# Seeds2B Toolkit: Improved Variety Commercialization Toolkit

A set of tools on best practices for practitioners and investors in the seeds sector.

The Seed2B Toolkit empowers users with essential knowledge, tools, and best practices to deliver improved seed varieties to smallholder farmers, addressing areas like pre-breeding, seed production, marketing, and legal frameworks. It streamlines the seed commercialization process through a structured, four-phase approach designed to bridge the gap between innovation and impact.

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This technology is validated.

8·7 Scaling readiness: idea maturity 8/9; level of use7/9

IP
Open source / open access

## Problem

- **Policy Barriers**: Complex regulations hinder the release and commercialization of new seed varieties.
- **Market Gaps**: Poor insights into farmer needs result in misaligned seed production.
- **SME Challenges**: Local seed enterprises face technical and business capacity deficits.

## Solution

- **Streamlined Process**: Simplifies the journey from problem identification to delivering improved seed varieties.
- **Capacity Building**: Empowers SMEs with essential technical and business skills.
- **Market Alignment**: Promotes development of varieties tailored to farmer and market needs.

## Key points to design your business plan

The Seed2B Toolkit empowers agricultural stakeholders with tools to improve seed commercialization and adoption, aligning farming outputs with market needs.

- It promotes economic growth by enhancing farming practices through training, digital tools, and collaboration with key partners like seed companies and research institutions.
- The toolkit is free to access online, with additional costs for training and communication materials to maximize impact and scalability.

Inclusion assessment 3

Climate impact 4

### Commodities

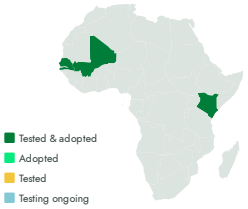
All Crops

### Sustainable Development Goals

### Categories

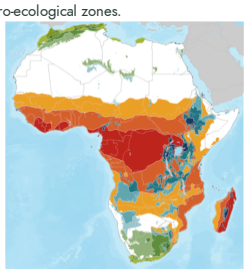
Production, Digital applications,
Supply chain management,
Advisory and information service

### Tested/adopted in




### Where it can be used

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



### Target groups

Breeders, Development institutions,
Farmers, Governments, Processors,
Seed companies