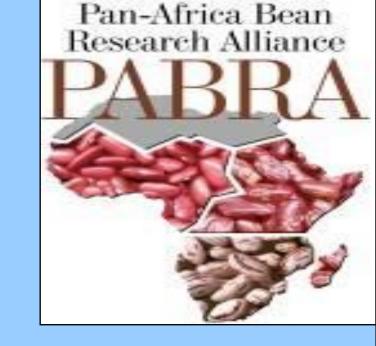


# PABRA Strategy to Deliver the Right Products, with Right Process to the Right Users



## Need for targeted and impact oriented seed systems:

Since 2003 PABRA initiated a wider impact programme. Closer to 14 millions of farmers accessed one or two bean varieties across 20 countries. Though improved varieties play a major role, alone will not increase the bean productivity at expected yield. Integrated crop management (ICM) supported by relevant information are required to increase productivity of 15 millions farmers (new PABRA target in next five years) especially poor farmers (50 % being women). To achieve these targets, PABRA facilitates the establishment of partners owned multi-stakeholders' platform which aims at bring in complementary skills and resources to deliver required bean based technologies and other supportive innovations.



Objectives and rationale for research on delivery

Research on delivery processes is equally important as generation of technologies for five reasons:

- 1. Inadequate supply of quality seed and other production inputs
- 2. To adapt tools/delivery processes
- 3. To ensure equity in the technology delivery (gender and wealth)
  - To test best options to delivery the technologies faster, widely and efficiently
  - To institutionalize and sustain the outcomes

#### Process /key activities:

- Engage multiple stakeholders and partners along the bean value chain and complementary services providers including financial and insurance, transport
- Enhance skills and knowledge of partners
- Create and sustain demand of farmers and other value chains actors
- Engage higher level agricultural policy makers
- Engage bean industry (traders and processors)
- Increase the availability of basic seed of released varieties
- Sensitize farmers on the use of ICM such, timely improved soil fertility, adequate weeding.
  Institutionalize a multi-stakeholders platform to carry out seasonal reviews and planning sessions
- Two major approaches have been used to access seeds: decentralized (women led small seed enterprises –see Fig. 2) and seed companies and their agro-dealer networks who sell affordable seed packs (see Fig. 3) especially in countries where the seed industry is relatively developed.



Fig. 2: Suzanne Biha –women seed entrepreneur in Burundi



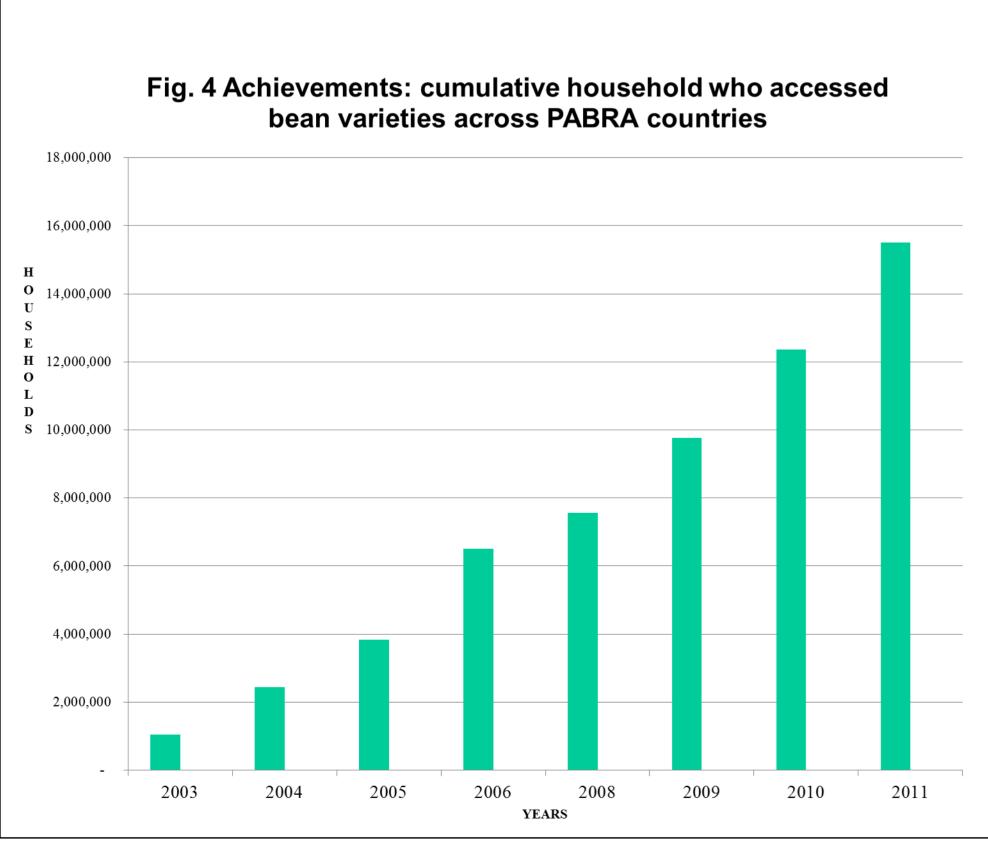
Fig.3: Agro-dealer selling bean seed from Dry Land Seed Co in Kenya

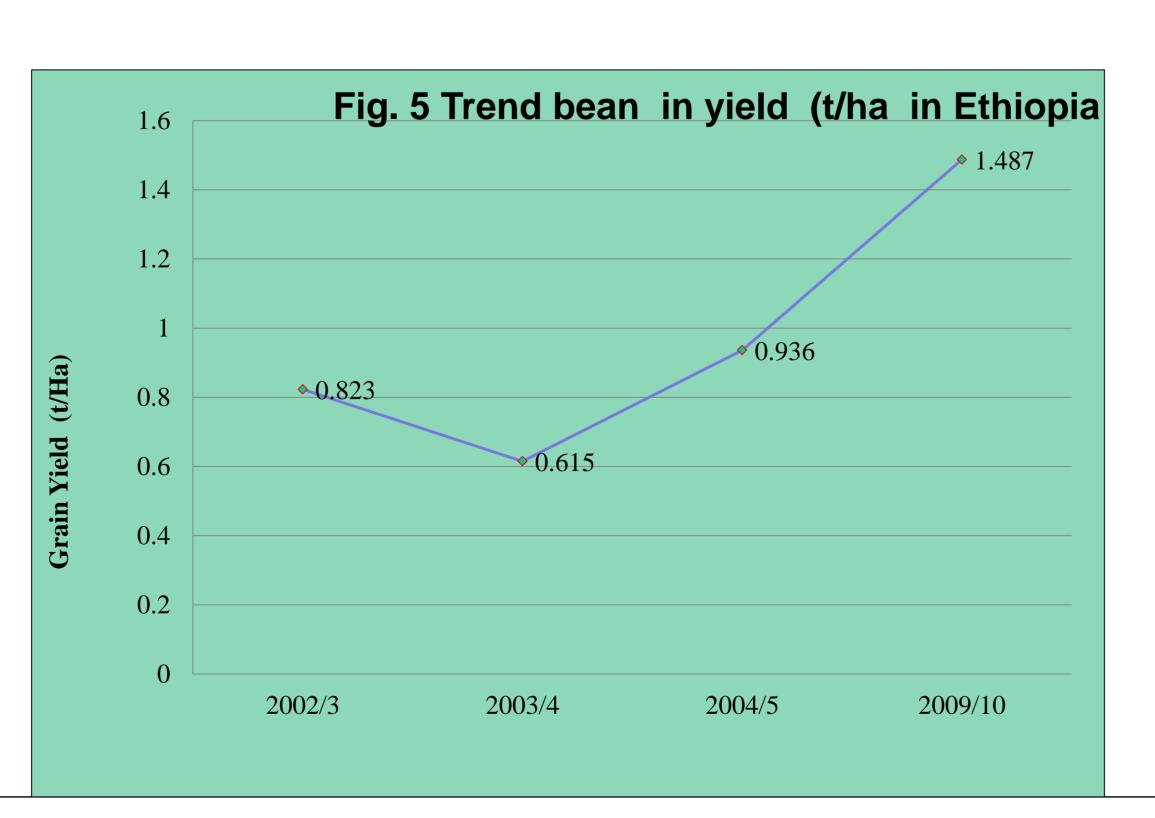
#### Tangible results:

- ☐ Increased ownership by partners who share roles and responsibility
- ☐ Increased availability and access to quality seed access (see Fig. 2&3)
- ☐ Change in production systems e.g. timely planting, adequate plant population, use of complementary inputs, timely weeding and harvesting and post harvest management (see Fig. 1)
- ☐ Increase in bean production, yield (see Fig. 5), market volume and price;Impact on farmers' income and livelihoods
- ☐ Increased investment by actors along the value chain actors (farmers, small and large, traders and government.

#### **Encouraging results**

This approach has significantly enhanced seed access to more farmers particularly women (56.35 %) and also contributed to improved crop management. This led also to increased bean yield e.g. Ethiopia (see Fig. 5)





### Acknowledgements:

- Governments in Africa
- CIDA
- SDC
- BMGF
- McKnight
- Private Sector
- Farmers and their organizations
- NGOs

#### Take home messages:

- . Expose farmers to relevant technologies and making available to them helps them to strengthen their innovation capacities for further adaptation and expansion;
- Engage marketers (traders and processors) and complementary service providers creates a room for bean sector to grow and improve farmers incentives leading to more productive investments in their bean crop;
- Long term partnership between NARS, other value chain actors and CIAT has been a key to success;
- 4. With this approach, PABRA is determined to facilitate seed access to more farmers (15 millions in the next 5 years) particularly women.

For more information: j.c.rubyogo@cgiar.org