



International Center for Tropical Agriculture  
Since 1967 Science to cultivate change



## Partnerships with the Private Sector

*CIAT's private sector partnerships – ranging from crops to landscapes – offer innovative examples of how better business models can create new opportunities for smallholders and big business alike.*

The International Center for Tropical Agriculture (CIAT) – a member of the CGIAR Consortium – develops technologies, tools, and new knowledge that better enable farmers, especially smallholders, to make agriculture eco-efficient – that is, competitive and profitable as well as sustainable and resilient. With headquarters near Cali, Colombia, CIAT conducts research for development in tropical regions of Latin America, Africa, and Asia. Dynamic partnerships are critical for enabling the public sector to translate research into tangible, on-the-ground impact, while also allowing the private sector to achieve its economic goals. CIAT appreciates the important contributions that its private sector partners are making to reach more farmers and consumers faster.

### Crops

#### Ingredion

CIAT is engaged in a public-private partnership with Ingredion (a US-based private starch company) to develop so-called “waxy” cassava varieties. Growing demand for this special product from the starch industry will enable farmers to boost their incomes. Waxy cassava resulted from the discovery of a natural mutation discovered at CIAT in 2006. A commercial waxy starch variety has already been evaluated for release in Thailand through Kasetsart University and the Thai Tapioca Development Institute.

#### Dow Agrosiences

Sustainable intensification of livestock production is vital to meet rapidly rising global demand. New hybrids of the tropical grass *Brachiaria* make it possible to double the number of animals raised per hectare in tropical America and other regions. In 2011, CIAT entered into an agreement with Dow AgroSciences for

large-scale commercialization of hybrids developed by Center scientists. CIAT and Dow AgroSciences will devote special efforts to disseminating the improved grass in this region Africa, where *Brachiaria* originated.

#### Syngenta Foundation for Sustainable Agriculture

Bean farmers in Africa obtain about 95% of their seed through informal seed systems relying on local grain harvests. In an effort to develop market-led bean seed systems, the Pan-Africa Bean Research Alliance (PABRA), which unites 30 member countries and is coordinated by CIAT, is working with the Syngenta Foundation. To accelerate the uptake of improved varieties with valuable traits, such as quick cooking time, superior taste, and higher micronutrient content, the partnership is working with agro dealers to link the use of certified seed with insurance plans that protect farmers from weather-related risks, while also enticing seed companies to invest in these countries.

### Latin American Fund for Irrigated Rice

New advances in rice breeding and agronomy are underpinned by a unique institutional innovation – the Latin American Fund for Irrigated Rice (FLAR). Formed in 1995, FLAR is an association of more than 30 public and private sector organizations – representing 17 countries and including farmer associations – dedicated to the development of new technology for sustainable rice production. CIAT and FLAR researchers have registered major efficiency gains by developing and releasing improved rice varieties that are well suited to the region's diverse rice-growing environments and predominant practices.

### Fedearroz

Using big data analytics, CIAT and Colombia's national rice growers association (Fedearroz) are generating site-specific recommendations on which rice varieties to plant where and when. In the face of increasingly variable weather, this novel approach is helping farmers avoid crop losses and the waste of inputs like fertilizer and water. In recognition of this work, a UN climate change initiative selected CIAT's big data team to be one of the two winners of its Big Data Climate Challenge 2014.

### Value chains

#### Unilever

In support of its Sustainable Living Plan, Unilever is using the LINK Methodology – a participatory guide developed by CIAT and partners to foster inclusive trade relationships between producer organizations and buyers. The guide includes a series of tools designed to foster participatory innovation. In 2015, Unilever will provide training in the LINK Methodology for many of its 1,700 buyers. In addition, Unilever, Oxfam, and the Sustainable Food Lab will release a public version of the guide, with the aim of influencing other food companies that engage with smallholders.

#### Keurig Green Mountain

CIAT's partnership with Keurig Green Mountain, the world's biggest buyer of certified fair-trade coffee, centers on efforts to improve the livelihoods of smallholder producing families. A recent study called "Thin Months Revisited" found that projects aimed at diversifying farmer livelihoods (e.g., with fruits, cocoa, and honey) enabled families to reduce seasonal hunger, which poses a major threat to the coffee supply chain in Central America.

#### Root Capital and the Sustainable Food Lab

CIAT is working with Root Capital, a nonprofit social investment fund, and the Sustainable Food Lab, a consortium of public-private organizations, through

a new learning community that will provide the proof-of-concept for private sector engagement and public-private coordination to increase the adoption of climate-smart agriculture practices and strategies. Initially, the project will focus on coffee and cocoa value chains across the world.

### Landscapes

#### Initiative 20x20

CIAT joined the World Resources Institute and other partners last year in supporting a new country-led effort aimed at getting 20 million hectares of degraded land in Latin America on the road to restoration by 2020. Agriculture and environment ministers from a half dozen countries have already made commitments to restore sizeable areas, and the CEOs of five private investment funds plan to channel up to US\$365 million in new financing into land restoration in the region.

#### Tana-Nairobi Water fund

Kenya's Tana-Nairobi Water Fund, spearheaded by the Nature Conservancy, is a new public-private scheme designed to increase farm productivity upstream, while improving water supplies and cutting the costs of hydropower and clean water for users downstream. Expected to generate US\$21.5 million in long-term benefits, the Fund draws on CIAT's capacity in detecting and mapping land-use change to target investments aimed at reducing ecosystem damage through diversified cropping.



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