



Market Intelligence and Product Profiling Initiative (MIPPI)

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Initiative mission and goals

Why?

- Investment decision making in CGIAR genetic innovation systems 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: nutrition; livelihoods & jobs; gender equality, youth and social inclusion; climate adaptation/mitigation; environmental health
- Social scientists & NARES **insufficiently empowered** in product profile design
- Market intelligence is **limited**, fragmented & commodity-specific

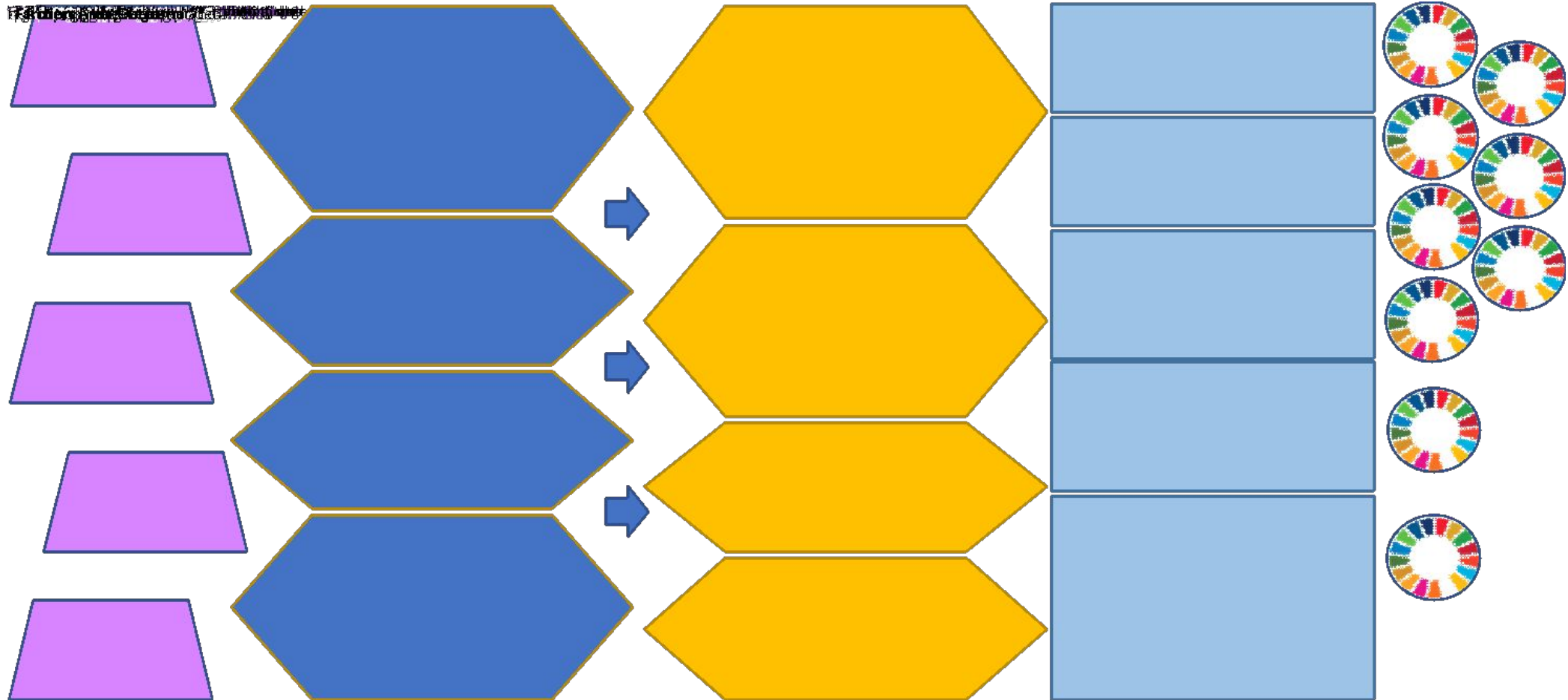
Initiative mission and goals

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.
- “Market intelligence” is strategic information on future crops, market segments and trait priorities aligned to the needs and preferences of farmers, agri-business and consumers that can be incorporated into product profiles, pipeline investment cases and seed system strategies, enabling genetic innovation systems to contribute to five Impact Areas. Information includes future trends in international and domestic markets for the commodity and its by-products, dietary patterns, urbanization, labor and land markets, structural transformation of economies, domestic, regional and international

Initiative mission and goals

Theory of Change (ToC)

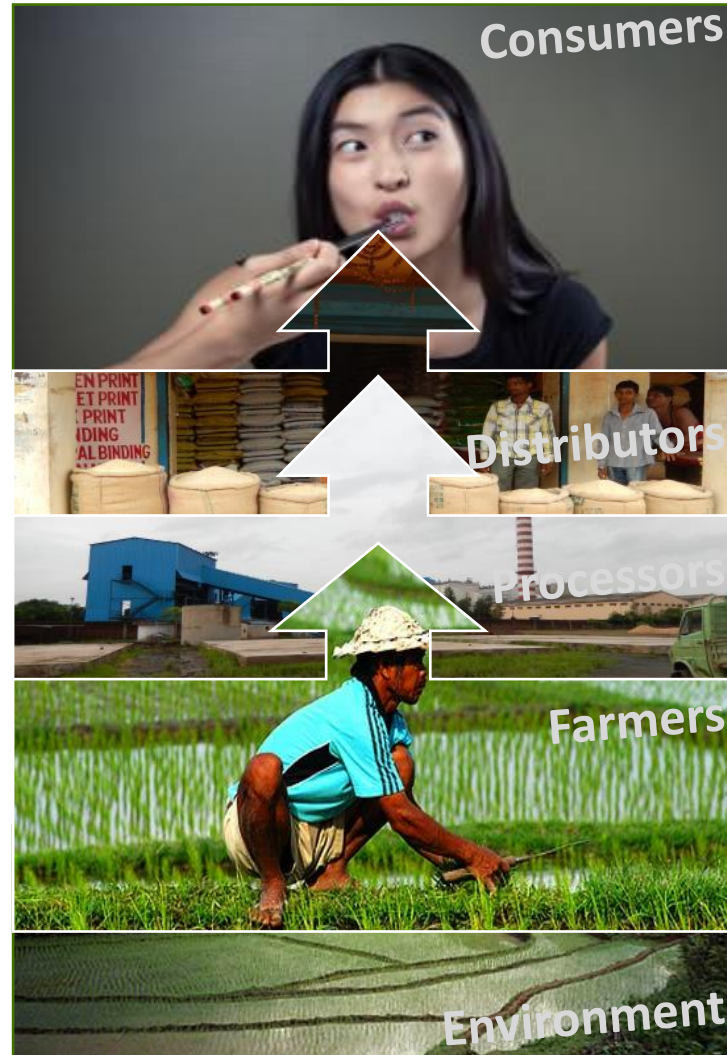
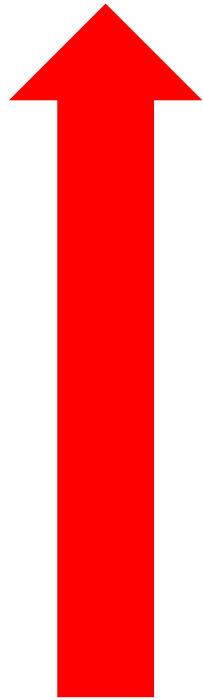


How does EiB and its roles/services fit/function with the Initiative?



- EiB currently identified **372 “product market segments”** at the One CGIAR sub-region level across 23 crops and **aligned 318 pipelines** to these market segments
- EiB market segments are **crop × producer × environment × technology** focused
- MIPPI will identify **consumer × value chain × impact challenge** focused market segments and connect them to EiB market segments
- Current use of product profiles in CGIAR-NARES breeding programs is **limited**
- Existing product profiles predominantly focus on agronomic and stress resilience trait improvements and target **food security** and **poverty reduction**
- MIPPI will develop institutional standards and processes for **product profile design** through regional, transdisciplinary CGIAR-NARES-SME teams

How does EiB and its roles/services fit/function with the Initiative?



MIPPI market segmentation

- Consumer × value chain × impact challenge focused
- Demand driven
- Future focused

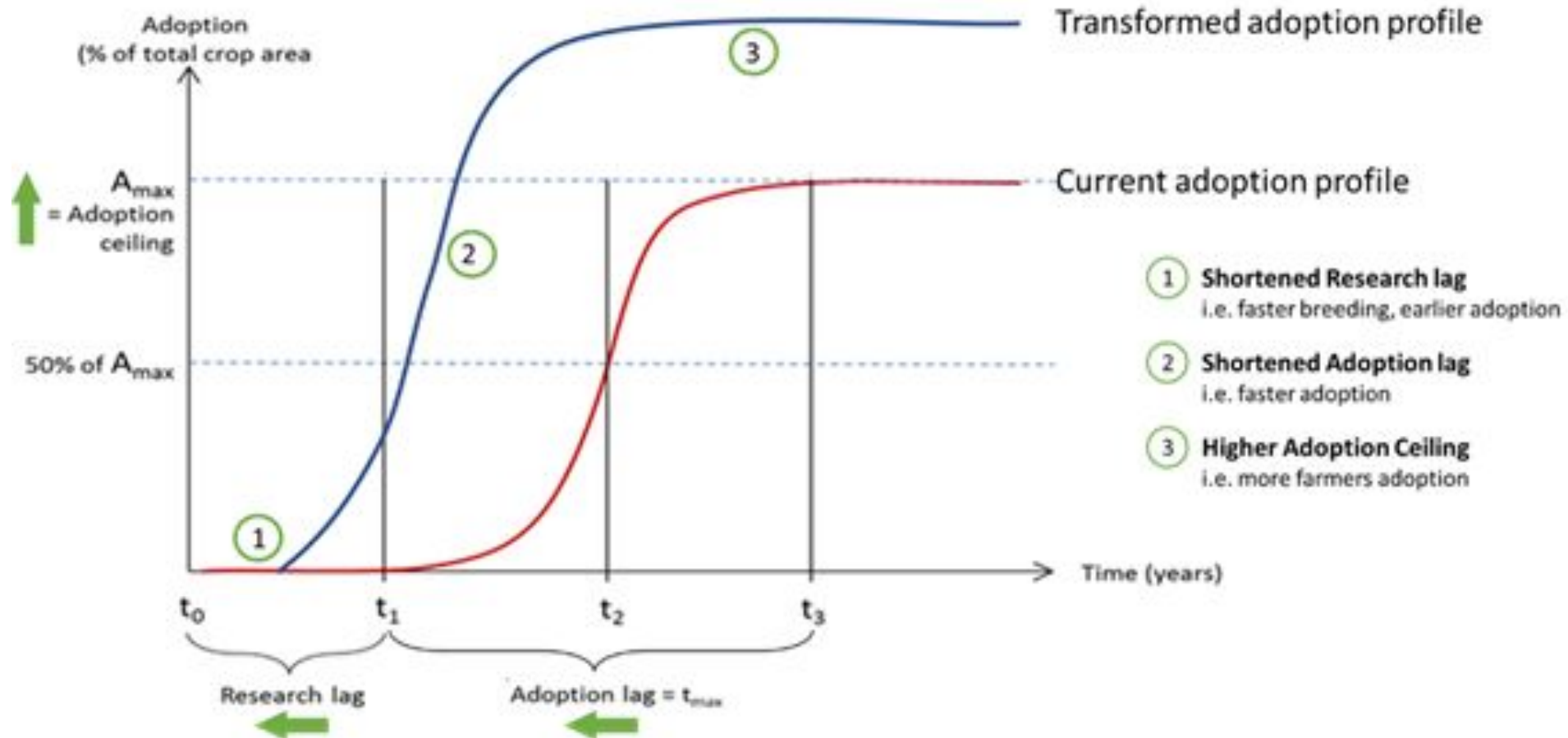


Current EiB “product market segmentation”

- Crop × producer × environment × technology focused
- Supply driven
- Present focused

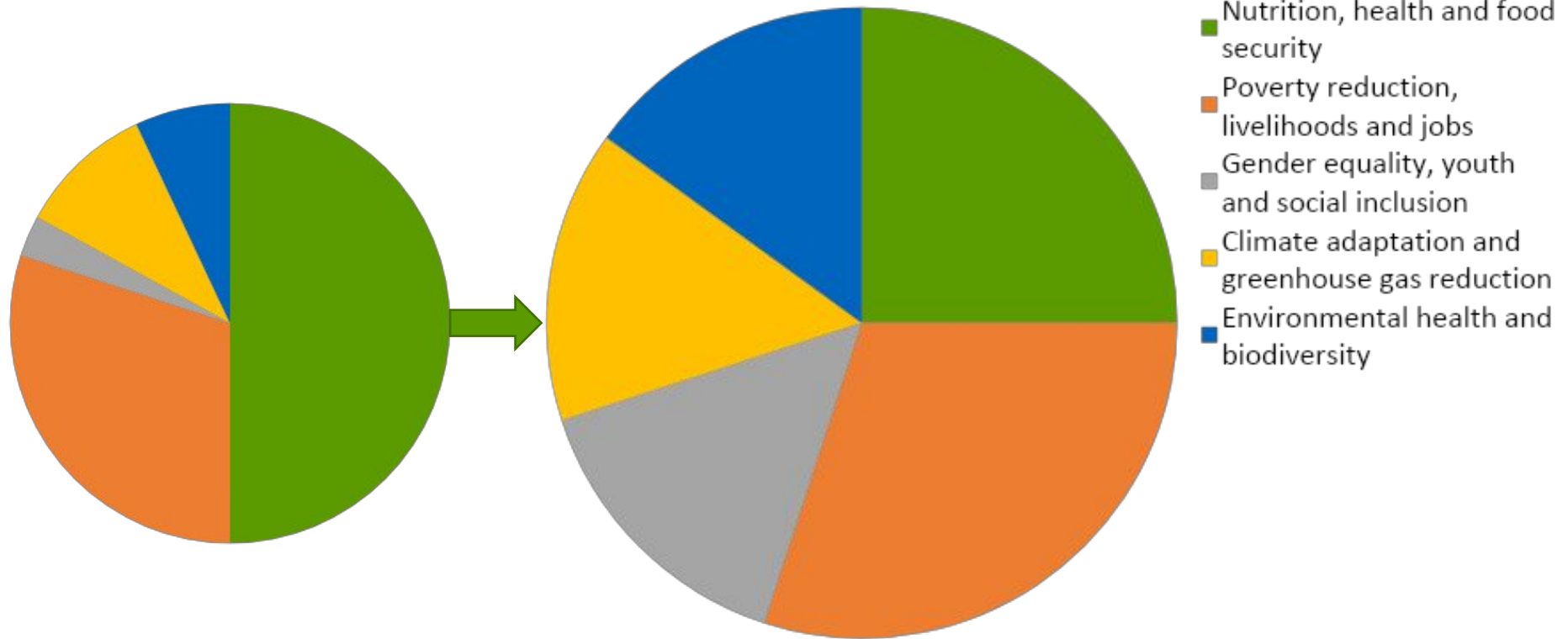
Expected outcomes

Adoption amplification & acceleration



Expected impacts

Impact amplification & diversification



Thank You!



Science for a food-secure future