EAST-WEST SEED FOUNDATION | KNOWLEDGE TRANSFER

Sustainable Market Inclusive Livelihood Pathways to Self -Reliance (SMILES)

EWS-KT Presentation

Thursday 07 August 2025

SMILES Project Partnership

- EWS is a dutch owned tropical vegetable seed company with over 40 years experience and its seeds available in over 80 countries worldwide.
- EWS-KT is a corporate foundation partly funded by EWS
- EWS-KT aims at improving production and business skills of smallholder farmers
- Catalyzing the development of innovative agricultural input markets
- To achieve that, we partner with partners who share our core values

Our approach

KNOWLEDGE TRANSFER

EAST-WEST SEED FOUNDATION

Demand activation

- Demo establishment
- Farmers Field Days
- Mass media engagement
- Like-minded stakeholders engagement

Streamline Supply chain

- Robust agro-dealer network development
- Agro-dealer technical capacity development
- Market linkages facilitation
- Seedling production units model
- Collaboration with produce buyers

Sustainability

Facilitate technical capacity development of;

- Crop Flagship Ambassadors
- Seedling producers
- Community based agro-dealers
- Promote sustainable agronomic practices
- Seed quality assurance

Early results

- Opened new markets
- Increased awareness about superior varieties (agro-dealers, farmers & Produce buyers)
- Increased adoption of quality seed use by farmers
- More resilient and sustainable business markets
- Increased operational efficiency and minimized investment risks
- More streamlined seed supply chain in the project area.

Photos

Thank You

Contact us

mwanguhua.joshua@eastwestseed.com | KT Manager - Uganda

baguma.david@eastwestseed.com | Projects Lead