


ADVANTA
MODERN SCIENCE · TRADITIONAL VALUES



AT THE HEART OF FOOD
PRODUCTION DRIVING
SMALLHOLDER FARMERS
PRODUCTIVITY

UPL GROUP COMPANY

Our key crops in Africa:

Maize
Sunflower
Sorghum
Rice
Vegetables
Canola
Fodder



ADVANTA SEEDS Bestsellers in Africa



Grain Sorghum – our grain sorghum hybrids are known for significantly higher yields over the locally offered hybrids in Africa. They have high drought tolerance and are adaptable for various stress conditions.

Bestsellers:
ADV 23012
PAC 501
PAC 537
MR Buster
MR Taurus



Forages – Advanta offers a wide range of forages and is an expert in highly nutritive forages that improve the quality and quantity of milk production and nutrition for the dairy animals.

Bestsellers:
Sugargraze
Nutrifeed



Oil Seeds – Sunflower and Canola. We are working with farmers in Africa to promote high value new generation Sunflower and Canola seeds. Advanta crops are known for high oil content and higher yield.

Bestsellers:
Hysun 33
Hysun 231CLHO
Upcoming:
Aguara 6
Aguara 4



Hybrid Rice – We are one of the leaders in Hybrid Rice and a pioneering Company in introducing them in Africa. Our hybrids were tested by WASA and are found to outperform the competition.

Bestseller:
Swarna 2
PAC 832



Vegetables – we are leader and expert in tropical and sub-tropical vegetables. We have one of the largest portfolio of tropical vegetables and are introducing and testing new products in Africa.

Bestseller:
Tomato Hybrid
ADV 1247
ADV 1299A

Grain Sorghum

Advanta is the global leader in the sale of Hybrid Sorghum seeds and some of its best Sorghum hybrids are grown by African farmers.

In Kenya, Advanta Seeds has been collaborating with East Africa Breweries Limited, to promote hybrid Sorghum ADV 23012. Mostly sorghum is grown by smallholder farmers in dry arid conditions and they supply grains to the Breweries as a raw material for the production of Beer. Advanta Sorghum 23012 was introduced to the Breweries sector in 2017. EABL procures the hybrid sorghum from Advanta Agents and distributes to the farmers. Advanta hybrids give good yields and now are preferred over the open pollinated varieties.

Advanta Seeds with assistance of a few local partners arranged many trials, field days to farmers trainings in Eastern Kenya to educate farmers about the benefits of growing sorghum hybrids. With the establishment of a Brewery unit in Western Kenya, farmers in that region have started embracing Sorghum cultivation too and Advanta will support the sorghum cultivation in this region as well.

In Tanzania Advanta Seeds collaborates with Serengeti Breweries and Tanzania Breweries to promote the Sorghum crop suitable for the geographies and improving the livelihoods of local farmers.

In South Africa and Zambia, Advanta Seeds sorghum hybrids: MR Buster, Bazley and Taurus have already been recognized for their great performance among local farmers.



Fodder Crops

Advanta offers unique multicut, speciality fodder crops to drive the dairy and beef sectors in Africa. The most popular Advanta forages in Africa are Sugargraze and Nutrifeed. These hybrids improve the quality and productivity of milk resulting in higher profits for farmers.

In Kenya, both the above hybrids are approved for commercial cultivation. Many market promotion activities were conducted with support of IFDC (International Fertilizer Development Centre).

In South Africa and Zambia, Sugargraze and Nutrifeed are very popular forages among dairy farmers.





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