

Seeds2B Toolkit: Improved Variety Commercialization Toolkit

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



Seeds2B Africa Limited
George Njuguna

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.

 This technology is **validated**.

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

Inclusion assessment  **3**

Climate impact  **4**

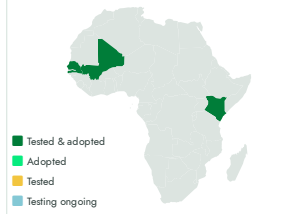
Commodities
All Crops

Sustainable Development Goals



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

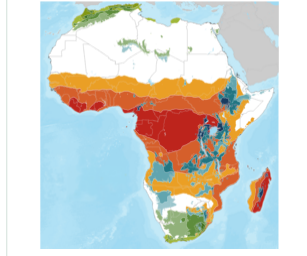
Tested/adopted in



■ Tested & adopted
■ Adopted
■ Tested
■ Testing ongoing

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

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 program

Improved Variety Commercialization Toolkit (Seed2B Toolkit) can be integrated into seed system development, agricultural innovation, market systems, and food security programs to accelerate the commercialization of improved crop varieties and increase farmers' access to quality seeds. Its adoption contributes to SDG 1 (No Poverty), SDG 2 (Zero Hunger), SDG 8 (Decent Work and Economic Growth), and SDG 9 (Industry, Innovation and Infrastructure).

To integrate this technology into your project, plan and budget for the following activities and prerequisites:

- Facilitate access to the Seed2B Toolkit, commercialization tools, and market intelligence resources.
- Build partnerships with IITA, research institutions, seed companies, regulatory agencies, and development partners.
- Train stakeholders on market analysis, seed commercialization, business planning, and seed delivery systems.
- Promote women's and youth participation in seed enterprises and agribusiness development.
- Monitor variety commercialization, seed sales, adoption rates, SME performance, and farmer access to quality seed.

 IP
 Open source / open access

