



Demand led plant variety design Workshop

Dr Eugene Megni Agbicodo

Rijk Zwaan Afrisem

Sharing a healthy future



Company Description



50%



50%

F1



Unique opportunity

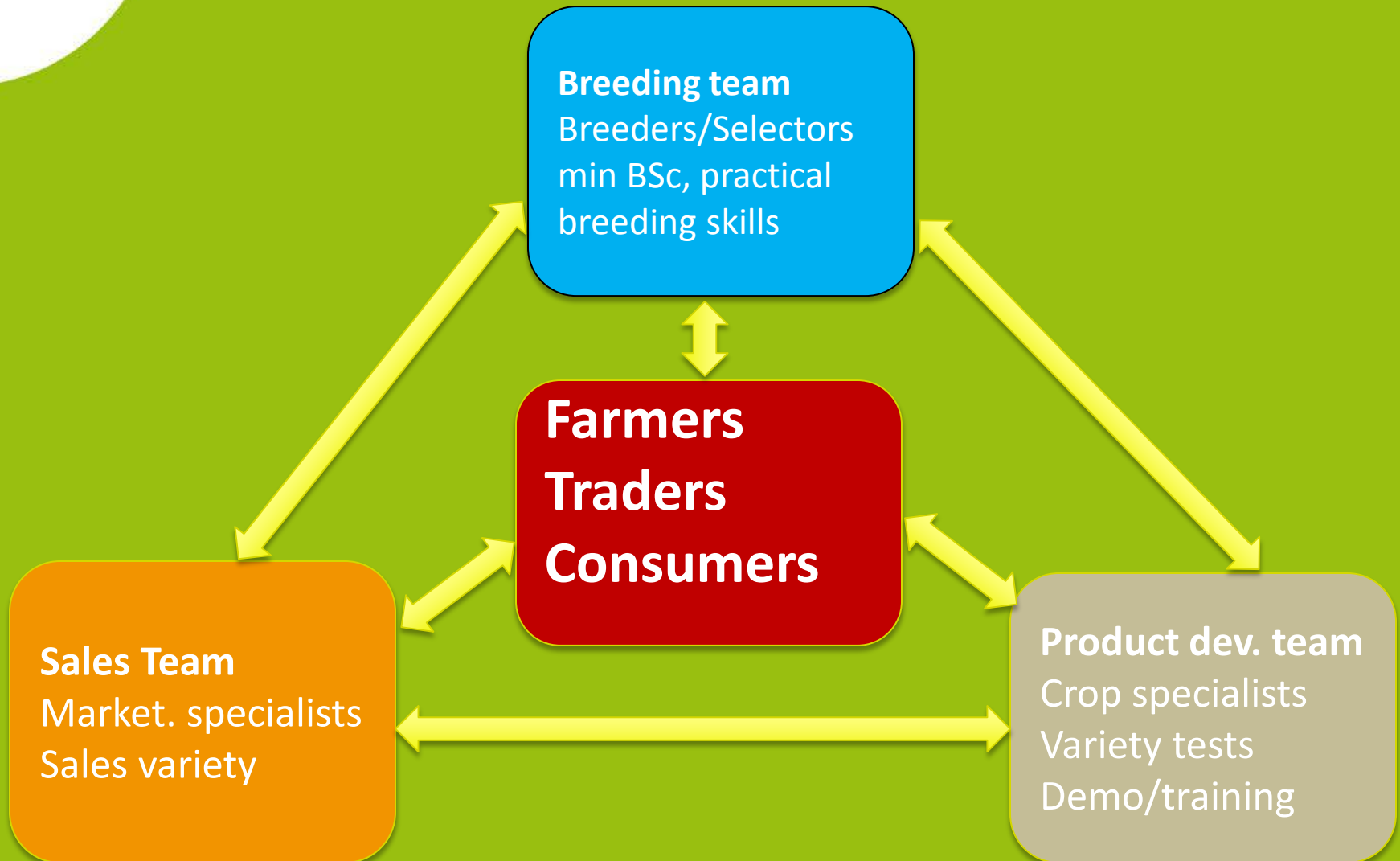
Afrisem Vision

- Breeding in and for Africa
- Long term project with idealistic vision
- Company: Commercial Approach
- Only breeding of crops with hybrid potential
- Start with determinate tomato, chinense pepper, African eggplant, African kale (Suku-mawiki), okra?
- add progressively crops of economic importance
- Start with East-African highlands

- Tanzania Vegetable Seed Project (PVSP)
- 5 years market research in Tanzania, EAfrica
- Crop vs country based strategies
- RZ Afrisem started 2009

We are commercial Breeder!

Business Breeder!



Example of tomato

Learn from the real professionals

- 1500 ha
- 8000 people
- 52 weeks
 - Planting
 - Picking



Example of tomato

This is what is possible



End results

This is what we aim at



Key messages public sector plant breeder

- Strengthen PP partnership (SEVIA & AIM projects)
- Public breeders more research & education oriented to support commercial breeders
- Rijk Zwaan Afrisem – AVRDC as an example
- R&D policy makers to organize vegetable seed system

One way to beat the traffic (and to see your tomatoes.....)

Romeo Zulu Tango?



Rijk Zwaan Tomatoes!!