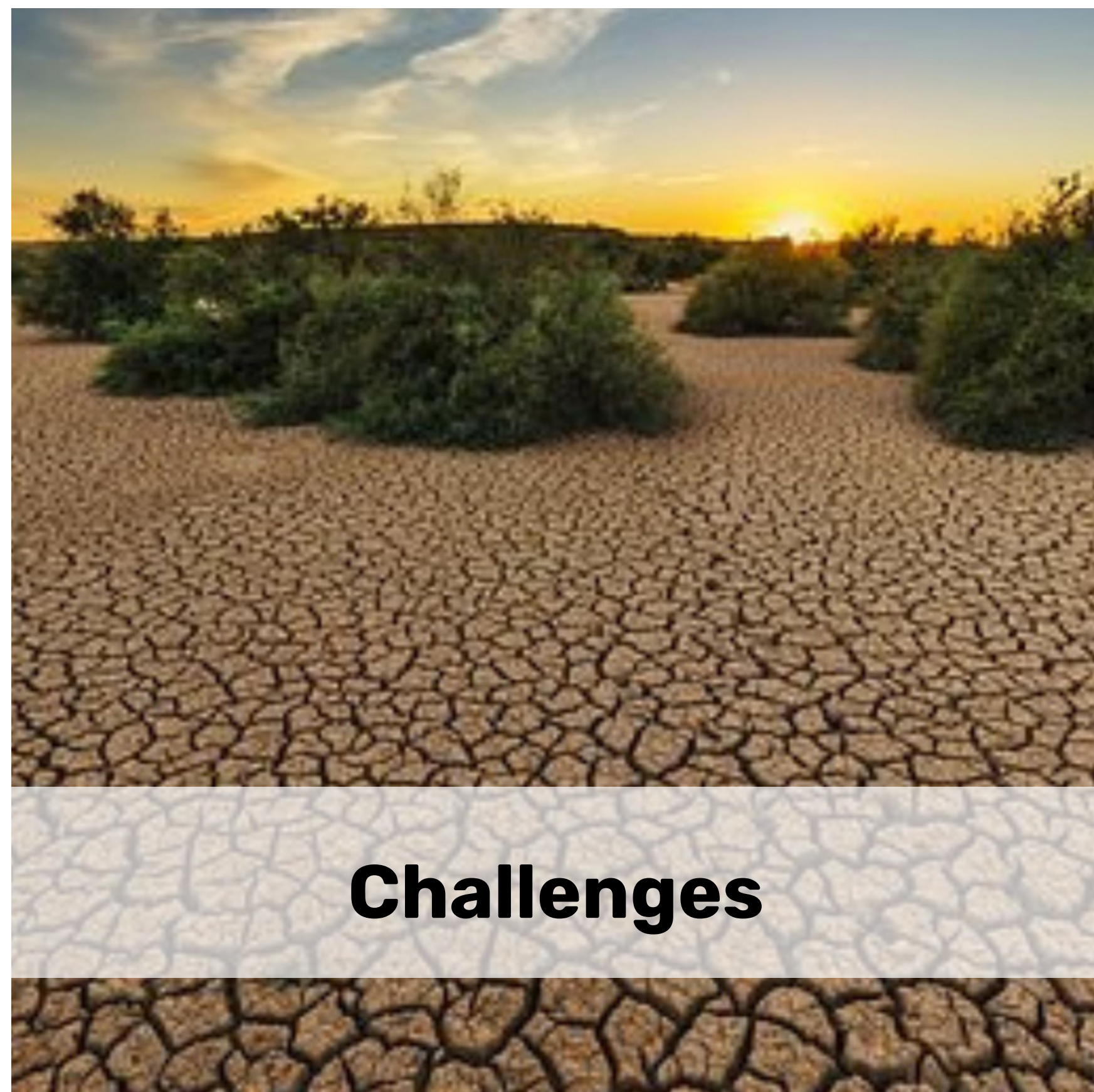




Scaling Research into Market Impact Through Co-Creation and Long-Term Partnerships



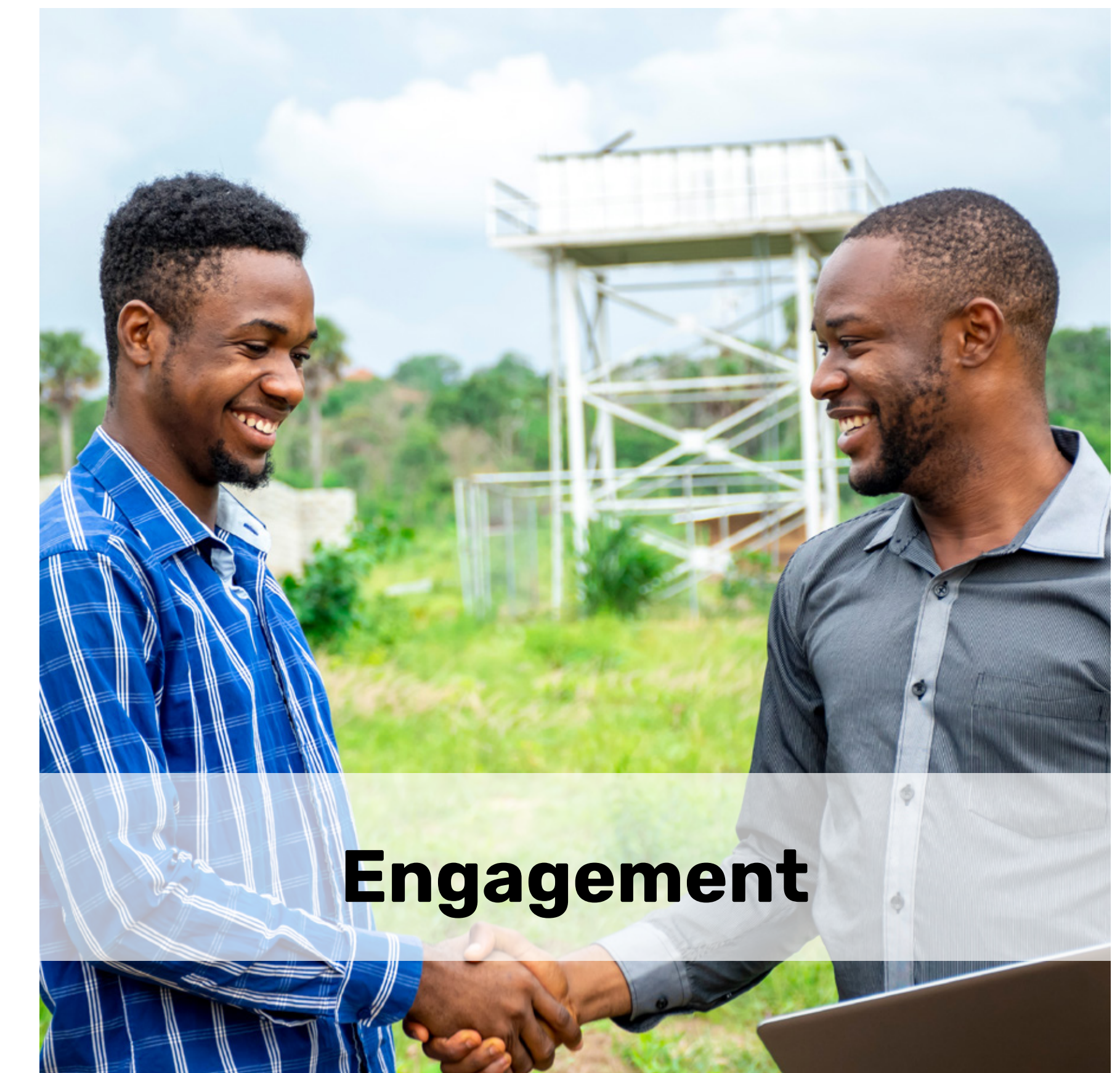
Challenges

Agriculture is at a crossroads. Climate change, food insecurity, and unsustainable practices threaten global food systems.



Collaboration

Despite billions invested in research, too many innovations remain locked in laboratories and fail to reach those who need them most.



Engagement

Agricultural research has long followed a linear model where researchers innovate and the private sector commercializes.



Innovation

Instead of fragmented, short-term projects, the GNC is building structured collaboration models that bring farmers, researchers, agro-industries, and investors together from the start.



Network

Achieving sustainable, market-driven impact requires co-defining priorities with farmers, agribusinesses, and NARS from the outset.

How can we bridge the gap between agricultural research and market adoption by actively involving farmers and agribusinesses in co-creating solutions?