SPHI technical meeting

Jumpstarting OFSP in West Africa through Diversified Markets

KENEDOUGOU SP VALUE CHAIN AND MARKET ANALYSIS

iDE Burkina

Kigali September 2015

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Presentation outline

iDE intervention purpose

Value chain and market analysis

Methodology

Results

Proposed intervention
Sustainable seed commercial system

OFSP Market development & drip for vine multiplication
Value chain and market analysis
Objectives of the study

- Describe and analyse SP value chain & market
- Identify suitable process products for the market
- Identify partners for commercialization and processing
Methodology

- Bibliography review
- Markets and production areas for data collection
- Interviews with different stakeholders
VC & market analysis

- Target zone
VC & market analysis

- Selected production villages
VC & market analysis

- Selected markets places for data collection
VC & market analysis

- SP production characteristics
VC & market analysis

- SP production characteristics
VC & market analysis

- SP production pattern

Planting & harvesting time with the rainfall pattern
VC & market analysis

- Kénédougou offer analysis

Sweet potato production in Tons/year in Kénédougou from 2001 to 2013

Land allocated to SP production in ha/year from 2001 to 2013
VC & market analysis

- Insights from producers interviews

  - Farmers do not produce OFSP
  - Lack of planting material
  - Farmers are not well organized
  - Poor marketing know-how
  - Yields are low, far from potential
  - Low prices in the market
VC & market analysis

- Insights from wholesalers interviews

- Prefer white fleshe-skinned SP
- Selling on credit to retailers
- Limited supplying capacity
- Better organized than farmers
- Storage being a big issue
VC & market analysis

- Insights from retailers interviews

- Supply themselves on credit
- Prefer white-fleshed and skinned
- Most sell on credit to fryers and boilers
- Most said OFSP is not available
- OFSP is well appreciated
- OFSP is more expensive
VC & market analysis

- Insights from processors interviews

- Most processors are fryers or boilers
- Some produce infant mix, déguè and couscous for the market
- Others produce biscuits, cakes and chips for fairs
- Processed products not well known apart from fried and boiled
VC & market analysis

- Insights from consumers interviews

- Consumed in the provinces as staple
- Most don’t know other recipes apart boiled, fried or ragout
- Not aware about OFSP virtues
- Most consumers don’t have any preference about the varieties
- Children prefer OFSP
- Most said OFSP is not seen in the market
VC & market analysis

Cost & benefit analysis

Estimated operating cost and gross profit along the value chain
SWOT analysis

- Farmers have a long history of growing SP
- Most of them sees OFSP development as opportunity to increase their income
- There is a functioning SP market network

- Lack of OFSP good quality planting material (high yield, good storability, big size, early maturing, disease free)
- Lack of storage system
- Diversified process product not developed
- Consumers unawareness of OFSP virtues

- Good climatic condition
- Huge demand for SP across the country
- High consumption in the provinces and village
- Growing interest of government and partners

- Political transition
VC & market analysis

- Suitable product for the market

<table>
<thead>
<tr>
<th>Product</th>
<th>Consumers know it</th>
<th>Process is known</th>
<th>Already processed</th>
<th>Available in the market</th>
<th>Consumed in rural area</th>
<th>Consumed urban area</th>
<th>Affordable</th>
<th>Need lot of investment</th>
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<tr>
<td>Boiled OFSP</td>
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<tr>
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<tr>
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<tr>
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</tr>
</tbody>
</table>
VC & market analysis

- Market suitable products

1. Infant mix
2. Dègué
3. Couscous
4. Chips
5. Juice
VC & market analysis

- Potential partners for processing

**WILIKA TAAMA Cooperative**

Chips, couscous and cake
VC & market analysis

- Potential partners for processing

Enterprise BALO GNOUMAN
Infant mix
VC & market analysis

- Potential partners for processing

**Enterprise ENTRACEL**
Infant mix & Couscous
VC & market analysis

- Potential partners for processing

WEND MANAAGA association
Déguè & couscous
VC & market analysis

- Potential partners for processing

DAFANI for Juice
VC & market analysis

- Potential partners for finance access

Actually credit to SP producer is very limited and MFI are ready to scale up if there are supported in term collateral or funding
VC & market analysis

Results

- Sweetpotato is a functioning VC in Burkina
- OFSP is not represented
- SP value chain need improvement
- Strong promotion for OFSP
VC & market analysis
Proposed intervention

- Awareness campaign in production areas to increase OFSP production
- Marketing campaign in consumption places for OFSP demand creation
- Integrate OFSP in SP traditional markets network
VC & market analysis
Proposed intervention

- Promotion of diversified process products (infant mix, dégué, couscous, chips & juice).
- Producers have access to good quality planting material
- Capacity building in production and marketing to meet the created demand
Difficulties of the study

- Lack of reliable secondary data on SP
- No specific data on OFSP
Conclusion

- Farmers and different players show good interest
- The potential is huge but many constraints do exist
- Communication and marketing for awareness raising
- Capacity building both in production and marketing to meet the created demand
Thanks for your attention