



CGIAR Initiative on Market Intelligence

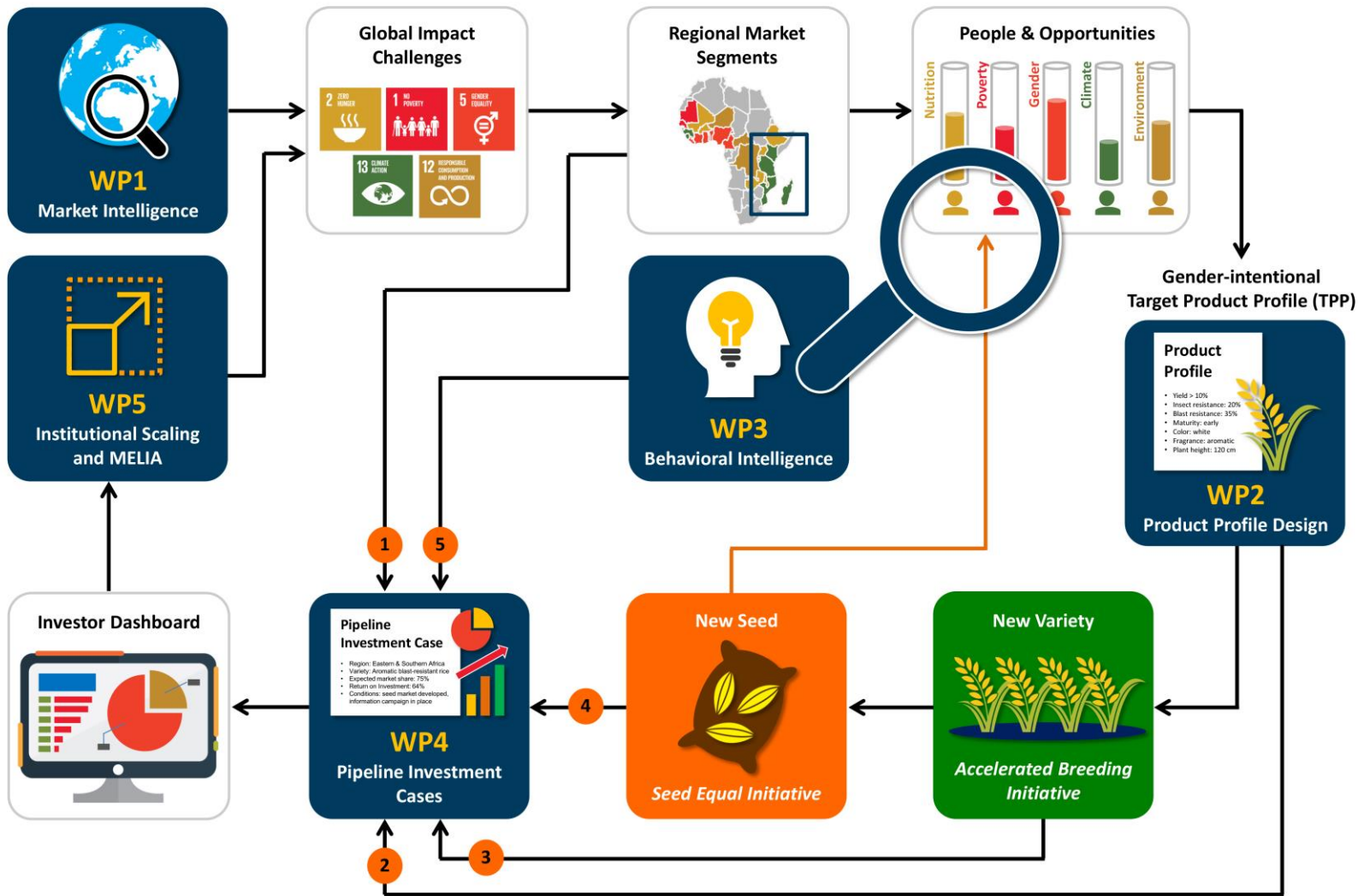
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Why?

- Investment decision making in genetic innovation, which is part of NPS, is often unilateral and **technology-** or **supply-driven**
- Slow **varietal turnover**, high average age of varieties in field
- Product profile design biased towards agronomic & stress tolerance traits, **missing out opportunities** for contributing to other Impact Areas (e.g., nutrition, livelihoods, gender equality, environmental health)
- Social scientists & national partners **insufficiently empowered** in product profile design
- Market intelligence is **limited**, fragmented & commodity-specific; **need to link with NPS.**

Vision

*“CGIAR and its partners **maximize investment returns** in breeding, seed systems and other Initiatives across the **five Impact Areas** based on reliable and timely market intelligence. Stronger demand orientation generated by market intelligence strengthens **co-ownership** and co-implementation by CGIAR, NARES, private sector, and NGOs, leading to more strategic efforts to getting high quality products into the fields of women and men smallholder farmers, enhancing livelihoods and diets of populations at large.”*



Two-directional approach



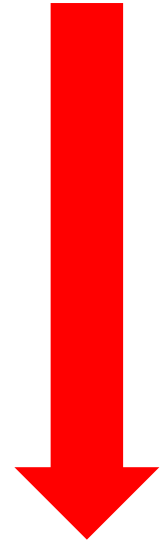
Bottom up

- Crop × producer × environment × technology focused
- Supply driven
- Present focused
- Focused on *what, where and how*



Top down

- Consumer × value chain × impact challenge focused
- Demand driven
- Future focused
- Focused on *who and why*



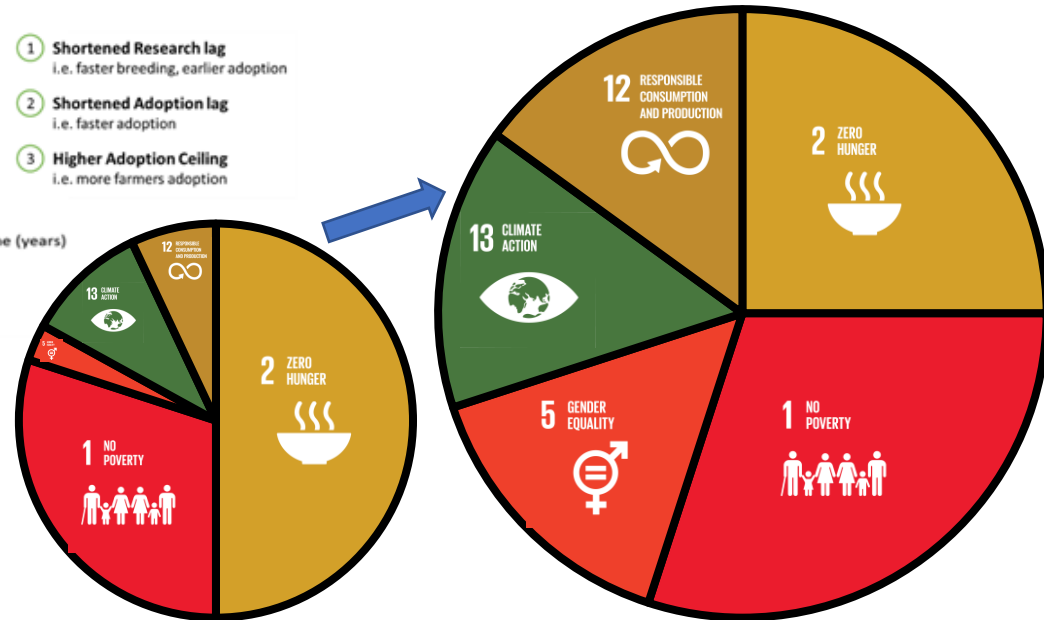
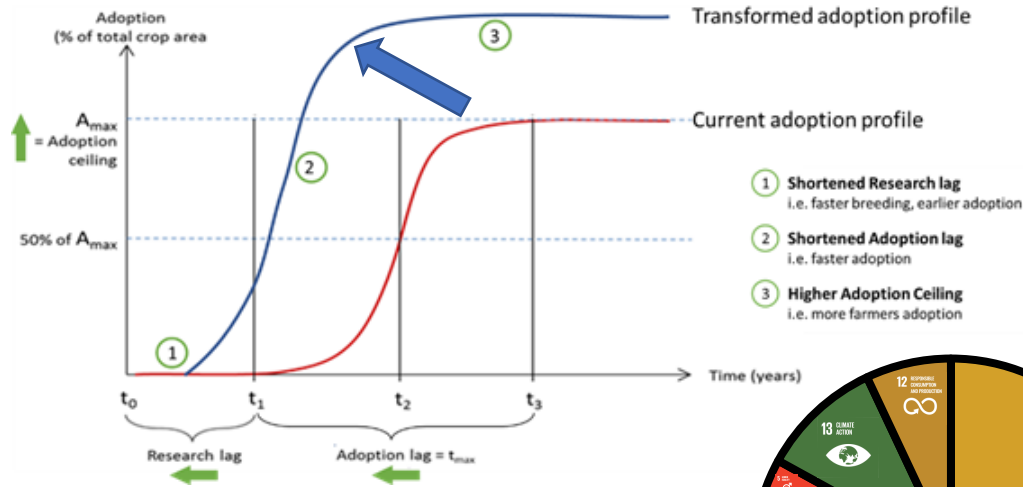
Behavioral Intelligence

What drives farmers, consumers and private sector decisions to adopt new varieties and related products?

To address this question, WP3 on Behavioral Intelligence will conduct **behavioral experiments** with partners in Nigeria to generate evidence on how to:

1. Influence consumers' and farmers' variety replacement and product substitution decisions (e.g., awareness creation, nudging, choice engineering);
2. Encourage private sector to invest in the promotion and marketing of new and more inclusive varieties / products.

Expected outcomes and impacts





Thank you!

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100 – 1200 µl LTS

