





Bioversity International Presentation Demand-led Variety Design (DLVD) Consultative Mtg. 14-15 May 2014, Windsor Hotel, Nairobi, Kenya. Joseph Joio Baidu-Forson

Key characteristics driving demand

- Rice (both men & women farmers demand): high yielding; pest & disease resistance; adaptation to soil and water availability. Women have additional specific trait demands: good cooking and eating qualities; good threshing and milling qualities.
- Millet & Sorghum: good yields, adaptation to preparation of local dishes (e.g. tô in WCA) and brews. Long straw preferred for fencing material.
- ☐ Groundnut & cowpea varieties: good grain and haulm yield for use as feed to animals.
- Banana: farmers' preferred traits are: high yields; pest and disease resistance, strength of pseudo-stem allowing less need for propping; cooking and eating qualities; meet consumer demand for juice, beer and wine from banana.



- Who decided on design and traits to be targeted in plant breeding?
- Breeders and Agronomists mainly in the past leading to many cases of non-adoption of new varieties.
- ☐ Increasingly, participatory approaches are used by Breeders/Agronomists to inform assessment of trait demands & varietal selections.
- ☐ For banana, gender-differentiated analysis and end user preferences are on the list of criteria for varietal selection.



- * How do we know rapid adoption is occurring?
- Increased relative demand for seeds of adopted variety.
- Increasing demand for consumption.
- □ For banana, increased demand for clean/diseasefree tissue cultured planting materials where formal systems.
- Sources for assessing rapid adoption: farmers; extension services; NGOs working with farmers; TC labs for banana; traders or processors purchasing banana products from farmers.



- * How has rapid adoption occurred? Who made it happen?
- ☐ Farmer-to-farmer linkages & networking
- First-hand observations thru' participatory trials.
- NGOs rapid adoption of variety happen.
- ☐ Tissue culture (TC) labs (e.g. from private sector) providing reliable source of disease-free banana planting materials.



- Where low adoption of variety with desired characteristics. What are the core reasons, barriers and management change required?
- □ Non-functional or poor formal seed supply system.
- Low quality of seeds available through informal seed systems.
- □ Differential preferences for agronomic versus organoleptic traits in unbalanced combinations:
 - -- in Dominican Republic, FHIA 21 banana (high yielding and resistant to black Sigatoka) is preferred by processors for banana chips BUT rejected by small-scale farmers who disliked organoleptic properties compared to their traditional varieties of cooking banana.
- Bulkiness of banana planting materials and lack of access to tissue culture materials.



Thank you

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