



**Syngenta Foundation Overview and the Global
Seeds2B Program**

Yuan Zhou - Head of Agricultural Policy and China Program

Ian Barker - Head of Agricultural Partnerships

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Driving Smallholder Success: Syngenta Foundation Overview

Dr Yuan Zhou - Head of Agricultural Policy and China Program

Overview

Our Mission

To create value for resource-poor producers and consumers in developing countries through innovation in sustainable agriculture and the activation of value chains

- Non-profit Swiss charitable foundation
- Core funding from Syngenta (\$17m p.a.)
- Independent organization (independent Board)
- 190 staff worldwide (Asia, Africa focus)
- 35 years' field experience
- Focus on researching, testing and scaling adoption of useful innovations
- Catalyst & incubator
- Always work in partnerships
- Hands-on involvement & partnership grants, not classical donations

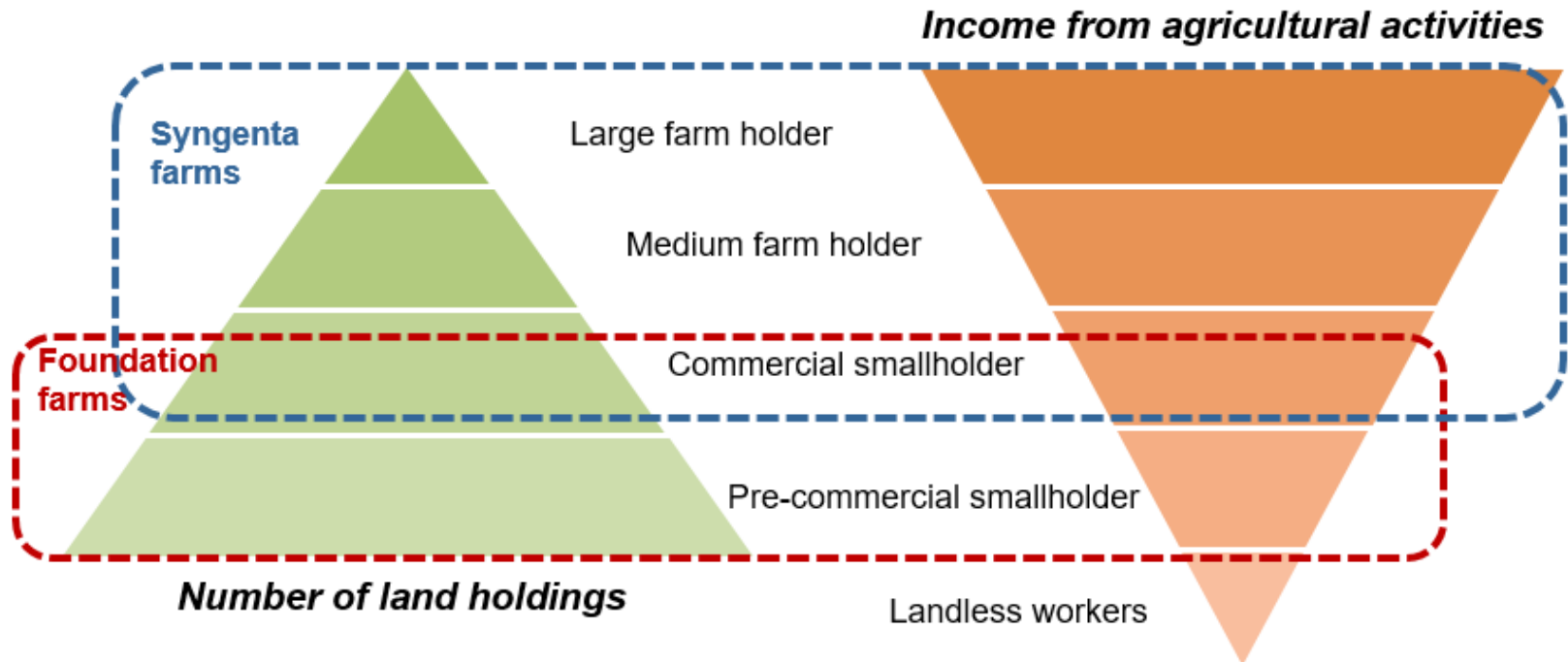


History

- The Ciba and Geigy families began work in Mali in 1981. The initial focus agriculture, then healthcare.
- In 1996, the Novartis Foundation was formed
- In 2001, the Syngenta Foundation for Sustainable Agriculture was established
- SFSA extended its country presence to India (2005), Kenya (2009) and Indonesia (2010), Bangladesh (2011) and Senegal (2012).
- From Sept 2017, Dr. Simon Winter is our Director. We have since expanded our footprint to Nigeria and China.

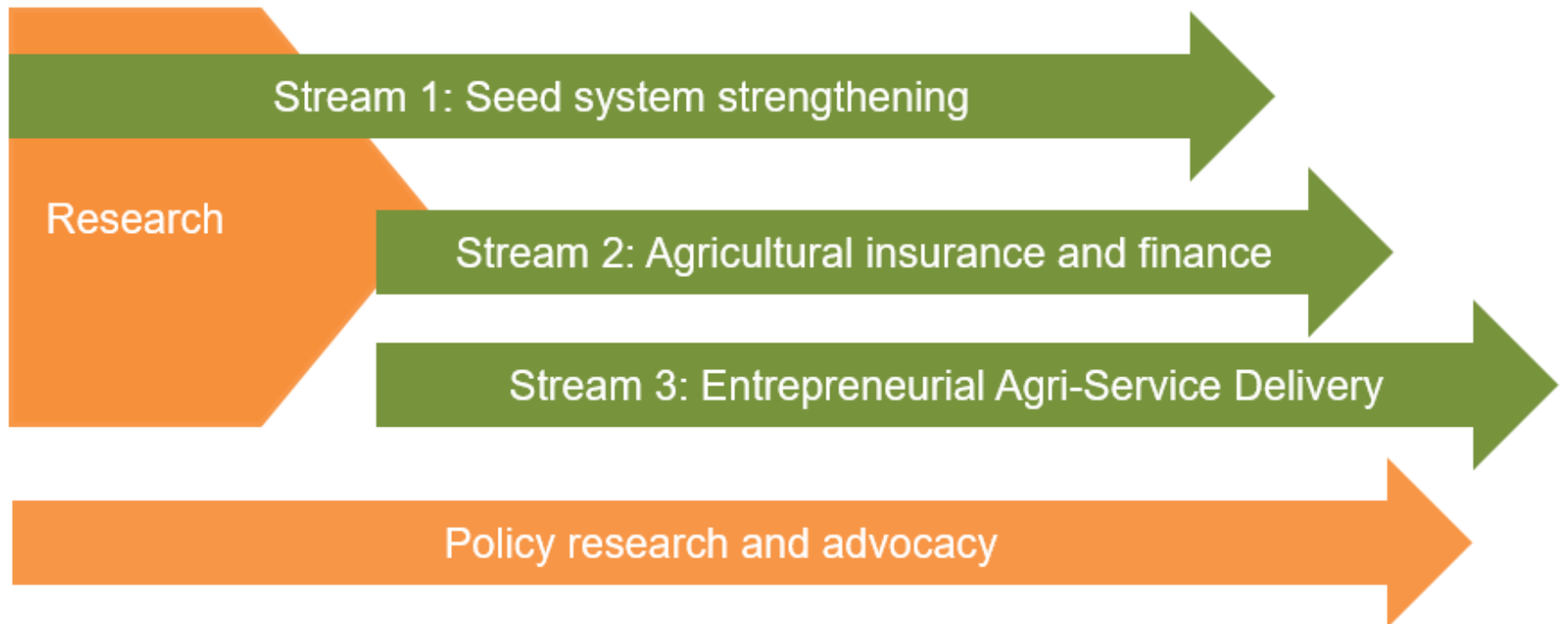


Foundation focus: pre-commercial smallholders



Characteristics	Foundation	Company
Access to markets	Inadequate	Moderate
Technology uptake	Low	Moderate to high
Infrastructure	Poor	Fair
Risk management	No access to risk-hedging tools	Moderate access

SFSA Strategic Framework

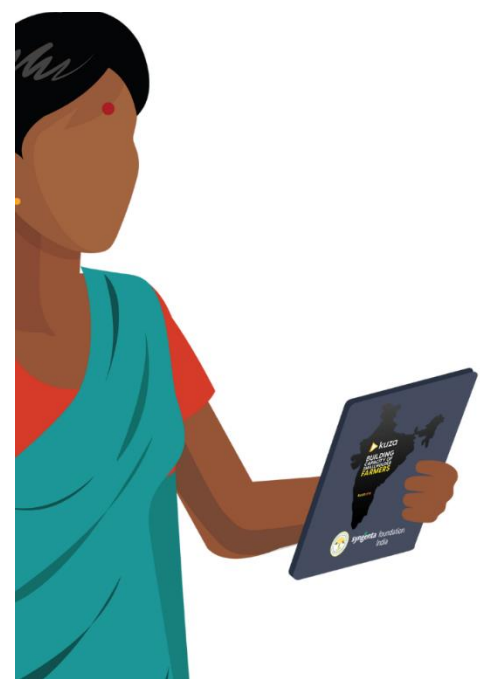


Agri-Entrepreneurs (AE): Employing Rural Youth and Increasing Farmer Income in India



- Entrepreneur selection and mentoring
- Business and agri-training in Micro Learning Format
- Multi-sided platform and Digital Kits
- Data transparency to the farmer

- Programme partnership with Kuza, digital technology tools/platform
- AE = Village Level Service Provider for 150 – 200 farmers
- 700 AEs deployed across 6 states in India, co-funded by Syngenta, Tata Trusts, Government, Rabo Foundation and others
- Trust with Farmers, and Business and Financial Services



SFSA China – Overview

- Office Registration
 - In 2018, SFSA Beijing Representative Office was successfully registered; the supervisory entity is the Beijing Municipal Bureau of Agriculture
- Scoping study in 2018 – focusing on 4 poor provinces;
 - Key intervention areas: Water, Soil, Cash crops, Post-harvest & processing, Market linkages, Food Safety and Quality, Rural financing
- Initiation of Gansu program to help smallholder farmers in 2018
- Launch of new projects in Sichuan and Beijing in 2019
- Policy research and advocacy (Ag innovation, food safety regulations)
- Support partnership with The Nature Conservancy (soil health)
- Develop China-Africa technology transfer mechanism / programme

Gansu Program - Dingxi City Activities

Potato Capacity Building and Technology Transfer

- Research collaboration with Dingxi Academy of Agricultural Sciences (DAAS): 5-day crossing technology training with 2 world top breeders; Aeroponics set-up trainings; on-site PCR training on disease testing; virus-free technology for potato sprout tip stripping.
- Potato Seeds Program: introduce new breeding germplasm to DAAS, and new potato varieties through cooperation with private companies

Vegetables and market linkages

- Introduction of new vegetable varieties for field trials, and provision of technical training; visit to Shouguang Expo



Gansu Program - Gulang County Activities

Vegetables and market linkages

- Introduction of new vegetable varieties for field trials in open field and greenhouses, and technical support
- Incorporating pest mgt training into government training modules for horticulture
- Market linkages to south China buyers

Goji-berry development

- Establishment of a 200mu goji-berry demo plantation, support green food certificate and technical training, drip irrigation
- Goji-berry value chain study and Industry Workshop (2018)
- Goji-berry root rot diseases field trials (with Syngenta)



Sichuan Program – Kiwi fruit

Goal

- Improving income for a selected group of local kiwifruit growers by helping them to lift their orchard productivity and fruit quality and gain better market access and linkages.

Activities:

- Analyze soil and plant condition
- Establish a pragmatic and useful training program for local kiwifruit growers.
- Identify and form a group of pioneer farmers that are willing to try and adopt new things, and establish a demonstrational orchard
- Create a format and system to track and record orchard performance and farmers' income
- Create a blueprint of promising value chain (e.g. mini-MAP) for the local kiwifruit industry and test the feasibility



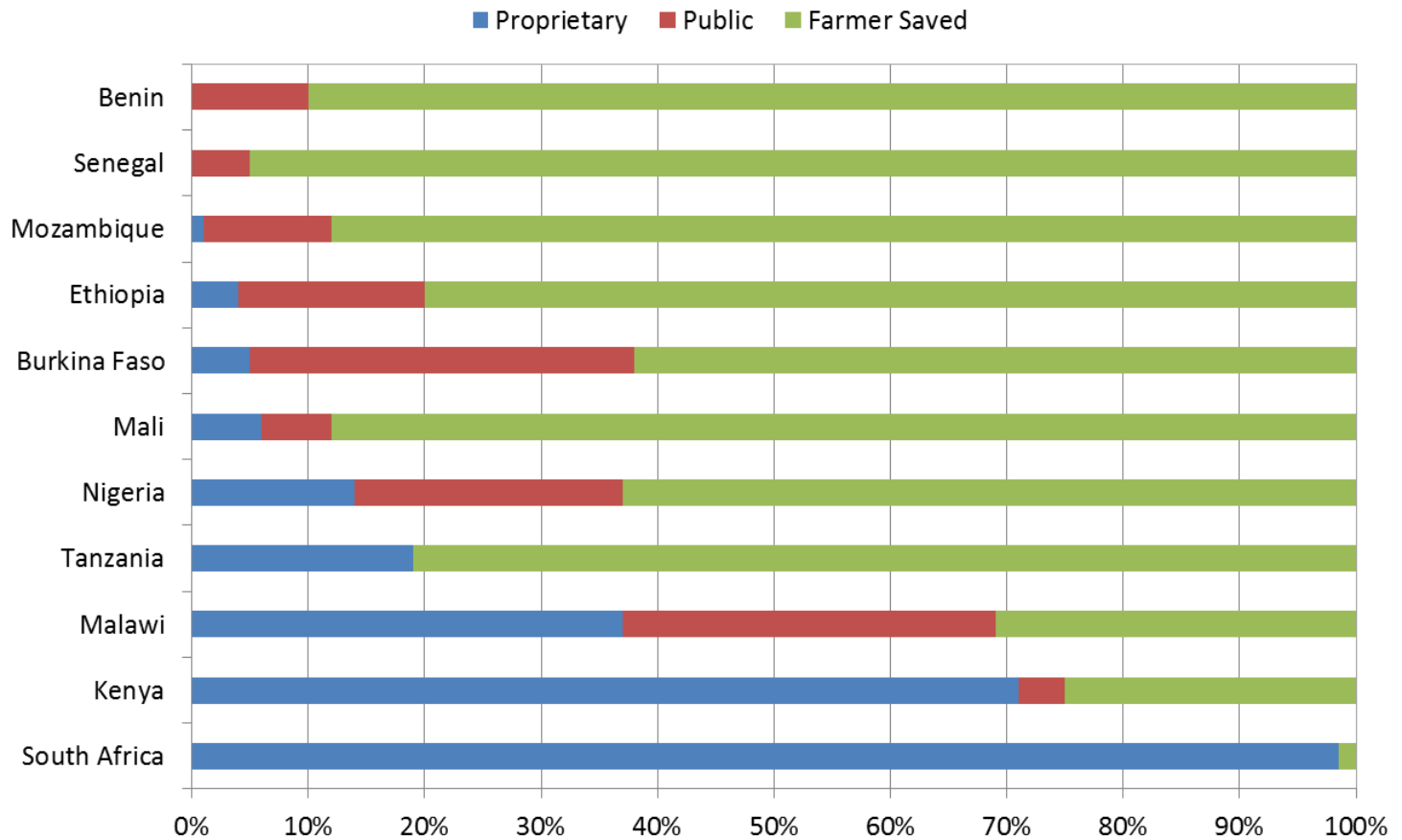
Seeds2B 

syngenta foundation
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agriculture

Global Seeds2B Program

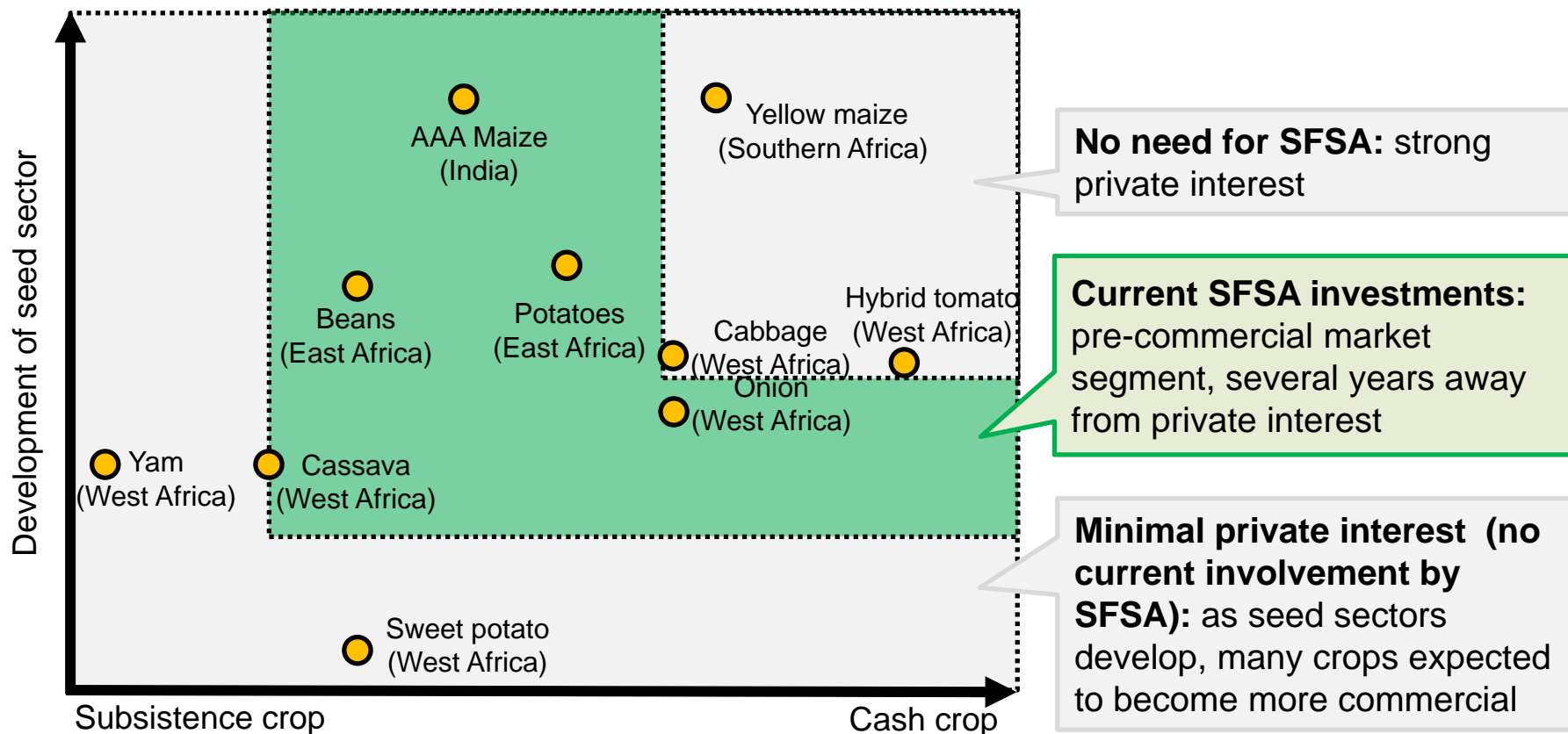
Dr Ian Barker - Head of Agricultural Partnerships

Currently, farmers lack access to both quality seeds and modern varieties



Farmers still using poor quality seeds of the same varieties used by their grandparents
SSA seed sector \$400m (potential \$1.6bn, McKinsey)

Kickstarting seeds markets to close the yield gap



We work in areas of market or institutional failure, responding to requests for assistance & encouraging the private sector to invest (more crops, more marginal markets)

Our menu of services are scalable, in-demand and are generating results for seed companies



Innovate:
demand-led,
internal or
external IP

- SFSA R&D
- Technology scouting



De-risk:
demonstrate
viability in SHF
sector

- Trials (including market acceptance)*
- Marketing consent*



License:
exclusive/non-
exclusive,
royalty-bearing

- Licensing (royalties returned to NARS or private breeders)



Scale-up:
confident,
sustainable
business
serving farmers

- Technical support*
- Additional capital
- Market links
- M&E

Key: red = menu of services | * = charging

We intend to report our project outcomes externally, whilst tracking key internal key performance indicators: project dashboard



* Estimate based on defined assumptions

Ultimately our partners' success is ours too!

Seeds2B Africa "Connecting seed companies to local markets

Seeds2B Africa open days
(Senegal, Oct. 2015 and Kenya,
Feb. 2016)

- Chargeable comparative trials, registration and licensing service (new for-profit social enterprise registered in Kenya)
- Representing more than 40 private and public breeders to identify and promote new adapted varieties of 12 crops
- Brokering B2B partnerships between seed companies and local distributors



Potato case study – The Kisima story

- 200 ha per year seed production.
- 2000Mt seed cold-storage (Chinese)
- Introduced new varieties for processing (potato chips)
- Kisima Farm pays royalties to Kenyan National Program (KALRO) and one private company
- Host field days for capacity building through Kisima Foundation & input suppliers.

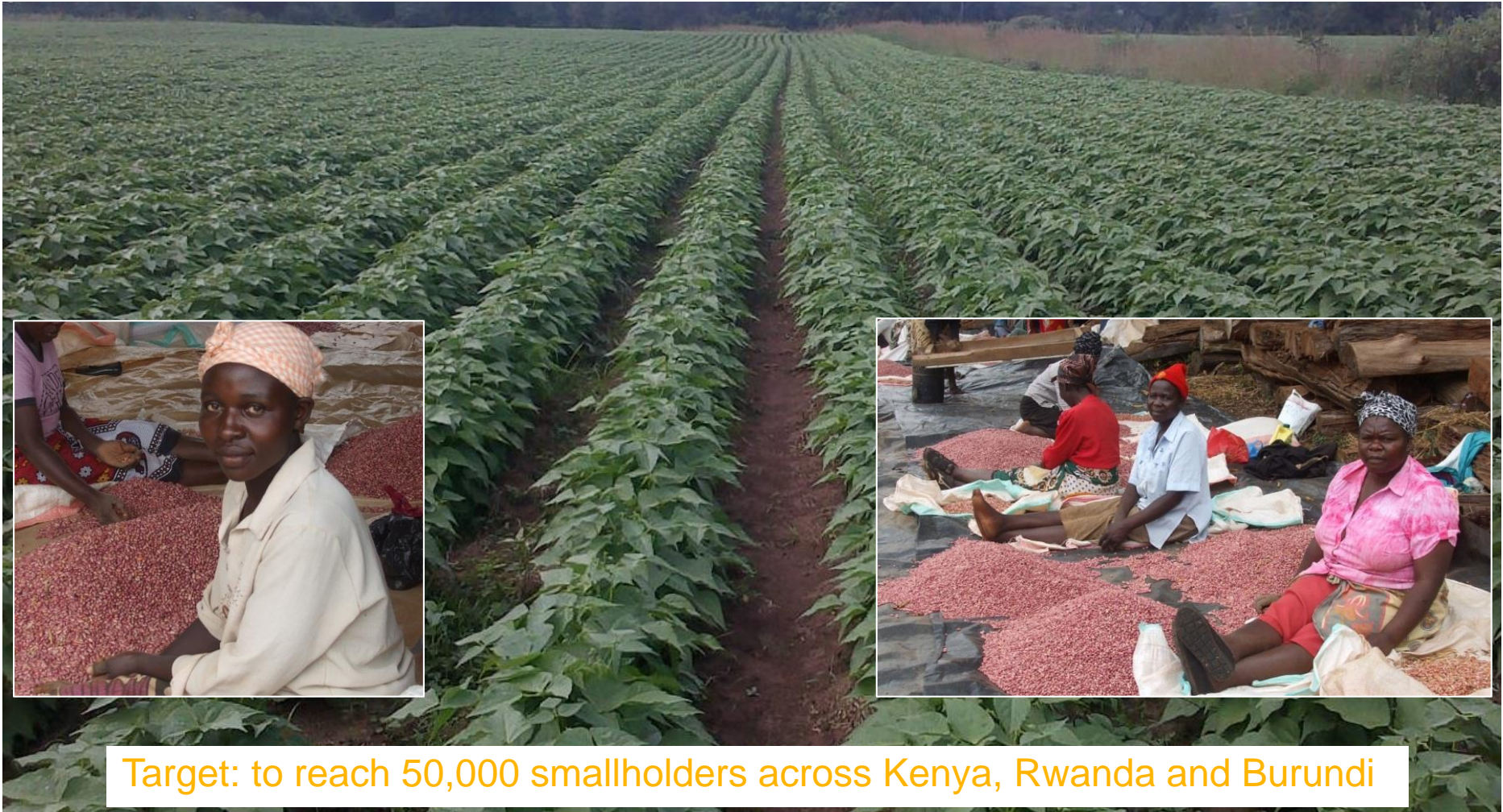


Seeds2B – Aeroponics system Lembang, Indonesia

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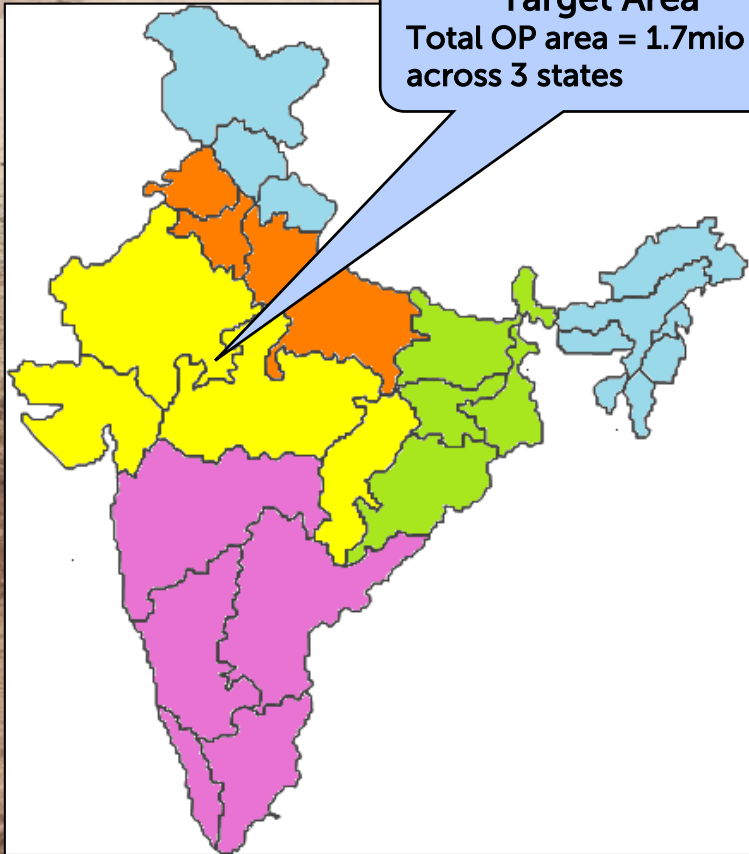
Seeds2B – beans in East Africa



Target: to reach 50,000 smallholders across Kenya, Rwanda and Burundi

Seeds2B Build – AAA maize in India

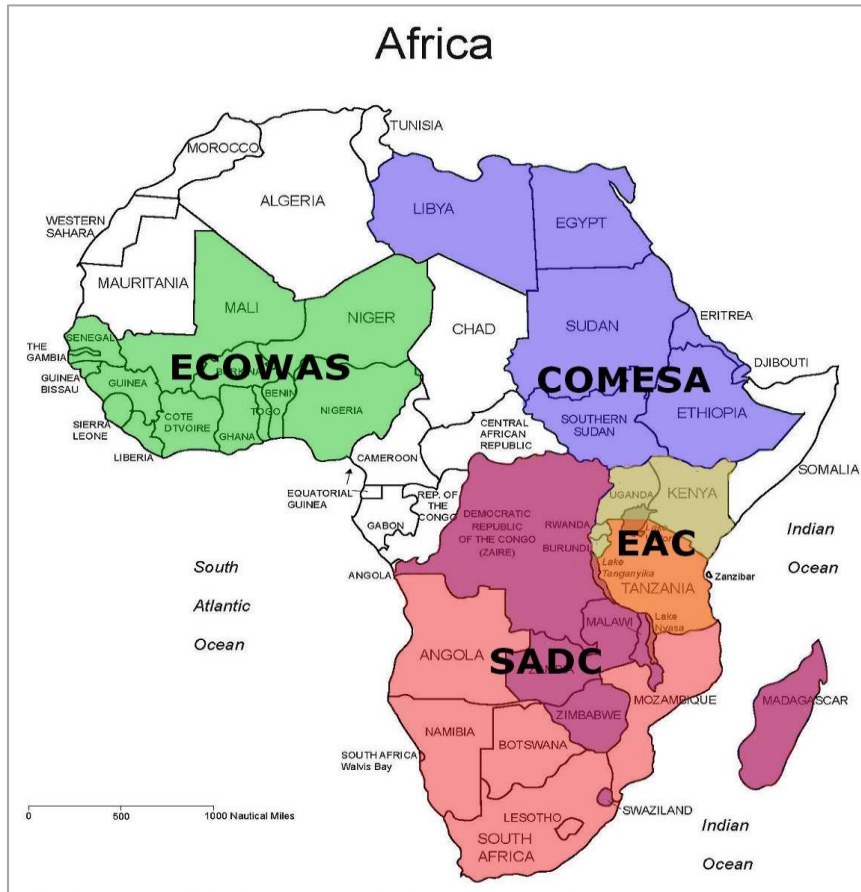
Target Area
Total OP area = 1.7mio ha
across 3 states



5 promising low cost triple cross hybrids
selected for PLC 6.1 trials with partner
Indian seed companies in 2015



Seed policy harmonization - lowering cost of business



Our Toolkit:

- At the national level, we study how seed systems work and identify good practices (Country Case Studies) and advocate for wider adoption
- At the regional level, we address the issue of fragmentation by working on regional harmonization with four RECs
- Test cases with companies to stress-test the system and identify implementation issues as system develops

ECOWAS (15), COMESA (19), EAC (5), SADC (15)

The latter three have joined the Tripartite Free Trade Area.



Thank you for your attention.