



# Cross cutting theme on Markets and Partnerships

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# Theme purpose and vision

- Scoping market opportunities for GLDC crops and the responses and impact pathways needed to leverage these opportunities for SDG relevant impacts.
- Amplifying demand signals from market opportunities for research across flagships.
- Identify and build coalitions of partnerships with public and private stakeholders needed to leverage market opportunities.
- Build proposals for integrated agri-food system research and development projects that leverage market opportunities



# Activity areas

- Design principles on effective interventions to develop market opportunities for GLDC crops
- Learning and support to develop market opportunities that increase adoption of research outputs
- Modeling scenarios of trait value, developing impact pathways and anticipating trends

# Continuations of 2019 workstreams

- Concepts and evidence of the effectiveness interventions to promote the use of GLDC crops by consumers and industry. With FP1/ CSIRO/ICRAF.
- Pilot testing of food choices in urban low income communities (food safety and ground nut) With FP3/FP4/FP5/ ICRISAT
- Leveraging the flour blending policy changes in Kenya. With FP3/FP4/FP5 ICRISAT/ Bioversity/ CSIRO
- Scoping the scaling of sorghum fodder enterprises in India. FP3/FP4/FP5 ILRI
- Stakeholder consultation on study of future markets for functional foods in India FP4/FP5 ICRISAT/ CSIRO national partners

# New and exciting workstreams for 2020

- ***How transformation works.*** Case studies on lesson of India/ Bangladesh/ Myanmar chickpea lentil 95% adoption seed systems (framed by agri-food system perspectives) FP1/ FP4 ICRAF CSIRO University of Sussex
- ***Capacity building in capacity building.*** Workshop of integrated design perspectives -- capacity building for systems change, theories of change, partnership practice, youth and gender, innovation directionality and scaling logic. Thomas, Ester and Andy all FPs, all partners
- ***New sorghum and millet economies in India.*** Navigating sorghum millet utilization options to strengthen coalitions and action in India. FP3/ ICRISAT/ CSIRO / Indian Millets research Institute and other sector stakeholders
- ***Game changing traits.*** Systems dynamics modeling to predict profit and pathways FP4/FP5 ICRISAT CSIRO
- ***Plant based meats. Potential or pipe dream.*** Global demand and options for pigeonpea and cropping systems in Malawi and regional enterprise development. FP4 and 5 (FP3) ICRISAT



# Thank you

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