Pathways for maize variety release

Breeding new maize varieties

Regional Trials, WWT, ROFT

Variety release, registration (DUS, VCU)

Basic & Certified Seed Production

Varietal Promotion and dissemination

CIMMYT, NARS, large Seed companies

CIMMYT, NARS, Seed companies

NARS Seed companies

NARS (for basic seed only), Seed companies, CIMMYT (initial seeds)

Seed companies NARS, CIMMYT
Large and small Seed companies

Global Business Operations footprint

Ethiopian Seed Enterprise

Advanta
Large seed companies

Advanta – a UPL Group Company

1. Advanta, a subsidiary of USD 2 Bn United Phosphorus Limited, is a leading international Field crops & Vegetable seed company, headquartered in Hyderabad, India.

Company Has-
- Principal operations in Australia, India, Thailand, Indonesia, USA, Argentina & Brazil & also operates through global distribution network in 35 other countries in Asia, S America, Africa, Europe & N America.
- Superior, Unique Proprietary Germplasm & Intellectual Property.

3. Global leader in conventional plant breeding and in the application of biotechnology to develop value added New hybrids and Varieties of field crops & Vegetable Crops.

- Research and Development
- Marketing and Research
- Production
- Finance
- Administration
What drives the private sector

Business Driven by strong Values

INNOVATION

AGILITY

RESPECT

EXCELLENCE

Business Model

Business Model in Africa

- Investing in local Supply Chain & Research
- Market Development – OPV to Hybrid Conversion in Sorghum
- Better Products with Higher Value in Existing Markets
- Collaborations – Government Agencies, NGOs

- Research Station in Ethiopia
- Commercial Production initiated in South, Africa & Zambia
- SPR in various locations in Africa

- Setting up UNIMART stores across various African Nations
- Farmer Training Schools in Zambia

- Grain Sorghum Hybrids, viz. PAC 501 & PAC 537 giving 2 – 2.5x Yield Advantage over OPVs
- High Value forages, e.g. Sugargraze & Nutrifeed
- Sunflower & Canola hybrids

- Member of the Grow Africa initiative
- Participant in 3N Programme in Niger
- AGRA, IFDC, DAPP for reaching out to customers
Branding of Products?
Key questions?

• What do farmers want? Specifically, what will they pay for?

• Can we ensure a reliable supply of good quality parent seed/technologies?

• What can there produce profitably?

• What is materially better than what there are selling now?
Private Sector
# Private Sector

<table>
<thead>
<tr>
<th>Private Sector Characteristic</th>
<th>Implications for SIMLESA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profit drive – part 1</td>
<td>1) Farmer demand and 2) production economics are crucial</td>
</tr>
<tr>
<td>Limited management capacity</td>
<td><strong>Product portfolio</strong> tends to be highly focused; company must <strong>elect</strong> to scale a given variety</td>
</tr>
<tr>
<td>Lots of risk, leading to lots of fire fighting</td>
<td>MD attention tends to be fragmented – highly focused on immediate tasks at hand</td>
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</table>
## Private Sector

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<td>Marketing generally through agrodealers</td>
<td>Farmer <strong>demand</strong> may not be strong enough to scale quickly; seed company best on the “how”</td>
</tr>
<tr>
<td>Constant multi-tasking</td>
<td>Communication must be clear, focused and repeated</td>
</tr>
<tr>
<td>Profit drive – part 2!</td>
<td>If farmers value the product, and production economics are good – companies will SCALE!</td>
</tr>
</tbody>
</table>
Where are opportunities for SIMLESA?
True or False, in your opinion?

SIMLESA can be wildly successful if we truly partner with private sector companies to scale

TRUE