

## Improved Cassava Varieties: Market-driven cassava breeding and promotion system

Improved cassava varieties crucial for enhancing food security, increasing farmer incomes, and reducing poverty in Africa.

This technology is a demand-led cassava breeding system that develops and promotes improved varieties tailored to market needs. It defines product profiles (e.g., fresh market, processing, biofortified) through stakeholder input, applies standard breeding and field testing, and works with regulators to release farmer-friendly varieties. Adoption is driven through demos, launch events, and media campaigns, ensuring better market alignment and wider uptake.



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### Commodities

Cassava

### Sustainable Development Goals



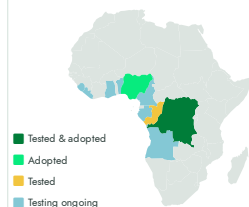
### Categories

Production, Improved varieties, Disease resistance, Insect resistance, + 0 more

### Best used with

- [Cassava seed-bulking farms](#)
- [Marketing Strategies](#)
- [Capacity Building Strategies](#)
- [Cassava Seed Entrepreneur Business Model](#)

### Tested/adopted in



### Where it can be used

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



This technology is **pre-validated**.

9/9



Scaling readiness: idea maturity: 9/9; level of use: 9/9



Open source / open access

### Problem

- Poor alignment between available cassava varieties and market demands
- Low adoption of improved varieties by farmers
- Weak stakeholder engagement in variety development
- Limited availability of breeder/pre-basic seeds
- Delays in official variety release processes
- Inadequate promotion and awareness of new varieties

### Solution

- Breeding cassava varieties tailored to market demands
- Involving stakeholders in defining preferred product traits
- Using structured trials to validate variety performance
- Supporting formal variety release and registration
- Promoting new varieties through demos and media campaigns

## Key points to design your business plan

Africa's growing cassava market offers private investors a chance to secure quality raw materials and strengthen value chains through improved, market-preferred varieties.

To capitalize on this opportunity, private sector actors should:

- Partner in demand-led breeding to shape varieties for processing needs.
- Invest in varietal testing and early release for competitive advantage.
- Promote adoption through branded campaigns and demos.
- Use digital tools to ensure traceability and build market trust.
- Collaborate with public and research partners for scale and expertise.

This proven model enables agribusinesses to boost profitability while driving innovation in the cassava sector.

Gender assessment



Climate impact



### Improved Cassava Varieties

<https://e-catalogs.taatafrica.org/com/technologies/improved-cassava-varieties-market-driven-cassava-breeding-and-promotion-system>

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