. A network of hub and rural Agrodealers for easier reach to both farmers & other partners.
- b. Regional Export Market Development
- c. Owned Fleet of Trucks to support efficient seed distribution

4. The market & Projected Growth Rates

- ❑ Africa Seed Market: USD 3.15B, 4.8% CAGR
- ❑ Total Addressable Market (TAM): USD 151M
- ❑ Total Serviceable Market (TSM): USD 16M
- ❑ Zambia Seed Market: ~9.4% CAGR (2025-2029)



[Source: Mordor Intelligence, <https://www.mordorintelligence.com/industry-reports/africa-seeds-market>]

5. Opportunity and competition

Unlike other seed companies, Lamish has a wider product portfolio of climate smart seed varieties that include legumes and cereals coupled with capacity building

Key Factors	Lamish	Competitors (Large Seed Companies)	Informal / Local Seed Suppliers
Crop Portfolio	legumes (soyabean, groundnut, beans, cowpea), cereals (sorghum, millet) & rice	Primarily maize and some soybeans (limited diversification)	Local grain and recycled seed, low variety
Export & Expansion	Agro-dealer network, government (FISP), exports to SADC/COMESA	Limited last-mile services concentrated along the line of rail	Informal markets, and limited infrastructure and capital
Quality & Standards	Foundation Farm with localized seed production under irrigation, modern R&D & processing facilities	Out-grower seed production Networks often focused on maize hybrids	Uncertified, recycled, low productivity
Farmer Inclusion	2500+ smallholder out-growers farmers, inclusive value chains, women & youth focus	Engage mainly large-scale farmers	Informal farmer-to-farmer exchanges
Support Services	Expert technical extension training and agronomic services, Farmers Link digital platform, traceability & market linkages	Minimal extension support	None