



# A Breakthrough in Modern Breeding



## WHAT IS DLB?

Market-led Breeding or Demand-led Breeding (DLB) is a new way of developing modern high performing crop varieties that are customer-focused and adopted by farmers

DLB has a community of practice that is established amongst some **400** plant breeders within several National agricultural research systems (NARS).

DLB's outreach is in **28** African Countries



DLB Countries

DLB's research works with **44** crops, developing product profiles for them as well.

