



UNIVERSITY OF
KWAZULU-NATAL™
INYUVESI
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ONLINE WORKSHOP

PRODUCT PROFILING FOR PLANT VARIETY DESIGN AND COMMERCIALISATION IN SOUTHERN AFRICA

The international [Demand-Led Breeding](#) (DLB) working group has been developing guidelines for developing and communicating product profiles that are applicable for a range of markets, clients, crops, and environments.

In this workshop, DLB members and plant breeders from southern Africa will provide an overview of the practitioners' guide developed for product profiles, present an example of the application of this guide in the development of new product profiles, and discuss the applicability of this guide across a wide range of crops in Africa, as well as the resources available to guide plant breeding educators, researchers and research managers.



THURSDAY 15 OCTOBER 2020

10:00 – 12:00 SAST

[REGISTER](#) FOR THE WEBINAR

www.demandledbreeding.org

Agenda

10:00 – 10:05

Welcome & Opening Remarks

Professor Mark Laing, African Centre for Crop Improvement, South Africa

10:05 – 10:35

Overview: Product Profiles - A Practitioners' Guide

Professor Hussein Shimelis, African Centre for Crop Improvement, South Africa

10:35 – 11:05

Practitioners' guide: product profiles and variety design of common bean in southern Africa

Dr Rowland Chirwa, Alliance of Bioversity International and CIAT, Malawi

11:05 – 11:35

Accessing the Practitioners' Guide for wide range of crops across Africa at both education and research institutions, introduction to new resources available on the DLB, joining the DLB "community of practice"

Dr Nasser Yao, Demand-Led Breeding (DLB) Pan Africa Co-ordinator, Alliance of Bioversity International and CIAT, Kenya

11:35 – 11:40

Closing Remarks

Dr Jean Claude Rubyogo, Bean Programme Leader and PABRA Director, Alliance of Bioversity International and CIAT/PABRA, Kenya

Partners



Australian Government
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International Agricultural Research