Improved Cassava Varieties: Market-driven cassava breeding and promotion system

Improved cassava varieties crucial for enhancing food security, increasing farmer incomes, and reducing poverty in Africa.

This technology is a demand-led cassava breeding system that develops and promotes improved varieties tailored to market needs. It defines product profiles (e.g., fresh market, processing, biofortified) through stakeholder input, applies standard breeding and field testing, and works with regulators to release farmer-friendly varieties. Adoption is driven through demos, launch events, and media campaigns, ensuring better market alignment and wider uptake.

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This technology is pre-validated.

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

Gender assessment 4

Climate impact 5 1

Problem

- Poor alignment between available cassava varieties and market demands
- Low adoption of improved varieties by farmers
- Weak stakeholder engagement in variety development
- Limited availability of breeder/pre-basic seeds
- Delays in official variety release processes
- Inadequate promotion and awareness of new varieties

Solution

- Breeding cassava varieties tailored to market demands
- Involving stakeholders in defining preferred product traits
- Using structured trials to validate variety performance
- Supporting formal variety release and registration
- Promoting new varieties through demos and media campaigns

Key points to design your project

This initiative aims to improve cassava productivity by developing market-demanded varieties.

- Includes demonstration trials, awareness campaigns, and events to boost adoption.
- Enhances yields and farmer incomes by integrating these varieties into national seed systems.
- Backed by CGIAR and national institutions in countries like Nigeria and Tanzania.

IP

Open source / open access

Commodities

Cassava

Sustainable Development Goals

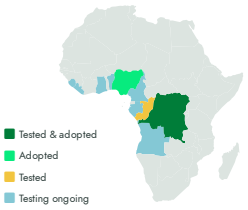
Categories

Production, Improved varieties, Disease resistance, Insect resistance, + 0 more

Best used with

- Cassava seed-bulking farms ›
- Marketing Strategies ›
- Capacity Building Strategies ›
- Cassava Seed Entrepreneur Business Model ›

Tested/adopted in



Where it can be used

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