

Golden cassava varieties (Vitamin A fortified)

Yellow-fleshed cassava rich in vitamin A



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Yellow-fleshed cassava is a vitamin A-enriched variety. The variety is the result of the cross-breeding of natural lines containing high levels of provitamin A and hybrid lines with higher yield potential disease resistance and drought tolerance.

✓ This technology is **TAAT1 validated**.

7-6 Scaling readiness: idea maturity: 7/9; level of use: 6/9



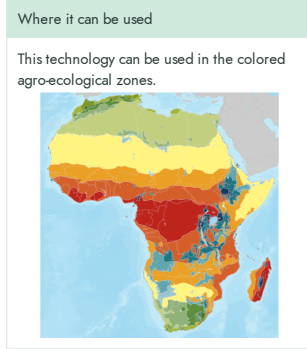
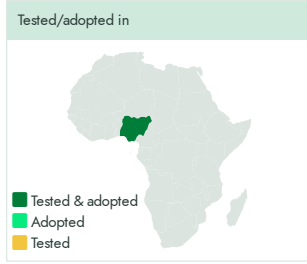
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Technology from
ProPAS

Commodities
Cassava

Sustainable Development Goals

Categories
Production, Improved varieties, Yield improvement, Quality improvement



Problem

- Lack of essential nutrients in conventional cassava varieties, notably vitamin A deficiency affecting 50% of children.
- Insufficient vitamin A leading to preventable blindness and weakened immune systems in children.
- Limited nutritional value and agronomic challenges, such as disease susceptibility and low yield potential.

Solution

- Golden cassava varieties are enriched with provitamin A, addressing vitamin A deficiency and hidden hunger.
- Through breeding, golden cassava exhibits enhanced traits like disease resistance and drought tolerance.
- These varieties contain 2 to 3 times more provitamin A, meeting nutritional needs in cassava-dependent communities.
- Golden cassava suits various agro-ecosystems, enhancing its reach.

Key points to design your business plan

This technology is beneficial for three main groups: seed multipliers, resellers and farmers

For seed multipliers, effective seed multiplication involves stocking Foundation or Registered Seed, with open-pollinating varieties requiring certification.

Resellers target customers include small retailers, development projects, producers, and producer cooperatives.

Users benefit from cost-effective solutions and partnerships with sellers.

Gender assessment 4

Climate impact 5

Target groups
Farmers, Seed companies

