

Criteria for Seed Shop Management as a Seed Vendor

These criteria are essential to ensure compliance with regulations, high-quality service, and customer satisfaction:

1. Licensing and Registration

- Obtain a **seed seller's license** from the relevant authority (SLeSCA).
- Maintain up-to-date registration with the national seed certification agency.

2. Location and Infrastructure

- Ensure the seed shop is in an **accessible location** for farmers.
- Provide a well-organized and clean space with adequate shelving for proper storage.
- Ensure the shop has appropriate **ventilation, temperature, and humidity control** to maintain seed quality.

3. Seed Storage and Handling

- Adhere to proper **storage protocols**:
 - Store seeds in labeled, airtight, and moisture-proof containers.
 - Segregate seeds by variety and lot to prevent contamination.
 - Ensure seeds are kept off the floor and away from direct sunlight.
- Regularly monitor seed quality (e.g., moisture content, germination rates).

4. Compliance with Quality Standards

- Sell only certified seeds with labels indicating:
 - Variety
 - Lot number
 - Purity percentage
 - Germination percentage
 - Production and expiration dates.
- Work with suppliers who are licensed seed producers or importers.

5. Record Keeping

- Maintain records of:
 - Seed purchase and supply (quantity, variety, batch number, supplier details).
 - Customer transactions.
 - Stock inventory and expiration dates.
- Submit regular reports to the licensing authority, if required.

6. Knowledge and Customer Support

- Employ staff trained in **seed quality and agricultural practices**.
- Provide guidance to farmers on:
 - Seed selection.
 - Planting techniques.
 - Storage after purchase.
- Conduct regular awareness programs or training for customers.

7. Marketing and Labeling

- Promote your shop through ethical advertising and outreach.
- Avoid false claims about seed performance.
- Highlight special certifications or partnerships, such as with government agencies or international organizations.

8. Compliance with Regulations

- Comply with all regulations outlined by the **Seed Certification Authority** and agricultural ministry.
- Renew licenses and permits promptly.
- Adhere to seed vendor obligations such as:
 - Avoiding the sale of expired or uncertified seeds.
 - Participating in inspections when required.

9. Safety Measures

- Follow fire safety standards and maintain emergency equipment.
- Ensure the shop is pest-free and regularly cleaned to avoid contamination of seed stocks.

10. Customer Feedback and Dispute Resolution

- Provide a clear mechanism for farmers to submit complaints or queries.
- Address issues like poor germination or non-conformity to advertised quality promptly.
- Retain proof of sales (receipts or invoices) for traceability.

Optional Best Practices

- Offer additional farm inputs (e.g., fertilizers, pesticides) to attract more customers.
- Collaborate with local extension services to provide workshops or training sessions.
- Use technology for seed inventory management (e.g., software for tracking seed batches).