



Reaching Agents of Change (RAC)

ADVOCACY STRATEGY DEVELOPMENT WORKSHOP

**Report of the workshop held at Coral Beach Hotel,
22nd – 23rd May 2012, Dar es Salaam, Tanzania**

1. INTRODUCTION

Reaching Agents of Change (RAC) is a project aimed at increasing investments and commitment to the dissemination and use of Orange-Fleshed Sweetpotato (OFSP) as a means to combat Vitamin A Deficiency (VAD) and food insecurity in Africa. To that end, Helen Keller International (Tanzania) organized a workshop that involved cross-cutting stakeholders to brainstorm and set footing on the development of an advocacy strategy for promotion of production and consumption of Orange Fleshed Sweet Potatoes in Tanzania.

It is understood that advocacy is a process of influencing people and institutions to create change and it involves many principles and activities/strategies, including lobbying. It is therefore expedient to create a concise message for a target environment. The workshop was therefore organized and facilitated on faith that strategic advocacy need to built on good development practice and should promote tangible positive change, and as such after stating the key problems and challenges, the advocacy strategy need to also provide strategic solutions.

Participants: Stakeholders from Government, Donors, Media, Private Sector and NGOs in the field of Policy formulation, nutrition, health and Agriculture (Crops). Others include HKI staff and Country Directors, Regional M&E Specialist, RAC Project Manager, Gender & Advocacy Advisor, Regional and Country Agronomists, EHFP Staff and Consultants. All but donors turned up at the workshop.

Workshop objectives:

General Objective: To receive and share stakeholder feedback on the Situation Analysis report towards developing an advocacy strategy in support of OFSP investment in Tanzania

Specific Objectives:

1. Gather feedback from stakeholders and advocates on the situational analysis report
2. Reach agreement on key issues requiring policy intervention and donor support;
3. Reach agreement on key objectives to address priority issues
4. Receive stakeholder support on policy engagement process to address the issues
5. Any other business.

Expected Outputs

1. Stakeholder agreement on key issues requiring policy intervention and donor support
2. agreement on key objectives to pursue in policy advocacy
3. agreement on engagement approaches to facilitate policy advocacy

DAY ONE: TUESDAY May 22nd 2012

The first activity was registration and it was conducted very smoothly. Despite the remoteness of the location all participants were punctual. The mapping of participants involved a combination of all stakeholders from the government in agriculture, nutrition, researchers, the media, private sector HKI/RAC representative etc. On logistics all was set well and the workshop proceeded into the workshop's agenda.

After recognition of their presence, the facilitator started off the session by welcoming all participants to the workshop at Coral Beach Hotel and immediately invited them for a self-introduction process. The host HKI was represented by the Deputy Country Director Mme Christine Nyhus.

KEY NOTE ADDRESS

Mr Benedict Jeje, the Ag Managing Director of Tanzania Food and Nutrition Center (TFNC) and representative from the Ministry of Health and Social Welfare delivered a key note speech.

Mr Jeje before engaging himself in his speech he noted the absence of farmers at the workshop. He noted that although the workshop was to discuss an important OFSP crop, not a single smallholder farmer was present to participate at the workshop. The farmer is a very important stakeholder to be engaged in the project from the beginning since he is the partner on the ground. He reiterated that the Government of the United Republic of Tanzania has already very good policies already in place and what is needed now is to find ways and means to have effective implementation. He also talked about the government decision to recognize the problem nutrition problem in Tanzania and the establishment of the National Nutritional Strategy (NNS) under the Prime Minister's Office and also to strengthen the Food Security Investment Plan.

The **Orange Fleshed Sweet Potatoes** (OFSP) initiative is within the National Control of Micronutrient Malnutrition coordinated under TFNC, especially its efforts to control Vitamin A Deficiency (VAD) under the long term measure operational approach of stimulation of demand for foods containing vitamin A.

It is also consistent with TFNC's mandate and initiative in supportive activities including the promotion of agricultural and horticultural practices and extension; nutrition education through the various media and curriculum change and advocacy for the overall improvement in the quantity and quality of the diet as a component of community based strategies for achieving nutritious household food security.

However it was also important to know about failures of the OFSP project in Gairo. OFSP was introduced in Gairo- Kilosa district but never took off what has been the cause of the failure. People have to learn before engaging in other similar projects. He therefore made a request for a brief on Gairo project from implementers.

OPENING REMARKS

In his opening speech, Mr. Richard Kasuga, who represented Director of Crop Development MAFC, underscored the significance of the decision of the Government of the United Republic of Tanzania to address the question of nutrition and the importance of ensuring Vitamin A intake, and pointed out that it is an issue Tanzanian National Leaders have taken a decisive lead in addressing.

He observed that on Tuesday, 17th May 2012 for instance, the President of the United Republic of Tanzania, Dr. Jakaya Mrisho Kikwete spoke in Washington DC on an initiative to scale up nutrition where the President reiterated the Tanzanian Government's full endorsement and support in the Scaling-Up Nutrition initiative, abbreviated as the SUN.

Mr. Kasuga, noted that the nutrition issue was quite significant in Tanzania and to the government because it has a direct correlation and augments its efforts toward the attainment of the Millennium Development Goals, particularly MDGs number four, number five, and number six, namely; 4. Reducing child mortality rates; 5. Improving maternal health, and 6. Combating HIV/AIDS, malaria, and other diseases.

Mr. Kasuga also pointed out that in his 2011/2012 budget, the Prime Minister; Hon Mizengo Pinda announced the government's plan to establish a special fund for scaling up nutrition for expecting mothers and beefing up diet for infants up to the age of two years. Mr. Kasuga observed that, in that speech, the Prime Minister mentioned that the 2010 Report on Health in the country has revealed that 16 per cent of children below five years of age have less weight when compared to their age while 42 per cent have stunted growth. He said the report also states that 53 per cent of the pregnant mothers had problems of shortage of blood (anemia) while only 3.5 per cent had proper access to iron supplements. He noted that, it was these health challenges which are exacerbated by limitation in nutrition intake and which could be effectively managed by proper balanced diets that prompted the government to commit itself to establish mechanisms to deal with nutrition matters especially through the National Nutrition Strategy.

Mr. Kasuga hailed Helen Keller International for innovatively identifying an entry point in supporting this initiative by promoting the Orange Fleshed Sweet Potatoes, a cost effective solution to the vitamin A problem. Numerous studies have established that consumption of

Orange Fleshed Sweet Potatoes guarantees sufficient Vitamin A intake among other its nutritious composites.

He noted that, while Nutrition as a health issue should be best spearheaded by the Ministry of Health and Social Welfare, it was also important to also recognize that it is a multi-sectoral issue and that the Ministry of Agriculture, Food and Cooperatives, is an important strategic anchor for the initiative.

He explained that the significance of agriculture in the initiative was candidly put by Ms. Kathy Spahn, the President and CEO of Helen Keller International when speaking on the Tuesday of 17th May 2012 in Washington who was quoted saying: “Agriculture is not just about growing more food. It is about growing more nutritious food and making sure it is available and accessed to all, particularly women and children during the first 1000 days.”

He further, argued that the justification for involvement of the agricultural sector in this, such an initiative has also been lauded by Mr. Richard Leach, the CEO of World Food Program, USA when he posited that nutrition must be integrated into all of our food security efforts up to the food grown by our local farmers

He expressed his pleasure to be part of the initial stage of sketching an approach that he believed would yield a very practical approach and an important part of the solution to the problem of vitamin A deficiency, which is hounding Tanzanian population and with very devastating effects particularly to women and children. He was also hopeful that the two days dedicated to the workshop would help shape a multi-sectoral, inclusive and involving methodology, but also an approach that will action points effectively, to ensure that all stakeholders have clear roles and specific mechanisms of engagement for optimum outcome for this initiative. Mr Kasuga then declared the workshop opened.

2. DAY ONE: WORKSHOP PROCEEDINGS

2.1 EXPLAINING RAC

The HKI Deputy Country Director Mme Christina Nyhus made a presentation that introduced HKI to participants and made brief remarks on its activities in Tanzania particularly its projects in reducing malnutrition and preventing blindness.

She mentioned that in Tanzania, HKI is involved in Programs that support the Government of Tanzania in Eye Health, Neglected Tropical Diseases and Nutrition, including programs such as, National Vitamin A Supplementation Program, National Food Fortification Program, Promotion of Orange Fleshed Sweet Potatoes and Promotion of home gardens for improved household micronutrient intakes. She mentioned that, in a addition to advocacy, HKI helps in planning at

the national and district levels, supports the training of health workers and distributors, and engages in monitoring and evaluation activities.

She introduced the Reaching Agents of Change (RAC) project and explained that its objective is to contribute to the fight against vitamin A deficiency and food insecurity in Sub-Saharan Africa, and improve the health status and livelihoods of African households, particularly women of reproductive age and young children, through strategic policy advocacy and resource mobilization, and technical capacity building for large-scale use and dissemination of Vitamin A-rich Orange fleshed sweetpotato (OFSP). She elaborated that the key role RAC plays to achieve this objective is by:

- i. Building capacity for advocacy - leading to supportive policy & associated funding
- ii. Building capacity of OFSP service providers to train and backstop OFSP production, marketing, processing and utilization
- iii. Building capacity for gender sensitive OFSP project design & implementation

She further explained that, HKI promotes and facilitates the production and consumption of OFSP with an overall objective of improving the nutritional status of vulnerable populations, especially children under five and pregnant and lactating mothers, as well as to increase household income and reduce livelihood insecurity.

She pointed out the qualitative advantage of OFSP and argued that compared to the traditionally-grown white-fleshed sweet potato, the OFSP has high levels of beta-carotene, which the body converts into vitamin A. She stated that recent researches have shown that just 125 grams of an OFSP provides primary school children with over twice the recommended daily allowance of vitamin A.

She posited that, HKI's role is to develop educational and social marketing programs, including behavior change communications and other strategies to increase OFSP demand, advocate for OFSP adoption at national and sub-national levels, and provide training and supervision to front-line distributors such as agricultural extension workers, community groups and farmers. HKI forges partnerships with key governmental, research and non-governmental partners to ensure long-term commitment and a potential to scale up the program, and to convince producers of white-fleshed sweet potatoes to switch to producing the more nutritious orange-fleshed sweet potatoes.

Further on RAC, Dr. Adiel Mbabu, the Project Manager RAC, stressed on two strategic interventions that would address key issues envisaged to facilitate the advocacy on OFSP namely change of policy and investment.

He explained that the OFSP project would build the capacity of Tanzanian advocates already committed to the health and well-being of the people to engage and influence key decision makers and donors to invest in the most appropriate ways to achieve wide-spread adoption and utilization of OFSP in Tanzania. The project would create the capacity for both public, non-public and private sector change agents to design, implement, monitor and evaluate programs that are either strictly OFSP focused or are adding OFSP into existing efforts.

He states that RAC intends to reach out national level agencies and individuals who will act as agents of change and further explained that agents of change are individuals associated with the project who will be responsible for advocating to the government, donors, and their own agencies to promote OFSP and increase investment. Agents of Change (AoC) are also those who will be responsible for implementing OFSP programs.

2.2. SITUATION ANALYSIS

The Situation Analysis was presented in three components by a team of three professionals, the facilitator, a nutritionist and a researcher/agronomist.

The first part provided an overview of the Tanzanian Economy in general, food security and health challenges in Tanzania, and addressed key issues related to national nutritional challenges, current interventions, gaps in current interventions and the proposed food approach to curb vitamin A deficiency through consumption of OFSP, and how RAC project spearheaded that initiative and its particular approach entailing advocacy for investment and policy change. This part also identified parties for engagement, as strategic stakeholders in the initiative, with main actors being the Ministry of Health and Social Welfare, Ministry of Agriculture, Food Security and Cooperatives, HKI Tanzania, District Councils, TFNC, The Media, Researchers, TAHEA etc.

The second part of the presentation provided nutrition issues and how HKI has been making interventions to improve Tanzanian nutrition status.

The third part discussed sweet potatoes in general and gave a technical overview of the breeding status of sweet potato varieties. The presenter explained that so far they have released only two varieties and there some varieties expected to be released this December or January next year. However one variety has already been dropped because farmer's negative assessment. She further added that there are three coastal varieties which are on farm trial. She posited that the released varieties, namely Kiegea and Mataya can be grown in some areas

but in other areas they have not performed well. However she cautioned about the OFSP variety concern to consumers. The market demands varieties with high dry matter while the OFSP is not. Researchers are still working on that but it is difficult to breed an OFSP variety which is deep orange, disease resistant with high dry content from one variety. There is need to invest more funds in breeding to be able to come out with enough varieties if at all OFSP has to be promoted in the country.

2.2.1 DISCUSSION:

QUESTIONS AND COMMENTS

Participants were engaged in a question and answers session that had an objective of elaborating any questions or unclear issues as far as RAC or OFSP were concerned and to avail an opportunity for participants to discuss the project. The questions that were asked are as follows:

- **Question 1:** The participant from Geita wished to know about marketing aspects of OFSP if people were to grow the crop commercially. He was also concerned about 'the dry matter' content of which the market demands but the available OFSP varieties do not have.
- **Question 2:** The participant from SUA wished to know about demand and supply of Sweet potatoes. How much is produced and what is the demand. He expressed his concern that there might be a big emphasis on production and its constraints, while ignoring a focused exploration of marketing opportunities.
- **Question 3:** The participant from SHFS FAO asked about demand and supply for industrial use and whether the participation of the private sector has been explored. How would the private sector be taken on board in this project. He also asked about the chances of variety degradation when it is bred in one area then transferred to another across the country?
- **Question 4:** The participant from MAFC Investment and private sector development-commented that the situation analysis needs to give details about the strengths and gaps of the nutritional related policies to be able to have a basis for a policy discourse regarding the value chain of OFSP.
- **Question 5:** The Participant from TFNC wanted to know how the Ministry of Agriculture was addressing the issue of nutrition. He argued that there was lack of institutional coordination on the question of nutrition and also that one of fundamental missing pillars was the omission or rather weak inclusion of nutrition in agriculture. He posited that there is need to promote agricultural nutritional crops. While the policy provides the framework, there should be a clear strategy on how to include the aspect of producing and consuming nutritional crops in agriculture. He was of the opinion that the workshop will compliment ongoing actions to push the nutritional agenda forward to enhance nutrition in agriculture. He cautioned however that, while we can look at influencing budgeting for promotion of

growing of nutritional crops, the current DADPS practice makes it compulsory for a project to originate from the grassroot up to the level of the council, and because OFSP are not popular and because people have many pressing challenges it is unlikely that it appear or even if it appears, rank high in the agenda. It is therefore important to consider a far reaching and intense awareness campaign as a way to sensitize the importance of OFSP.

- **Question 6:** The participant from MAFC had a question on the quality of OFSP Nutritional value when it has been cooked. Have any trials been made to see what kind of preparation retains its nutritional value and what kind undermines it? He also asked whether there have been trials on processing and usage of OFSP so that nutritionists from MAFC can be updated? He asked if OFSP loses its nutritional values when processed, cooked, fried etc?
- **Question 7:** Mr. Mulongo asked why preference of OFSP while there are many other crops, vegetables and fruits which also have vitamin A content? He wanted to know the competitive advantage of OFSP, to make it a preferred solution in food based approaches to combat vitamin A deficiency.

RESPONCES TO QUESTIONS AND COMMENTS

● **Researcher/Agronomist**

- The current production of OFSP national wide is 970,000 tons, but there are no established figures on actual demand. It is however expected that effective sensitization of the nutritional value of OFSP will raise its demand nationwide and even beyond Tanzania.
- The current Industrial uses for Sweet potatoes are in starch, alcohol, animal feed.
- Degeneration of varieties is caused by effects of environment. Breeding program is according to ecological zones. So far we have Simama variety which has a wider adaptation but still it all depends on temperature, air content, soil etc. The most sure way of establishing whether adaptation has taken place properly or there is acute degeneration, is to try and grow the OFSP varieties in a small scale in the prospective area and have them tested. When the results show that it has adapted appropriately, then it can be grown in a larger scale
- It is important for people, communities, institutions and various stakeholders to have ownership of the idea and grasp its contextual implication, especially to children and lactating or women of child bearing age, people with diseases such as HIV as well as ageing individuals. This will be key in triggering many potential components of the project, including the private sector which mostly responds to market needs and demands.

● Facilitator on Policy Analysis

He stated that the policy analysis has been done in the situation analysis, and conceded that, the part did not feature very well in the presentation. He mentioned policies which features nutrition to include:

- i. 1990- Agricultural policy and monitoring and evaluation trends are covered in Food Security.
- ii. 1992 Tanzania Food and Nutrition Policy
- iii. The National: Child and Development Policy
- iv. Mkukuta I and Mkukuta II
- v. The Comprehensive Africa Agriculture Development Programme (CAADP)
- vi. Tanzania Food and Nutrition Center
- vii. The National Water Policy
- viii. The National Irrigation Policy

The analysis bore on establishing the mentioning and number of times nutrition has been mentioned in a particular policy, and significance of nutrition to that policy is gauged against that, such that if it is mentioned many times it is deemed to be an important concern of the policy and if it is not mentioned at all, then it is deemed to be unimportant in the respective policy.

He however, agreed that further policy analysis was required and that in the prospective second workshop, it will be better highlighted to the participants.

The RAC Project Manager, Dr. Adiel commented that while it is important that Nutrition can and should be looked at as a multi sector issue, it is also important to be aware, what a cross-cutting might mean in an operational sense and in implementation. It may mean that, nutrition is one of the things among many priorities a ministry or department has, and it might take a smaller measure of attention somewhere in the periphery. So, mentioning does not necessarily mean acting, it can be mentioned but implementation action sterile. When we are discussing the health and nutrition of the people, we need to be aware of the perspective we use, if we look at it as the concern about the status of the human being, then we should be more oriented into mainstreaming nutrition, with a sense that, all other efforts are centered at the enhancement of quality of a human being, this one targets the very essence of a human being's existence and should therefore take a central role.

2.3 PLENARY SESSION

The afternoon plenary session broke participants in four groups, each composed of members from various sectors, health, agriculture, media and the RAC technical team. The groups were supposed to each engage in a single dimension of a SWOT analysis for the RAC project, in particular the proposed framework and approach towards the promotion of OFSP. They were asked to as much as possible look at the two pillars that carries the RAC approach, namely increase investment in the OFSP value chain, and policy change to establish and enhance a conducive

environment for the thriving of the OFSP value chain. The four groups were to each discuss and come up with variables that respectively reflected Strengths, Weakness, Opportunity, and Threats. The table below is a depiction of the issues the groups came up with.



Some participants engaged in a group discussion.

Strengths	Weakness
<ol style="list-style-type: none"> 1. HKI long term experience working in Tanzania 2. HKI's Experienced staff and many networks partners in Tanzania including the GoT, CSO, FBO and Private sector 3. Many programs on Nutritional and foods securities in the country Supporting Programs E.G. MAFC, RAC, 	<ol style="list-style-type: none"> 1. (Policy gaps on nutrition and food security?) 2. Lack of knowledge for many people on nutrition issues and benefits of OFSP consumption. 3. The crop given less importance in comparison with other crops in all levels. 4. There is tendency for cereal consumption

<p>DADPS</p> <ol style="list-style-type: none"> 4. Full support by government on foods insecurity and VAD reduction 5. High Nutritional Value (Vitamin A,B & E) 6. Drought Tolerant 7. Low Labor Requirements 8. Low Soil Fertility Required 9. Short Maturity Period (Av 3 Months) 10. Wide Adaptability 11. Easy To Promote / Market 12. High Productivity (Relative) 13. Have the potential to be processed to give a variety of products 14. Available Scientists & Experts in the Country (Breeders & Agronomists, Pathologist Etc.) 15. Available Gene Pool For Breeding Production (8000 Accessions) 16. Supportive Multi-Sectorial Policies:- National Nutritional Strategy (S/O) 17. Regional Collaboration On Research E.G. Mikocheni & Makerere/ Namugouge/ Becakny 18. Multi-Disciplinary Aspect of RAC. Wide Range Involvement of Stakeholders in Project Development. (To Attract Buy-In) 19. Regional Outlook Of RAC Sharing 	<p>than OFSP.</p> <ol style="list-style-type: none"> 5. There is belief that sweat potatoes are for women & children. 6. In some parts of the country, the crop is regarded as an inferior crop and often used for hunger mitigation. 7. Currently there are few varieties(only 2)-and it is very expensive to research and develop more varieties 8. Low resource allocation due to less importance at national & district level. 9. Insufficient funds for sweat potatoes improved seed research. 10. Unavailability of OFSD improved seeds farmers. 11. Less adaptability of consumer on OFSD varieties. 12. Low productivity of local sweat potatoes. 13. Consumption preferences mean that the low dry matter in OFSD content needs to be increased. 14. Less research on OFSD processing and its value chain 15. Lack of processing facilities for sweat potatoes. 16. Inadequate of knowledge and skills on blending of OFSD with other crops. 17. Less attention on training for OFSD production processing & marketing in comparison with other crops.
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<p>Experiences & T.K. RAC's Ability To Engage Other Partners</p> <p>20. RAC Project Approach Ensures Sustainability Will Be Main Streamed In Existing Set- Up (Using Local Advocates)</p>	<p>18. In adequate donors support on OFSD in research & training.</p> <p>19. Inadequate integration of policy on gender, nutrition and agricultural</p>
<p style="text-align: center;">Opportunities</p> <ol style="list-style-type: none"> 1. SP is one of the major food items in Tanzania 2. Many programs designed to promote agriculture and foods security in Tanzania(ASDP, Kilimo Kwanza DASIP,DADP) 3. Many stakeholders involved in the agriculture sector promotion 4. Easy to get political support as it will assist to combat food security and VAD 5. Presence of Nutrition strategy that show Government recognition and commitment for Nutrition as priority issue in the country 6. Growing Market due to population growth, regional integration and international trade 7. Existence of Extensions (Agriculture) System 8. Existence of Research System 9. Possibilities For Food Fortification/Blending 10. Deficiency Of Vitamin "A" 	<p style="text-align: center;">Threats</p> <ol style="list-style-type: none"> 1. Pressing responsibilities and shifting government priorities can sometimes limit the chances and consistence of the implementation of the OFSP initiative. 2. Stigma on root crops e.g. crop of women/children, chakula cha njaa (only associated with hunger!), cultural hindrances e.g. Too much consumption may make one stay unmarried 3. Underutilization of media or lack of awareness of the potential of media to promote OFSP, or wrapped utilization of the media e.g. airing programs during the day 4. Overdependence on external financing 5. Poor/lack of prioritization/planning of OFSP compared with traditional food crops at the district level Increased OFSP production through improved seed systems 6. Absence of a formal, systematized seed production structure 7. Lack of appropriate system to maintain and store the seeds till the next system 8. Emerging stubborn pests and diseases 9. Inadequate technical skills to produce and multiply extension service specialists

<p>11. Diverse Food Type & Beverage From OFSP</p> <p>12. Export Potential</p> <p>13. Growing Population of Health Conscious Consumers</p> <p>14. Existence Of Food & Nutrition Policy / Political Will</p> <p>15. School feeding Programme</p> <p>16. Available effective communication channels (Media, Folk dances and art, SMS mobile service)</p> <p>17. Availability of sufficient and suitable land for agriculture</p> <p>18. Conducive Ecological Environment</p> <p>19. Willingness Of Farmers To Adopt The Technology</p>	<p>10. Unpredictable climatic changes (amount, intensity and distribution)</p> <p>11. The demand side of OFSP (<i>after production, what next?</i>). Need to promote the commercial side of OFSP (commercial orientation)</p> <p>12. Poor infrastructure, leading to losses etc</p> <p>13. Poor/absence of means of mobility for extension officers (motor bikes etc)</p> <p>14. There exist processing techniques but the end users are oblivious of them</p> <p>15. Slow adoption of available processing techniques (machinery, skills.</p> <p>16. The value chain of processing is not adequately elaborate, and the market for end productions may also not be explicit</p> <p>17. Inadequate skills in resource mobilization, technical skills in OFSP, inadequate skills of OFSP amongst extensionists</p> <p>18. The cost of capacity building is high. Resources e.g. processing skills</p> <p>19. Implementation of the skills after training, esp multiplication by the TOTs (<i>2nd filial generation</i>) mostly due to resource hiccups</p> <p>20. High turnover of extension officers or poor motivation due to remuneration</p> <p>21. Inhibitive/weak linkage between extension services, which is under local government and agriculture production which is under the Ministry of Agriculture</p> <p>22. Decentralization by devolution (D by D)</p>
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	<p>approach is confusing especially reluctance to drop top down approach</p> <p>23. Ensuring that the 1st generation of ToTs don't change industry</p> <p>24. Poor choice of those trained by the TOTs (i.e.) people who have lease interest in the project (fears of adequacy of the syllabus)</p> <p>25. The content of the training must contain entrepreneurship skills, resource mobilization, processing</p> <p>26. Project assumes that the institutions will raise funds to train change agents. This may not be necessarily true (i.e. sustainability)</p>
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2.4 Post first day workshop technical meeting

Dr. Sonii David was impressed by the participant’s level of commitment throughout a very long day and observed that increasing participants were grasping RAC, which is a new and even difficult concept to comprehend. She noted however, that stakeholders from International Organizations like Irish Aid, Africare and USAID did not attend.

Mr. Revelian Ngaiza (HKI-Tanzania) explained that those organizations were invited, but there were other on-going meetings, which they had to attend and that some had informed him of the situation.

Dr. Adiel Mbabu on his part felt that the meeting went well carrying everybody on Board. There was alot of convergence that can be shaped locally. Understanding of RAC objectives was firming up. However the situation looked tense and was moving slowly according to the nature of event as most participant had at first looked puzzled and confused. He commended the facilitators for trying to engage participants, and supporting participants to grasp the project, which was obviously unique and different from the project trend most common in developing countries.

He also noted that, the speeches provided by key note speaker and the opening remarks, were profound and that of they persons who delivered them were key actors in the government,

then RAC was in a good start and should firm up the strong bond and acceptance that was reflected in the speeches.

The action point is therefore is to focus and identify how RAC can be linked to the decision making process. It is important to think of linking the workshop with the final product and the strategy as a stepping stone to the policy formulation.

There was also an issue of participant's concentration or interest. They were talking more on the crop rather than the project itself. We should be advocating for policy change and fund raising (resource allocation). The process for policy change, funding and capacity building should be orchestrated further in the session, the next day.

Mbilinyi, one of the facilitator noted that similar programs which have been a success ought to have featured in the situation analysis presentation and this should be taken as a lesson learnt. He observed however, that there is a need to revisit the National Nutrition Strategy which is under the Prime Minister's Office and link RAC closely with it. It is important as the issue of nutrition is being promoted and discussed at the highest political offices in the land to leverage in that and attract discussion at the national level and to craft an effective mechanism for a multisectoral strategy consistent from grassroots to the national level.

The question of time management was raised as a challenge, because the pace for the day was very slow. However, it was recognized that, it was necessary to have a slow pace so that majority of participants became comfortable with the essence of RAC, to ensure active participation and a fruitful workshop.

The approach for the next day was discussed where facilitators were asked to try and synthesize the issues that were raised in the SWOT analysis, as they will entail the theme of the entire day.

3. DAY TWO: WORKSHOP PROCEEDINGS

3.1 OVERVIEW OF THE PREVIOUS DAY

The day was also attended by Greg Hofknecht, Deputy Regional Director, Eastern, Central and Southern Africa, who was given the opportunity to greet the participants. In his greetings, he expressed he delight at being part of the day's session and thanked participants to have accepted the invitation to attend the workshop. He also, explained that apart from OFSP being nutritious, it was also delicious and felt sure that once people starting using it, he was certain they will like it.

The facilitator began with the recap of the events of the previous day by the workshop facilitator. In the overview of the day, the facilitator concisely reminded participants the areas and key issues that were addressed the previous day.

- He reminded the participants that the previous day we received information on the nutritional challenge experienced in the Tanzania, with particular focus on Vitamin A micronutrient deficient in 33% of children under 5 and 37% of women of reproductive age in Tanzania
- That, OFSP has been identified by research as a cost effective, efficient food based approach to increases in vitamin A intakes
- That, OFSP can make a difference if
 - ~ There is supportive government policy and subsequent strategies, programs/projects, activities designed for impact
 - ~ Adequate funding- to support and facilitate the strategies, programs/project, and activities designed for impact, including enhancing
 - i. Capacity to deliver clean OFSP planting materials
 - ii. Capacity to grow, process, store and utilize OFSP
- He also reminded participants that in the previous day it was also learnt that RAC was a proposed intervention framework which had very clear objectives, namely
 - ~ Building capacity for advocacy - leading to supportive policy & associated funding
 - ~ Building capacity of OFSP service providers to train and backstop OFSP production, marketing, processing and utilization
 - ~ Building capacity for gender sensitive OFSP project design & implementation

Further that RAC had very specific Objectives that will help to realize its general objects, namely

1. To generate new investments by governments, donors and NGOs to scale up the adoption of OFSP in Tanzania, whose success indicators were:
 - ~ Increase in awareness of the nutritional value of OFSP
 - ~ Increase in OFSP demand
 - ~ Generation of at least US \$6 Million by end of project for OFSP development and dissemination
 - ~ Increase in Vitamin A intake by 30% in Tanzania within 5 years after project completion
 - ~ Training of Advocates

2. To build the capacity of implementing agencies to design and implement technically strong and cost-effective interventions that drive uptake of OFSP, whose success indicators were
 - ~ Integration of OFSP related activities in respective institutional arrangements
 - ~ Training of adequate change agents
 - ~ Training of 15 National Program Sweet Potatoes Specialist Trainers
 - ~ Research & extension capacity to train trainers & offer technical backstopping to OFSP projects built
 - ~ 600,000 direct beneficiary households and 1,200,000 indirect beneficiary households to obtain OFSP

He also reminded participants of the SWOT analysis, whose table is presented above, which they took part in groups to come up with those issues, and that the issues in the SWOT analysis will be central in the session of the day.

3.2 PLENARY SESSIONS

PLENARY SESSION I

The facilitator asked the same groups that had worked on the SWOT analysis the previous day to assemble and each to take their respective SWOT dimension issues and synthesize them to come up with about three and a maximum of five key issues that image from the list of issues. The issues should be framed in objective statement, to start pointing towards action points. He also asked the participants to as much as possible take into account the key pillars of RAC, namely policy change and resource mobilization in the objective statements they develop.

On returning, before group presentations of the objectives they came up with, the facilitator informed the participants that they should here two experiences of OFSP production and promotion in Tanzania, which will be live examples of OFSP projects in Tanzania and might further help to shape their thinking for the next discussion.

- The first experience was provided by Mr. Peter John: DALDO Geita District Council – he gave the experience of the Sweetpotato Action for Security and Health in Africa (SASHA) project implemented in Geita.

He stated that the project to experiment linking agricultural and health services to improve production and consumption of the vitamin A-rich sweetpotato. Through International Potato Center (CIP)'s SASHA project in collaboration with Catholic Relief Services (CRS) the project has enabled community groups to grow sweet potatoes including OFSP.

He explained that they started in year 2010 under Marando Bora project name, with 5 groups but only three have survived. The project is implemented in 3000ha and 9534 households

received vines together with capacity building. The household plots range from one acre to 5 acres. The sweet potatoes are eaten fresh or processed.

Challenges:

He said that the challenges they are experiencing now is that they do not have enough vines for planting and others who are not in those three groups cannot access planting material.

However the good news is that Regional Commissioner is very adamant about food security in the region and is pushing for each household has to grow a minimum of 2 acres to ensure food self sufficiency and every month, each District Council have to send a report to the Regional Commissioner's office on how this initiative is being implemented. This situation presents an opportunity to push OFSP in the agenda of both nutrition and food security

- The second experience was shared by Mr Daniel Mazengo, who is the Principle Clinical Officer of Ukerewe. He explained that the approach of the project is to identify decentralized vine multipliers (DVMs), these community based groups eventually become sources of mass dissemination of vines. To that end the Tanzania Home Economic Association (TAHEA) has established 6 villages and identified 100 households to get support of OFSP, the Marando Bora vines.

The conditions were for each household to have children of less than 2 years and other community members are to eventually access extra sources from these families. A focal person was identified to work with them. Otherwise extension officers were trained and they distributed vines and inputs. At the end of April, 2012 they received a RAC representative who presented the benefits of OFSP to them.

The representative also had a valuable discussion with the District Executive Director (DED) and the District Council Nutrition Committee. A bylaw was passed for each household to grow OFSP. Also all district departments owning land such as schools, hospitals etc. were also directed to grow OFSP as well as providing planting vines. Other groups directed to grow OFSP were fishermen along the lake. This was done intentionally with the objective of mitigating drought through irrigation. The crop department of the council has been sensitized to grow OFSP from this season and to allocate a budget for OFSP production.

Mr. Godfrida Clement, the Principal Health Officer (PHO) in the Prime Minister's Office Regional Administration and Local Government (PMO-RALG), wished to know if there are district councils which are involved in growing sweet potatoes and Mr. Mazengo replied that they already had plans on sweet potatoes before and that HKI just supported existing initiatives.

Further, Mme Salma Mohamed who is a Crop Researcher at Kizimbani Zanzibar provided the experience of Zanzibar where she argued that sweet potatoes ranked fourth (4th) in importance as food crop in Zanzibar and it is also a commercial crop. Out of the 10 clones from CIP in 2005 two were released. In 2007 they received seeds from the mainland and currently there are over

100 clones but only 40 will be sent to farmers for evaluation out of those thirty (30) will be tried on in the center station and ten (10) on farm trials that will hopefully be released early 2013.

GROUP PRESENTATIONS

Following the brainstorming session in the groups which synthesized issues that were raised in the SWOT analysis template, the groups came up with the following compacted issues:

1. Technical and agronomic aspects
2. Health and nutritional aspect
3. Promotion and markets aspects
4. Supporting programs for nutrition training
5. Regulations encouraging fortification using local food
6. Grant for food based innovations
7. Sensitisation and awareness at various levels of administration (regional, district, ward, village)
8. Stigma on roots and crops consumption and utilization
9. Shifting government priorities
10. Influence prioritisation and planning on OFSP at district level
11. OFSP value chain approach (seed system and maintenance, production practices – including pest and disease management-, processing, utilisation and marketing)
12. Capacity building (skill gap in resource mobilisation, technical skills in OFSP by extensionist and partners, skills in seed multiplication, storage, skills in entrepreneurship and domestic and industrial processing)
13. Policy and linkages (operationalise government policies related to nutrition, strengthening of linkage between local government, MOA, institutions, private sector and NGOs)
14. Increase resource allocation for OFSP value chain to increase demand (Technology development, Market, Transportation, Processing, Utilization,)
15. Raise awareness to reach Government, Donors, NGOs and all OFSP stakeholders (Media)
16. Review nutrition related policies to include nutritional issues and advocate multisectoral approach

Through a facilitation process, these items were slotted into three key thematic areas, namely:

● PRODUCTION, PROCESSING & UTILIZATIONS OF OFSP

~ Technical and agronomic aspects

- ~ Health and nutritional aspect
- ~ Promotion and markets aspects
- ~ Stigma on roots and crops consumption and utilisation
- ~ OFSP value chain approach (seed system and maintenance, production practices – including pest and disease management-, processing, utilisation and marketing)
- ~ Increase resource allocation for OFSP value chain to increase demand (Technology development, Market, Transportation, Processing, Utilization,)

● **INSTITUTIONAL ENGAGEMENT, INVOLVEMENT AND IMPLEMENTATION**

- ~ Sensitisation and awareness at various levels of administration (regional, district, ward, village)
- ~ Shifting government priorities
- ~ Influence prioritisation and planning on OFSP at district level
- ~ Policy and linkages (operationalise government policies related to nutrition, strengthening of linkage between local government, MOA, institutions, private sector and NGOs)
- ~ Raise awareness to reach Government, Donors, NGOs and all OFSP stakeholders (Media)
- ~ Regulations encouraging fortification using local food

● **CAPACITY BUILDING**

- ~ Supporting programs for nutrition training
- ~ Grant for food based innovations
- ~ Capacity building (skill gap in resource mobilization, technical skills in OFSP by extensionists and partners, skills in seed multiplication, storage, skills in entrepreneurship and domestic and industrial processing)

Discussion:

Generally all participants agreed that awareness of both OFSP and their nutritional value, specifically its health benefits because of its high vitamin A content was very low across the country, and that sensitization for awareness raising was pivotal and should be part of the objective of the strategy. It was argued that if the information was effectively communicated to stakeholders- they will give OFSP the respect it deserves.

It was also observed that together with sensitization, behavioral change intervention is also key to address perceptions and cultural barriers that constrained consumption sweet potatoes generally, behavioral change interventions should also be complimented by promotion initiatives to popularize OFSP. Some of the strengths of sweet potatoes like the fact they thrive well in drought prone areas like Same or Hai can also be used in promoting the crop.

There was also a wide consensus that most issues identified inclined towards funding needs more policy needs, because there is adequate policy environment to support OSFP at the moment.

PLENARY SESSION II

For the second plenary session, the initial four groups were disbanded by the facilitator, and asked participants to count one to three, where all those who were number one, formed one group, and two as well as three, such that three new groups were formed.



Some participants engaged in a group discussion.

The three groups were then each given one of the thematic areas identified, with its inherent issues. They were tasked to go and develop specific advocacy objectives, taking a cue from the issues themselves, and from the RAC specific objectives of policy change and resource mobilization.

GROUP PRESENTATIONS

After brainstorming in plenary session two, the groups came up with the following tentative objectives, which they presented in a collective session:

● **THEME 1: PRODUCTION, PROCESSING & UTILIZATIONS OF OFSP**

1. Raise public awareness on policies relating to production, processing and utilization of OFSP
2. Advocate prioritization of OFSP in planning and implementation programs
3. Advocate /lobby for fast track formation of food security policy

● **THEME 2: INSTITUTIONAL ENGAGEMENT, INVOLVEMENT AND IMPLEMENTATION**

1. Institutional engagement and involvement in the implementation of OFSP program promoted and strengthened

● **THEME 3: CAPACITY BUILDING**

1. Availability of grant for food based innovation to be enhanced
2. Skills gap among farmers and extension officers in production and post-harvest technology is reduced
3. Technical knowledge and skills among stakeholders improved

There was a concise discussion after the presentation which highlighted a number of issues:

- That, there is an ongoing process for a food security policy which will give those who are preparing a chance to priority to give it precedence when advocating at par with the policy. This policy will be very relevant in spearheading the idea of integrating nutrition in agricultural production programs and initiatives. However, the policy process of pushing the policy documents to effectuations are currently stagnant and there is need for decisive initiatives to revive it and push it forward
- Stakeholders' awareness, sensitization and consumption patterns behavioral change are key for the project to attain acceptance and for stakeholders to develop a sense of ownership. The advocacy strategy should focus strongly on these issues, because there are adequate policies and policy environment in place to kick-start and embrace the project
- There should also be a change of strategy in promoting agriculture because it has always being about increase in production for food sufficiency but not in nutrition, utilization/ accessibility or marketing, which are important elements in food security.

Following the workshop, the consulting team synthesized proposed objectives by participants and recommends the following objectives to be considered as advocacy strategy objectives:

- i. To sensitize and raise awareness on the role of vitamin A and benefits of OFSP
 - ↳ To sensitize and increase awareness on national/local challenges of vitamin A, its consequences and the benefits of OFSP among policy makers and leaders in various levels of central government and local government structures
 - ↳ To sensitize and increase awareness on the benefits of OFSP in the public and communities including care-givers of children <5 years, pregnant women, PLWHAs, the ageing population
 - ↳ To promote and popularize general consumption of OFSP

- ii. To advocate for prioritization of OFSP and respective resource allocation in planning and implementation of central and local government development programmes
- iii. To seek resources for investment in establishment of a sustainable, cost-effective and efficient system for multiplication and timely distribution of planting material of OFSP varieties
 - ↳ To increase multiplication and dissemination of clean planting materials (vines)
- iv. To build capacity among farmers and other stakeholders to produce and sustain high quality planting materials.
- v. To promote national-level policies integrating Agriculture, Gender and Nutrition with special focus on OFSP.
 - ↳ To advocate for fast-tracking the formation and introduction of a food security policy

4.0 CLOSING SESSION

4.1 WAY FORWARD

Ms. Godfrida Clement from PMO-RALG presented the following issues as the way forward

1. Objectives to be reviewed, finalized and well prepared
2. Comprehensive strategy to be circulated by the secretariat to key stakeholders who will comment and incorporate to the final document.
3. Operationalization workshop to be held with a participation of all stakeholders to receive (ownership) and engage involvement.
4. Advocacy strategy to be disseminated to various levels to enable government to review for implementation purposes.

4.2 CLOSING REMARKS

Mr Kasuga- MAFC

The workshop has been a tremendous learning and networking opportunity. Although the workshop is adjourned, it will continue being a working network for nutrition. He thanked the organizers, participants, HKI and RAC for bringing the OFSP matter. He posited that the

workshop and in particular knowledge disseminated about OFSP has been an eye opener and can inform many ongoing national programs on nutrition being implemented in the country.

Mr Jeje-- TFNC

He commented that staying and working until very late at the workshop for the two (2) days has demonstrated how committed participants have been.

He reiterated that the issue of Nutrition in Tanzania is not clearly seen in agriculture and should be mainstreamed respectively.

He stated that the few OFSP interventions which have been intended to make changes, like the experiences of Geita and Ukerewe have important lessons to be utilized. While it has been variously stated in the workshop that sweet potatoes are not a favored meal in certain areas, he observed that the good news is the tide is changing, and sited the experiences of Gairo, Kongwa which now have a reputation as sweet potatoes stop areas, and thousands of cars stop to buy sweet potatoes while en route there. He stated that most of the vehicles travelling on the central corridor stop at Gairo to purchase sweet potatoes in bulk, which indicates that the acceptability and preference of the crop is in the increase.

He noted that the biggest challenge so far is that there hasn't been enough awareness raising initiatives to inform people of the health benefits of OFSP. With effective communication strategy, the momentum for preference of sweet potatoes and in particular OFSP will increase. He urged that the workshop proceedings and the prospective advocacy strategy to ensure that the element of sustainability is clearly addressed to ensure that there is program sustainability, especially after the project timeline. This can happen if the OFSP concept is in the mainstream, plan and budget at the council level, and cautioned that it should not be looked at as a project because if it is such considered it will not survive past the project lifespan. He reiterated the commitment of TFNC to the initiative and promises to ensure that the institution avail itself when and where there will be a need for more information and collaborative work or efforts.

Annex: List of Participants

	DATE			22.5.2012
Sn.	NAME	GENDER	ORGANIZATION /INSTITUTION	DESIGNATION
1	Adiel Mbabu	M	CIP/RAC	Project Manager
2	Mulaho Cuthbert	M	KDC-KILOSA	Agr. Extension Liaison
3	Nandonde, Felix	M	SUGECO-SUA	Ass. Lecturer
4	Agatha Juma	F	Morogoro MC	Agriculture Officer
5	Richard Kasuga	M	MAFC	Head of Govt. Communications
6	Peter JMB	M	Geita DC	DALDO
7	Gosbert Mutasigwa	M	RUDDO –Rulenge	Coordinator
8	Godfrey Mulongo	M	CIP/RAC	M& E Specialist
9	Daniel Marengo	M	Nansio Hosp	Principal CO
10	Josephine Amollo	F	MAFC	Principal Agr. Officer
11	Margaret Natai	F	MAFC	Principal Agr. Officer
12	Salma Omar Moh'd	F	Kizimbani Institute Z'bar	Research Officer
13	Joyce Malinga	F	CIP/RAC	Regional Agronomist
14	Masembe Tambue	M	Daily News	Journalist
15	Onesmo Kenneth	M	TAHA	Program Officer
16	Maige, J. D.	M	MAFC	M&E Officer
17	Shehemba Kuziwa	M	Ulanga DC	DALDO
18	Kiddo Mtunda	F	ARI/CIP	National Agronomist
19	Nsanya Ndanshau	M	SHFS	Program Officer
20	Godfrida Clement	F	PMO-RALG	Principal Health Officer
21	Peter Mabwe	M	MOHSW	Public Health Officer
22	Mbanzibwa, Deusdedith	M	MARI	Agric Research
23	Beatrice Philemon	M	The Guardian	Reporter
24	Peter Omari	M	Star TV	Producer
25	Emmanuel Chegere	M	Star TV/RFA	Reporter/Camera
26	Benedict Jeje	M	TFNC	AG MD
27	Apronius Mbilinyi	M	Consultant	Researcher
28	Iddi Alfani	M	MAFC	Economist
29	Odilo H. Togoro	M	KDC-Ifakara	Ag. DALDO
30	Musa Ndimbo	M	UDC-Ulanga	Driver
31	Revelian S. Ngaiza	M	HKI-Tz	PE
32	Salum Rajab	M	TAMISEMI	Driver
33	Sonii David	F	RAC/HKI	Gender & Advocacy Advisor
34	Christina Nyhus	F	HKI	DCC

	DATE			23.5.2012
	NAME	GENDER	ORGANIZATION /INSTITUTION	DESIGNATION
1	Godfrida Clement	F	PMO-RALG- Dodoma	Principal Health Officer
2	Gosbert Mutasigwa	M	RUDDO-Relenge- Ngara	Program Coordinator
3	Joyce Malinga	F	CIP-NBO	Regional Agronomist
4	Masembe Tambwe	M	Daily News	Journalist
5	Agatha JMB	F	Morogoro MC	Agricultural Officer
6	Salma Omar Moh'd	F	Kizimbani Institute – Z'bar	Research Officer
7	J. D. Maige	M	MAFC	M&E Officer
8	Adiel Mbabu	M	CIP/RAC	Project Manager
9	Nandonde Felix	M	SUGECO-SUA	Ass. Lecturer
10	Sonii David	F	HKI/RAC	Gender & Advocacy Adviser
11	Greg Hofknecht	M	HKI/Region	Deputy Regional Director
12	Godfrey Mulongo	M	RAC/CIP	M&E Specialist
13	Margaret Natai	F	MAFC	Principal Agr. Officer
14	Josephine A. Juma	F	MAFC	Principal Agr. Officer
15	Peter JMB	M	Geita DC	DALDO
16	Shehemba Kuziwa	M	Ulanga DC	DALDO
17	Richard Kasuga	M	MAFC	Head of Govt. Communications
18	Mbanzibwa, Deusdedith	M	MARI	Researcher
19	Peter Mabwe	M	MOHSW	Public Health Officer
20	Daniel Mazengo	M	Ukerewe, DC	Principal CO
21	Onesmo Kenneth	M	TAHA	Program Officer
22	Beatrice Philemon	F	The Guardian	Reporter
23	Milaho C.E.	M	KDC Kilosa	Agr. Extension Officer
24	Victor Kamagenge	M	KHI	Project Coordinator
25	Iddi Alfani	M	MAFC	Economist
26	Issack Kitururu	M	HKI	CO
27	Revelian S. Ngaiza	M	HKI	PE
28	Kiddo Mtunda	F	ARI/CIP	National Agronomist
29	Odilo H. Togoro	M	KDC- Kilombero	Ag DALDO
30	Peter Omari	M	Star TV	Producer
31	Emanuel Chegere	M	Star TV	Reporter
32	Mussa Ndimbo	M	UDC Ulanga	Driver
33	Moses E. Mnzava	M	Consultant	Sociologist
34	Bernadette Majebele	F	Consultant	
35	Benedict Jeje	M	TFNC	Ag MD