**Product profile name:**

**Step 1 – Product profile design team**

|  |  |  |  |
| --- | --- | --- | --- |
| **PP Design Team Lead/Champion** | | *Name* | |
|  | | *Organization* | |
|  | |  | |
| **PP Design Team** | | | |
| **Person** | **Area of Expertise** | | **Name of Organization** |
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**Step 2 – Clients and markets**

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| --- | --- |
| **Product profile descriptors** |  |
| **Product profile name** |  |
| **Crop** |  |
| **Country(s)** |  |
| **Geographic region(s)** |  |
| **Market segment and positioning** |  |
| **Name of target variety(s) or landrace to be replaced** |  |
| **Strengths** |  |
| **Weaknesses** |  |
| **Date PP created** (dd.mm.yyyy) |  |
|  |  |
| **Target client and use** |  |
| **Value chain primary clients/customers**:farmers, processors, transporters, consumers, etc. |  |
| **Market scale**: households, local, regional, national and international markets |  |
| **Use**: food, animal feed, energy, medicinal, clothing, etc. |  |
| **Type of processing**: none (fresh), dried, cooked, milled, canned, brewed, etc. |  |
| **Market class**: bean type, wheat quality etc. |  |
|  |  |
| **Target crop producers and production system** |  |
| **Number of famers** (min-max range) |  |
| **% ratio: male to female farmers** (min-max range) |  |
| **Production system**: open field (+/- irrigation), plastic tunnel, glasshouse, hydroponics |  |
| **Area of production system (ha)** |  |
| **Growth habit**: e.g. beans, tomatoes, grapes (bush, climbing etc.) |  |
| **Expected levels of inputs**: low, medium, high (fertilizer, crop protection chemicals) |  |
| **Typical yield range of target system**: (e.g. 0.8-1.5t/ha) |  |
| **Cropping system**: continuous monocrop, rotated intercrop, intercrop mixed cropping |  |
| **Mechanization**: planting, maintenance and harvesting |  |
| **Agroecological zone(s)** |  |
| **Total seed or vegetative propagation material market** (tonnes/numbers) |  |

**Step 3 – Variety technical specification**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Client/customer** | **Driver** | **Trait category** | **Preference group:**  **Women (W)**  **Men (M)**  **Youth (Y)**  **W+M+Y (All)** | **Trait demand classification:**  1*. Essential/”must have”*  *2. Niche opportunity*  *3. Added-value*  *4. Winning trait* | **Target traits** | **Trait description (Quantitative measures)** | **Name of benchmark variety** | **Performance  required**  **compared to**  **benchmark**  **variety**  **<, =, > etc.** |
| Farmer | Productivity | Yield |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  | Biotic stress resistance |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  | Abiotic stress tolerance |  |  |  |  |  |  |
|  | Fodder/forage | Biomass |  |  |  |  |  |  |
|  |  | Animal nutrition |  |  |  |  |  |  |
|  |  | Animal palatability |  |  |  |  |  |  |
|  |  | Animal digestibility |  |  |  |  |  |  |
|  | Crop management  and harvesting | Plant architecture |  |  |  |  |  |  |
|  | Market value and price | Grain weight |  |  |  |  |  |  |
|  |  | Crop duration |  |  |  |  |  |  |
|  | Post-harvest storage | Storage-life |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Transporter | Durability and cost | Container suitability |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  | Transportability and storage |  |  |  |  |  |  |
| Processor | Raw material quality specification | Milling |  |  |  |  |  |  |
|  |  | Bread-making |  |  |  |  |  |  |
|  |  | Brewing |  |  |  |  |  |  |
|  |  | Paste |  |  |  |  |  |  |
|  |  | Canning |  |  |  |  |  |  |
| Retailer | Sales and profit | Shelf-life |  |  |  |  |  |  |
| Consumer | Satisfaction | Taste |  |  |  |  |  |  |
|  |  | Appearance |  |  |  |  |  |  |
|  |  | Shelf-life |  |  |  |  |  |  |
|  |  | Nutrition |  |  |  |  |  |  |
|  |  | Digestibility |  |  |  |  |  |  |
|  |  | Food preparation |  |  |  |  |  |  |
| Seed/vegetative  material producer | Scalability and cost | Seed numbers |  |  |  |  |  |  |
|  |  | Reproductive fertility |  |  |  |  |  |  |
|  |  | Ease of vegetative propagation |  |  |  |  |  |  |
| Seed distributors | Variety identification | Unique appearance of plants, grain and produce |  |  |  |  |  |  |