




**Gender &
Breeding
Initiative**

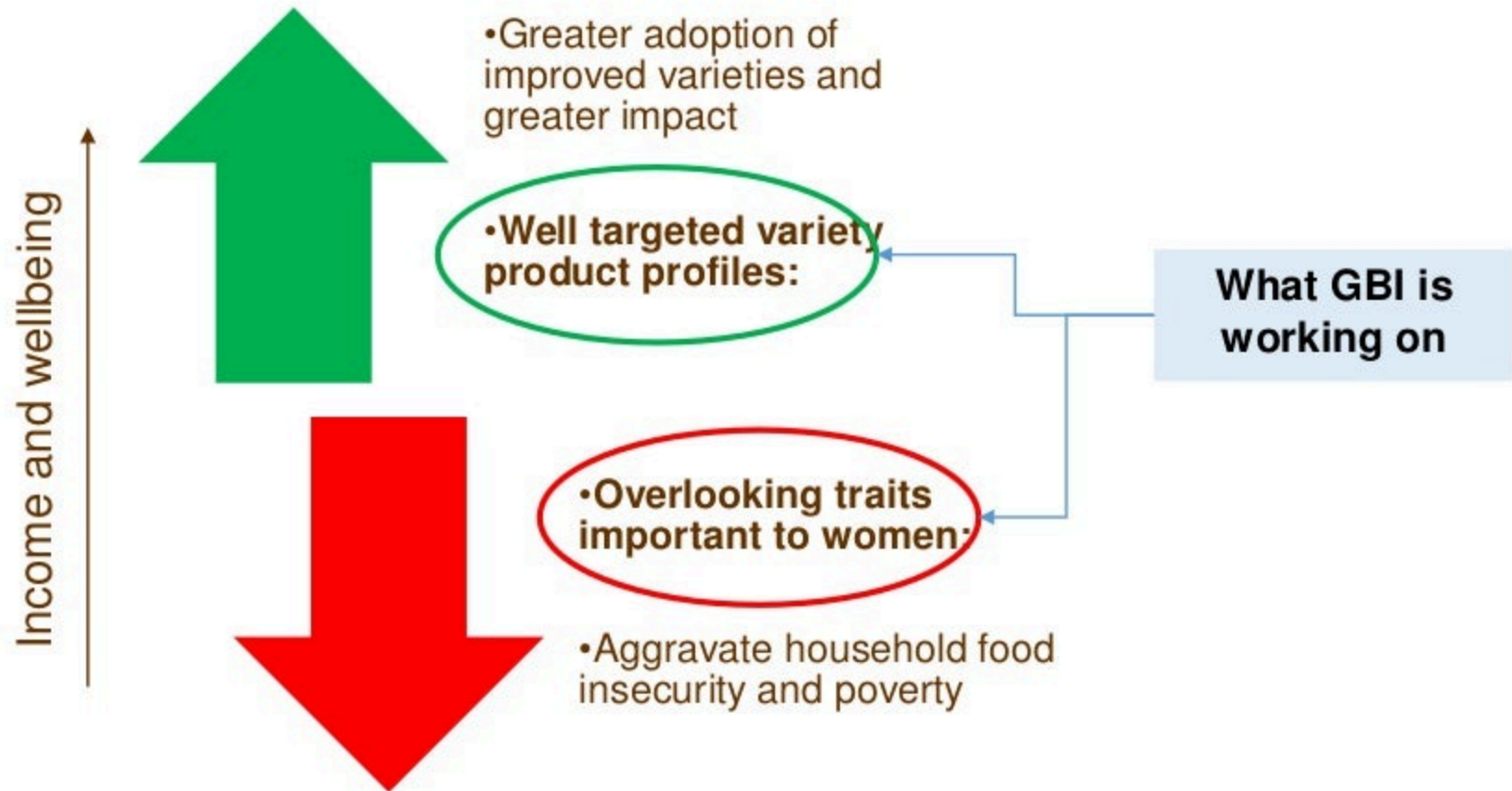
CGIAR Gender and Breeding Initiative

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CGIAR Research Program on Roots, Tubers and Bananas

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For plant and animal breeders to meet end-user needs, they need to **understand the priorities women and men assign to genetically determined traits**





Critical elements of breeding modernization:

1) Delivery of specific product profiles (Module 1)

- Centers are asked to clearly identify specific product profiles they are committed to delivering. Key features of product profiles include:
 - The currently-grown variety to be replaced by the new product
 - The features of the currently-dominant variety that must be retained in new variety to ensure market acceptability
 - The improvements that will be delivered in the new variety to guarantee that it will replace the currently grown variety
- Product profiles should be jointly designed with NARES, off-takers.
- Product profiles must be “institutionally owned” by the center/CRP, not “individually owned” by the breeder.
- Breeding pipelines delivering specific product profiles are the basic cost unit for breeding investments
- Women’s knowledge and preferences must be explicitly designed in

GBI’s tools for jointly designed, gender-responsive Product Profiles

Focus of GBI tools for breeding programs

GBI Products



Innovation in Gender-Responsive Breeding

Nairobi, Kenya
October 5-7, 2017

Working documents:

1. Gender and social targeting: segmenting-targeting positioning
2. Setting breeding objectives and trait prioritization
3. Case studies gender & breeding programs

Briefs:

1. Decision points for gender-responsive breeding
2. Uptake Pathways
3. Resource mobilization
4. Gender responsive product profile (forthcoming)

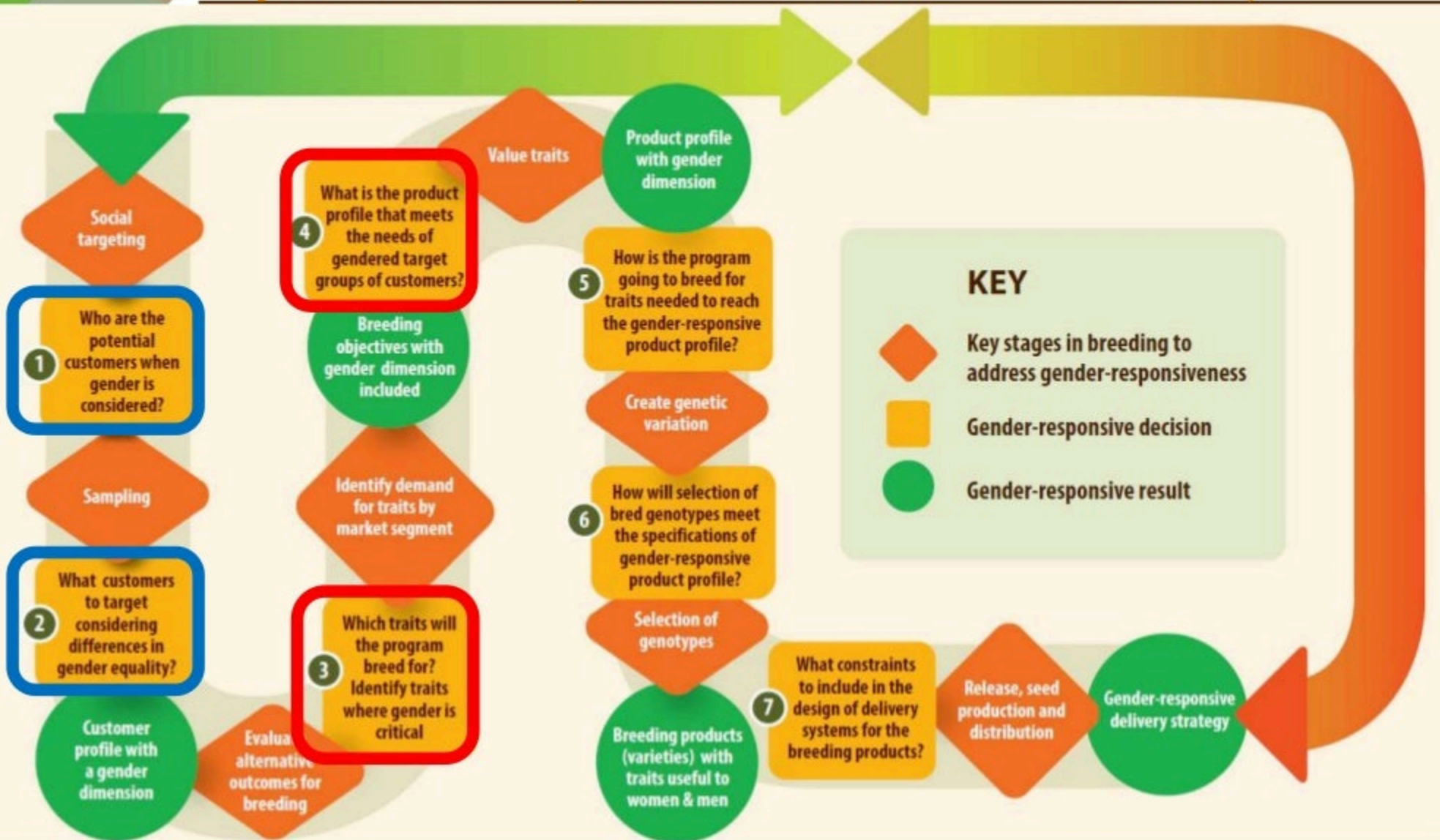
New prototype tools:

1. G+ Customer Profile
2. G+ Product Profile

Four webinars in 2017-2018



How do we address the topic in practice? (The Decision Checklist)



New Tools:

G+ Customer Profile



G+ Product Profile



What next?

- Funding from System Office for GBI ends this year
- Ideas already being internalized by breeding teams (RTB Cassava and Banana Breeding Programs)
- Close collaboration between GREAT and Cornell, coordination with CGIAR gender platform
- Resource mobilization workshop November: **harvest most creative ideas** and pitch for support

www.rtb.cgiar.org/gender-breeding-initiative



GBI led by:



RESEARCH
PROGRAM ON
Roots, Tubers
and Bananas

