

Purdue Improved Crop Storage

PICS
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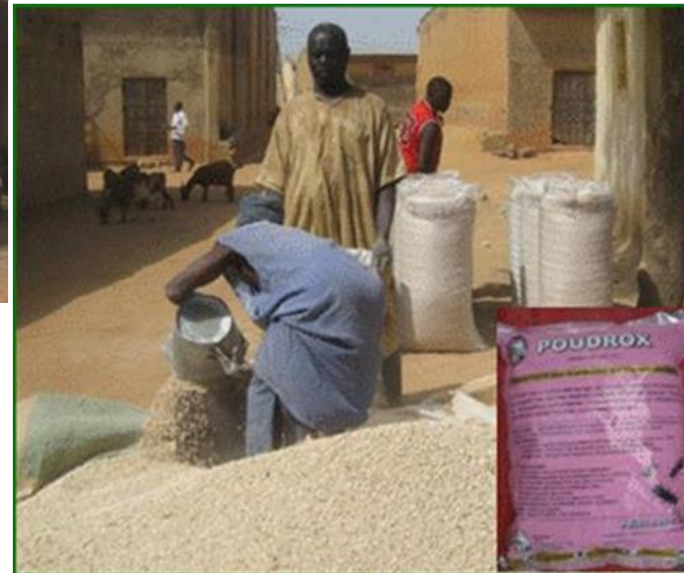
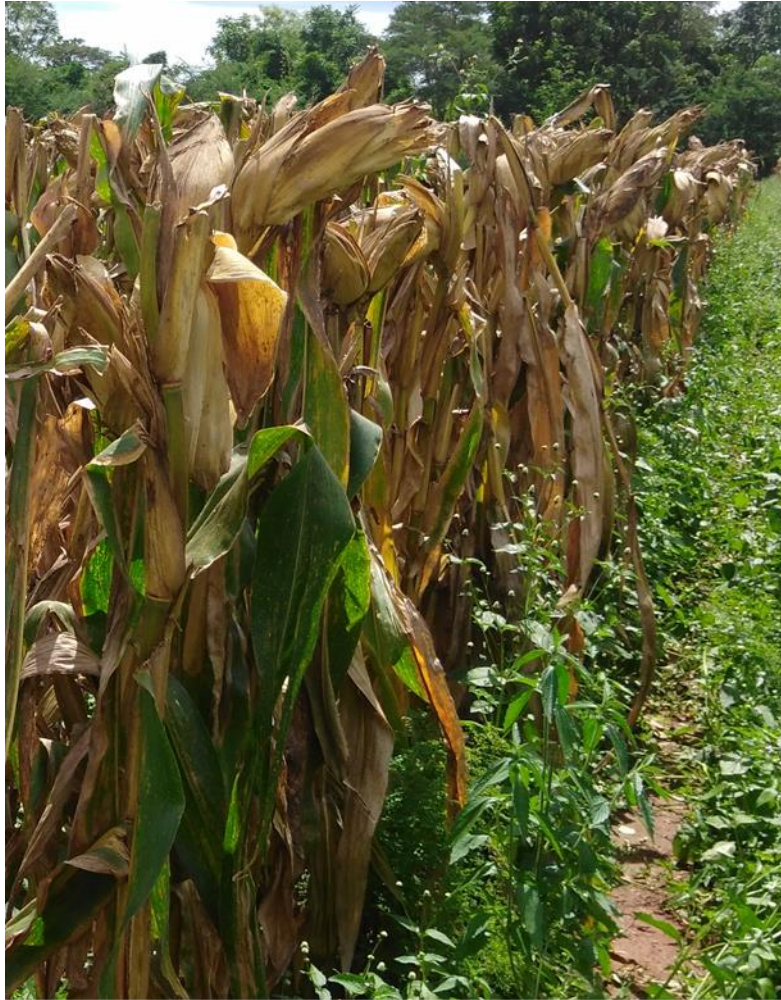
Research into use!

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LASER PULSE Launch Meeting

May 6-8, 2019
Kampala, Uganda







Grain losses reduced to less than 1%

Customers: farmers who produce enough to store

Value Proposition

- Chemical-free storage
- Cheap - \$2.5/100kg
- Reused- 3 years ++
- Can double income
- Easy to use
- Scale neutral
- Store grain or seed
- Stop mold growth

End users raised 2 issues:

- Don't know how to use
- Technology unavailable



Dissemination

Media- Radio, TV,...

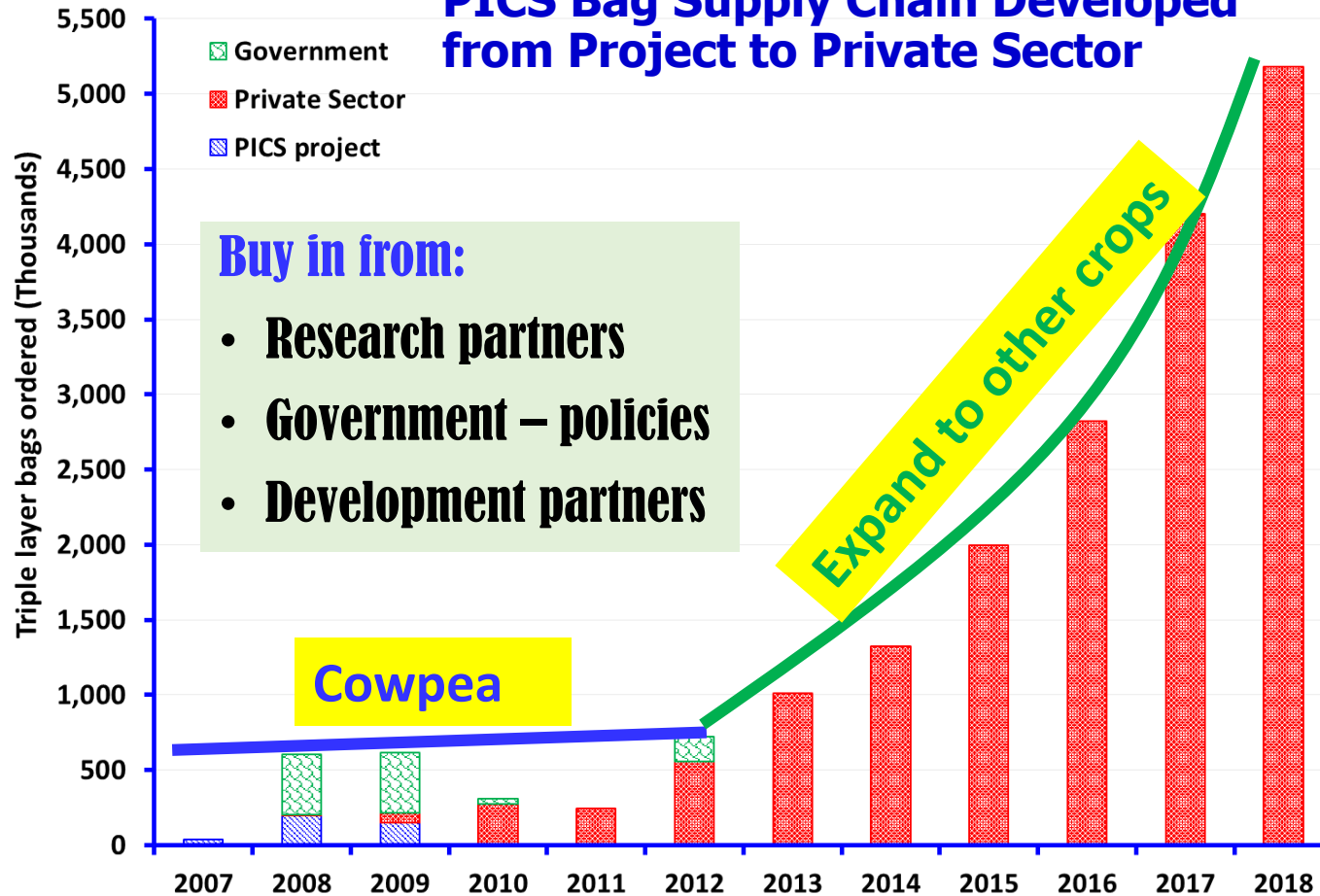
Linkages- Sustainability



- Field visits – trouble shooting
- Meetings with dev. Partners
- Meetings with private sectors
- Short term trainings/curriculum
- Lessons learned conferences

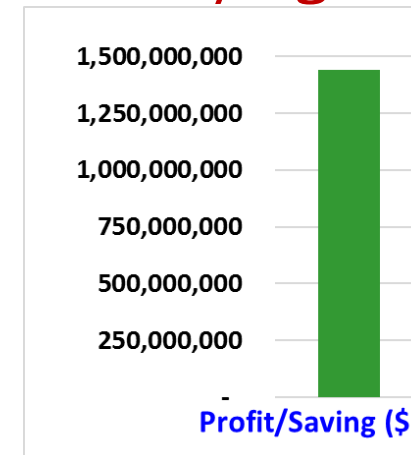
**PICS Global-
Social enterprise**

PICS Bag Supply Chain Developed from Project to Private Sector

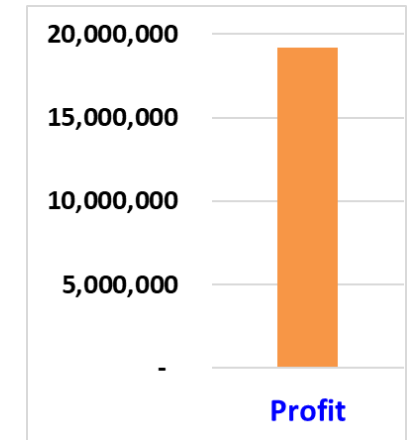


- In more than 35 countries
- 60,000 villages reached
- 6 M+ farmers trained
- 19 million bags sold
- 20 companies licensed

Farmers/Users
\$26/bag



Private sector
\$1/bag



Lessons learned

- ✓ **Know your customers- technology fits the needs of potential users.**
- ✓ **Marketing- demonstration is key"- seeing is believing".**
- ✓ **Input supply chain "Private sector" is key for adoption.**
- ✓ **Partnership/Capacity building are essential for sustainability.**

Challenges and opportunities

Market Information	Niger DT	Niger MZT	Burkina
Distance to PICS retail (km)	5.8	12.5	9
Distance to markets (km)	5.4	8.1	7
% of markets selling PICS	30	25	40
PICS adoption cowpea (2009)	38%	7%	30%



Last mile availability
(market & villages):

- Radio and ICT:
USSD
- Youth retailers

What else can we push along storage technology to increase demand:

Improved seed



Moisture device



**Weebale!
Thank You!**

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