CIMMYT & CORTEVA

Collaboration in Mexico

- CIMMYT recognizes value of aligning activities with a reliable and impactful partner
- CORTEVA recognizes scientific value of CIMMYT’s products and capacity to scale
- CORTEVA’s vision of technology promotion matches CIMMYT’s expectations to scale adoption
- CIMMYT has not and will not promote specifically a single private partner; it shows openly the results of competitive trials under different agroecological environments.

- Sign MoU (2016)
- Review shared goals; initiate collaboration (2017)
- Focus on Sustainable Intensification, Capacity Building and Technology Promotion (2018)
1. Identified 26 “quick win” zones in Mexico, with conditions for scaling up better varieties to meet existing production demand.

2. Identified huge gaps in available infrastructure to handle additional demand from industries.
Setting the conditions for enhanced production systems and scaling

RS projects stimulate new business models; create and validate an environment to:

- Test region-specific value chain competitiveness
- Promote collective action and traceability
- Market-validation of promising sustainable intensification technologies
- Scaling the model through generated tractor effect (smaller companies follow the leader)

CIMMYT and partners increase productivity and strengthen farmer-market linkages with a view to produce change at a systemic level to scale sustainability practices and improve smallholder income.

A
Diagnostics and activate commercial aggregation

B
Develop infrastructure to enable aggregation

C
Farmers form collective production and marketing schemes

MasAgro, courtesy of B. Govaerts
New business strategies to create agility, innovation and new thinking through responsible sourcing projects

MasAgro, courtesy of B. Govaerts