

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.



Commodities
Cassava

Sustainable Development Goals

This technology is **pre-validated**. Scaling readiness: idea maturity 9/9; level of use 9/9

Gender assessment Climate impact

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

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](#)

Key points to design your program

Africa's cassava sector holds strong potential for food security and income generation. Development partners can accelerate impact by supporting a market-driven breeding approach. Key actions include:

- **Backing participatory breeding** aligned with farmer and market needs.
- **Funding trials and infrastructure** to fast-track improved varieties.
- **Strengthening regulatory systems** for timely and farmer-friendly variety release.
- **Boosting adoption** through demos and awareness campaigns.
- **Providing training and tools** to build local breeding capacity.

Proven in countries like Nigeria and Tanzania, this model offers a scalable path to strengthen seed systems and raise farmer incomes.



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