



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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DTMASS
Drought Tolerant Maize
for Africa Seed Scaling




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



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Mexico, HQ
Maize




Genetic Resources

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

Socio-Economics

Wheat

Sustainable Intensification

Technology we are Scaling: Seeds

200+ unique CIMMYT-derived, elite,
drought-tolerant maize varieties in sub-Saharan Africa

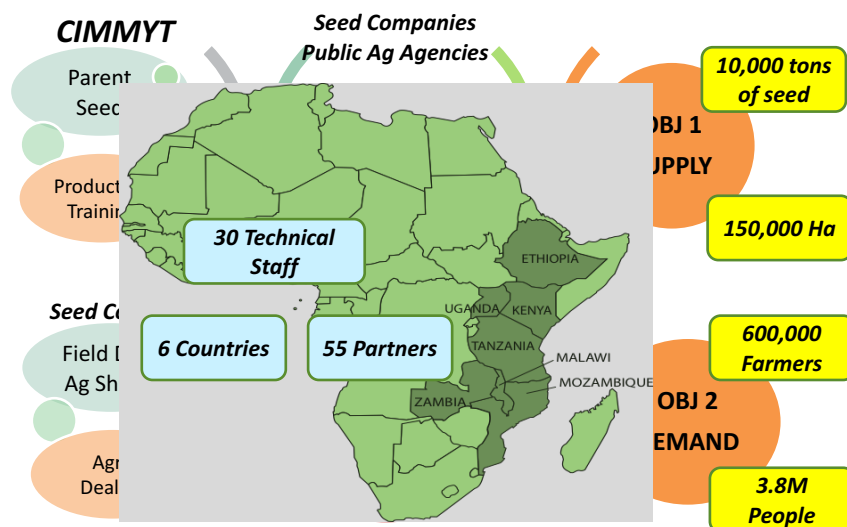


Drought-Tolerant Maize (DTM):

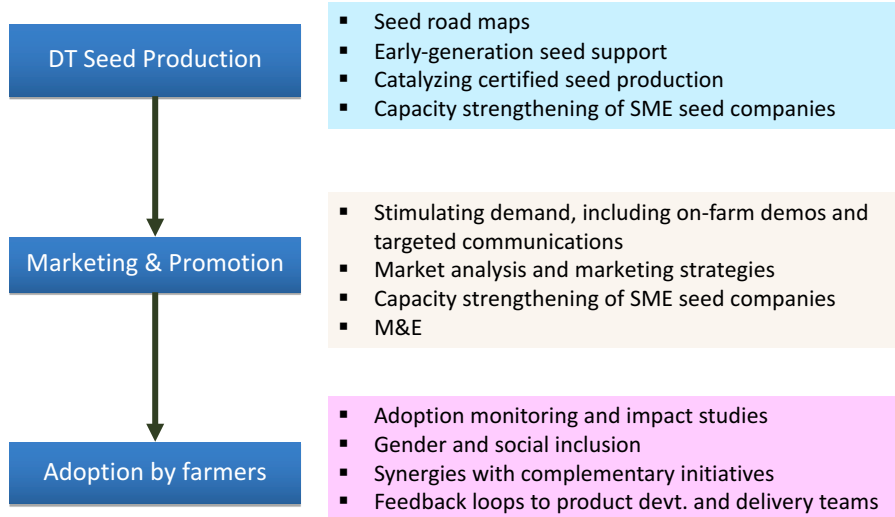
CIMMYT-derived DTM varieties are designed for water deficit tolerance during the flowering stage, and yield at least 30% higher than the commercial non-DT maize varieties under moderate to severe drought stress.



DTMASS Project (2014-2018)



DTMASS: Tiered Approach

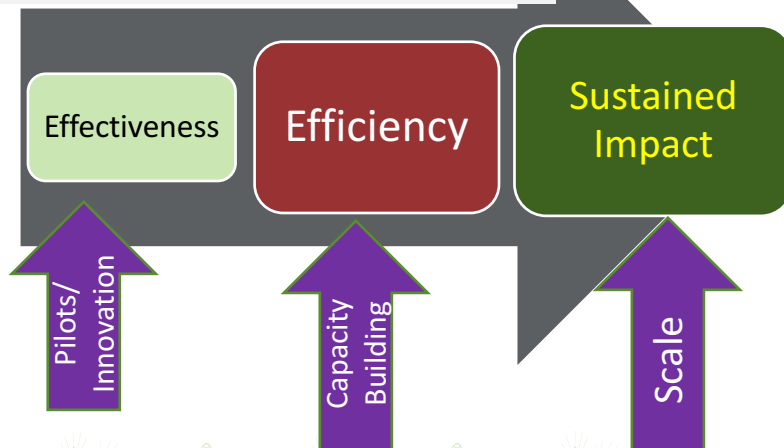


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What is “Scale”?

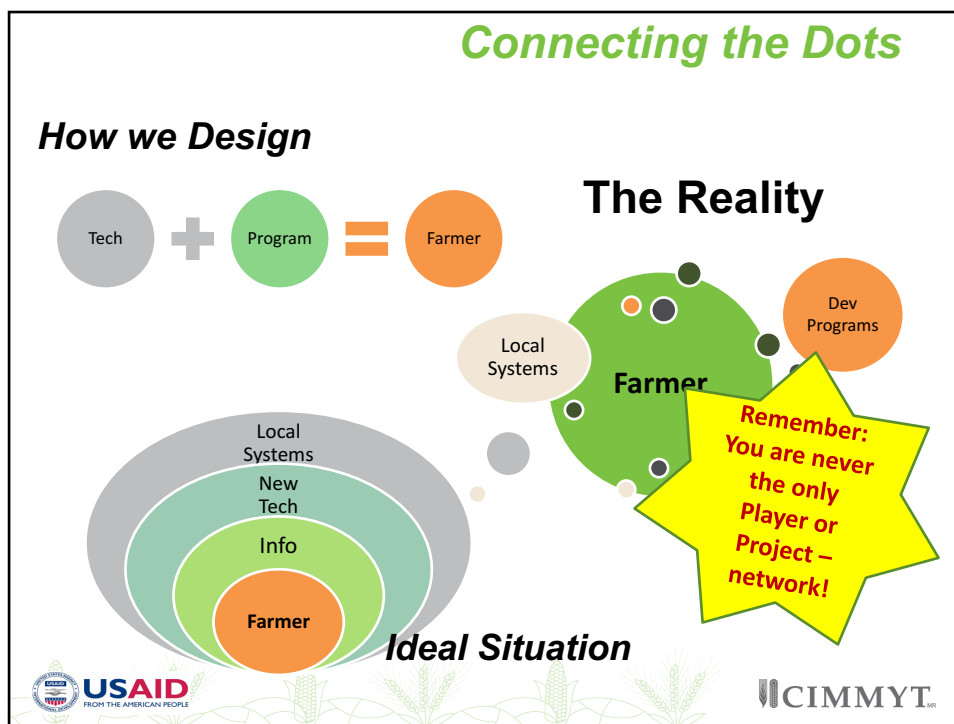
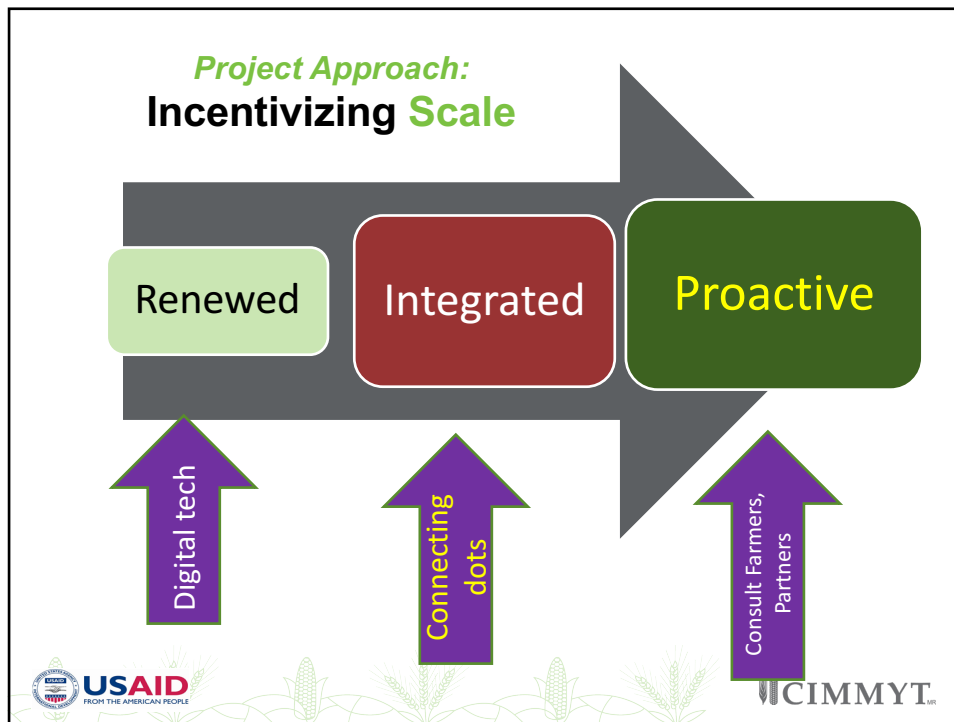
The size of the **Solution** fits the size of the **Problem**

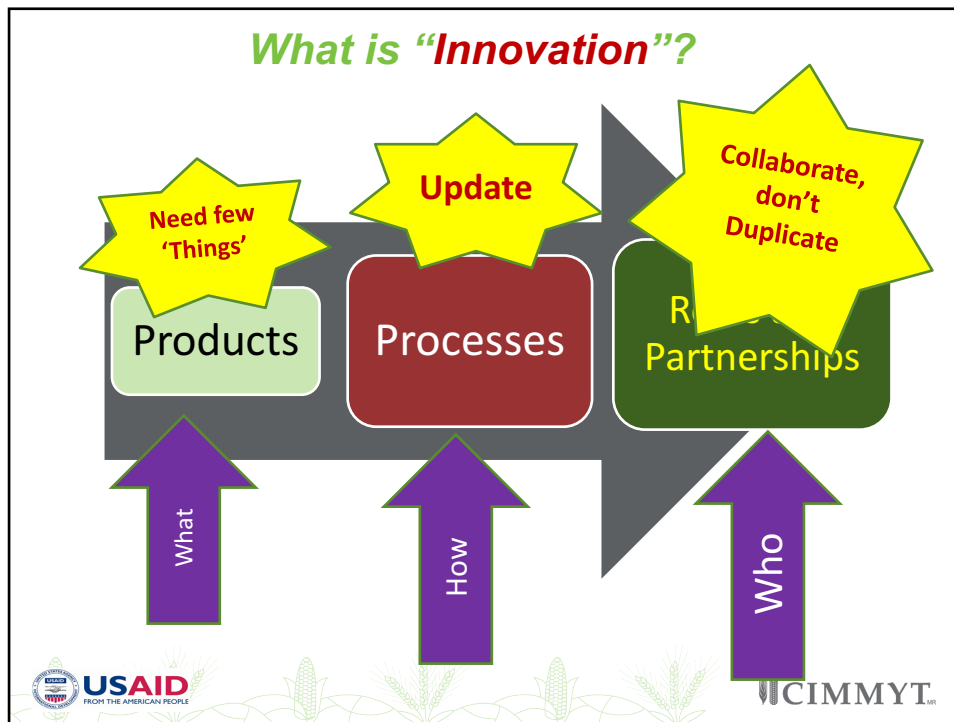
Success: The **system** that perpetuated the problem is now
Incentivized to **perpetuate the Solution**



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Digital Platforms: Cell Phones, Apps, Maps

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

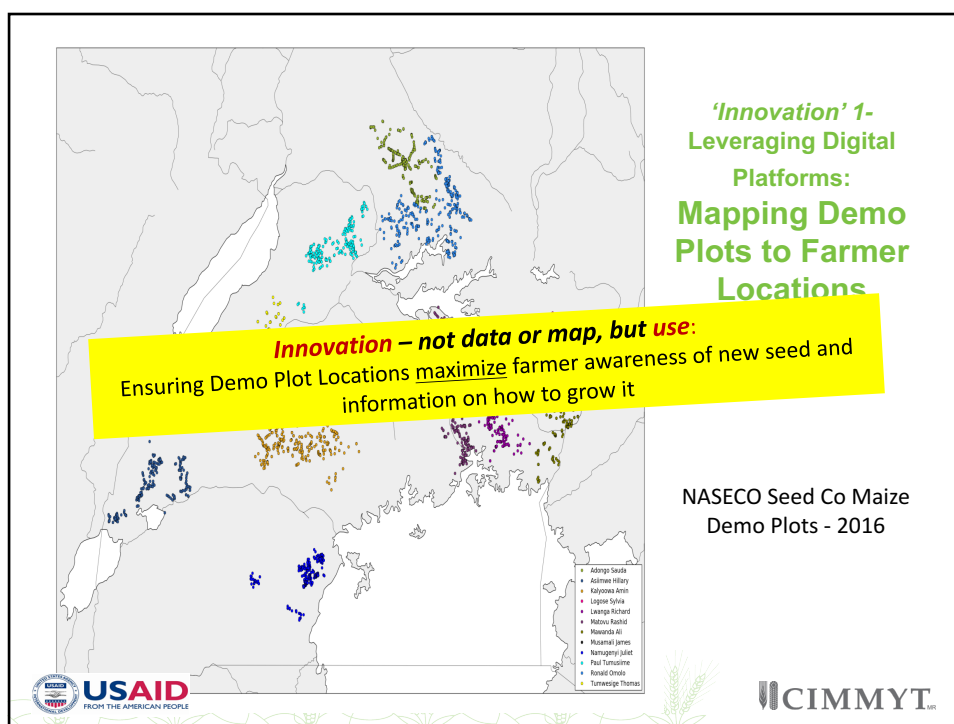
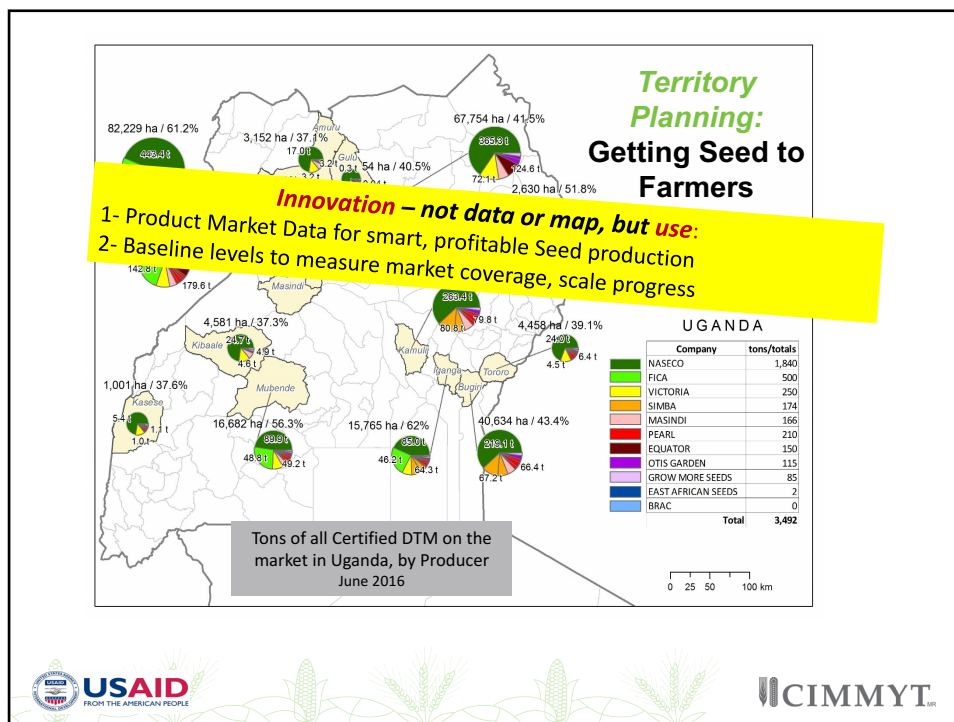
*Pull: Data Requests via SMS or calls:
“What Maize are you planting?”*

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

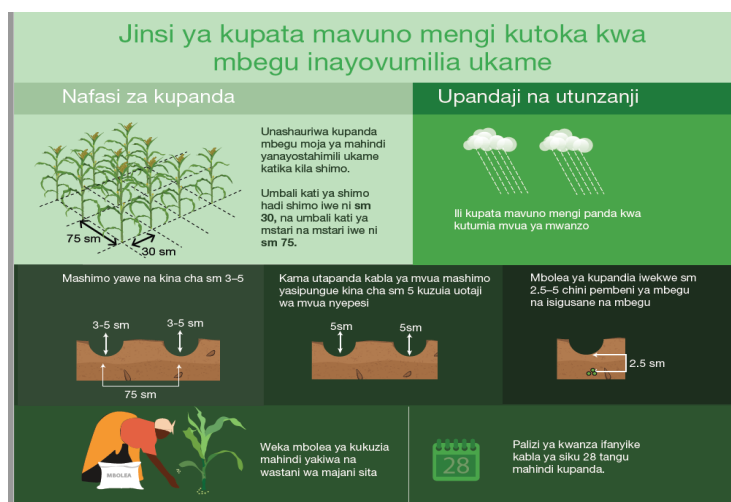
Innovation
Using personal cell phones
for farmer surveys and to share technical info

Image: eSoko <https://esoko.com/advisory/>

Logos for **USAID** and **CIMMYT** are visible at the bottom.



Back to Basics: Simplify and Distribute Putting Scientific Knowledge into Farmers' Hands



*Flyers for
Field Days,
Ag Shows,
Seed Packs,
Agro Dealers*

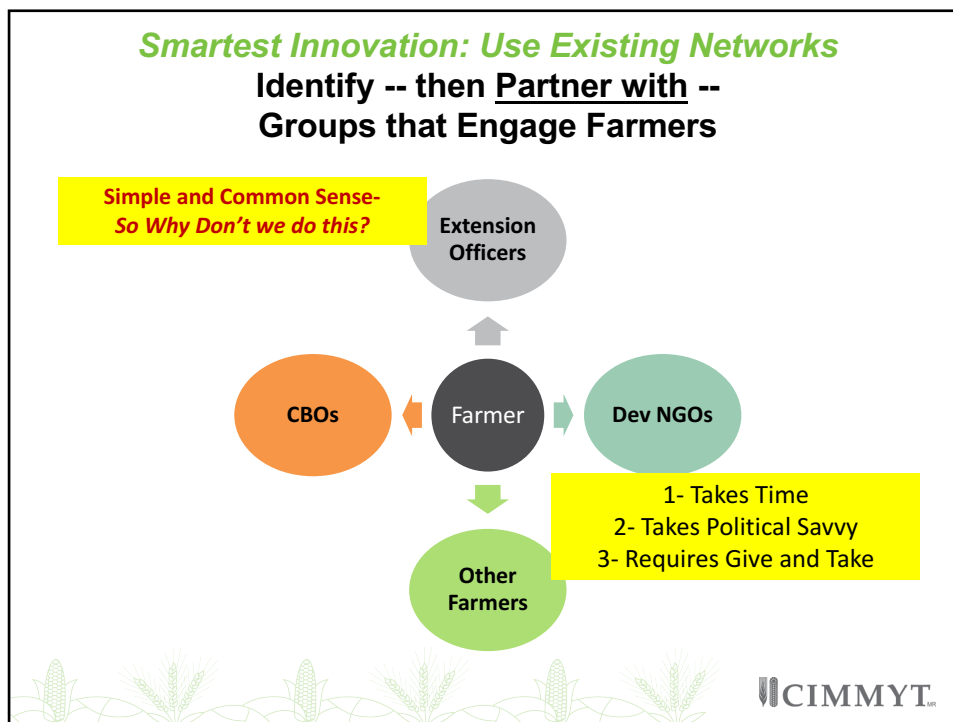
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Capacity building of Seed Companies

- **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



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Thanks to...

- **USAID** for supporting the DTMASS project
- **NARS and Seed Company Partners** in sub-Saharan Africa
- **Funding agencies** who continue to support development and delivery of improved maize varieties for the developing world
- **CIMMYT colleagues and DTMASS partners** for their commitment to the mission






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Thank you for your interest!

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