# Meeting the COVID-19 Challenge

<table>
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<tr>
<th>Action Area</th>
<th>Responses by HarvestPlus Country Programs</th>
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| **Seed Supply and Planting**        | • Arrange alternative transport of planting material: to regional pick-up points; send by local courier services; send by postal services; second delivery to local partners.  
• Facilitate direct sales from seed companies to farmers, in areas where agro dealers shops are shut down.  
• Negotiate subsidies for seed sales by private seed companies.  
• Coordinate with seed companies to manage inventory and ensure sufficient seed available for current/forthcoming planting seasons.  
• Expand “payback” seed supplies involving post-harvest in-kind seed repayment for cash-poor farmers. |
| **Farmers Extension/Support**       | • Local partners send crop photos to HarvestPlus staff who coordinate with extension services for remote evaluation  
• Gather farmer feedback on demo crops via SMS groups, WhatsApp, and one-on-one phone surveys.  
• Provide mobile airtime to local lead farmers and extension agents to facilitate information sharing by them to other farmers in their communities.  
• Produce and buy radio spots to broadcast information to farmers.  
• Post information/messages on billboards and posters in strategic locations where farmers will see them.  
• Engage and develop farm sector digital “influencers” to communicate biofortification information. |
| **Post-Harvest Crop Processing and Sales** | • Delegate to local seed cos. and farm managers to gather estimates of seed and crop output.  
• Provide crop processors with harvest volume by location to pre-arrange transport from the farms.  
• Connect processors and farmers with e-payments networks to facilitate remote payment to farmers. |
| **Training Methods**                | • Training sessions held with smaller groups to better enable social distancing.  
• Digitize training materials (i.e. with training videos and publications posted online) to allow off-site and self-conducted trainings  
• Distribute print training/informational materials to farmers by those to who are distributing planting materials (i.e. motorcycle delivery, boda-boda delivery).  
• Ramp up “training of trainers” programs to further decentralize capacity strengthening activities. |
| **Pro-Farmer Advocacy Efforts**     | • Integrate biofortified crops/foods in public support programs to both build demand for farmers’ output and reach more vulnerable groups.  
• Ensure lockdown exemptions for ag/food sectors are recognized by state- and local-level authorities.  
• Enact subsidy programs for farmers for purchasing seeds and other inputs. |