

## Who are our partners?



The photo shows Indian hybrid sorghum varieties under trial with a women's group in Mali

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](http://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](http://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](http://www.seeds2b.org)

Contact us today: [info@seeds2b.org](mailto:info@seeds2b.org)

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syngenta foundation for sustainable agriculture



Seeds2B  
AFRICA

## Seeds2B Africa Connect

Connecting you with emerging  
seed markets across Africa

... because farmers deserve the best!

# What market opportunities exist?

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.

# What services do we offer?

## 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.

# Trials: timing, updates and prices

## When and where do trials start?

Countries	Month
<b>West Africa</b> Mali & Senegal	June (wet season) November (dry season)
<b>East Africa</b> Kenya	March (long rains) October (short rains)
<b>Southern Africa</b> Malawi & Zimbabwe	October (rain-fed) April (irrigated)

## Stay updated

- Receive regular updates and a confidential trials report, which ranks the performance of submitted varieties against local checks (the graph below shows maize varieties in a trial in Mali in 2013)
- Visit the trials and our partners, either at our B2B events or arranged privately.



## 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.