

# Jumpstarting orange-fleshed sweetpotato in West Africa through diversified markets – the engine is up and running ...



Nane Annan and Kofi Annan

Prepared by

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Kigali, Rwanda





Deputy Minister for MOFA &  
CIP-DG in Accra, March 2015

## Overview



- Introduction
- Progress – Profit/Wealth and Health
- Plan and prospective

**Jumpstarting OFSP ... is a three-year pilot project for West Africa and funded by the Bill & Melinda Gates Foundation**



## **OUR VISION**

Sustainable and inclusive market-driven approaches for orange-fleshed sweetpotato (OFSP) to increase incomes, and improve health through consumption of vitamin A rich OFSP, especially in women and children in Ghana, Nigeria and Burkina Faso.

## **PROJECT OUTCOMES**

1. Formal and informal diversified OFSP market opportunities developed in pilot areas in Ghana, Nigeria, and Burkina Faso.
2. Viable QDPM seed system in target areas capable of expansion in response to increased demand.
3. Households, including women and children, in target areas have increased vitamin A consumption from OFSP.
4. Commercial sweetpotato planting material and OFSP producers, including women, increase income through participation in OFSP value chains.

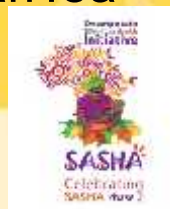




# CIP's Sweetpotato Program, Partners, and Target Numbers in West Africa



Breaking Postharvest Bottlenecks: Long-term Sweetpotato Storage in Adverse Climates



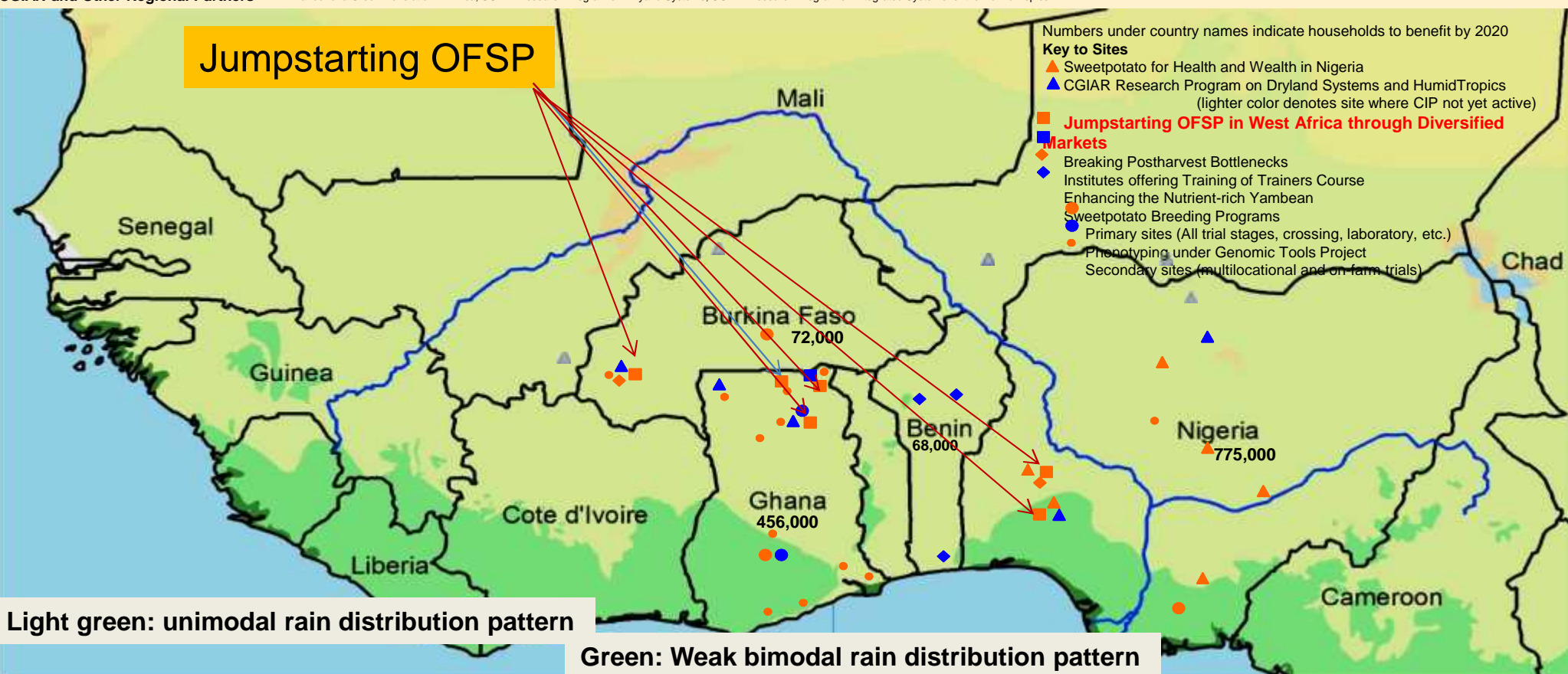
**Key NARS Partners** Ghana: Council for Scientific and Industrial Research (CSIR)-Crops Research Institute, CSIR-Savanna Agricultural Research Institute, Ministry of Food and Agriculture, Ghana Health Service, University for Development Studies, Kwame Nkrumah University of Science and Technology  
**Key NGO Partners** Nigeria: Federal Ministry of Agriculture and Rural Development, National Root Crops Research Institute, Agricultural Development Programmes, Federal University of Agriculture Abeokuta, Offa Polytechnic, Bayero University Kano, Osun Elementary School Feeding and Health Programme  
**CGIAR and Other Regional Partners** Burkina Faso: Institut de l'Environnement et de Recherches Agricoles, Centre Agricole Polyvalent Matourkou, Directions Provinciales de l'Agriculture, de l'Hydraulique et des Ressources Halieutiques; **Benin**: Institut National de Recherches Agricoles du Benin  
 Alliance for a Green Revolution in Africa, CGIAR Research Program on Dryland Systems, CGIAR Research Program on Integrated Systems for the Humid Tropics

## Jumpstarting OFSP

Numbers under country names indicate households to benefit by 2020

### Key to Sites

- ▲ Sweetpotato for Health and Wealth in Nigeria
- ▲ CGIAR Research Program on Dryland Systems and Humid Tropics (lighter color denotes site where CIP not yet active)
- **Jumpstarting OFSP in West Africa through Diversified Markets**
- ◆ Breaking Postharvest Bottlenecks
- ◆ Institutes offering Training of Trainers Course
- ◆ Enhancing the Nutrient-rich Yambean
- Sweetpotato Breeding Programs
- Primary sites (All trial stages, crossing, laboratory, etc.)
- Phenotyping under Genomic Tools Project
- Secondary sites (multilocal and on farm trials)



Light green: unimodal rain distribution pattern

Green: Weak bimodal rain distribution pattern

## CIP IS WORKING IN PARTNERSHIP:



### ➤ IMPLEMENTING PARTNERS:

NGOs: ACDEP, iDE Ghana and Burkina Faso, ESOKO Ghana and Burkina Faso

Relevant Government Agencies:

**In Ghana:** CSIR-SARI & CRI, MOFA, MOFA-WIAD, Ghana Health Service, University for Development Studies

**In Burkina Faso:** INERA, Min of Agriculture

**In Nigeria:** National Root Crop Research Institute (NRCRI), O-MEALS, State Agricultural Extension (ADP)

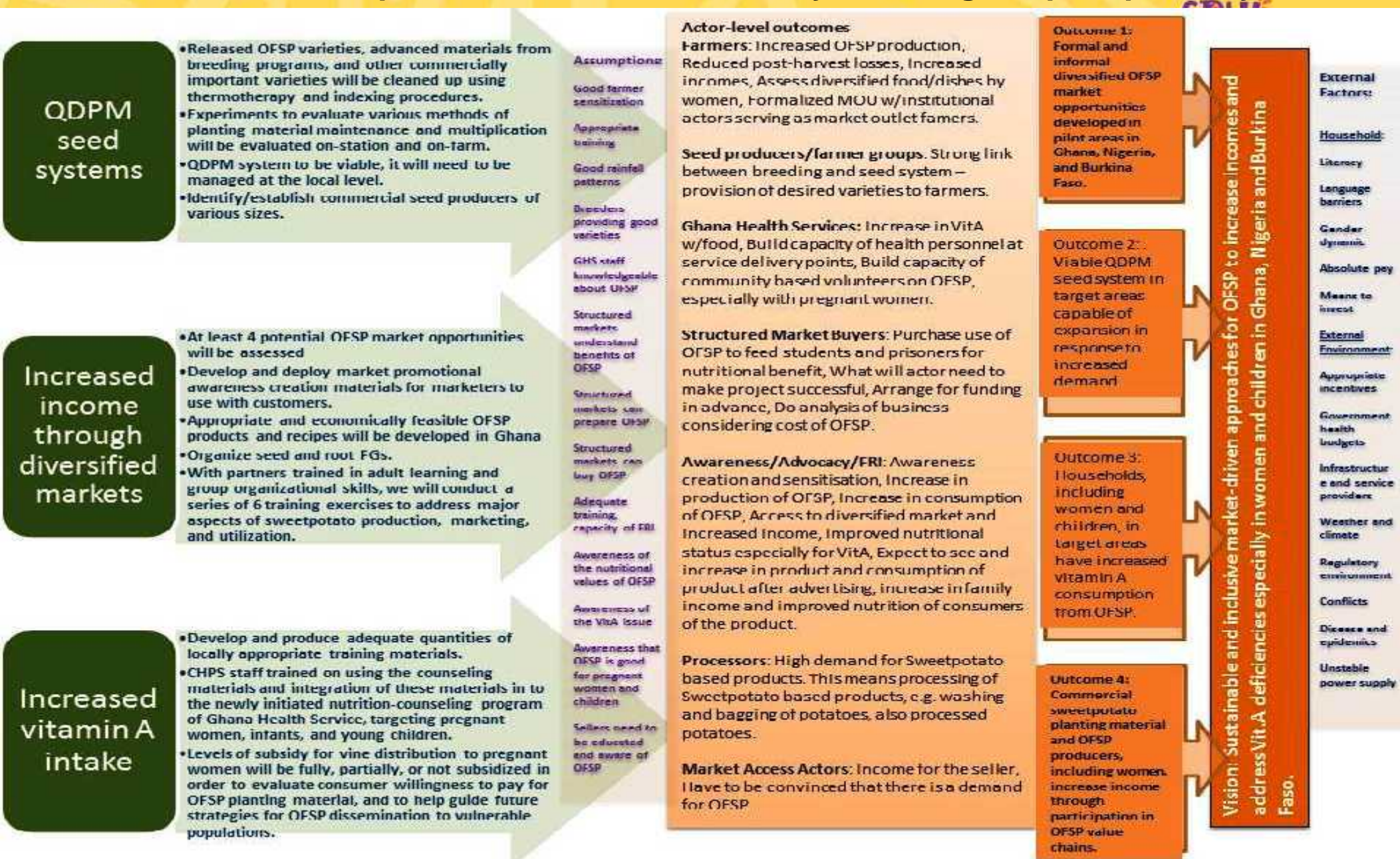


### ➤ PLANNING in Ghana: School Feeding Program

### ➤ JOINT PROGRAM PARTNERS: MEDA, TRAX-Ghana, SNV, World Vision International, Partnership for Child Development (PCD), Farm Radio International, HKI, CRS



# We developed an “Actor–center theory of change/Impact pathway”





# Actor-outcome matrix: Ghana, Burkina Faso and Nigeria



## ACTORS/PARTNERS

1. Farmers/dvm/FA

2. Inpt/Ir deal/lab/T

3. PM/OL/Adv/RB

4. Consumers

5. Ext/ADP/hl wkrs

6. Marketers/Xleve

7. R&D/Ac Inst/Pro

8. Inv/Fund/donor

9. Ad/socio-mkt

10. FBO,CBO

11. Processors

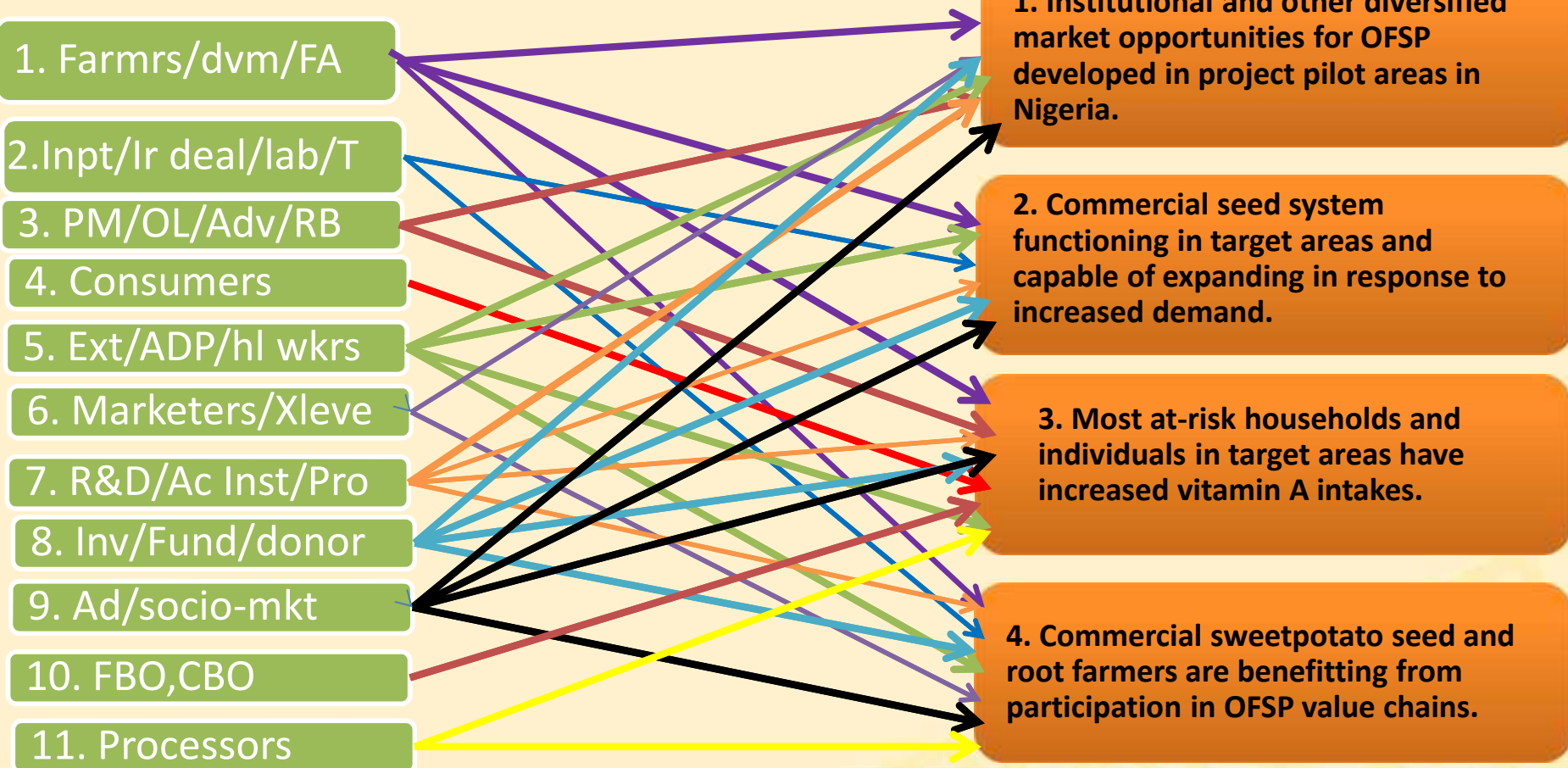
## OUTCOMES

1. Institutional and other diversified market opportunities for OFSP developed in project pilot areas in Nigeria.

2. Commercial seed system functioning in target areas and capable of expanding in response to increased demand.

3. Most at-risk households and individuals in target areas have increased vitamin A intakes.

4. Commercial sweetpotato seed and root farmers are benefitting from participation in OFSP value chains.



## KEYWORDS - ACTORS/PARTNERS FROM ACTOR OUTCOMES MATRIX



1. Farmers, decentralized vine multipliers, farm associations
2. Transporters, Input dealers/Irrigation equipment dealers/labor
3. Policy Makers, opinion leaders, advocacy, regulatory bodies, relevant ministries
4. Consumers, school community
5. Extension/Agricultural Development Program/Health workers
6. Marketers/Multilevel
7. Researchers, academic institutions, professionals
8. Investors/Fund providers/international donors, organized private sector
9. Advertisement/media/social marketers
10. Faith Based Organizations (FBO), Community-Base Organizations (CBO), NGOs
11. Processors



## HOW TO IMPLEMENT OUR PROJECT – We have prepared ...

# The Sweetpotato Crop calendar in West Africa

Base on the uni-modal rainfall distribution pattern

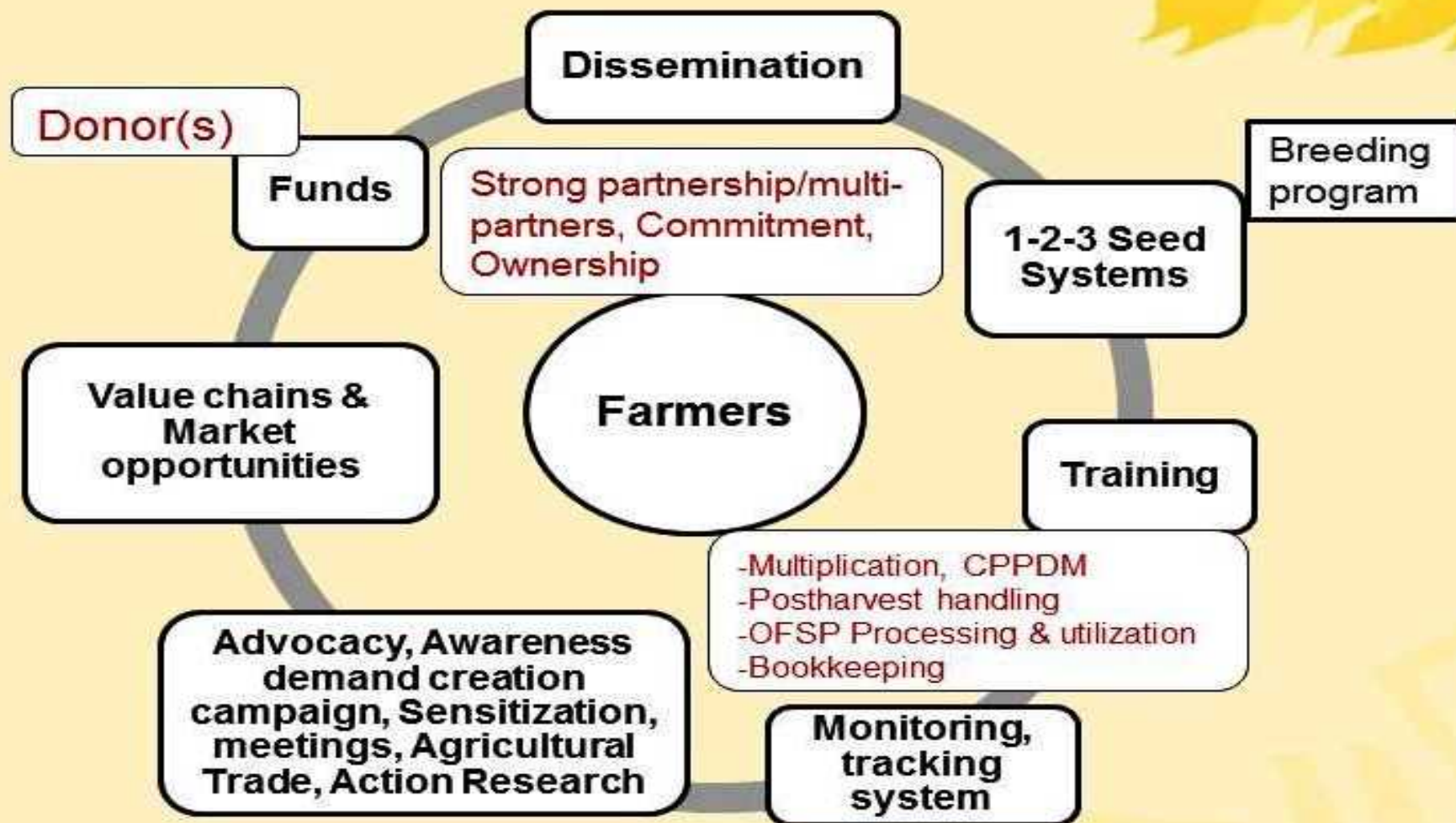


Sweetpotato can be grown in all year round

Present Year										Next Year			
Dry Season				Rainy season						Dry Season			
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
	Land preparation					Hunger Period							
				Planting season									
				1st OFSP grown									
				Land preparation			harvesting the vine for 2nd OFSP grown						
							2nd OFSP grown						
Primary multiplication													
Tertiary Multiplication				Twice Sweetpotato growing season						Secondary Multiplication		Tertiary	
Sweetpotato grown all year round													

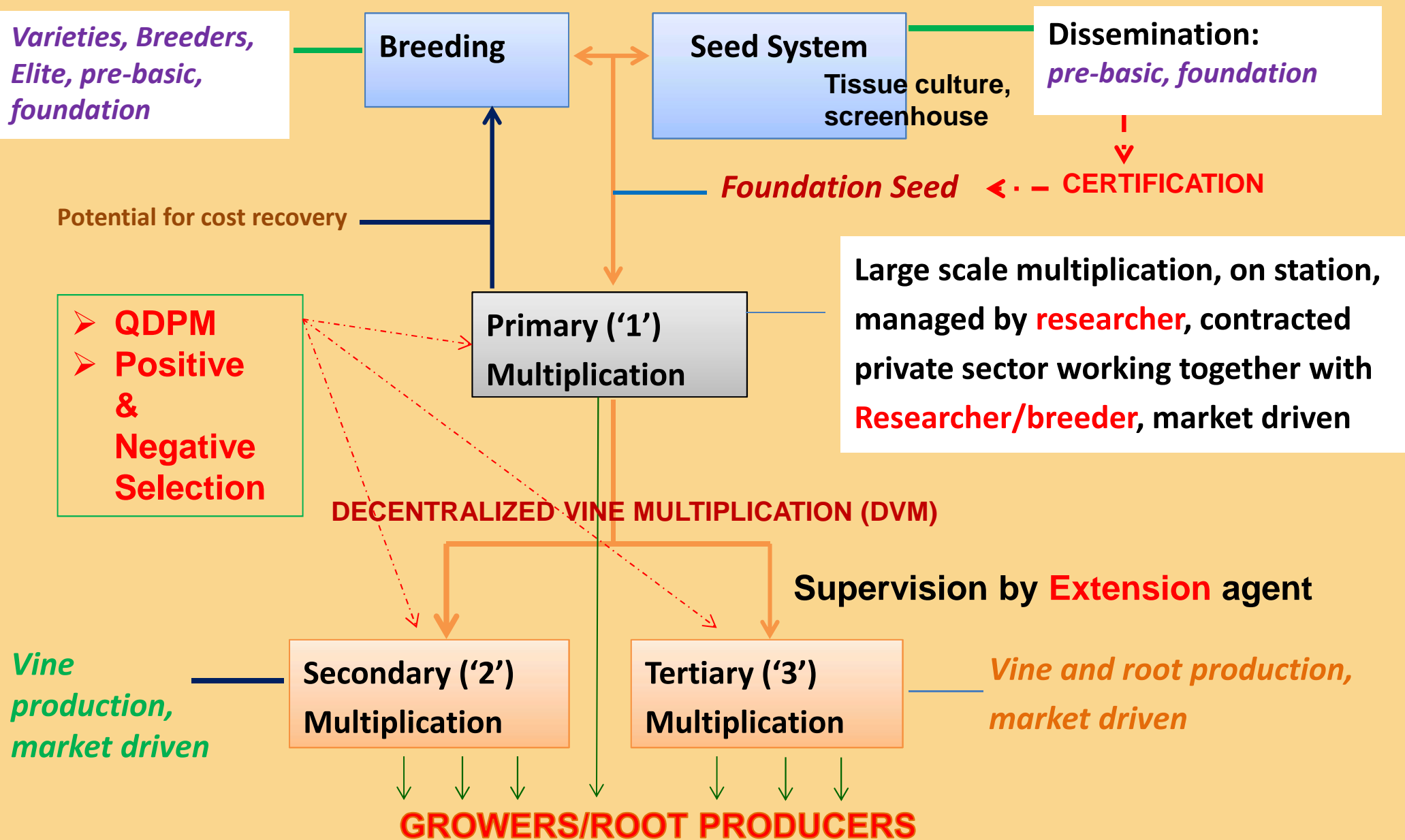
Based on FEWSNET Calendar in Nigeria

# Elements required for a functioning seed systems (CPPDM = Crop production, pest and disease management)





## Overview seed flow with reference to 1-2-3 system, and linkage of seed and breeding programs





# PRIMARY MULTIPLICATION

Nyankpala, SARI in Ghana





# SECONDARY AND TERTIARY MULTIPLICATION



Commercial Multiplier – Burkina Faso



DVM with drip irrigation – Burkina Faso



# SECONDARY AND TERTIARY MULTIPLICATION



**Commercial vegetable growers become seed & root production business people – Ghana and Nigeria**



## Medium-scale commercial root producers



**Left:** Ghana and **above:** Burkina Faso



# DONOR EXPOSURE TO PROJECT ACTIVITIES







Kofi Annan, Nane Annan, Regional Ministers

## ADVOCACY

### HIGH LEVEL



**Above:** Vice President of Ghana



**Left:** Kofi Annan and Nane Annan Forum - Deputy Ministers for Agriculture & Northern Region of Ghana

# ADVOCACY



## STATE AND LOCAL LEVEL



**Above:** Deputy Governor for Osun State, Nigeria



**Right:** Traditional leaders for Kumbungu, Ghana

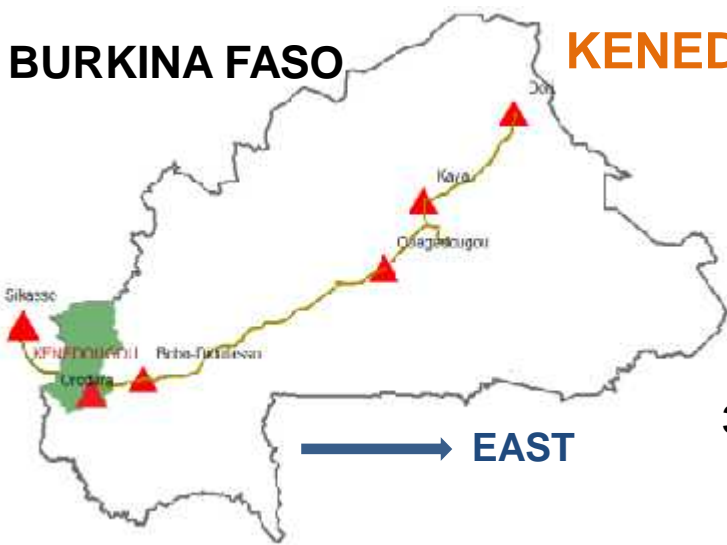


# DVMs & ROOT PRODUCERS IN 2015 THROUGH JULY BURKINA FASO AND GHANA



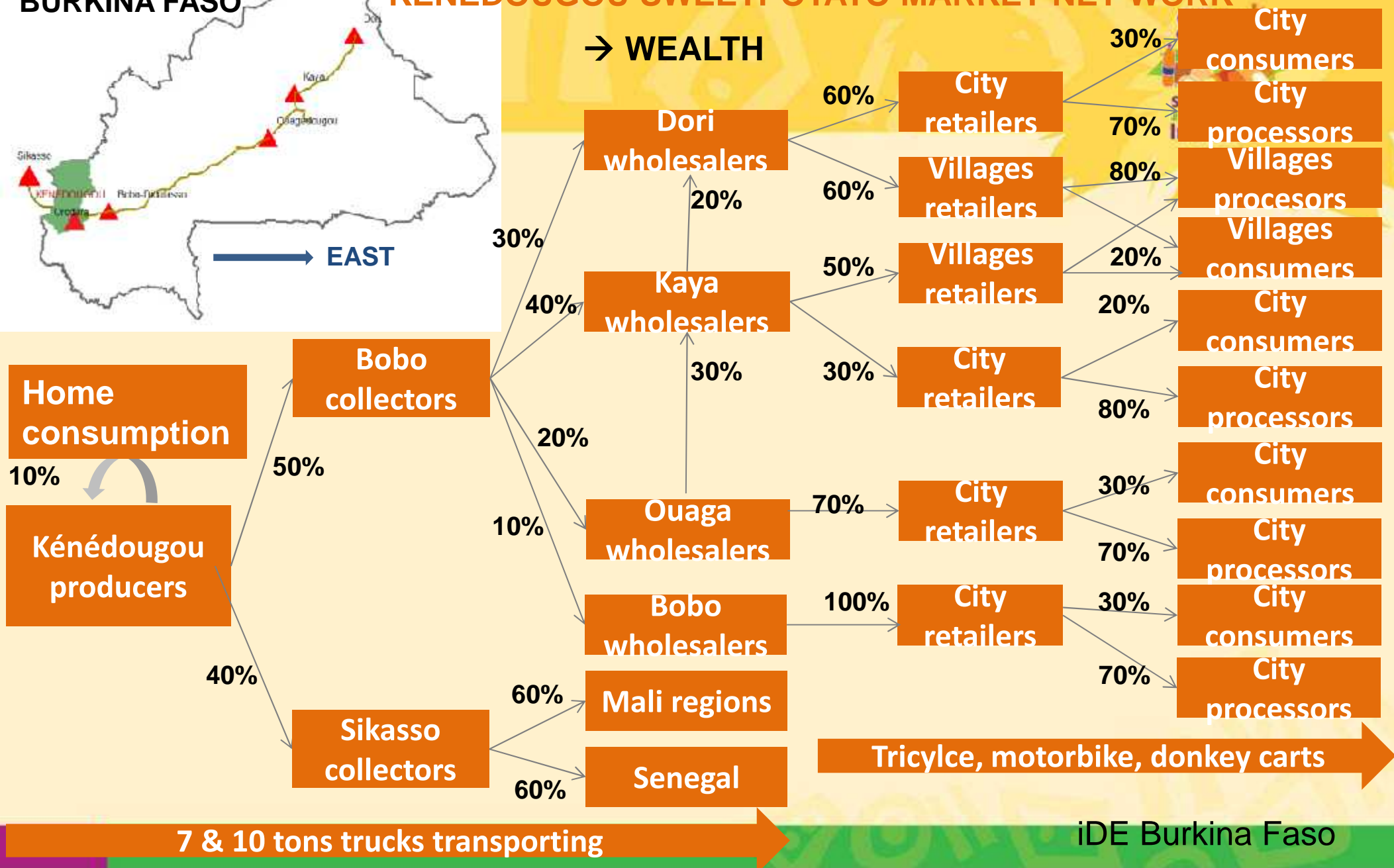
Country	Location	DVM	% Female	% Male	End users (organizations)	Area of vines (ha)	# Root Producers
Burkina Faso (INERA)		97	14	86		16.3	8,650
	Kenedougou Province (Orodara)						
	Sokouraba	52	15	85	Commercial farmers, home-growers, etc.	2.6	
	Mahon	33	15	85	Commercial farmers, home-growers, etc.	1.7	
	Centre-Eastern Region	3	33	67	AGRA project	0.6	
	Eastern Region	7	14	66	HKI	1.4	
	NAFASO Seed Company						
	Comoe Province (Niangoloko)	1	N/A	N/A	Ministry of Agriculture	5	
	Houet Province (Banzon)	1	N/A	N/A	Ministry of Agriculture	5	
Ghana (CRI/SARI)	North, Central and South Ghana	15	0	100	Commercial farmers, home-growers, etc.	8	4,589
Total		112				24.3	13,239 (27% women)

# BURKINA FASO



## KENEDOUGOU SWEETPOTATO MARKET NET-WORK

→ WEALTH





# Potential Buyers identified to be linked to OFSP Producers (Northern Region, Ghana) - ACDEP



Name	Buyer Category	Location	Phone Contact
1. Juliana Bawa	Caterer of Ghana School Feeding Programme (GSFP)	Sagnerigu	0208346029
2. Atunkong Janet	GSFP Caterer	Sagnerigu	0244803691
3. Salimatu Ibrahim	GSFP Caterer	Kumbungu	02445833961
4. Mariama Sayibu	GSFP Caterer	Kumbungu	0249661012
5. Sulemana Bariatu	GSFP Caterer	Tolon	0262931785
6. Rose Glover	Everglow Restaurant	Tamale	0268331334
7. Hajia Saratu Issah	GSFP Caterer	Tamale	0208221773
8. Alice Bokuma	GSFP Caterer	Kumbungu	0208387107
9. Abiba Alhassan	GSFP Caterer	Tolon	0548186288
10. Dramani Fatimata	GSFP Caterer	Tolon	0245124569
11. Give & Take	Baker	Tamale	0542000359
12. Pakrozy	Baker	Tamale	0249841025
13. Shekina	Baker	Tamale	0268815475
14. Hajia Zelia Mariama	Retailer	Tamale	0246226751
15. Adamu Rahman	Retailer	Tamale	0544267184

# UPPER EAST, VOLTA , CENTRAL REGION

- iDE Ghana, MOFA, GHS, UDS



- Identifying and contacting processors (yoghurt, juice, baker and food vendors)
- Identifying and building partnerships with supermarkets (e.g. Shoprite – already 1 month), Hotels (potential hotels: Best Western Hotel (Accra), Noda Hotel (Kumasi) and Modern City Hotel (Tamale))
- Ghana Health Service (GHS) related to the antenatal program
- University for Development Studies - baker



## ARE WE DOING SOMETHING ON HEALTH AND NUTRITION? YES!



### AT GHANA HEALTH SERVICES



- Training Master Facilitators in Nov 2014: 14 (43% women)
- Step down training and Community Health Services: 35 (40% women) in mid-Dec 2014
- Step down training is still going on: 34 centers
- Counseling including OFSP at the community level is also on-going (referred to both photos)

## SCHOOL FEEDING PROGRAM Kwara and Osun States in NIGERIA through O'MEALS



**No. Schools: 8**  
**No. caterers: 60**  
**No. kids: 4160 pupils**

Planning to scale up the numbers





# ACTION RESEARCH



## RESEARCH THROUGH INTERNSHIP

- Gender prospects for an orange-fleshed sweetpotato development in Rural Northern Ghana—Jumpstarting OFSP project by Simone Tijdink – University of Amsterdam
- Willingness to pay for Orange-fleshed sweetpotato – Jumpstarting OFSP by Chinonso Etumnu, University of California

## RESEARCH THROUGH NATIONAL AGRICULTURAL RESEARCH SERVICES

- **Agronomic trials:** fertilizer trials, i.e. inorganic- vs organic fertilizer, various organic fertilizers, etc.
- **Breeding demonstration trials**
- **Mother and baby trials for an on-farm advanced trial for varieties to be released**

## RESEARCH ON OFSP BREAD AND ITS SURVEY - UDS





## RESULTS FROM THE VISITS OF THE ANNANS

**AGRA PROJECT** – led by Crop Research Institute and backstopped by CIP-led project Jumpstarting OFSP Ghana

Strategies for OFSP expansion and scaling intervention in Ghana

### **FUTURE – Jumpstarting year 3 areas of focus**

- Strengthen seed system (QDPM) implementation
- Continuing learning from Ghana Health Service intervention
- Expanding and documenting formal and informal markets for fresh roots and processed products
- Solidify M+E systems
- Solidifying and expanding partnerships



# THANK YOU VERY MUCH FOR YOUR ATTENTION!



## ACKNOWLEDGEMENT

- The Bill & Melinda Gates Foundation
- Governments and farmers and marketers

**From  
The West Africa Team**

