

# The team



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**syngenta** foundation  
for sustainable  
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Seeds2B

The Syngenta Foundation for Sustainable  
Agriculture introduces the

# Seeds2B variety commercialization guidelines



*In this brochure, you will find the commercialization model that will benefit from the adoption of the guidelines, a first look at the high-level content, and the expected delivery timeline.*



## Why do we need guidelines to commercialize seed varieties ?

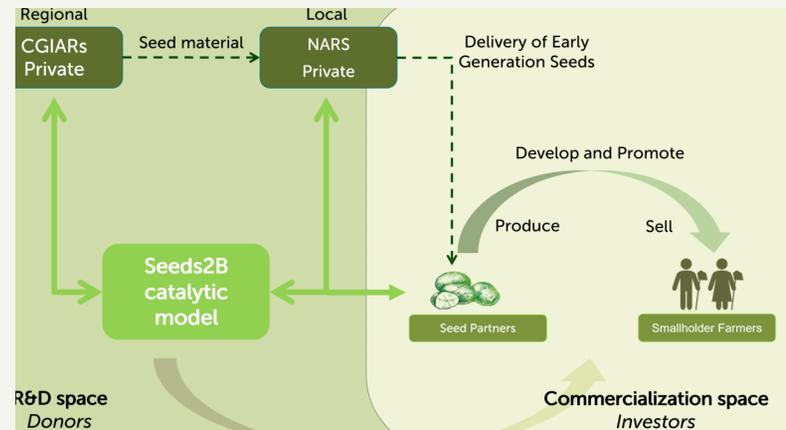
Seed is the corner stone of any productivity gains at farm gate. Despite all efforts and investments made in breeding by the Public sector; many smallholder farmers in Africa and Asia still plant poor quality seeds of the same varieties used by previous generations.

This limited access to quality seed of improved varieties represents a major barrier to farmers achieving higher yields, improved livelihoods and represents a major risk to being able to adapt to a rapidly changing climate.

“ While there have been critical improvements in breeding crops for resource-poor smallholder farmers, adoption of recent varieties at scale, especially by resource-poor farmers, has not been achieved in sub-Saharan Africa and many parts of Asia. It requires a well-thought and articulated launch process to ensure that public sector varieties particularly will successfully be taken up by commercial channels



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*Farmers need access to on demand high quality seeds on time for planting. A successful seed supply requires a coordinated, governed, and disciplined seed commercialization process.*

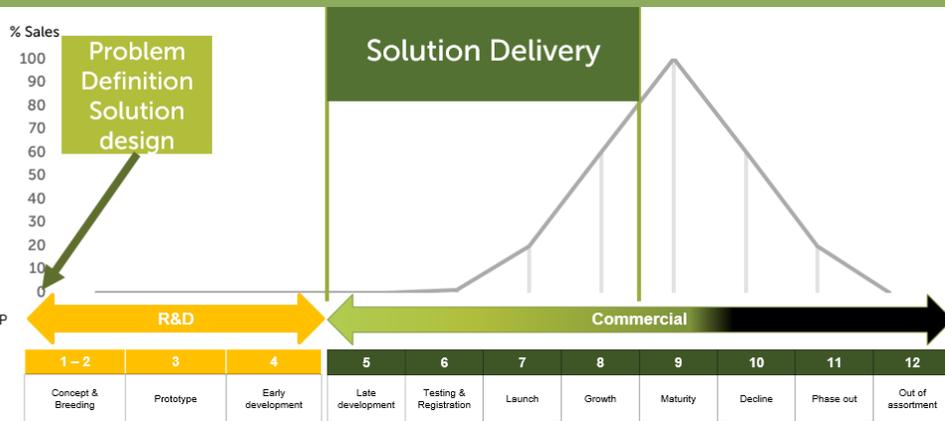
The Syngenta Foundation for Sustainable Agriculture is creating the Seed Variety Commercialization Guidelines to help **strengthening the seed supply chain**. The guidelines are organized into a set of tools covering all the necessary steps and activities that will ensure that only relevant varieties are developed and that **seed are delivered successfully**. Those activities are articulated along the **variety life cycle**.

# What is the approach?

The guidelines are following the product like cycle process, structured into 12 stages. They set the standards for public and private project managers, research institutions, and local seed companies.

The Guidelines cover the commercial, production, marketing, legal and breeding activities needed to successfully deliver the seed of the relevant varieties to the farmers. It does not cover the early breeding R&D activities.

The process can also be logically structured into 3 phases: problem definition, solution design and solution delivery.



This systematic approach ensures clear understanding and alignment by all the parties involved. The partners are jointly addressing a shared problem, selecting the right genetic material and developing the launch plan. This alignment enables the partners to provide smallholders with high-quality seeds of improved varieties.

## 1 - Problem definition

This first step is the most critical one: identifying farmers' needs. It includes precise scoping and mapping, a detailed farmers survey, and a high-level value chain analysis

## 2 - Solution Design

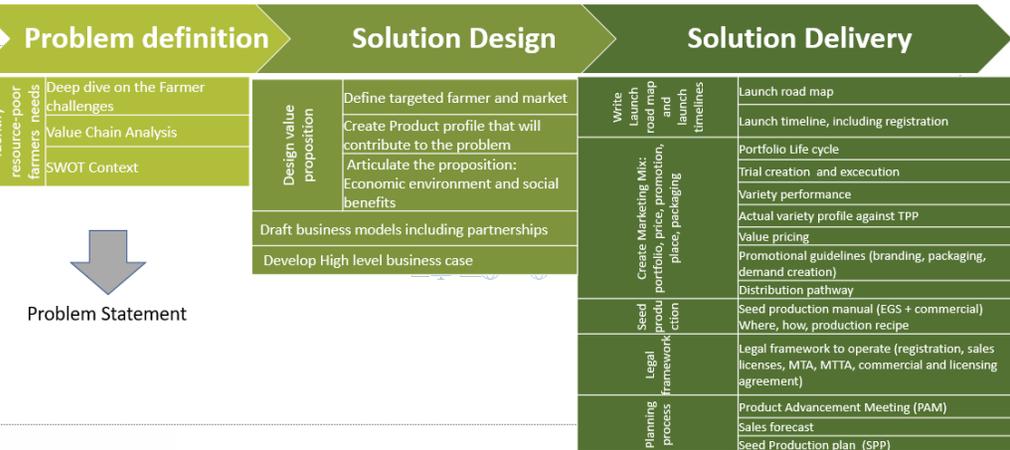
This second step combines three elements: the value proposition, the business model, and the investment case.

## 3 - Solution Delivery

This last step is commercialization, classically undertaken by seed companies. This phase requires careful portfolio management and a robust launch plan that will anticipate production need, ensure the legal framework is in place, and list the promotion activities.

# Guidelines content

Each phase will be described and split into specific logic steps. For each step, best practices will be written and examples provided. The content is expected to be evolving along with continuous learning through practices. It is also expected that adaptation will be needed based on the country/crop context, and examples will be added from successful use cases, making this document richer over time.



# What's next ?

21

2021 : Tools drafting and web site development

22

2022 : Tools testing in Asia and Africa

23

2023 : Tools delivering to NARS and CG's and training to practitioners