Cross cutting theme on Markets and Partnerships

Prof Andy Hall
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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

Agriculture and Food
Andy Hall

Andrew.hall@csiro.au