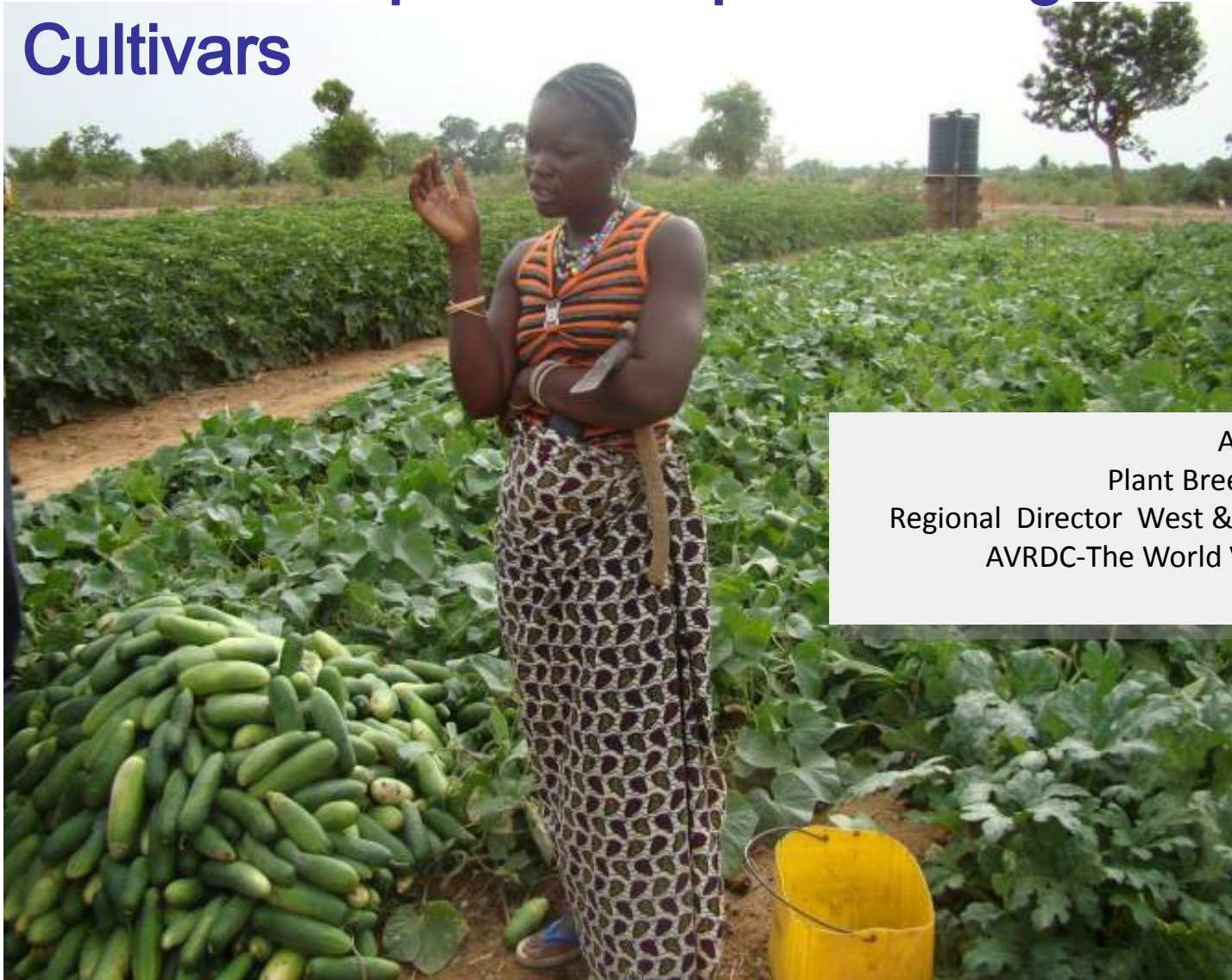


What went right? Factors Underlying Farmer Adoption of Improved Vegetable Cultivars



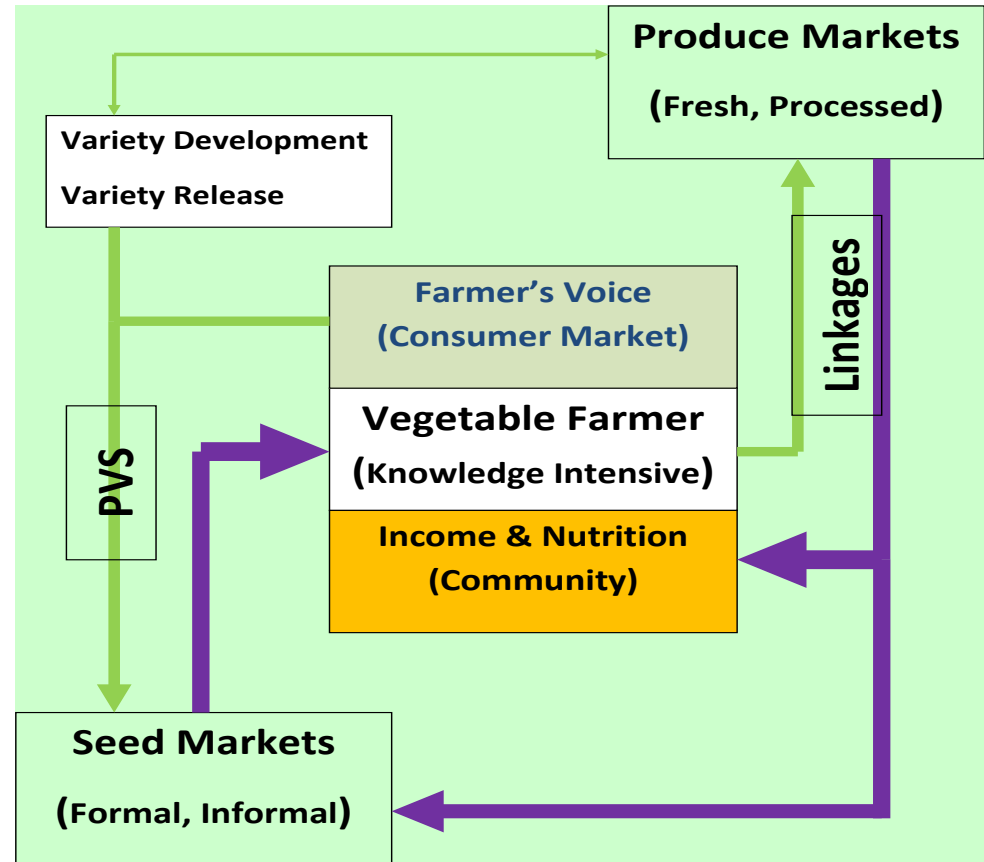
Abdou Tenkouano
Plant Breeder & Geneticist
Regional Director West & Central Africa @
AVRDC-The World Vegetable Center
(www.avrdc.org)

*14-15 May 2014,
Nairobi (Kenya)*

Reaching the End User (from the START)

Innovation Systems (IAR4D)

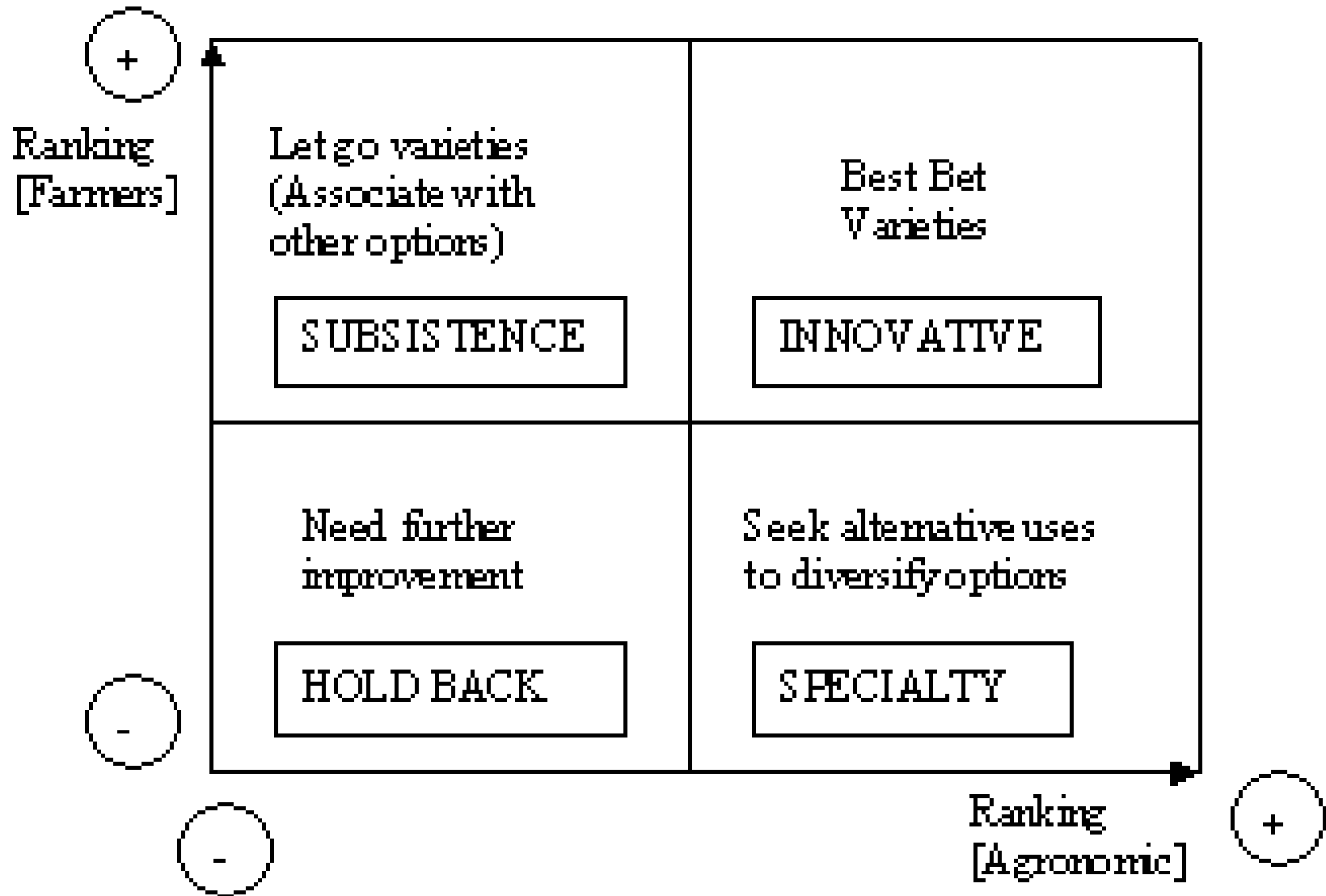
Reaching the End User & Making the End User Richer



From: "Taking it to the farmers"

To: "Making it with the farmers"

Hearing the End User



Linking Farmers to Markets (Seeds and Produce)

**Added Value
of 'Tanya' & 'Tengeru 97' for
farmers**
36% higher yield vs old varieties
17% lower production costs
39% income increase

DB3 African Egg Plant
Getting popular as cash crop in
Tanzania
Farmers get \$1,200 per ha per
season



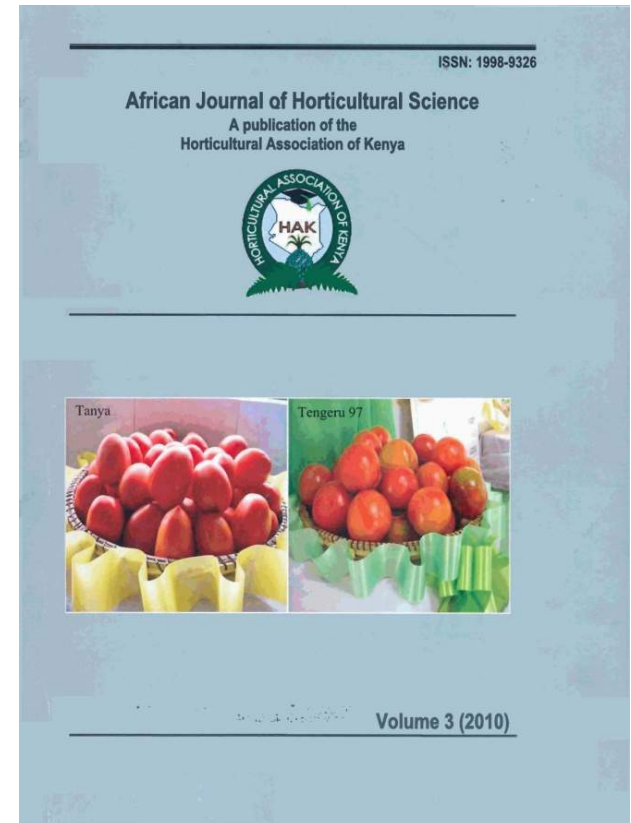
Tomato - improve 'Tanya' and 'Tengeru 97'

New releases ('Meru' and 'Kiboko')
struggling to compete with 'Tanya' and
'Tengeru 97'

Perfect 'Tanya' - oblong shape most
attractive

Adulterated stocks in Tanzania and Zambia
– a remarkable success

Way forward is to develop isolines of
'Tanya' that have the LBR genes of 'Meru'
and 'Kiboko'



Tanya Forever!

Engaging The (often Deprived) Private Sector

Operations		Type 1	Type 2	Type 3	Type 4	Type 5
Variety development	Breeding					
	Testing					
Seed Production	Basic					
	Foundation					
	Certified					
Seed Marketing	Packaging					
	Selling					
Resources						
Private		Staff + Land + Equipment + Varieties	Staff + Land + Equipment	Staff + Equipment	Staff	None
Public (vBSS)		Varieties (non exclusive)	Varieties	Varieties + Land	Varieties + Land + Equipment	Varieties + Land + Equipment + Staff

Improved efficiency of seed extraction



Manual extraction of tomato seed is laborious and time-consuming

Introduction of a mechanical seed extractor (from Taiwan)



Prof Hussein Mongi and Mrs Mariam Mongi of Alpha Seed were early champions of 'Tanya' and 'Tengeru 97'

Efficient seed production program
- Mechanical seed extractor
- Extracted seed from processing factory

Alpha Seed wins bid for FAO tomato seed distribution

FAO Seed Distribution in Uganda, Zambia, Burundi, DR Congo

Strong seed demand in East/Central Africa

PPP: AVRDC/Horti introduced improved cultivars to seed companies

Seed companies scale-up commercial seed production

Seed markets in Tanzania and EC Africa

Partnership with Horti-Tengeru: farmer training and seed kit distribution in Tanzania

Strong demand for seeds in Tanzania

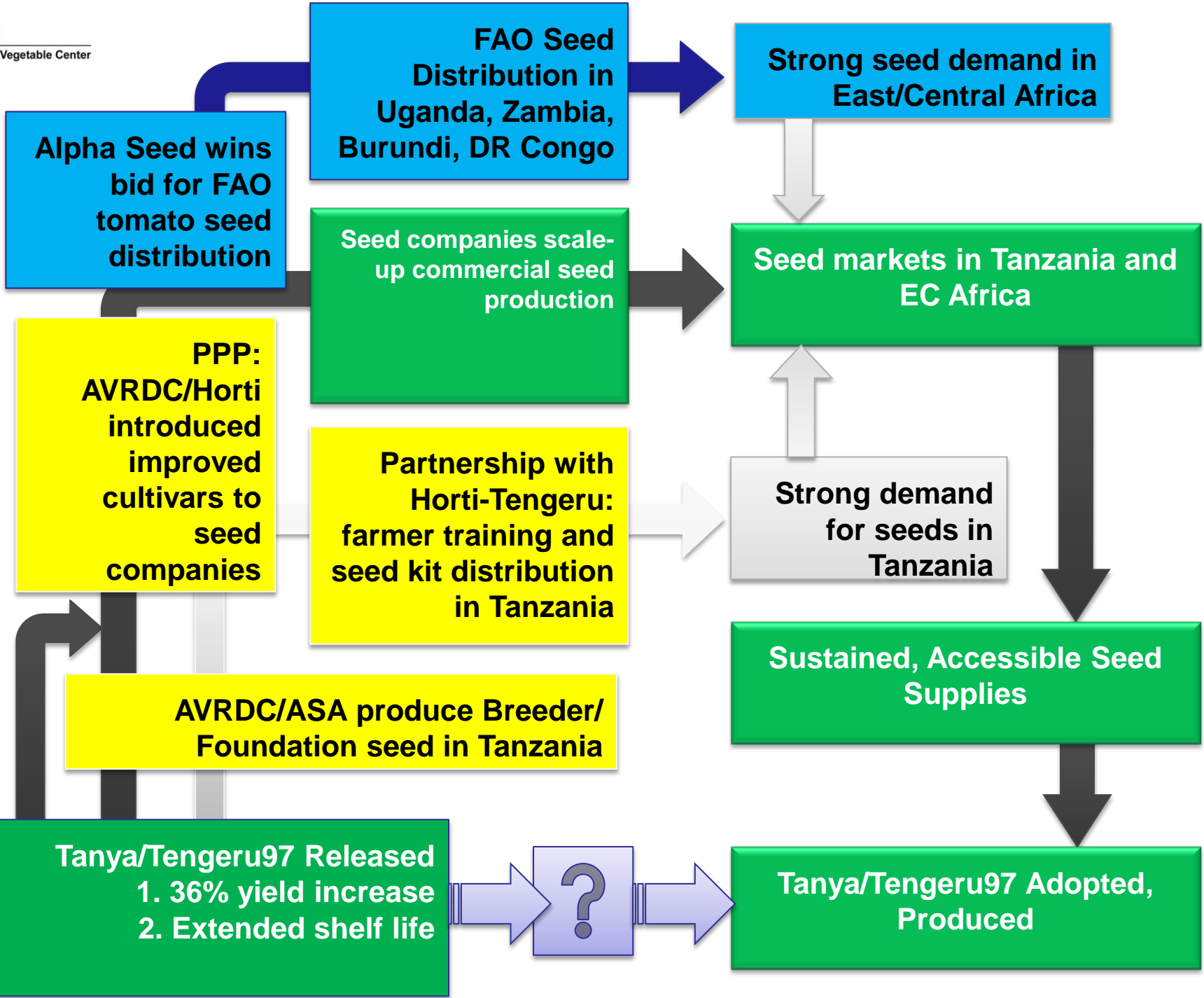
AVRDC/ASA produce Breeder/Foundation seed in Tanzania

Sustained, Accessible Seed Supplies

Tanya/Tengeru97 Released
1. 36% yield increase
2. Extended shelf life

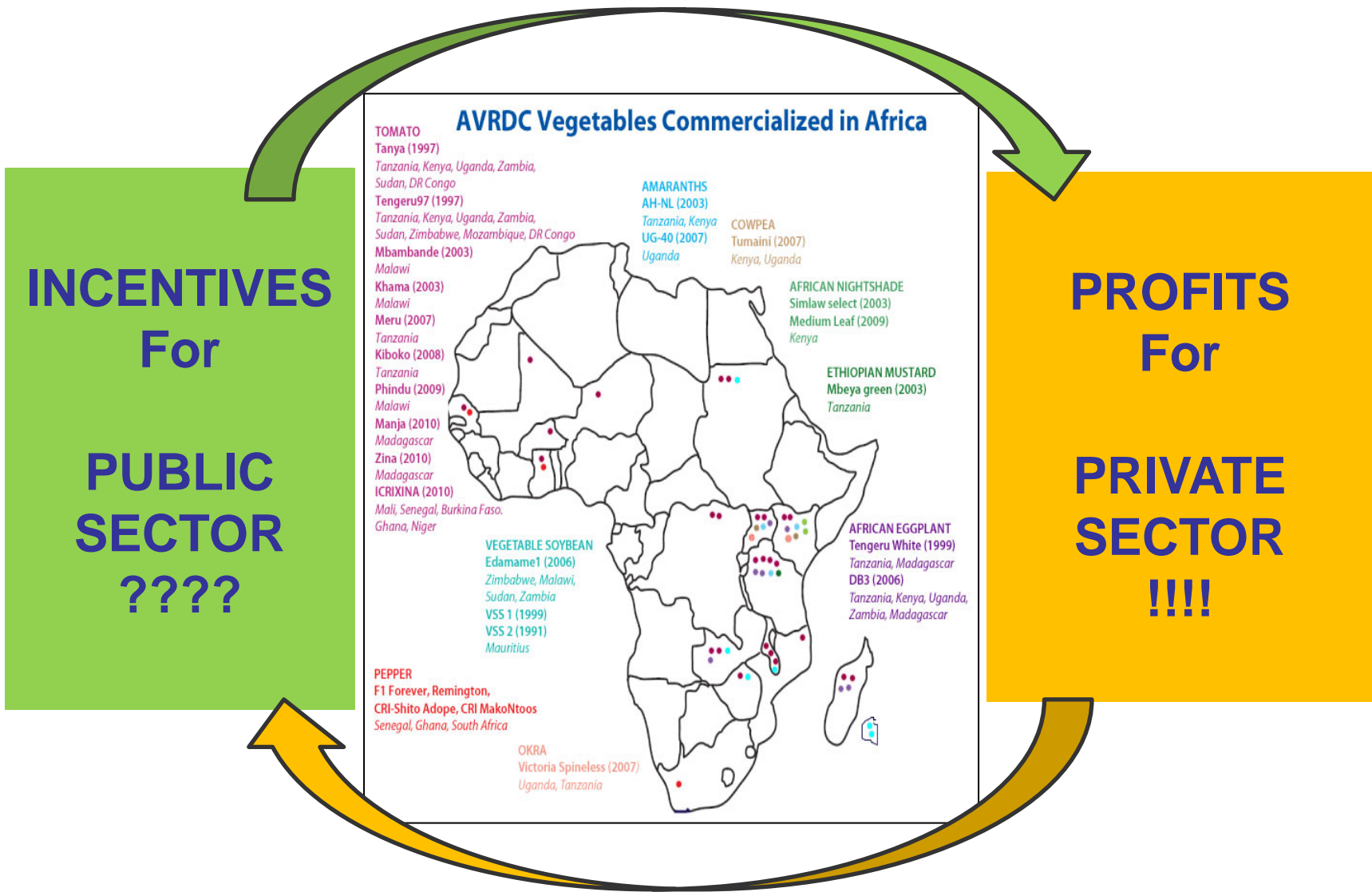


Tanya/Tengeru97 Adopted, Produced



Some Seed Companies Commercializing Tanya and Tengeru97	Country
Alpha Seed Co.	Tanzania
Kibo Seed Co.	Tanzania
Mbegu Technologies	Tanzania
Krishna Seed Co.	Tanzania
TanSeed International	Tanzania
Simlaw Seed Co.	Kenya
HORTITECH SEED CO.	Kenya
FICA SEEDS	Uganda
VICTORIA SEEDS	Uganda
Harvest Farm Seeds	Uganda
Pristine Seeds	Zimbabwe
East Africa Seed Co.	Tanzania, Kenya, Uganda
Qualita	Mozambique
Semente Perfeita	Mozambique

Is AVRDC achieving IMPACT... and being IMPACTED?



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Read field reports from farmers, cooperators and other partners.

THANK YOU!!!

