




# Cassava Seed System Advocacy and Scaling Model


## From Advocacy to Action: Replicating Success with Lasting Investment

This model helps development agencies strengthen national cassava seed systems by supporting long-term, policy-based solutions. It focuses on working with governments to design and implement seed strategies, using tools like digital certification and business models. The model has been applied in over 10 countries, guiding over USD 26.6 million in investment and expanding farmer access to clean, improved cassava varieties.

 This technology is **pre-validated**.

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

Gender assessment  **4**

Climate impact  **5**

### Problem

- Free seed distribution creates market distortions and farmer dependency.
- Projects are often short-term, with no plan for sustainability or scale.
- Seed innovations are not integrated into national policies or programs.
- Lack of coordination leads to fragmented efforts and duplicated investments.

### Solution

- Promotes sustainable seed markets by reducing reliance on free seed distribution.
- Supports national policy integration to scale successful seed system models.
- Improves coordination between donors and governments through structured advocacy.
- Builds lasting systems and capacity beyond individual project timelines.

### Key points to design your program

This model offers a practical way to support national cassava seed system reform. It emphasizes government ownership, policy integration, and long-term impact.

#### Key Points:

- **Start with IITA engagement** to access tools, support, and coordination guidance.
- **Back national reforms**, not isolated projects, to ensure long-term system change.
- **Encourage institutional leadership** from ministries or research systems.
- **Fund early diagnostics** to guide evidence-based interventions.
- **Support stakeholder workshops** to align roles and define joint plans.
- **Use MoUs or simple agreements** to clarify responsibilities and promote ownership.
- **Integrate into existing national platforms** to avoid parallel systems.
- **Apply standardized tools** for advocacy, training, and monitoring.
- **Promote early public investment** to demonstrate commitment and attract co-financing.
- **Reinforce public institutions** like regulators and extension systems.
- **Share success stories** from other countries to build momentum.
- **Encourage regional coordination** to scale impact and access broader funding.
- **Adopt a phased, scalable approach** that grows with national needs and resources.



Open source / open access



**IITA**  
Regina Kaponga

Commodities

Cassava

Sustainable Development Goals



Categories

Pre-production, Policies

Best used with

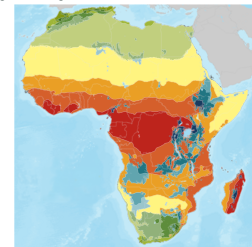
- [Cassava Seed Monitoring System](#)
- [Early Generation Seed Production of Cassava](#)

Tested/adopted in



Where it can be used

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



Target groups



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<https://e-catalogs.taatafrica.org/org/technologies/cassava-seed-system-advocacy-and-scaling-model>

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