**Demand-led breeding phase 2 Planning meeting, Nairobi, Kenya
26-27 October 2018**

**Agenda Summary**

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| **Date** | **Time** | **Programme** |
| Thursday 25 October 2018  |  Afternoon18.00 | Check-in Windsor Hotel, Nairobi, Kenya *Kigwa Road, Ridgeways off Kiambu Road, Nairobi, 00100, Kenya***Welcome by Gabrielle, Viv and Nasser Yao** **Meet in hotel reception**  |
| Friday 26 October 2018  | 08.30-9.0009.00-17.0018.30–21.00 | **DLB meeting (Day 1)** RegistrationDLB meeting agenda – Room: to be confirmedWorkshop drinks and dinner to celebrate outputs from DLB Phase 1 and start of Phase 2  |
| Saturday 27 October 2018  | 09.00-15.3009.00- 15.30 | **DLB meeting (Day 2)** DLB meeting agenda – Room to be determined |
| Sunday 28 October 2018  |  | Check-out and departure for airport |

**Agenda and preparation guidance for participants**

**26-27 October 2018**

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| **Day 1 – Friday 26 October 2018** **Windsor Hotel** **Meeting registration time: 08.30**  |
| **Session 1 – Welcome introduction and scene-setting for DLB phase 2 kick off meeting  (Leaders: Jacob Mignouna and Gabrielle Persley)** |
| **Item**  | **Time** | **Discussion topic** | **Session/ item leader** |
| **1.** | **09.00** | **Introduction and welcome to DLB phase 2 kick-off meeting** * Opening statements
* Workshop organization
* Introduction to core DLB and guest participants/prospective partners
 | **Jacob Mignouna/Gabrielle Persley**  |
| **2.**  | **09.15** | **Meeting objectives and outputs** * Summary of core objectives of meeting
* Programme and agenda check - clarification of sessions and leaders
* Key decisions required

  | **Nasser Yao /Gabrielle Persley** |
| **3.** | **09.20****10.00** | **Overview and clarification of DLB phase 2 (Nov 2018- October 2021)*** Outputs, flow and transition from Phase 1 -> Phase 2
* Core objectives, scale and content of Phase 2
* Encouraging connectivity between breeders and seed organisations, seed regulatory bodies, food business chains
* Additional partner engagement

Plenary discussion to clarify:1. Core themes, institutional partners and activities in phase 2
2. Early identification of other capacity building initiatives in this arena and potential partners
3. Key topics for break-out group discussion sessions
 | **J C Rubyogo/Gabrielle PersleyVivienne Anthony** |
|  | **10.30** | **Morning Coffee break (30 mins)** |  |
| **Session 2 DLB outreach to Alumni - Identifying promising new varieties for partnerships and investment** **(Leaders: Shimelis Hussein and Tongoona Pangirayi)** |
| **4.**  | **11.00****11.00****11.40****12.00** | **Introduction to session and outputs**The core objectives of this session are to:1. Highlight the scale and potential reach of the DLB alumni
2. Review and seek inputs into the current plan to communicate with alumni to identify Africa’s next generation of promising public varieties with the potential to drive markets and shape Africa’s food basket
3. Make decisions on the best way to achieve maximum engagement and involvement of DLB alumni and SSA’s broader community of active breeders
* Dimensions and geographic reach of our network of DLB alumni (5 mins)
* Defining SSA’s public portfolio of new varieties – the challenge and opportunity for our alumni to increase awareness and adoption of their varieties (5 mins)
* Outreach questionnaire to alumni – overview of co-ordination of the preliminary ideas on and discussion(5 mins)

**Break-out discussion groups (1)****Groups to provide ideas and guidance on how to achieve maximum engagement of alumni and visibility of Africa’s next generation of varieties (40 mins)**Some suggested topics to include in group discussions are:* What are the key benefits that could emerge from this outreach?
* What are the best ways to gain maximum engagement by alumni and a high return rate of the questionnaire?
* Are there areas of sensitivity that require consideration and management?
* How can this outreach strengthen connectivity between, DLB alumni, educators, private sector and each other?
* Should we focus only on DLB alumni or aim to include all active breeders and institutions …if so how?
* How can the process be optimized?
* Who else is working in this space and what partnerships should be considered
* What is the best way to communicate conclusions, implications and opportunities back to participants?
* Is the questionnaire fit for purpose? Are changes needed?

**Group reports (5 mins each)****Plenary discussion to include:*** How will we seek support and engagement by public institution management, government officials and private sector seed organisations?
* Who wishes to actively participate in this part of the programme?

**Preparation:**Please reflect on all your experiences of encouraging individuals and networks to share information, including using electronic questionnaires as a tool for this purpose.Bring information to share on any other initiatives, stakeholders or plant breeding communities seeking information to promote promising new varieties (1-2 slides) **Outputs and decisions sought:*** Agreed plan for engagement and route for feedback to DLB alumni
* Decision on how broad the survey should be undertaken
* List of professionals who wish to participate and be advocates for the data gathering and outreach programme
 | **Shimelis Hussein/ Tongoona Pangirayi****Nasser Yao** **Group session leaders and reporters to be self-nominated** |
|  | **12.15** | **Group photo followed by buffet lunch break**  |  |

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| **Session 3 Private sector variety development/distribution requirements –recognizing varieties with market value**  **(Leaders: George Osure and Ian Barker**  |
| **4.**  | **13.15****14.00****14.40****15.00** | **Introduction to session and outputs**New improved public varieties are being routinely released in Africa but few are highly adopted. Typically, when high and sustained use by farmers is achieved, variety promotion and market supply and demand forces have driven scaling and distribution by private sector seed organisations.The core objective of this session is to share experiences on how to identify varieties with high adoption potential that can improve farmer livelihoods and create new markets that are worth scaling, investment and distribution either through private or public channels. Private seed companies, scaling organisations, market-makers and all participants are invited to offer their professional experience on how to recognise true value, match supply and demand, and avoid just technology promotion and push* Approach used by SFSA Seeds2B programme and product profiles (15mins)
* Private sector companies to offer contributions from the floor (15 mins)
* Ghana seed trade association (5 mins)
* Kenya STAK (5 mins)

**Plenary discussion to clarify points raised** (10mins)**Breakout discussion groups (2)****Groups to discuss experiences, success criteria and mistakes to avoid when trying to identify varieties with high market potential and winning investment support for seed scaling and commercialisation (40 mins)****Introduction and outputs to breakout sessions**Some suggested topics to include in group discussions are:* What the key drivers for private seed organisations or other scalers to develop or license new varieties?
* How should market research, foresight and product profiles be used to identify promising varieties and make selection decisions?
* Why is it important and who has the skills and experience?
* How can the value of a new variety or trait be determined –economic, social and environmental?
* How can commercial business cases for the private sector intersect/contribute vice versa with value assessments by social impact investors, national governments and international donors
* How can technology push be identified vs. demand or market pull in breeding and variety promotion?
* How can public plant breeders, their value chains and African seed organisations get more insights from each other about the critical drivers for new product design?
* How well understood is DLB and using technical product profiles to select new varieties with market value by public and private breeding organisations?
* How to win support for closer links between public and private sector organisations and change by breeders, managers, seed orgs, regulatory officials, donors and other stakeholders

**Group reports (5 mins each)****Plenary discussion (10mins)** **Preparation:**Please reflect on all your experiences in your related activities that have led to success in market research, product profiling and variety selection management. Prospective partners to bring their ideas and experiences from related work activities**Outputs:*** Greater common understanding about the drivers used for selection of varieties and the methods employed by public and private organisations
 | **George Osure /Ian Barker****Ian Barker****Private sector organizations****Augusta. N. Clottey****Group session leaders and reporters to be self-nominated** |
|  | **15.15** | **Afternoon coffee break** |  |

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| **Session 4 – Making variety performance claims and setting standards – combining best practices from public and private sectors (Leader: Jean-Claude Rubyogo)**  |
| **5.** | **15. 45****16.05** | **Introduction to session and outputs**Communication about the performance and potential of new varieties is critical to win support from farmers and their value chains, seed distribution organisations and potential investors. Full characterization of a technical profile of a new variety goes beyond the mandatory testing required to achieve regulatory release. The full value of a variety comes from understanding all potential uses and customers. Clearly, seed organisations and other investors will judge a new variety and its value by doing their own diligence testing and on a “seeing is believing” basis. But is there a need to set a professional standard for African variety technical datasheets so that information provided to interested parties by breeders is trusted? Should best practices in variety profiling and data sheet creation and communication be incorporated into postgraduate education training for breeders, their crop improvement teams and stakeholders? **Setting standards and making performance claims about new varieties****Raising some of the issues to consider :*** **Public sector seeds and breeding (PABRA)** (10 mins)
* **Private sector seeds**
* **Regulation and standards** (10 mins)

**Breakout discussion groups (3) (40mins)**Some suggested topics to include in group discussions are:* How do users know about the performance of varieties?
* What information can be trusted?
* What standards are used on variety performance?
* What types of datasheets are available, what do they contain and who creates them e.g. breeders, seed organisations, national variety release catalogues?
* What are the full range of considerations linked to making performance claims, scaling decisions claims and seed sales?
* How important is it to have recognised professional standards for technical datasheets produced by DLB breeders to promote their varieties?
* What are the issues and constraints breeders face creating comprehensive datasheets for their varieties?
* How do breeders learn how to communicate the properties of their varieties, set standards and create promotion materials e.g. datasheets?

**Preparation:**Please reflect on your own experiences and review feedback from DLB alumni and breeders on the current standards used and factors that affect the provision and promotion of relevant variety performance data with specific reference to:1. Enabling environment
2. Policy aspects within their home institutions, commercial organisations and countries
3. Flexibility to make available passport data and the use of the new variety
4. Instances and consequences of varieties over and under-performing as expected (please be prepared to share experiences during the breakouts and plenary discussion)

**Outputs:*** Common understanding of the types of variety performance communication mechanisms and the standards that are used

  | **Jean Claude Rubyogo****Jean-Claude Rubyogo****All****Firew Mekbib****Group session leaders and reporters to be self-nominated** |
|  | **16.45****17.05** | **Group reports (5 mins each)****Plenary discussion on conclusions** | **J C Rubyogo** |
| **6.** | **17.30** | **Outputs from day 1 and preparation for day 2** |  |
|  | **17.35****18.30** | **End of Day 1** **Workshop drinks and dinner to celebrate achievements in Phase 1 and the start of Phase 2**  |  |

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| **Day 2 - Saturday 27 October Windsor Hotel**  |
| **Session 5 Continuing professional skills development – Plans for training and creating an DLB advanced training module on variety performance, product profiling and communication** **(Leaders: Paul Kimani and Viv Anthony)**  |
| **Item**  | **Time** | **Discussion topic** | **Lead** |
| **1.** | **09.00** | **Welcome and Introduction to day 2** * Overnight reflections
* Any revisions to the agenda
* Logistics for day 2
 | **Paul Kimani/Gabrielle Persley**  |
| **2.** | **09.10****09.30****10.30** | **Introduction and outputs** The objectives of this session are to :1. Share current plans for upgrading and broadening the reach of DLB training in phase 2 and partnering with other capacity building groups
2. Seek your inputs for scoping and shaping a new advanced DLB module on creating variety performance claims, technical product profiling and technical datasheets and using this training to support breeders to promote their varieties and connect with private seed companies

**DLB phase 2 training and professional development programme**Legumes for lifePlans for DLB module updating and further training of alumni (15 mins)Training of CSIR breeders in Ghana (15 mins)Training of breeders in Ethiopia (15 mins)Other programmes providing training in variety improvement, product profiling and related topics (max 5 slides each c. 10 mins per presenter)CGIAR Plant breeding Strategy Excellence in Breeding (EiB) platform CGIAR plant breeding stratgy Integrated breeding platform/IFAD programWorld Vegetables Africa programmeOther contributors Preparation:Time for formal presentations is limited so please bring and circulate information on your programme and the main activities you will be conducting to support continuing professional development of African plant breeders and R&D professionals**Plenary discussion on areas for collaboration**  | **Paul Kimani /Vivienne Anthony****Paul Kimani****Clare Mukanki/Nasser Yao****Tongo** **Pangirayi/Walter AlhassanFirew Mekbib/Behanu/Shimelis Hussein****Gabrielle Persley** **Tawanda Mashonganyika****Jean-Marcel Ribaut****Fekadu Dinssa****All** |
|  | **10.45** | **Morning Coffee break (15mins)** |  |
| **3.** | **11.00****11.20****11.55** | **Breakout discussion groups (4)**The core objective of this group discussion is to provide ideas on the shape and content of a new advanced training module on DLB covering variety promotion, performance claims and product profiling **Introduction and outputs*** Creating a team of experts from public and private organisations to develop best practice and standards
* Which crops to focus on?
* Content of the module?
* How the training can connect breeders with prospective scalers?

Some suggested topics to include in group discussions are:* How innovative is this training concept and is anyone else operating in this space?
* What are the skills needed and what should the training content cover and not include?(e.g. datasheets, making a pitch for investment, communication skills, advocacy etc)
* What should be the priority 6 crops?
* What are the critical components of excellent variety promotion datasheets and materials?
* How can the standards for datasheets be set?
* What and who are the experts from public and private organisations that are needed to create the content?
* How can the responses from the alumni questionnaire be used to help deepen the connections between public and private?

**Preparation** * + Please reflect on the skills needed by breeders and their support teams to promote their varieties and be able to connect and be good partners with private sector organisations
	+ Please come with examples of variety promotion materials and product profiles from your own work or organisations for viewing in breakout sessions and for sharing best practices

**Output from each group:**Guidance back to plenary on each item or other ideas emerging in the discussion, relative priority and recommendations for inclusion in the training module**Group reports** (5 mins each)**Plenary discussion on group reports and conclusions** (10 min) | **Viv Anthony/Shimelis Hussein** **Group session leaders and reporters to be self-nominated** |
|  | **12.15** | **Buffet lunch break**  |  |
| **Session 6 DLB phase 2 implementation, coordination and partnering between public and private sectors (Leaders: Nasser Yao and Ian Barker)**  |
| **4.** | **13.15****14.00** | **Connecting DLB alumni plant breeders and private companies** The objective of this session is to identify ways and channels to encourage connectivity between breeders and private sector organisations for potential future partnering**Introduction and outputs*** Identification of common/ overlapping interest with connecting parties
* Connecting DLB alumni with private seed organisations

**Plenary discussion on ways to encourage bridging the connections and engagement in DLB programme**  | **Nasser Yao / Ian Barker****All** |
| **5.** | **14.15** | **Personal reflection and exercise to identify areas and topics of the programme you may like to be involved in (using post-it stickers/white boards, such as** 1. Creation of the advanced DLB module on variety performance promotion and product profiling
2. Reviewing the outputs of the questionnaire and the future generation of promising new varieties
3. Advocacy and outreach on implementing DLB within public or private breeding organisations
4. Establishing the value of promising varieties and making investment cases
5. Promotion of improved varieties
6. Crafting the next questionnaires on continuing professional development and curriculum for breeders post qualification
 | **Nasser Yao** |
| **6.** | **14.45** | **Management and coordination of DLB phase 2 – transitioning to have a greater impact and reach*** Role of educator group, other expert groups and frequency of meetings
* Pan Africa co-ordination role and activities
* Reporting to alliance/international donors
* Completion reports for phase 1
* Communication and advocacy reach
 | **Gabrielle Persley/****Viv Anthony/Nasser Yao**  |
| **7.** | **15.15** | **Final plenary discussion*** **Conclusions and agreed actions**
* **Closing comments from participants**
 | **Tongo Pangirayi/Paul Kimani/Shimelis Hussein/ Viv Anthony/****Gabrielle Persley**  |
|  | **15:45** | **Meeting closes**  | **Nasser Yao on behalf of BecA Director**  |
|  | **16.00** | **Coffee/tea available**  |  |