Improved dual-purpose food-feed crops and forages have a high potential to raise income, save labour, and improve the lives of smallholder farmers in the tropics, but adoption has generally lacked behind. Trade in food-feed crops and forage seeds is scarce. This paper describes the crucial role of seed production and distribution systems for scaling out forage and dual food-feed crops in Nigeria, Uganda and India. The history of forage seed systems in these countries is analysed. Results of strategic and farmer participatory research are synthesised. Recently, an innovation systems approach has been introduced to facilitate these seed systems in Nigeria, Uganda and India. Public-private partnerships have gained more focus and associated promising processes are described. Some generic principles have been extracted from lessons learned. The private sector has the capacity to move fast in new markets for forage seeds, while the public sector can provide crucial information about locations, type, and amounts of demands of seeds. Smallholder artisan seed production, storing and distribution systems can co-exist with private sector seed systems. For food-feed and forage seed innovation systems to thrive, policy reforms are necessary, especially in the public research and development institutes. Increased capacity and a new mind set of all actors involved is necessary to tap the full potential of forage seed innovation systems to make an impact on smallholders' lives.