

# Minor cereals (Millet) Niche market & Public Archetype

## Bottlenecks



### Seed characteristics

- High multiplication rate
- Small volumes needed per ha
- No visual difference between grain and seed
- High level of seed not true to type
- Seed replacement every 4 years



### Regulatory

- Low capacity for certification
- NTR disincentive for institutes to produce EGS efficiently at ZARDIs
- Limited public investment in variety development
- Minor cereals are low priority crops



### Demand characteristics

- High preference for local varieties
- High use of home saved seed – little incentive to buy seed
- Some varieties have a niche market



### EGS production

- Breeders use out-growers with limited supervision out-growers
- Low quality EGS
- Low volumes needed
- Extremely unpredictable demand

## Proposed solutions to bottlenecks

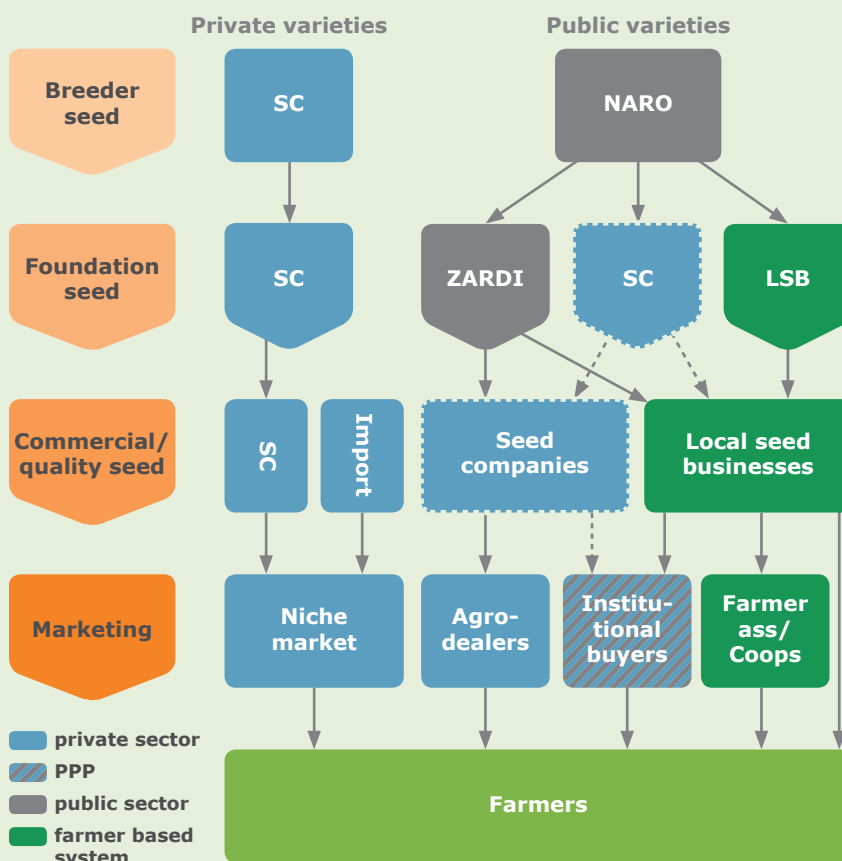
### Niche Market Archetype for private varieties

**Objective:** Provide high quality seed demanded by processors through the private sector

### Public Archetype for public varieties

**Objective:** Dissemination of public varieties in a cost-effective manner

### Roles and responsibilities public private partnership



### Breeder seed

- Breeders produce sufficient quantities of breeder seed for further research
- ZARDIs produce required volumes of breeder seed at cost-recovery basis, under supervision of breeder
- External inspection by NSCS

### Foundation seed

- Foundation seed produced at Institute (ZARDIs), SC, LSBs under supervision
- External inspection by NSCS

### Commercial seed

- Mainly LSBs producing QDS
- External inspection by NSCS for certified seed and DAOs for QDS