**CIM17MMT04: A new maize hybrid with high yield potential released in Mexico.**

**Project Title:** P1461 - MasAgro Maiz

**Description of the innovation:** In 2019, more than 20 CIMMYT hybrids and varieties were produced and sold by the MasAgro-Maize seed companies, of which a new hybrid (CIM17MMT04) was integrated for the first time into the Mexican maize seed market.

**New Innovation:** Yes

**Stage of innovation:** Stage 3: available/ready for uptake (AV)  
**Innovation type:** Genetic (varieties and breeds)

**Geographic Scope:** Sub-national

**Country(ies):**  
- Mexico

**Description of Stage reached:** The MasAgro seed companies have been adopting the hybrids released by the project (more than 30 hybrids have been released) and produced on a large scale. In 2019, they sold more than 20 CIMMYT hybrids, one of those hybrids was sold (adopted) for the first time in the Mexican market.

**Name of lead organization/entity to take innovation to this stage:** CIMMYT - Centro Internacional de Mejoramiento de Maíz y Trigo

**Names of top five contributing organizations/entities to this stage:**  
- AMSAC - Asociación Mexicana de Semilleros A.C.  
- SEMUAC - Semilleros Mexicanos Unidos AC

**Milestones:** No milestones associated

**Sub-IDOs:**  
- 11 - Adoption of CGIAR materials with enhanced genetic gains  
- 5 - Diversified enterprise opportunities

**Contributing Centers/PPA partners:**  
- CIMMYT - Centro Internacional de Mejoramiento de Maíz y Trigo

**Evidence link:** https://masagro.mx/es/2012-06-21-17-47-58/documentos ......  
https://www.dropbox.com/s/7zkz19jltlyvr6tc/Informe%20del%20Consorcio%20MasAgro%202019.pdf?dl=0

**Deliverables associated:**  
- D21001 - MasAgro seed companies consortium report (https://tinyurl.com/ybqs6rux)
| Contributing CRPs/Platforms: | <Not Defined> |

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