

DEMAND-LED BREEDING

A Breakthrough in Modern Breeding



Principles of Demand Led Breeding

Visioning and Foresight
for Setting Breeding Goals

Understanding Client Needs

New variety Design
and Product Profiling

Variety Development
Strategy and Stage Plans

Monitoring, evaluation
and Learning

Making the Business Case
for New Variety Development

DLB is Implemented:

28 Countries in Africa
Several NARS
5 Universities
20 Crops

DLB's Outreach:

400+ CoP Members
1 BOOK: Business of plant breeding
1 Product Profile Toolkit

20+ Product Profiles Developed
180+ DLB Practitioners

50
Top new varieties being promoted

To Join the DLB Community of Practice:



SCAN ME

