

Cassava Seed System Advocacy and Scaling Model

From Advocacy to Action: Replicating Success with Lasting Investment

This model helps governments and development partners build strong national cassava seed systems. It promotes long-term solutions by integrating proven technologies—like Early Generation Seed, SAH, and digital tools—into national plans and policies. Through coordinated advocacy and planning, the model strengthens local leadership, supports seed entrepreneurs, and improves farmer access to clean, improved cassava seed. It has already been used in over 10 countries, showing strong potential for scaling and sustainability.

This technology is **pre-validated**. Scaling readiness: idea maturity: 9/9; level of use: 9/9

IP
Open source / open access

Problem

- **Free seed distribution weakens the market:**
In many countries, cassava seed is still given out for free to show quick results. This creates dependency, distorts the seed market, and prevents the growth of local seed businesses.
- **Good models are not scaled or sustained:**
Even when innovative seed system models exist, they often remain small. Without strong advocacy and funding, they are not included in national policies or budgets, and their impact stays limited.
- **Lack of strategic advocacy and coordination:**
Cassava seed innovations are not always known or supported by key decision-makers. Without a clear strategy and coordination, these technologies fail to influence policy or attract long-term investment.
- **Project-based approaches don't lead to lasting change:**
Most seed system efforts are tied to short-term projects. Once funding ends, activities stop, and there are no mechanisms to sustain or expand the work.

Solution

- Promotes commercial seed systems to reduce dependency on free seed.
- Helps scale successful models by integrating them into national policies and budgets.
- Builds advocacy platforms to align governments, donors, and seed actors.
- Replaces short-term projects with long-term, coordinated national programs.

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Commodities
Cassava

Sustainable Development Goals

Categories
Pre-production, Policies

Best used with

- [Cassava Seed Monitoring System](#)
- [Early Generation Seed Production of Cassava](#)

Tested/adopted in

- Tested & adopted
- Adopted
- Tested
- Testing ongoing

Where it can be used

This technology can be used in the colored agro-ecological zones.

Target groups

Gender assessment

Climate impact



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