

SeedTracker: Digital tool for Strengthening Seed Governance and Certification Systems

Build an efficient seed system!

The platform enables producers to register seed fields and seed lots, request inspections, and access certification results digitally. Businesses can monitor production progress, manage inventory in real time, and use the platform to connect with clients looking for specific varieties. SeedTracker works offline and protects user data with secure logins, making it suitable for rural business operations.



Commodities

All Crops

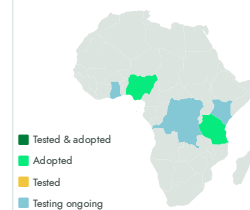
Sustainable Development Goals



Categories

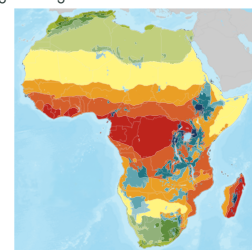
Pre-production, Digital applications, Supply chain management, Advisory and information service, + 0 more

Tested/adopted in



Where it can be used

This technology can be used in the colored agro-ecological zones.



Target groups

Seed companies, Advisory and Extension Services



This technology is **pre-validated**.



Scaling readiness: idea maturity: 9/9; level of use: 7/9

5,000 USD

Minimum cost

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Not yet estimated



No formal IP rights

Problem

- **Poor market visibility:** It's difficult for seed entrepreneurs to showcase their certified products or connect directly with buyers.
- **Inventory mismanagement:** Lack of reliable tracking can lead to stock losses or oversupply.
- **Low customer confidence:** Buyers often lack assurance about seed quality and origin.

Solution

- **Digital certification workflow:** Streamlines the process from field registration to final certification, reducing time and paperwork.
- **Inventory tracking and alerts:** Helps producers know what stock is available and where it is needed.
- **Marketplace linkage:** Producers can promote their seed and connect with buyers looking for certified varieties.
- **Traceability and quality assurance:** Buyers can verify seed quality and origin directly through the platform, building trust in the brand.

Key points to design your business plan

The **Cassava SeedTracker** technology enables seed companies to enhance business operations and drive revenue. To integrate it into their business, seed companies should:

- Invest in the necessary infrastructure, update seed production processes for traceability, and enhance customer engagement by providing transparent seed information.
- Leveraging the technology for marketing, forging partnerships with relevant stakeholders, and utilizing data-driven insights.

This integration strengthens their position in the competitive agricultural sector.

Gender assessment



3

Climate impact



3



SeedTracker

<https://taat.africa/zyd>

Last updated on 16 May 2025, printed on 16 May 2025

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