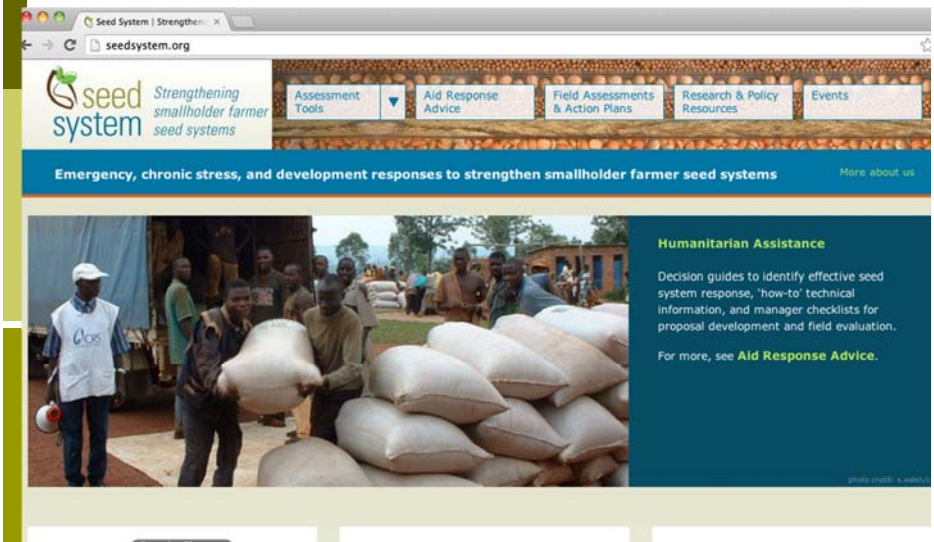


APPLIED R+D: Four major closing points:

- ❑ Don't ignore the elephant in the room -- informal sector
(51% from markets, 90% seed overall)
- ❑ Actively catalyze integrated opportunities:
multiple leverage points , e.g.
 - expand outlets (even non-seed)
 - design delivery **for** smallholder farmer (e.g. small packs in kiosks)
 - Explore trader role in passing strategic information
- ❑ Tackle unresolved R&D problems
 - Seed quality versus performance
 - cost of diverse production/delivery models
- ❑ Invest (\$\$\$) in the sustainable-- at scale



<http://seedsystem.org>



<http://www.apxc.org/#!scaling-seed>

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