

Public Private Partnership For Crop Improvement Programs

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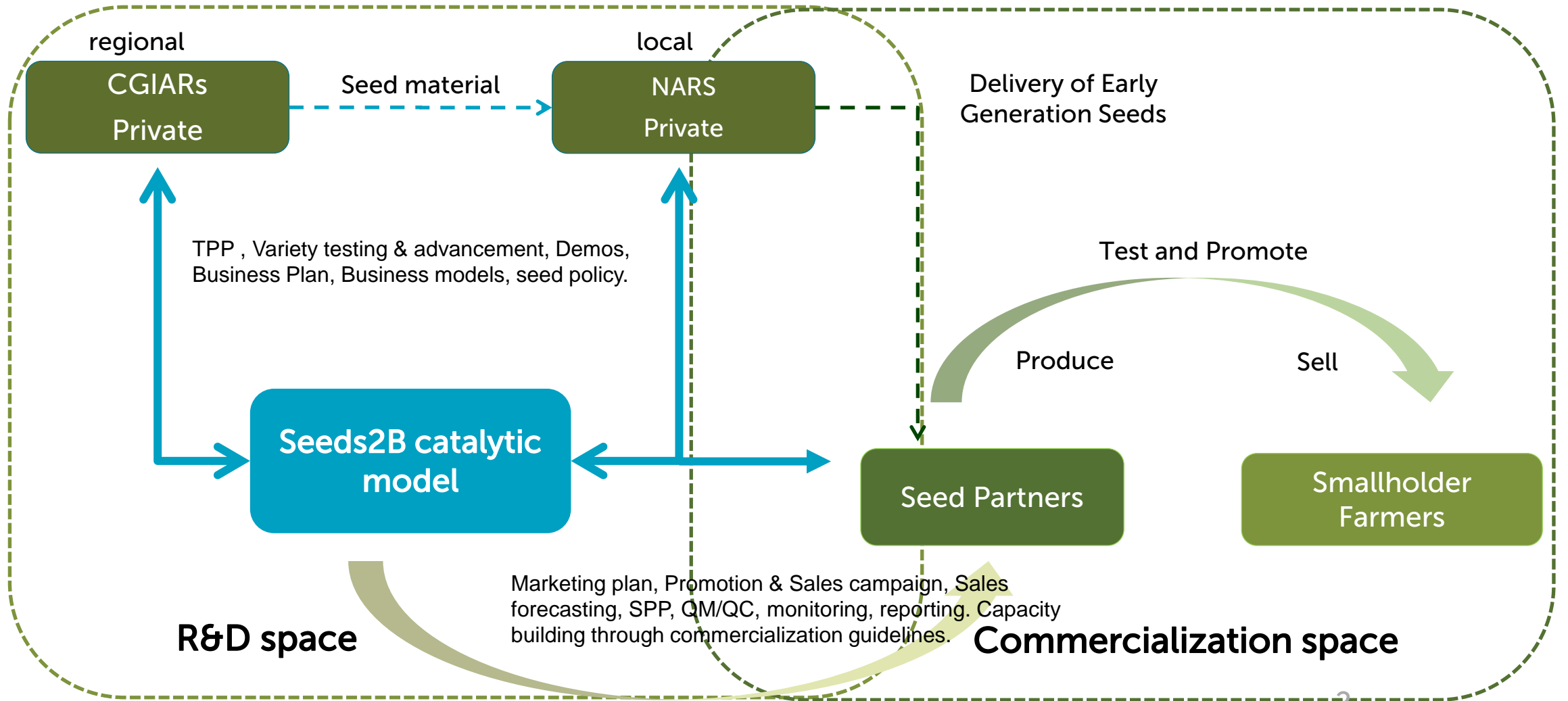
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SFSA and Public Private partnership For crop improvement programs

- **Main objective of SFSA through seeds2B model is**
 - To encourage the two sectors work closer together This involves sharing know-how and technologies and bringing new value-adding varieties to low-income smallholder farmers.
 - To drive forward-looking solutions and address most pressing global challenges through PPP cooperation.
 - To work on climate-smart and resilient agricultural innovations to be made accessible to small holders and not only to commercial farmers.

SFSA and Public Private partnership Seeds2B catalytic model



KSF and SFSA and Public Private Partnership Illustrations

- **Key Success Factors**

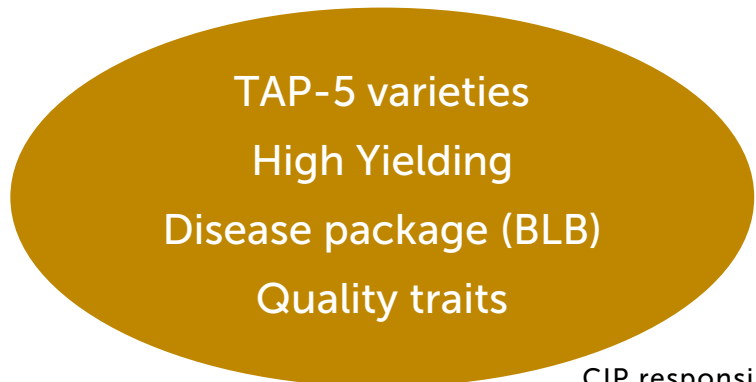
- Common understanding of the partnering environment: roles and responsibilities of each partner, collaborative model, collaborative financial sourcing
- Proper governance with alignment on the collaborative space
- Adequate performance management tools: impact metrics
- High consideration on Communication and Interface management

- **SFSA and PPP Illustrations**

- TAP-5; Tropical Adapted Potato study case
- AAA Maize; Accessible, Affordable, Asian Drought Tolerant Maize varieties

SFSA and Public Private partnership TAP-5 in Asia

Nematode resistance, tuber appearance, good processing quality germplasm, Molecular breeding, capacity for tuber seed production, State-of-the-art analytical methods



Resistance to late blight and viruses,
Adaptation to lowland tropical /subtropical climate
Tolerance to abiotic stresses (heat and drought)

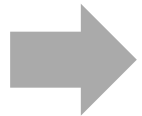
HZPC to license to seed multipliers for multiplication and sales, pay royalty to CIP



CIP responsible to review HZPC licensing plans and to commercialize TAP- 5 varieties (not selected by HZPC) to public or private sector

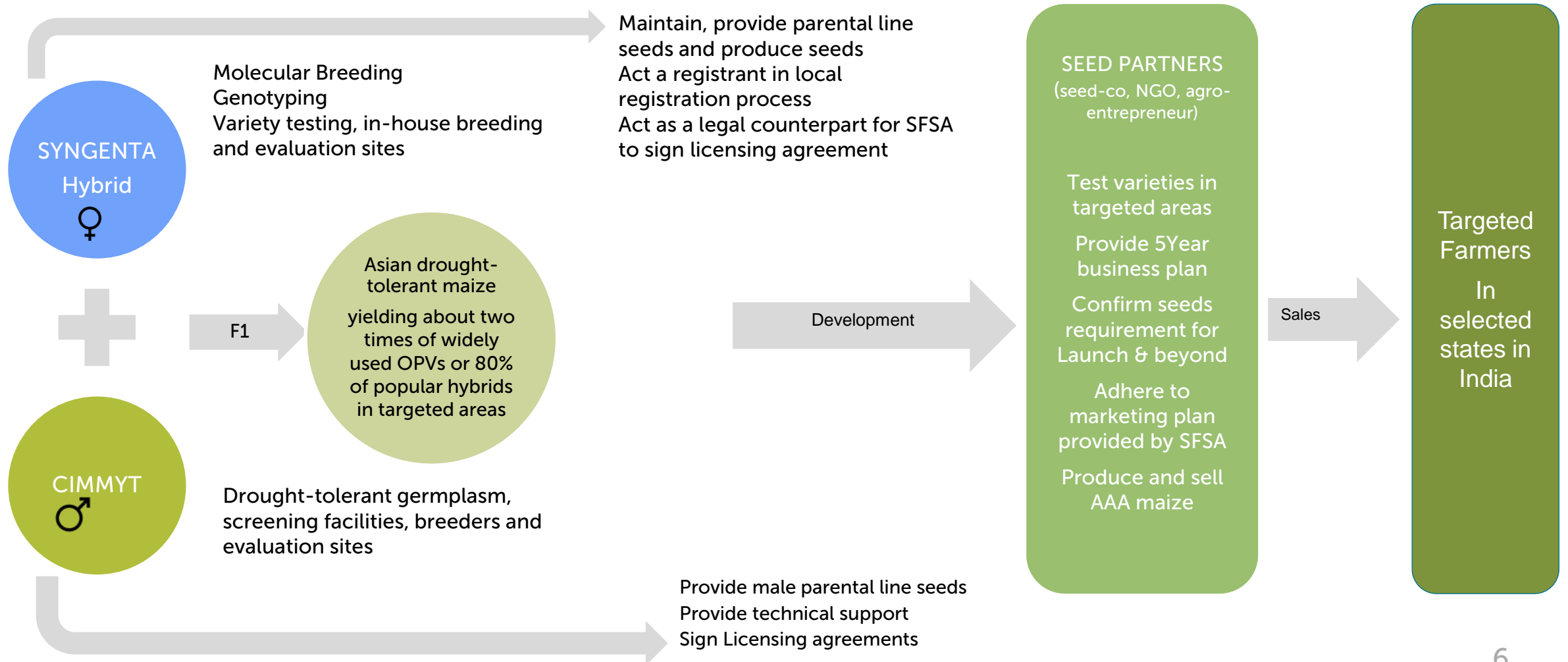
Local Partners
Seed
Companies

- Test varieties in targeted areas
- Provide 5 Year business plan
- Confirm seeds requirement for Launch & beyond
- Adhere to marketing plan
- Produce and sell TAP-5 varieties



Targeted
Small
Holding
Farmers
In a given
country

SFSA and Public Private partnership AAA Maize in South Asia



Thank you for your attention.