DTMASS Project
Drought-Tolerant Maize for Africa – Scaling Seed

FAO Drought and Agriculture Seminar
On Climate Change and Drought
Roma, Italia – June 2017

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CIMMYT: Centro Internacional de Mejoramiento de Maíz y Trigo
1 of 15 CGIAR Non-profit Research and Training centers

Mission: Wheat and Maize science for improved livelihoods

Green Revolution (India, Pakistan)
Dr. Norman Borlaug
1943: Office of Special Studies
1966: CIMMYT founded in Mexico

• 1,200 staff
• Projects in 40 Countries
• 15 Regional Offices

Mexico, HQ

Guatemala
Colombia

Genetic Resources

Sustainable Intensification

Socio-Economics

USAID

CIMMYT
Technology we are Scaling: Seeds
200+ unique CIMMYT-derived, elite, drought-tolerant maize varieties in sub-Saharan Africa

Drought-Tolerant Maize (DTM):
CIMMYT-derived DTM varieties are designed for water deficit tolerance during the flowering stage, and yield at least 30% higher than the commercial non-DT maize varieties under moderate to severe drought stress.

DTMASS Project (2014-2018)
CIMMYT
Seed Companies
Public Ag Agencies

OBJ 1: Supply
Parent Seed
Product Training
Seed Companies Public Ag Agencies

OBJ 2: Demand
Field Days
Ag Shows
Demo Plots
Agro Dealers

OBJ 3: Knowledge Management

6 Countries
55 Partners

10,000 tons of seed
150,000 Ha
600,000 Farmers
3.8M People

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**DTMASS: Tiered Approach**

- Seed road maps
- Early-generation seed support
- Catalyzing certified seed production
- Capacity strengthening of SME seed companies

- Stimulating demand, including on-farm demos and targeted communications
- Market analysis and marketing strategies
- Capacity strengthening of SME seed companies
- M&E

- Adoption monitoring and impact studies
- Gender and social inclusion
- Synergies with complementary initiatives
- Feedback loops to product devt. and delivery teams

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**What is “Scale”?**

The size of the **Solution** fits the size of the **Problem**

Success: The **system** that perpetuated the problem is now incentivized to **perpetuate the Solution**

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**Effectiveness**

**Efficiency**

**Sustained Impact**

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**Effectiveness**

**Efficiency**

**Scale**
Renewed Integrated Proactive

Project Approach: Incentivizing Scale

Digital tech Connecting dots Consult Farmers, Partners

Connecting the Dots

How we Design

The Reality

Remember: You are never the only Player or Project – network!

Ideal Situation
What is “Innovation”? 

Need few 'Things'
Update
Collaborate, don’t Duplicate

Products
Processes
Partnerships

What
How
Who

Digital Platforms: Cell Phones, Apps, Maps

Real-Time, 2-way, Info Sharing Directly with Stakeholders

Pull: Data Requests via SMS or calls: “What Maize are you planting?”

Innovation
Using personal cell phones for farmer surveys and to share technical info

Push: Sending Tech information, advice “How to plant hybrid Maize Steps 1-2-3”

Image: eSoko https://esoko.com/advisory/
Territory Planning: Getting Seed to Farmers

**Innovation** – not data or map, but use:

1. Product Market Data for smart, profitable Seed production
2. Baseline levels to measure market coverage, scale progress

Tons of all Certified DTM on the market in Uganda, by Producer June 2016

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‘Innovation’ 1-
Leveraging Digital Platforms:
Mapping Demo Plots to Farmer Locations

**Innovation** – not data or map, but use:

Ensuring Demo Plot Locations maximize farmer awareness of new seed and information on how to grow it

NASECO Seed Co Maize Demo Plots - 2016
Back to Basics: Simplify and Distribute
Putting Scientific Knowledge into Farmers’ Hands

Capacity building of Seed Companies

- **Know your product! Strategize!** Optimizing production, both quality and quantity
- **Know your market and clients!** Tailor marketing to demands and preferences of your local maize seed market
- **Know your niche!** Understanding seed company’s competitive advantage: products for specific agro-zones, weather, and farming types
- **Deliver results!** Optimize product performance, ensure timely delivery, maximize sales points and farmer support
Smartest Innovation: Use Existing Networks

Identify -- then Partner with -- Groups that Engage Farmers

Simple and Common Sense - So Why Don’t we do this?

Extension Officers

CBOs

Farmer

Dev NGOs

Other Farmers

1- Takes Time
2- Takes Political Savvy
3- Requires Give and Take

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Thank you for your interest!

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