

Making the case for investing in demand-led plant breeding in southern Africa



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Making the case for **investing in demand-led plant breeding** in southern Africa



Demand-led plant breeding (DLB)

Background

- Africa has the highest % of people with food insecurity
- How can new modern crop varieties contribute to food security in Africa, given the low adoption in Africa ($\leq 35\%$)?
- DLB aims is to make the business of plant breeding in Africa more responsive to customer requirements. The new varieties must be adopted by smallholder farmers and serve local and regional markets
- Plant breeding education, research and development should emphasise demand-led approaches
- A new variety design and core product profiling require inputs from a broad range of sources, including from clients, stakeholders, the value chain and non-technical experts
- Market/demand-led approaches focus on the business of plant breeding

Demand-led breeding: initiative and partners



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biosciences
eastern and central africa



Demand-Led Breeding: **Core Values and Principles**

Core values: **education** (training), the **breeding itself** (design, product profile, technology), and **policy support**

Principles

1 - Visioning and
Foresight for **Setting
Breeding Goals**

2 - Understanding
Clients

3 - New Variety Design
and **Product** Profiling

4 - Variety
Development **Strategy
and Stage Plan**

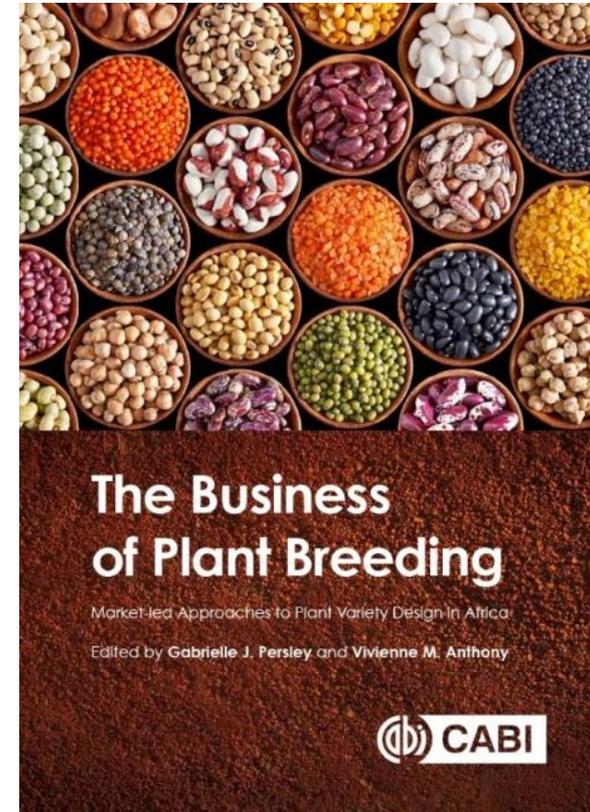
5 - Making the Case for
Investments in New
Variety Development

6 - **Monitoring,
Evaluation and
Learning**

7 - **Return on investment**

Resources

- African educators group developed [a textbook](#) – The Business of Plant Breeding
- DLB [Product Profile](#) Tool and Practitioners' guide
- Over [400 DLB alumni trained](#) (24 workshops)
- [Community of Practice](#) established
- DLB approaches imbedded in [academic institutions](#) in Africa
- [Deployment](#) of DLB in public and private sectors
- [A pan-African hub](#): Bioversity-CIAT/Kenya



<https://www.cabi.org/bookshop/book/9781786393814/>

www.demandledbreeding.org

Resources, publications and community of practice

Investing in demand-led plant breeding

- Critical to change the perception from **breeding as a cost** to **breeding as an investment** that gives a return on investment
- How to **justify if a new demand-led breeding project is an investment rather than an expenditure** on the funder's or institute's budget?
- Making a case for investment in breeding requires several inputs, such as **understanding the values/benefits and costs, and balancing them to justify investment in new variety development versus alternative options for improving productivity**
- This webinar will share **the lessons and experiences on plant breeding and the seed industry and its economic, social and environmental benefits towards creating compelling business cases for investments in demand-led plant breeding involving multiple partners**

The Business of Plant Breeding



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