CSE Model: Cassava Seed Entrepreneur Business Model

Transforming Cassava Farming Through Entrepreneurial Innovation!

The CSE Business Model empowers local entrepreneurs by providing training and certification in seed production and a straightforward digital quality-control platform, links them to buyers through pre-agreed contracts and cooperative financing, and has scaled to deliver over 110 million disease-free cuttings annually in Tanzania and Nigeria.

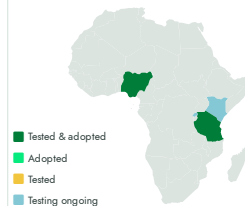**The International Institute of Tropical Agriculture (IITA)**
James Legg

This technology is **pre-validated**.

9·3 Scaling readiness: idea maturity 9/9; level of use 3/9

Gender assessment 👍 3

Climate impact 👍 7

Commodities

Cassava

Sustainable Development Goals

1 NO POVERTY
2 ZERO HUNGER
5 GENDER EQUALITY
8 DECENT WORK AND ECONOMIC GROWTH
17 PARTNERSHIPS FOR THE GOALS

Problem

- Informal seed sharing and free handouts spread pests and diseases.
- Farmers lose over 50 % of potential yields due to poor-quality cuttings.
- Dependency on donations discourages local investment.

Solution

- Train and register CSE entrepreneurs to produce certified seed.
- Deliver 83 million clean cuttings/year in Tanzania, generating USD 1.5 M.
- Strengthen local seed systems for sustainable yield gains.

Categories

Pre-production, Practices, Yield improvement, Seed system

Tested/adopted in

- Tested & adopted
- Adopted
- Tested
- Testing ongoing

Key points to design your project

- Professionalize cassava seed systems by onboarding CSEs into formal roles, boosting food security, gender inclusion and climate resilience.
- Engage regulators, extension services and community groups with MoUs to define roles, data sharing and policy alignment.
- Deploy SeedTracker™ for digital plot registration, real-time dashboards and e-certification, supported by "train-the-trainer" workshops.
- Mobilize SACCOS/RLF finance, seed-production grants, M&E analytics and policy briefs to scale, sustain and refine the model.

Where it can be used

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

79 %
ROI estimated by the technology provider

💡 IP
Open source / open access
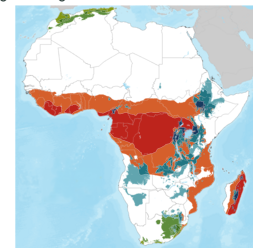
Target groups

Farmers, Processors, Seed companies, Advisory and Extension Services, Seed Regulators