Table 1: Profile of KII Respondents

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| Sl. No. | Pseudo names | Gender | Position |
| 1. | Worku Kedir | M | Agronomist at Baso Liban district |
| 2. | Tilahun Shumet | M | Development agent at Debre Elias district |
| 3. | Mekdes Seifu | F | Seed technology expert at East Gojam Zone |
| 4. | Mamo Tadu | M | Baso Liban district agricultural bureau head |
| 5. | Gizaw Lema | M | Seed quality expert at East Gojam zone bureau of agriculture |
| 6. | Tadiwos Feleke | M | Researcher from Amhara Agricultural Research Institute |
| 7. | Mahider Techane | F | Development agent at Debre Elias district |
| 8. | Atiferaw Lulu | M | Breeder at Amhara Agricultural Research Institute |
| 9. | Sendeku Birlew | M | Head of seed multiplication and marketing cooperative |
| 10. | Zinabu Tuffa | M | Amhara seed enterprise |
| 11. | Kinfu Debebe | M | Debre Elias district agriculture bureau head |
| 12. | Kedija Seid | F | Agronomist at Debre Elias district |
| 13. | Ayenew Deneke | M | East Gojam zone agricultural bureau head |
| 14. | Ayelu Kefelegn | F | Seed supplier at East Gojam zone |