Who are our partners?

We work closely with national agricultural research programs.

Our other local partners include:

• organizations specializing in linking credit, savings and insurance to seed purchase, as well as NGOs able to demonstrate new varieties to large numbers of farmer groups
• seed producers and distributors
• farmer groups, processors and other technical partners specialized in variety trialing.

Our partners provide a range of services to help you reach new and exciting markets. We have a team of experts, including agronomists, lawyers, business strategists and policy specialists to facilitate market entry for seed companies.

More about us

Syngenta Foundation for Sustainable Agriculture (SFSA) is a Swiss-based non-profit organization, which focuses on enabling smallholders’ access to the best technology and advice, raising their yields and linking them to markets. It implements Seeds2B Connect in Kenya, Mali and Senegal.

www.syngentafoundation.org

African Agricultural Technology Foundation (AATF) is a non-profit organization, which facilitates and promotes public/private partnerships for the access and delivery of appropriate agricultural technologies for sustainable use by smallholder farmers in Sub-Saharan Africa. It implements Seeds2B Connect in Malawi and Zimbabwe.

www.aatf-africa.org

Seeds2B Africa is a demand-led match-making initiative for technology transfer, and ultimately capacity building for local seed production. We believe that farmers deserve a wider choice of quality seeds to enable them to improve their livelihoods. SFSA and AATF are now jointly scaling up Seeds2B Connect to include more countries and crops.

www.seeds2b.org

Contact us today: info@seeds2b.org

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Seeds2B Africa

Connect

Connecting you with emerging seed markets across Africa

... because farmers deserve the best!
Seventy million smallholder farming households across Sub Saharan Africa (SSA) produce most of the continent’s food. These smallholder farmers need access to a much wider selection of seeds. Currently, the commercial seed market in Sub Saharan Africa (SSA), excluding South Africa, is estimated to be worth USD 400 million. Purchased seed represents only around 10% of total seed use in SSA.

Over the next 10 years, annual seed sales are expected to rise to USD 1.6 billion. Rapid urbanization and population growth are the primary drivers towards a focus on higher yields and efficiency in food production.

While there is an emerging seed industry in SSA, most African seed companies lack plant breeding capacity. For many crops, African seed companies rely on a fractured breeding (and often public) variety development pipeline for appropriately adapted inputs.

**Seeds2B Africa** is a demand-led match-making initiative for technology transfer, and ultimately capacity building for local seed production. **Seeds2B Connect**, which is part of the Seeds2B Africa initiative, facilitates the introduction of quality seeds to African businesses in emerging markets. **Seeds2B Connect** coordinates a wide range of public and private breeders (both African and non-African) with local seed producers and distributors. Where desirable, we can also facilitate local seed production (ask us about **Seeds2B Build**). **Seeds2B Connect** helps smallholders in SSA raise their incomes and food security by providing more choice to complement local seed sources.

1. **Matching varieties with market need**
   Receive advice on which varieties in your portfolio would be suitable for local markets. This includes an in-depth overview of market specifics, such as market size and which crops are in local demand.

2. **Adaptation trials to assess variety performance**
   Submit selected varieties for multi-location adaptation trials in your countries of choice. Performance is assessed based on yield and other important market traits versus local varieties, as well as initial farmer and market acceptance.

3. **Marketing trials to create awareness and demand**
   Submit the varieties that performed well in adaptation trials for marketing trials with elite farmers. We test farmer and market acceptance of the varieties on a larger scale and begin to build their reputation in the market.

4. **Marketing consent and variety protection advice**
   Receive advice on obtaining marketing consent and other issues related to protecting commercial varieties.

5. **B2B partnership activities**
   Connect with potential local business partners through our B2B events and marketing activities, in order to proceed with local distribution or local seed production, wherever feasible.

### When and where do trials start?

<table>
<thead>
<tr>
<th>Countries</th>
<th>Month</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>West Africa</strong></td>
<td></td>
</tr>
<tr>
<td>Mali &amp; Senegal</td>
<td>June (wet season)</td>
</tr>
<tr>
<td></td>
<td>November (dry season)</td>
</tr>
<tr>
<td><strong>East Africa</strong></td>
<td></td>
</tr>
<tr>
<td>Kenya</td>
<td>March (long rains)</td>
</tr>
<tr>
<td></td>
<td>October (short rains)</td>
</tr>
<tr>
<td><strong>Southern Africa</strong></td>
<td></td>
</tr>
<tr>
<td>Malawi &amp; Zimbabwe</td>
<td>October (rain-fed)</td>
</tr>
<tr>
<td></td>
<td>April (irrigated)</td>
</tr>
</tbody>
</table>

**Prices**

Inquire today about prices to trial your vegetable and/or field crop varieties. Prices may vary from country to country, depending on local taxes, such as VAT.