

FROM LAB TO MARKET: SUCCESS FACTORS FOR COMMERCIALIZING AGRICULTURAL TECHNOLOGIES

PRESENTATION CHAT TRANSCRIPT

DECEMBER 13, 2017

PRESENTERS

Aviva Kutnick, USAID Bureau for Food Security

Virginia Sopyla, Sopyla Consulting LLC

Erin McGuire, Feed the Future Horticulture Innovation Lab at UC Davis

Anna-Marie Ball, HarvestPlus

MODERATOR

Julie MacCartee, USAID Bureau for Food Security

April Thompson - Agrilinks: Welcome to the webinar! We'll get started in about 15 minutes. Please go ahead and fill out the polls and introduce yourself in the chat box!

Abid Bukhari: Hi

Adam Ahmed - USAID Agrilinks: Hi Abid, thank you for joining us today!

John Russell: Hi all. John Russell here, with Eco Food Systems in Bangkok.

Sivakumar Palaniswamy: hi

Ekanath Khatiwada: Yes , we can hear you

John Russell: Yes, audio is good.

Victor Seje: hi

Sivakumar Palaniswamy: Hello,

Jim Ash: Jim Ash here from BIFAD.

Abid Bukhari: Hi all. Abid Bukhari here from Pakistan. Pakistan Ag Tech Transfer Activity-USAID by CNFA

Abid Bukhari: Hi Adam. Glad to be here

Adam Ahmed - Agrilinks: Welcome Jim, Sivakumar, John, Ekanath and Victor

Adam Ahmed - Agrilinks: Glad to have you all with us here today.

Jim Gaffney: Jim Gaffney here, from Dow DuPont Ag Division in Johnston, IA

Bahiru Duguma: Hi all - BD from Fairfax, VA

Adam Ahmed - Agrilinks: Hi Jim

Adam Ahmed - Agrilinks: Welcome Bahiru!

Emily Ouma: Hi everyone, Emily from International Livestock Research Institute

Adam Ahmed - Agrilinks: Emily! Glad you could join us this morning.

Katie Garcia: Katie Garcia here from BFS

Daniel Lapidus: Hi, Daniel from RTI International

William Scott: William Scott Dexis

April Thompson - Agrilinks: Great to see so many people here involved in commercialization projects! Look forward to hearing your input.

Adam Ahmed - Agrilinks: Hi Katie, glad you could join us online!

Adam Ahmed - Agrilinks: Welcome Daniel and William.

Mushtaq Memon: mushtaq memon: We-Empower

Katie Garcia: Is there volume

Ekanath Khatiwada: Hi ,this is Ekanath

Adam Ahmed - Agrilinks: There is currently not any volume, we will begin shortly though.

Katie Garcia: Ok thanks.

April Thompson - Agrilinks: We will probably begin in about 10 minutes - people are still filtering into the room here in Washington, DC, where the presenters are gathered.

April Thompson - Agrilinks: What sort of commercialization projects are people involved with?

Gerson Morales: Hi all, this is Gerson Morales from USAID/ Guatemala

April Thompson - Agrilinks: Hi Gerson!

T.J. Ryan: Hi, T.J. Ryan from ACDI/VOCA

Casey Harrison: Casey Harrison from Nuru International

April Thompson - Agrilinks: Welcome, TJ and Casey

Emily Miller: Hi April, Emily Miller

Calvin Besong Oben: hello

April Thompson - Agrilinks: Hi Emily! Great to see you here

Emily Miller: I am a consulting gender advisor with BFS

Rebecca Hamel: Rebecca Hamel from the Alliance for Food & Health

April Thompson - Agrilinks: I remember you from our work on gender month.

April Thompson - Agrilinks: Hi Rebecca!

Mary Beggs: Good day everyone! Mary Beggs from Cardno here.

Ara Go: Hi all, Ara Go from BFS

April Thompson - Agrilinks: Hey Ara! Good to see you.

Emily Miller: Hi Ara!

April Thompson - Agrilinks: Hi Mary - your name sounds very familiar! Maybe from a past event.

Ara Go: Hi April and Emily!

Edna Ogwangi: Hi, Edna Ogwangi from Rise Against Hunger

April Thompson - Agrilinks: FYI the report introduced today is in the file downloads to the left here.

Biniam Iyob: Biniam Iyob from BFS/ARP/REsearch

Pierre Rosseau: get a lot of echo. what happens?

Laura Ostenso: Laura Ostenso from the Feed the Future Partnering for Innovation team. Excited to be here!

April Thompson - Agrilinks: Hi Laura and Biniam!

April Thompson - Agrilinks: Pierre - I see you are logged in twice, which is why you're getting an echo. Are you on two different devices?

Murielle Brunache: all speakers are on for me but i'm not getting sound

April Thompson - Agrilinks: You can hover over the name of any of the hosts and start a private chat for technical assistance.

AV Tech: Yes, if you're having issues, hover over AV Tech and I'll do my best to help. Thanks

April Thompson - Agrilinks: Murielle - same advice. Thanks!

Murielle Brunache: the sound is coming in and out... ok thanks

April Thompson - Agrilinks: FYI everyone, feel free to type questions here throughout the presentation. We'll be reading out a selection of them at the conclusion of all presentations. Your comments from experiences with commercialization also welcome.

Laura Ostenso: Get the report right on the Agrilinks event page! <https://agrilinks.org/event/lab-market-success-factors-commercializing-agricultural-technologies>

Pierre Rosseau 4: no echo now anymore. problem fixed

April Thompson - Agrilinks: Thanks, Laura! Also available directly through the file download pod on this page.

L Patrick Hanemann: Patrick Hanemann -- Farm2Market Agribusiness Consulting

April Thompson - Agrilinks: Welcome, L Patrick!

Anisa Premji: Anisa Premji - Aga Khan Foundation

Laura Ostenso: I'm curious to hear from webinar participants as we move through the event what your experiences with commercializing agriculture-funded research is! What are challenges and good practices?

April Thompson - Agrilinks: Hello, Anisa!

Parvati Patil: What have you observed with preventing low quality copy cat products making their way in the market?

April Thompson - Agrilinks: Great question, Parvati! Where are you based, by the way? Do you have any experience with that?

Parvati Patil: Based in Seattle. Work at Global Good, Intellectual Ventures. We develop products in the ag and health sectors and work towards commercializing them. Have mixed experience so would love to hear from the presenters.

April Thompson - Agrilinks: Got it. And thanks for waking up extra early for this event!

Parvati Patil: :)

Laura Ostenso: Parvati - the issue of copy cat products is mentioned in the report, and we found throughout the process of researching and writing across eight partnerships that integrating quality and control in collaboration between original research and commercializing entities is key here. I'm sure Virginia will have more to elaborate!

Parvati Patil: Would love to learn more. Thank you. Will also read the report after the webinar.

April Thompson - Agrilinks: Just a reminder to type any questions or comments here to share with the room at the conclusion of the presentation!

RAMESH DESHPANDE: Are there any models for public sector and private sector collaboration on commercialization of ag research

April Thompson - Agrilinks: Thanks for your question Ramesh. Where are you based? Are you working in this space?

AV Tech: Erin is joining us from California. Thanks Erin!

Carol Tyroler: What if any efforts was made (for the first presentation) was made to ensure that gender was included with the private sector?

April Thompson - Agrilinks: Good question, Carol, thanks.

April Thompson - Agrilinks: And where are you dialing in from, Carol?

Rebecca Hamel: To add to the question from Ramesh Deshpande, I'd like throw in a plea to speak about "multistakeholder" collaboration and not just public sector and private sector (collaboration, partnerships, etc.)

RAMESH DESHPANDE: Can you send Power Point Presentations to Participants?

Carol Tyroler: I'm in Santa Fe, NM

Emily Miller: Hi Carol

April Thompson - Agrilinks: Ramesh, it will be available on the event page and also sent with all the materials such as webinar recording within a few weeks.

April Thompson - Agrilinks: Beautiful Santa Fe!

RAMESH DESHPANDE: Great..thanks. very useful webinar!

Carol Tyroler: Hi Emily!

April Thompson - Agrilinks: Thanks, Ramesh - glad to hear. Where are you tuning in from?

RAMESH DESHPANDE: Bethesda, Maryland, USA

Abid Bukhari: Smallholder landless farmers have no collateral for finance. They pay higher land rent.

Carol Tyroler: Curious too, as a gender question, for this particular technology (the DryCard) - did they look at women's uptake of thi. Perhaps a visual would be better for lower education levels

April Thompson - Agrilinks: The DryCard is such an elegant solution! Do you all have experience with similar kinds of products? What sort of products have you all been involved in commercializing?

Emily Miller: Good point Carol

April Thompson - Agrilinks: Either way, would probably require a demo for best uptake. Not sure how they socialized this with their market.

Andi Thomas: Really great examples, thanks

Jim Ash: Erin makes a great point. Often the right commercial partner can find ways to reduce csot that will mean the difference between a great technology and a great product.

April Thompson - Agrilinks: Jim, yes, and I think typically that means involving private sector partners from the start of research.

April Thompson - Agrilinks: We'll be moving to questions momentarily, so do type in any lingering questions you may have here. Anna Marie is our last speaker.

Kristin Lobron: Any best practices for creating distribution networks? what is the role of branding?

Carol Tyroler: For Anna-Marie : Have you taken any different approaches for male versus female farmers?

Parvati Patil: I second Kristin's question about distribution.

RAMESH DESHPANDE: Is it possible to connect to Harvest Plus for additional information on bio-fortification strategies?

April Thompson - Agrilinks: thanks for the questions!

April Thompson - Agrilinks: Hi Ramesh, please send me your email via private chat and I'll connect if they are ok sharing their info!

Erin McGuire: Great point on branding

Jim Ash: Smallholder education is often critical not just to adoption but to appropriate implementation. In the US, the Ag extension system is an important player in this. Have you any experience with similar resources in the countries where you have worked to commercialize an innovation?

Laura Ostenso: I want to underscore Aviva's comments - brand that reflects quality is so important and it feeds into building up a market as well, like Anne-Marie was also saying about Harvest Plus' experience.

Jim Ash: Sorry, there is no spell check function!

April Thompson - Agrilinks: no worries, Jim, got it!

Abid Bukhari: Any experience in Private sector extension in promoting technologies

April Thompson - Agrilinks: Got it, Abid, thanks.

Laura Ostenso: Abid - Feed the Future Partnering for Innovation wrote an article specifically about role of private sector extension, including for promoting technologies, that you may find interesting: http://www.partneringforinnovation.org/docs/GFRAS_Note29_Pr3Final_WEB.pdf

Abid Bukhari: Thanks Laura

Laura Ostenso: A short-form of the Missing Markets Report can be found online here: http://www.partneringforinnovation.org/docs/Untapped_Markets_Women_Customers_Overview.pdf. The full report is here: <https://securingwaterforfood.org/innovator-news/swff-publishes-missing-markets-report>

April Thompson - Agrilinks: And by the way, Water for Food will be our January theme on Agrilinks so a good segway :)

Abid Bukhari: That's great. This is one focal area of our current project

April Thompson - Agrilinks: Fantastic, please consider sharing some of your learning on Agrilinks! Feel free to reach out directly for more info - athompson@kdad.org

Abid Bukhari: Some companies do not have fat marketing budgets. How we could deal with this?

April Thompson - Agrilinks: There you have it, Abid... those are some creative ideas not requiring huge budgets. I wonder if they had to pay for product placement with the Nollywood movies?

Abid Bukhari: Traveling, putting up demonstrations, farmer field schools, etc etc,

William Scott 2: There is an echo in the audio feed

Laura Ostenso: Check out how Partnering for Innovation it's partners consider "metrics for marketing".

There are several articles, and here is a started: [http:](http://agtech.partneringforinnovation.org/community/pfi-blog/blog/2017/06/07/metrics-for-marketing-how-to-collect-data)

[//agtech.partneringforinnovation.org/community/pfi-](http://agtech.partneringforinnovation.org/community/pfi-blog/blog/2017/06/07/metrics-for-marketing-how-to-collect-data)

[blog/blog/2017/06/07/metrics-for-marketing-how-to-collect-data](http://agtech.partneringforinnovation.org/community/pfi-blog/blog/2017/06/07/metrics-for-marketing-how-to-collect-data)

William Scott 2: Much better now thank yiu

Kristin Lobron: THank you everyone!

April Thompson - Agrilinks: We still have 15 or so minutes of questions but please do give your feedback on this webinar via the polls you see here at your leisure!

April Thompson - Agrilinks: By the way, we've already set our January webinar topic on date - it will featuring speakers from the Center for Resilience looking at value for money in resilience programming, and will be held Jan 25 so look out for an invite beginning of the new year

Laura Ostenso: Thank you to Agrilinks, Aviva Kutnick, and the presenters!

April Thompson - Agrilinks: Just a reminder that we will be sharing out all the materials from this event via email and the event page. This room will stay open for a few minutes after the event so please do provide your feedback via the polls or here in the chat.

April Thompson - Agrilinks: And Laura, thanks for chiming in with all the great resources - want to go back and check out some of those.

Abid Bukhari: Thanks a lot. It was a pleasure

Adam Ahmed - Agrilinks: Thank you everyone for joining us today!