

Demand-led Plant Breeding

DLB In Brief

@African Plant Breeding Academy Class IV

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What is DLB?

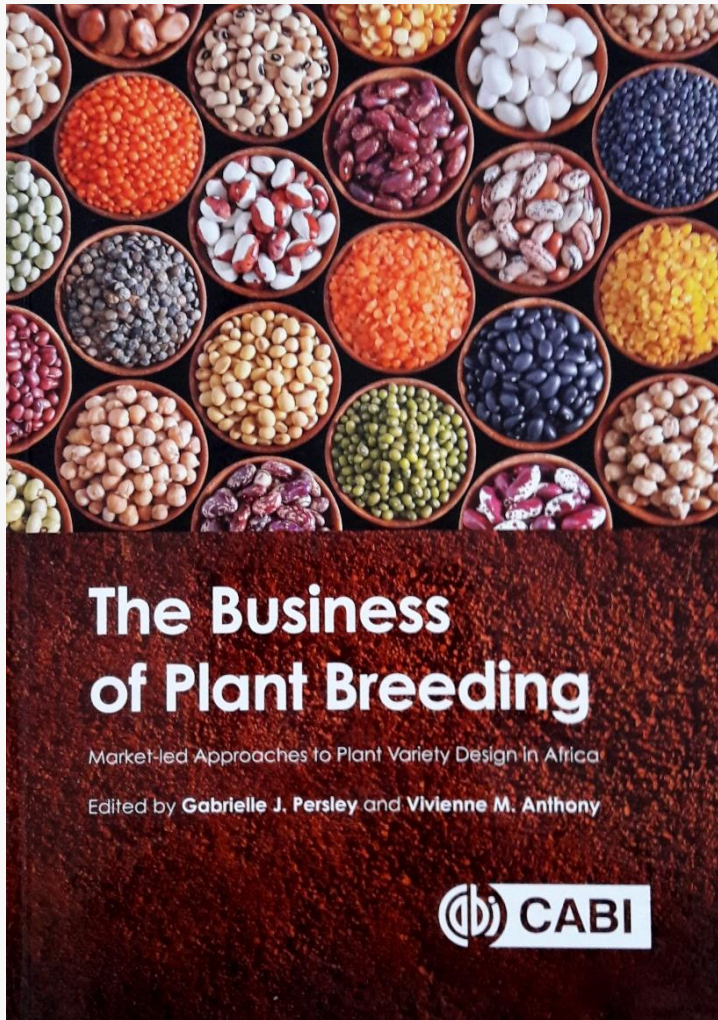
New way of developing modern crop varieties that are customer-focused and adopted by smallholder farmers

.....because they can **better participate in their local and regional markets**

Why does DLB matter?

- Too many new released varieties are not being used
- DIIVA study (2015) showed adoption of modern varieties for c. 15 staple crops ranged from **only** 2-40%
- Breeders can achieve **greater use of their varieties** by truly meeting the preferences of smallholder farmers and their whole value chains
- Public and private co-operation will bring greater access to quality seed, improve farmer livelihoods and encourage markets to flourish

DLB core components



1. Principles of DLB
2. Visioning and foresight
3. Clients' needs and value chains
4. Variety design and product profiling
5. Development strategy and planing
6. Breeding investment
7. Monitoring, evaluation and learning

Who are the DLB education team?



Dr J.C. Rubyogo



Dr N. Yao



Dr C.
Mukankusi



Dr R. Chirwa



Dr M. Teshale



Prof H. Shimelis



Dr K. Harper



Prof G. Perseley



Prof. E Danquah



Prof P. Togoona



Dr A. Danquah



Mr M. Ayenan



Prof W.
Alhassan



Mr M. Osei



Dr A. Berhanu



Prof F. Mekbib



Dr V. Anthony



Dr H.
Thieblemont



Dr N. Vignaux



Prof P. Kimani



Dr S. Nkabulo



Dr R. Edema



Prof P. Gibson



Prof W. Cowling

* CIAT/PABRA-
Kenya
* WACCI, Ghana
* SFSA, Switzerland

* CIAT-Kenya
* WACCI, Ghana
* SFSA, Thailand

* CIAT/PABRA-
Uganda
* WACCI, Ghana
* SFSA, Switzerland

* CIAT/PABRA-
Malawi
* WACCI, Ghana
* Uni of Nairobi

* CIAT/PABRA-
Tanzania
* BSSA, Ghana
* NACRRI, Uganda

* ACCI, South
Africa
* WACCI, Ghana
* Makerere Uni.

* Uni Queensland,
Australia
* EIAR, Ethiopia
* Makerere Uni.

* Uni Queensland,
Australia
* Aramaya Uni, Eth
* Uni. Western Aust

What are we doing?

- Workshops and postgraduate education
- Giving visibility to Africa's public varieties
- Supporting plant breeders to connect with seed production and distribution organisations
- Creating and offering innovative new **advanced DLB** training on:
 - Foresight and identifying valuable traits for breeding
 - Variety positioning and making performance claims
 - Pitching varieties to seed organisations for distribution
 - Creating compelling business cases for investment

How can you get involved?

- Participate in the **DLB Pan-African questionnaire** with DLB alumni to have a voice on:
 - Scaling your promising new varieties
 - Need for investment
- **Contribute your expertise** and examples into the new advanced training module
- **Encourage implementation and using DLB** in your institutions and your work
- Join the DLB CoP: (contact N.Yao@cgiar.org)



Demand-led Plant Breeding

THANK YOU

