

Training Manual on Marketing and Product Development for Extension Workers



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TABLE OF CONTENTS

Acknowledgement	3
I. The 5 Pillars of Marketing.....	4
II. Farming As A Business (FAAB)	7
III. Post harvest handling	16
IV. Market Chains and Market Linkages.....	19
V. Market Information and Marketing partnerships.....	24
VI. Marketing in Groups.....	27
VII. Value Addition and Product Development.....	32

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I. The 5 Pillars of Marketing.

Objective:

- As a result of the training, farmers will be able to use the 5 Pillars of marketing when planning to sell their OFSP.

Marketing is not about selling only, it involves various issues. If someone is going to market his product, planning begins before production. It involves determining what the customer wants and developing that product as well as delivering it to a place where the customer will reach or see in order to purchase it. Furthermore, it involves determining a price for the product that is profitable and attractive, informing the customer about the product and identifying people who will be involved in the transactions during sale of the product.

The marketing mix

It used to be the 4P's; that is; Product, Price, Place, Promotion, however, it was turned to 5P's by adding People (those who buy and those who sell the product) these are the 5 Pillars which anyone involved in marketing any product should have in mind when planning. The 5 pillars of sweet potatoes that we should consider are given below:

1. Product (Orange fleshed sweet potatoes)
2. Place (home or market)
3. Price (how much to sell)
4. Promotion (how to draw attention or create interest in the product)
5. People (Market chain actors, that is farmers, traders, processors and consumers)

Method of Training

Role play

Notes for the facilitator:

- Prior to the training, the participants should be told to bring at least one sweet potato for the training.
- During the training, they pool the sweet potatoes in a heap
- Get the participants to make a role play of a market scene with people buying and selling sweet potatoes
- Guide them if necessary to bring out the 5 pillars of marketing
- Those who acted should remain in the market scene, and then ask all the participants to tell what they observed during the role play.
- Write the different ideas on the board and probe in case there is any missing pillar
- Point out the 5 pillars specifically and explain why they are important.
- Can relate the 5 pillars to the poles of a hut, each of them is important in making the hut stand.

The module on the 5 Pillars of marketing is trained in conjunction with module two on Market chains and market linkages. The 5th pillar is people and these are the market chain actors involved in the marketing of sweet potatoes from the farmer to the final consumer.

THE 5 PILLARS IN MARKETING (The 5Ps)



1. Product (Ekitundibwa)

- You need sweet potatoes to sell.
- Have good quality and large volumes
- Sweet potatoes should be available whenever required by buyers



2. Place (Ekifo w'otundira)

- It can be at home, under a tree or in the market
- Make it easy to see and reach
- Keep it clean to encourage buyers to come
- Put the sweet potatoes on a raised place



3. Price (Ebeeyi y'ebintu by'otunda)

- Set a selling price by considering production and marketing costs
- Set a fair price which the people can afford



4. Promotion (Okumanyisa ky'otunda)

- Use a simple board to advertise what you are selling
- Inform traders and consumers through word of mouth and mobile phones
- Draw attention by calling out to buyers
- Give free samples like Jaribu or nyongeza

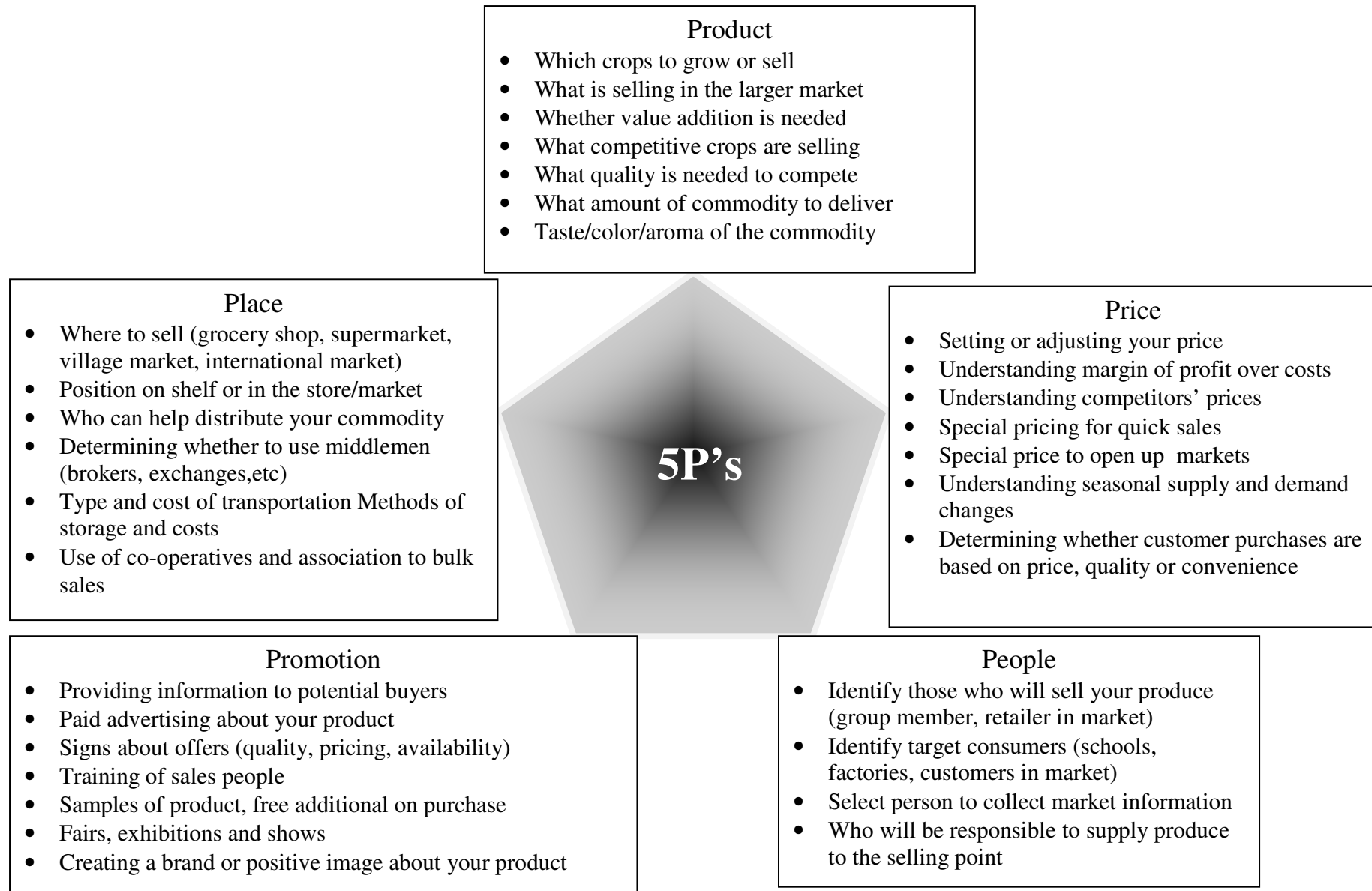


5. People (Abatunda n'abagula)

- There should be someone to sell like yourself or hiring somebody
- There are buyers like your neighbours, schools, or traders.

For good planning, use the 5 pillars of marketing

1. The Marketing Mix, 5P's



II. Farming As A Business (FAAB)

Objectives

By the end of the training, participants will be able to

- Advise farmers select viable enterprises related to sweetpotatoes.
- Advise farmers in timing of their production and applying record keeping.
- Advise farmers in setting a selling price using the production costs of sweet potatoes.
- Farmers will be able to decide where to sell depending on the marketing costs involved.

What is FAAB?

Commercialisation of farming, farming for income.

Why is it important?

Making money and more money. Farmers will have a source of income from their efforts. It increases the farmers' self esteem and breaks the poverty mentality. Change the farming system from subsistence to semi-commercial or commercial farming

What is required when the farmer takes farming as a business?

1. Customer is king:
 - Produce for the market, the consumers or customers' interest or the things that are most bought should guide the farmer in what to produce.
2. Costs are expected
 - Rent some land if necessary
 - Procure planting material (buy vines, seeds or seedlings)
 - Purchase inputs if needed (pesticides, fungicides, equipment and tools)
 - Look for extension workers and attend trainings to learn more (Knowledge is power)
3. Communicate with concerned buyers:
 - Look for the traders in the product of interest and make market linkages early, preferably before production so as to produce knowing what traders/ the market wants or demands.
4. Calculate the income
 - Have record keeping (that is all expenditures, activities, incomes)
 - Know his production costs and work at reducing them so as to increase profits from the sweet potato crop.
 - Be ready to bargain for a price if sure of quality, grading and sorting of his sweetpotatoes.
 - Identify a viable income-generating enterprise on paper before risking money and time.
 - Decide on where to sell by determining the marketing costs required.
5. Challenges:
 - Be ready to take risks (there are a lot of uncertainties in farming like drought, floods, oversupply of the crop in the market, high transport costs, etc)

6. Chance:

- Plan production, if growing sweet potatoes, they should be harvested in time of scarcity which means planting when the season has ended. Sweetpotatoes are at a high demand between May and August all over the country.

7. Community:

- Look for like-minded farmers so as to sell as a group or association because traders are interested in buying in bulk from one place than do collection from different places.

Record Keeping in Sweet Potatoes

Record keeping involves putting down all information concerning all expenditures, activities and incomes.

Record keeping guides the farmer in

- Calculating production costs so as to set a minimum price for his produce for marketing
- Calculating marketing costs
- Coming up with cost to benefit analysis of different enterprises
- Planning for when and what inputs to purchase by following the crop calendar.

Crop Calendar for Sweet potatoes

Seasonal Production Calendar for Sweet Potatoes in Central Uganda												
	January	February	March	April	May	June	July	August	September	October	November	December
Clearing												
1st ploughing												
2nd ploughing												
Heaping/Ridging												
Planting												
Weeding												
Harvesting s.pots												
Marketing s.pots												

Create a Seasonal Production Calendar for Sweet Potatoes in Your Project Area												
	January	February	March	April	May	June	July	August	September	October	November	December

Production Costs for Sweet Potatoes in 1 acre.		
Costs	Ungraded sweetpotatoes	Graded sweetpotatoes
Land preparation	40,000	40,000
Ploughing X2	60,000	60,000
Planting	30,000	30,000
Purchase of vines (10 bags)	150,000	150,000
Making heaps (10,000 heaps)	200,000	200,000
Weeding X2	60,000	60,000
Grading and sorting (500/= p. bag)		28,000
Total Production costs (Shs)	540,000	568,000
Revenue		
Yield in bags	60	56
Number of Kgs per bag	130	130
Yield in Kgs (1 bag is 130Kg)	7,800	7,280
Production costs per kg (Shs)	69	78
Minimum farmgate price per bag according to production costs calculated for a Kg (Shs)	9,000	10,143
Farmgate price per bag (Shs)	10,000	13,000
Total Revenue from harvest (Shs)	600,000	728,000
Revenue per Kg at the farm (Shs)	77	100
Profit to farmer (Shs)	8	22
Net profit (Revenue - Cost)	60,000	160,000

Calculating the production cost helps the farmer determine the minimum price at which he should sell without making a loss. The best thing is to reduce the production costs so as to get high profits since he doesn't set the buying price given by traders.

Cost to Benefit Analysis of Selling Roots

Example from Abuket Economic perspective of Average Sweetpotato Root production based on records from Abuket Sweetpotato Farmer Field School for season 2003/04 Soroti, Uganda									
Variable	Farmers' heaping practice			Heaping (Triagulation)			Ridges		
	Costs/Sales (UG. SH)			Costs/Sales (UG.SH.)			Costs/Sales (UG. SH.)		
	Qty/Area	Unit cost/ Price	Total	Qty/Area	Unit cost	Total	Qty/Area	Unit cost	Total
Field rent for a season	1 acre	10,000	10,000	1 acre	10,000	10,000	1 acre	10,000	10,000
Clearing	Once	20,000	20,000	Once	20,000	20,000	Once	20,000	20,000
First ploughing	Once	20,000	20,000	Once	20,000	20,000	Once	20,000	20,000
Second Ploughing	Once	20,000	20,000	Once	20,000	20,000	Once	20,000	20,000
Heaping/ Ridging	6,000 heaps	7	42,000	4,000 heaps	10	40,000	4,000 ridges	15,000- oxen	15,000
								1,500- man	60,000
Planting	1 acre	8,000	8,000	1 acre	12,000	12,000	1 acre	4,000	4,000
First weeding	1 acre	30,000	30,000	1 acre	30,000	30,000	1 acre	30,000	30,000
Second weeding	1 acre	20,000	20,000	1 acre	20,000	20,000	1 acre	20,000	20,000
Harvesting (10 bags	1,000	10,000	40 bags	1,000	40,000	40 bags	1,000	40,000
Packing/Sorting	10 bags	500	5,000	40 bags	500	20,000	40 bags	500	20,000
Transport to collection point	10 bags	1,000	10,000	40 bags	1,000	40,000	40 bags	1,000	40,000
Loading	10 bags	500	5,000	40 bags	500	20,000	40 bags	500	20,000
Market fees	10 bags	200	2,000	40 bags	200	8,000	40 bags	200	8,000
Total Variable Costs			202,000			300,000		Oxen-ridged	267,000
								Man-ridged	312,000
Actual Yield (Field Price)	10 bags			40 bags			40 bags		
Field price per bag		10,000		10,000			10,000		
Gross Field benefits			100,000	40 bags	10,000	400,000			400,000
Net Benefits			102,000			100,000		Oxen-ridged	133,000
								Man-ridged	88,000

Cost to Benefit Analysis of Selling Vines by SOSPPA farmers, 2003/2004

	Ejumula Variety				Kakamega variety		
	Qty/ Area	Unit cost / price	Total		Qty/ Area	Unit cost / price	Total
Revenue							
Yield of vines per acre	80				100		
Number of times cut	2				2		
Total number of bags	160	8,000	1,280,000		200	8,000	1,600,000
Costs							
Production costs	Already covered under root production since it is the same garden						
Additional production costs							
Empty bags	160	800	128,000		200	800	160,000
Cutting and bagging	500	1,000	500,000		500	1,000	500,000
Sisal Twine	5	2,500	12,500		5	2,500	12,500
Loading	160	500	80,000		200	500	100,000
Transport	160	1,000	160,000		200	1,000	200,000
Total additional costs			880,500				972,500
Net benefit from vines in 1 acre			399,500				627,500

Marketing Costs for Sweet Potatoes

Calculating Marketing Costs of Roots during different Seasons			
	Surplus	Medium supply	Scarcity
Revenue			
Market price offered per bag	10,000	15,000	30,000
No of bags from acre	60	60	50
Total Revenue	600,000	900,000	1,500,000
Costs			
Harvesting (1,500/= per bag)	90,000	90,000	75,000
Empty gunny bags (800/= per bag)	48,000	48,000	40,000
Grading and sorting (500/= per bag)	30,000	30,000	25,000
Packaging (1,000/= per bag)	60,000	60,000	50,000
Loading and off-loading (1000/=)	60,000	60,000	50,000
Transport costs per bag	5,000	5,000	5,000
Total transport costs	300,000	300,000	250,000
Market fees (500/= per bag)	30,000	30,000	25,000
Commission to agents (600/= per bag)	36,000	36,000	30,000
Food and accomodation	20,000	20,000	20,000
Total costs	679,000	679,000	570,000
Total marketing Costs per bag	11,317	11,317	11,400
Net profit	(79,000)	221,000	930,000
Profit/Loss per bag	(1,317)	3,683	18,600

During peak harvest, there is surplus of sweet potatoes and it is not wise for farmers to transport their sweet potatoes to major cities because it leads to a loss. There is supply of sweetpotatoes from all parts of the country leading to low demand hence low market prices are offered.

During medium supply of sweetpotatoes a farmer could try to transport his sweet potatoes to major cities. However, the decision could also depend on whether there are some traders who have come to purchase from his area and are offering a good farmgate price, then it would be better to sell at home than transport his produce to avoid the high transport costs involved.

During scarcity, a farmer can afford to transport his/her sweet potatoes to major cities because there is high demand. However, working with traders already in the business and are purchasing from his area would be a better option so long as he can bargain for a high farmgate price. Demand is so high such that the trader is willing to purchase at any price, so knowledge of market information in major cities is very important for the farmer.

Note: There is a lot of cheating by commission agents in the major cities and many farmers have lost produce and money.

How a farmer's decision on selling a garden, heap or bags affects his profits			
	Sell a garden	Sell a heap	Sell in bags
Revenue			
Farmgate price offered per bag	10,000	10,000	12,000
No of bags per acre	25	40	60
Total Revenue	250,000	400,000	720,000
Costs			
Harvesting (1,500/= per bag)	-	60,000	90,000
Empty gunny bags (800/= per bag)	-	-	48,000
Grading and sorting (500/= per bag)			30,000
Packaging (1,000/= per bag)	-	-	60,000
Loading and off-loading (1000/=)	-	-	-
Transport costs per bag	-	-	-
Total transport costs	-	-	-
Market fees (500/= per bag)	-	-	-
Commission to agents (600/= per bag)	-	-	-
Food and accomodation	-	-	-
Total costs	-	60,000	228,000
Total marketing Costs per bag		1,500	3,800
Net profit	250,000	340,000	492,000
Profit per bag		8,500	8,200

A farmer selling a garden loses on knowing how much he has got from his acreage. Usually, he is cheated by the trader because he is given a low farmgate price for his produce. He can't complain when the trader gets more out of the area sold.

The farmer who sells the heap has low marketing costs and his profit per bag of 8,500/= is better than that of the one who sells in bags. However, the net profit is less by 152,000/=.

The farmer who sells in bags has higher costs than the other two farmers. His work involves grading and sorting into different root sizes and varieties, hence can afford to bargain with the trader. The trader knows he is saving on the costs he would have undertaken if he was buying from the other two farmers, hence, is willing to increase the farmgate. And that is what we call taking Farming As A Business. His net profit is highest.

Note: We have used conservative prices, it all depends on his negotiation skills.

Calculating Marketing Costs to sell at home or take to the market		
during normal SP supply	Sell in market	Sell at home
Revenue		
Market /farmgate price per bag	15,000	12,000
No of bags from acre	60	60
Total Revenue	900,000	720,000
Costs		
Harvesting (1,500/= per bag)	90,000	90,000
Empty gunny bags (800/= per bag)	48,000	48,000
Grading and sorting (500/= per bag)	30,000	30,000
Packaging (1,000/= per bag)	60,000	60,000
Loading and off-loading (1000/=)	60,000	-
Transport costs per bag	5,000	-
Total transport costs	300,000	-
Market fees (500/= per bag)	30,000	-
Commission to agents (600/= per bag)	36,000	-
Food and accomodation	20,000	-
Total costs	679,000	228,000
Total marketing Costs per bag	11,317	3,800
Net profit	221,000	492,000
Profit/Loss per bag	3,683	8,200
Profit higher when selling at home than selling in market		

The farmer might want to make a decision on whether to sell at home or in the market in order to have high profits from his sweetpotato crop.

The farmer taking the sweet potatoes to the market might think that because of the high market price of 15,000/=, he will make a lot of money by taking his produce to the market. However, there are a number of marketing costs involved before the produce is sold to the retailer in the market. The most costly is transport costs which are about 50% of the total marketing costs. In addition, the farmer faces a lot of risk by being cheated by the brokers or commission agents who have to distribute the sweetpotatoes to different retailers in the market.

The farmer selling at home is receiving 12,000/= shillings per bag. However avoiding the transport costs enables him to increase on his margin. In addition, he has added value on his product by grading and sorting as well as bagging the sweet potatoes. With a good market linkage, such a farmer was able to bargain with the trader and received 12,000/= instead of 10,000/= per bag, which is the selling price in the village. Both farmers make a profit from the sale of sweetpotatoes, however, the one who sells at home gets a higher profit, therefore, it is better to sell at home than take the produce to the market. Those marketing costs should be managed by the broker or wholesaler.

III. Post harvest handling

Objectives

As a result of the training, farmers will be able to;

- Grade and sort sweet potatoes for the rural and urban market
- Identify and avoid post-harvest losses for marketable sweetpotato roots

Course Content

- What is post-harvest handling?
- Importance of proper post-harvest handling
- Types of losses due to poor post-harvest handling

What is post-harvest handling?

Post-harvest handling is the proper management of produce after harvest to prevent decay or deterioration. It involves storage, transportation, drying, processing, grading and sorting, shelling and winnowing in grains.

Importance of Post-harvest handling

Post-harvest handling reduces deterioration of produce, hence, reducing losses on produce after harvesting.

Post-harvest handling in sweet potatoes involves quality management of the roots before they are taken to the market.

Storage: If a lot of sweet potatoes are harvested in preparation for marketing, they can be stored underground in a cool place under a tree. This increases their shelf life.

More will be done under seed systems.

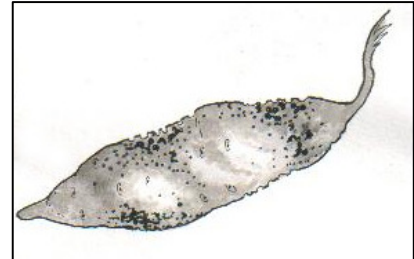
- Check the roots for any cuts and bruises and separate those with defects
- Grade the roots according to sizes, small roots go in one heap while large and medium roots go in another heap. The different sizes will be put in separate sacks and wholesalers will sell them to different retailers. *(Dirty roots could be washed although washed roots have been found to be affected by fermentation during transportation in hessian bags).*
- While transporting, it is better to load the bags without stepping on the sweet potatoes. Travelling at night keeps the sweet potatoes fresh since they are packed in hessian bags which do not allow air circulation.
- Retailers also grade the sweet potatoes whereby the big sweet potatoes are put in same heaps costing 1,000/= per heap, while the medium sized sweet potatoes are put in heaps priced at 500/= per heap.

Types of losses due to poor post-harvest handling in sweet potatoes

Post-harvest losses lead to the deterioration of the quality of sweet potatoes for marketing and consumption. Deterioration can be due to

Insect damage: The sweet potato weevils bore holes in the sweet potatoes and affect the taste of infested sweet potatoes. (Have you seen maggot's like insects in roots? Those are the larvae of the sweet potato weevil)

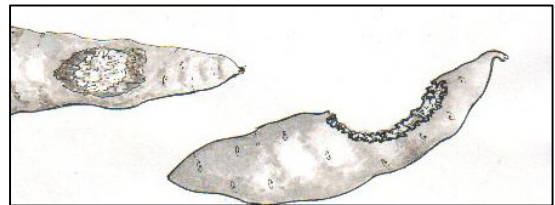
A sweet potato root showing damage by insects. That sweetpotato is a loss to farmers because it cannot be market or even eaten in the home.



Millipedes: Small millipedes feed on the skin of the sweet potato and leave tunneling which affects the quality.

Rodents: They eat the roots while in the garden or during storage, hence on harvesting are of poor quality and cannot be marketed.

Sweetpotato eaten by rats. This is usually in the garden or during storage. Such sweetpotato is not fit for marketing and hence a loss to the farmer.



Oxidation: The sweet potato root changes taste especially after keeping for a long time. Sometimes the roots taste very sweet and other times they have a sour taste. The skin of the root is usually wrinkled and soft making it hard to peel.

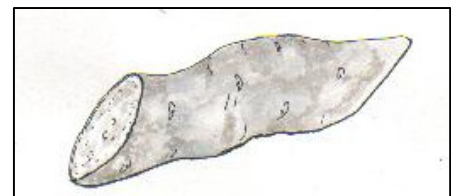
Rotting: The root gets fungal hairs, it has soft and brownish flesh. The rot can be due to cutting during harvesting or overstaying in storage.

A sweetpotato rotting. Could be due to poor post harvest handling during storage or an end having been cut or bruised hence, the sweet potatoes cannot be marketed.



Cuts and Bruises: Sometimes the sweetpotato is cut during harvesting. In case sweetpotatoes are for marketing, it is important that the farmer emphasizes care in harvesting because every cut sweetpotato cannot be accepted by the trader during packing, hence a loss to the farmer.

A sweetpotato cut during harvesting and it leads to quick rotting and inability to market.



Methods of training.

Demonstrations in the garden or the market or in class.

Discussions using brainstorming

Materials and Resources

Fuel

A few sweet potato roots with weevil infestation, rotting and rat bites.

Posters/Photos showing poor versus good post-harvest handling.

Ideas for Facilitators

In order to benefit the participants, it should be a practical kind of training including brainstorming.

- Inform participants prior to the training to bring a few sweet potatoes of all sizes for the lesson. All the sweet potatoes will be put together in a heap.
- If the number of participants is big, make groups in which the exercise would be carried out and each group should receive a heap of mixed sweet potatoes.
- Tell them to sort the sweet potatoes and grade them according to large, medium and small sizes as well as rejects.
- Tell them to sort removing losses with post-harvest losses like roots cut during harvesting and those infested by pests. For mouldy roots it might be good that the facilitator carries rotten roots for the lesson.
- Together let the groups explain why they graded the sweet potatoes the way they did.

Note: Build on the ideas used to strengthen the message in case it is right. Bring out the need to grade for bargaining power and to show that every size can be bought by traders if they plan early.

If there is a need to change in the way they do things, tactfully explain the right way without rubbishing what they have said during discussions.

IV. Market Chains and Market Linkages

Objective

As a result of the training, participants should be able to



- name market chain actors involved in marketing of sweet potatoes in their areas (Creating a database)
- initiate or strengthen linkages between farmer groups and identified reliable traders

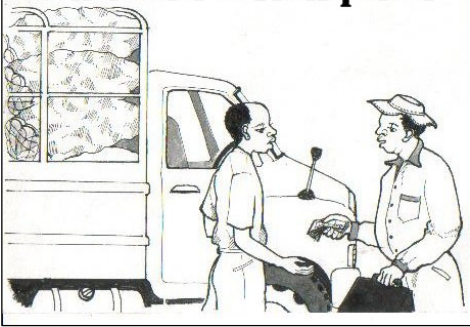
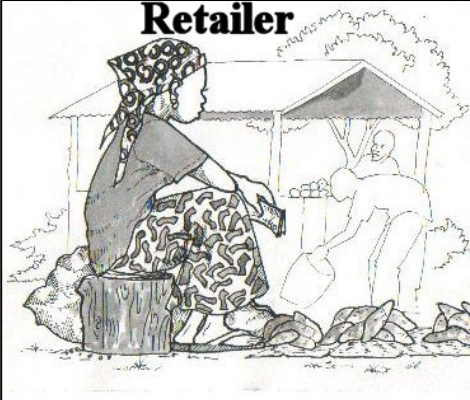

What is a market chain?

It is the transferring of sweet potatoes from the place they are produced to where they are eaten during marketing. This is movement from farmers until sweet potatoes reach consumers.

Market Chain Actors in Sweet Potato Marketing

The different people involved in marketing of sweet potatoes from point of production to the consumer including their roles.

Market chain actors	Roles in sweet potato marketing
Farmer 	Produce sweet potatoes Sell to different chain actors depending on location
Broker/ Assembler 	<ul style="list-style-type: none"> • Contacts the wholesalers to buy SP from the area • Distributes empty bags to farmers and pays harvesters, packers and transporter from farms to trading centres or main roads • Assembles bags from different farms and areas • Makes payments to farmers

Market chain actors	Roles in sweet potato marketing
<p>Wholesaler & Transporter</p> 	<ul style="list-style-type: none"> • Brings the money • Hires trucks and organizes transportation to towns • Searches for SP in districts, • Distributes SP bags to retailers by taking to different markets in towns • Pays market dues for off-loaded SP bags in markets
<p>Transporter</p>	<ul style="list-style-type: none"> • Brings/owns the trucks or bicycle, usually works with the wholesaler or broker.
<p>Urban broker</p>	<ul style="list-style-type: none"> • Distributes SP bags to retailers in different markets in towns on behalf of wholesaler for a commission
<p>Retailer</p> 	<ul style="list-style-type: none"> • Disassembles the bags into heaps by size of SP • Take SP close to consumers in different locations like small kiosks in trading centres.
<p>Consumer</p> 	<ul style="list-style-type: none"> • Buys the sweet potatoes for home consumption or for sale as fries, restaurants food or roasted SP

Method of Training:

Role play

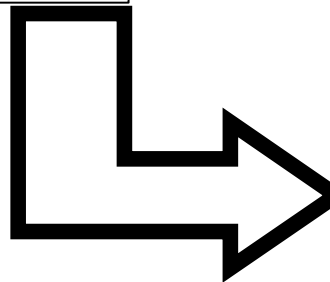
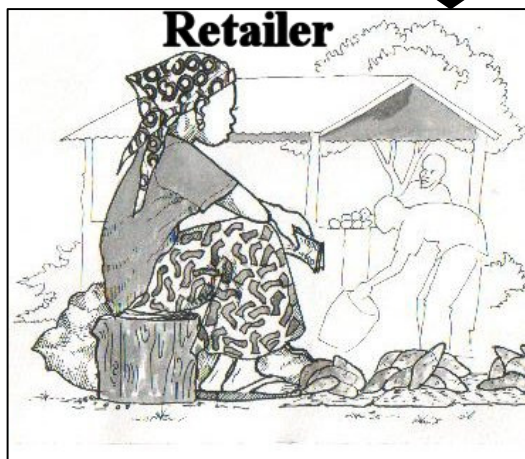
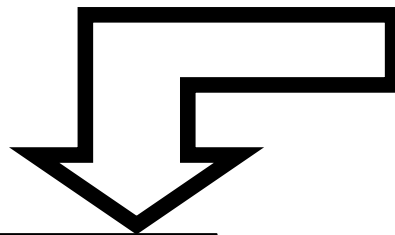
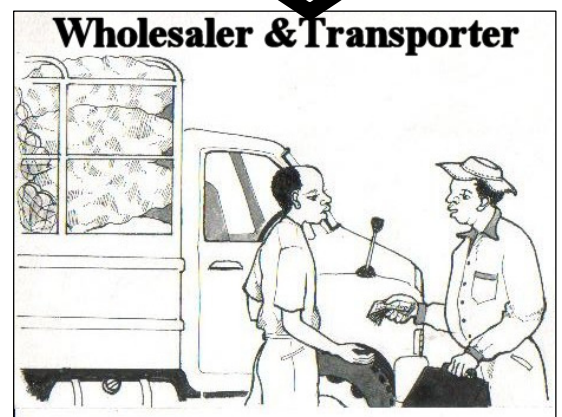
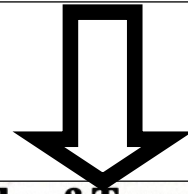
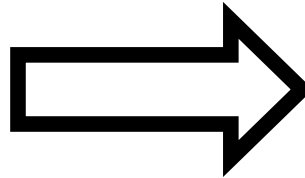
Notes for facilitator

- Have the participants create a play of the marketing of sweet potatoes in their area.
- Together identify the different chain actors involved and the roles they play.
- Go through the notes with them to add any actors not in the area and any roles left out.

Practical activity:

- If you are near a trading centre or market, the participants should visit the market and meet the traders selling sweet potatoes there. They can create a market linkage with them by getting to know them better and informing them that they produce sweet potatoes as well as the traders getting to know the farmers. Create a trader database by collecting the traders' details (Name, telephone numbers, etc).
- If the training is far from the market, find out the different chain actors that come to trade or are from that area by inquiring from participants. Get the names and contacts if possible for contacting them in market linkages. Create a trader database.
- Participants should report any new traders they identified during the next training so as to add to the trader database for the area.

The Journey for Sweetpotatoes



Market Linkage

Market linkage is bringing together the different chain actors in order to do business. The farmers can be linked to brokers or wholesalers, or the wholesaler to brokers or retailers to wholesalers so that they can trade together.

Using the Participatory Market Chain Approach (PMCA)

The Participatory Market Chain Approach (PMCA) is an approach that brings the different market chain actors to work together in marketing. It involves building trust in one another and working together to improve a product they have selected to market.

Improving the product involves changing the packaging, presentation of product through grading and sorting, increasing shelf life,

The PMCA has been used before in market linkages and we want to apply it to our SP project areas.

Step I: Identify the different market chain actors, especially the brokers and wholesalers in the area. There are many farmers, but we can select leaders of the farmer groups. (Note: the chain actors already identified under the previous subject of market chains.

Step II: Contact the different chain actors and explain the reason of wanting a market linkage. *(Explain that there is no financial gain and be careful to get the active and reliable traders involved in sweet potatoes)*

Step III: Invite the chain actors for a workshop.



V. Market Information and Marketing partnerships

Objectives

As a result of the training, farmers will be able to

- Collect and utilise information on marketing for decision making
- Apply negotiation skills using information gained (price, delivery arrangements, transportation)
- Strengthen marketing partnerships with traders identified under market linkages.

Market information:

- Types of information (price, buyers, supplies & services, alternative crops, suitable storage for crops, where to sell)
- Sources of market information (farmers, traders, extension workers, media, universities)
- Utilization of market information for decision making (bargaining, where to sell)

Types of market information

For a farmer planning to market his/ her sweet potatoes, he needs to have information in order to guide him/her in decision making. Therefore, a farmer needs information on the following:

- The price of the sweet potatoes in the market.
- The price of competing produce like matooke, cassava or millet depending on the market of interest.
- The buyers who are buying from his area or who supply schools, hospitals, etc.
- It is important for the farmer to know other farmers with sweet potatoes so that they can bulk and sell sweet potatoes to buyers who want large amounts.
- Different places where there is demand for sweet potatoes like markets, schools and hospitals that are nearby
- Should know the requirements of those different markets when planning to supply them (contracts, prices offered, quality required, amounts demanded per consignment, payment schedule of buyer; whether it is cash or have to wait for payment, etc).
- Should know where to store when supplying in case it is not direct distribution

Utilisation of market information

There is a lot of information that farmers can get from different sources. This information must be well utilized to guide them in decision making.

Market information can be used by farmers to bargain for better prices with traders.

They can use that information of knowing the traders involved in a certain commodity.

They can use that information to identify the available markets for their commodities.

Sources of market information

Newspapers



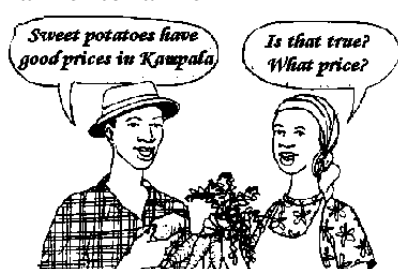
Usually it is a table giving prices of different commodities in various markets in the country.
Provided by Foodnet at one time.

Radio



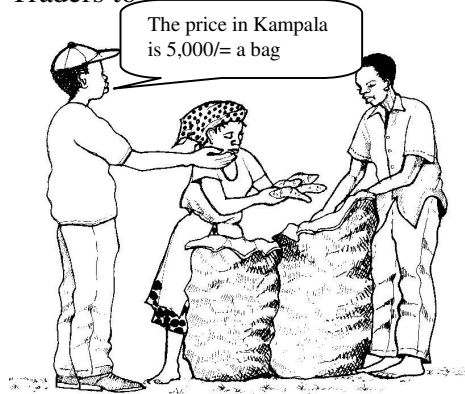
Usually it is a radio program giving prices of different commodities in various markets in the country.
It gives produce that is scarce, highly demanded or that is abundant.
Provided by Foodnet at one time.

Farmer to farmer



Common way of getting information in the villages is sharing information between farmers.
Sometimes it is not accurate because it has been passed from farmer to farmer and has not been updated.

Traders to Farmers



Common way of getting information in the villages is getting information from traders.
Sometimes it is not accurate in case the trader wants to cheat the farmers.
It is sometimes updated since the trader tries to get information from the market.

Mobile phones



It is a new way of giving information to farmers and traders.
It was promoted by Foodnet in which market prices for different commodities was given.

Marketing partnerships

Objectives

As result of the training participants will be able to;

- Form marketing partnerships with traders and large SP consumers like schools.

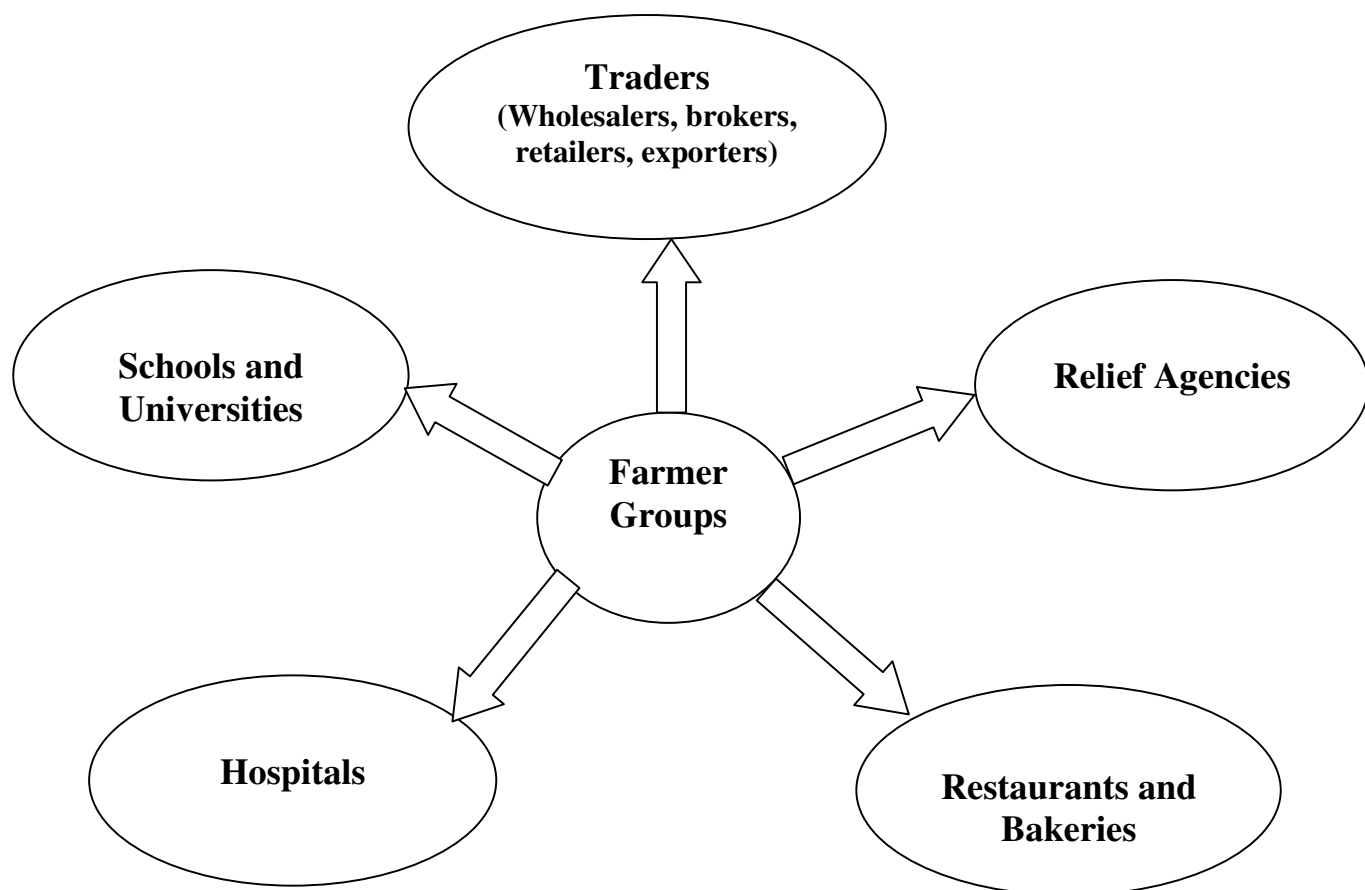
What are marketing partnerships?

Marketing Partnerships are formal or informal arrangements to do marketing between different groups of people. For the purpose of this project, it is between SP farmer groups and SP buyers with whom market linkages have been made.

About marketing partnerships

Marketing partnerships can involve farmer groups, traders (wholesalers, brokers, retailers and exporters), schools, restaurants, hospitals, relief agencies and processors like bakeries.

In some cases, an informal agreement is made with the buyers by word of mouth, while other times it is formal and a contract is made. Contracts are common with exporters and relief agencies.



VI. Marketing in Groups

Objectives

As a result of the training, farmer groups will be able to:

- Market Vitamin A Sweet potatoes in groups or associations
- Develop marketing plans for supplying Vitamin A sweet potatoes to different markets.
- Strengthen marketing partnerships with traders identified under market linkages.

What are marketing groups?

These are groups of people with similar needs like lack of markets or good prices who decide to sell their products together. In this case the Vitamin A sweet potatoes.

Why market in groups?

There are several reasons why people market in groups; these include,

- To have a big volume (Traders don't want to spend their money and time collecting small volumes of products in scattered areas, it is costly for them.)
- The group will have bargaining power (Farmers can negotiate with the trader so that they get a good price and that price will be the same for all the members which wouldn't be possible if farmers were selling individually.
- Build relationships with traders so that they continue to buy from the group continuously even in the future.
- Improve quality of products (Because the group has to build a relationship with traders, it will work at having uniform quality from all the members so as to encourage traders to continue buying from them.

How to do the marketing in groups

The best guide for marketing in groups is using the 5 Pillars of marketing to help in planning. (Refer to Module I)

The group can choose to carry out its marketing by choosing any of the forms below:

- The group develops a market linkage with traders in the villages who supply wholesalers. The wholesalers might be suppliers in urban markets, schools, hospitals, etc.
- The group identifies retailers in the local market or on the roadside who they would supply from time to time.
- One or more members of the group can decide to become retailers and will sell the sweet potatoes of the group members.
- The group can establish a selling point in the market or roadside and they take the responsibility of supplying sweet potatoes to that kiosk.
- The group makes a contract to supply a school, hospital and then get paid as a group. (*Note: the group members must be ready for delayed payments which usually happens to suppliers of institutions*).

Farmers planning to market in groups should be able to

- A. Get market information about the product and the market in general
- B. Provide good quality sweet potatoes by applying the Post- harvest handling of sweet potatoes.
- C. Make marketing plans using the 5 Pillars of marketing to guide them in implementation and utilise the modules on market information and post-harvest handling.

Training on Marketing in groups is conducted in conjunction with the modules on Market information and Post-harvest handling. They are essential if the group is to succeed in marketing its sweet potatoes over the coming years.

Facilitation Method

- Divide the participants into two groups and encourage them to draw what they see in the marketing within their area currently. (Note: If there are equal numbers of male and female participants, then divide them by gender if it is agreeable with them).
- In these two groups, they will work on the situation analysis and the desired changes. At the end of each exercise, the group selects a presenter to explain what the group has made.
- The whole group of participants then discusses which of the two pictures gives the real situation in the area. They can add something that is missing and keep one picture.
- As they make the activity plan, guide them to realize that they have the major role to play, hence, not rely on the organisation (ie FADEP, VEDCO). They should plan to select some members in their groups to carry out the different activities.

Note: Every farmer group should make a marketing plan which we will follow up.

Practical Exercise: Making a Marketing Plan

Any farmer group or association planning to market needs to make a marketing plan to guide them in implementing the marketing of their produce, in this case; the sweet potatoes. The marketing plan is the application of all the knowledge got from the different modules trained.

It is guided by the 5 Pillars of marketing. Groups should consider the market chain linkages created with traders in various markets over time. Finally select members who will be responsible for market information and quality control by following post-harvest handling requirements as well as manage the finances of the group. The table gives an example of a marketing plan

Example of a marketing plan by Obulimi Bugagga Farmers' Group

Item and Activities	Person Responsible	Time frame	Resources
Product: – Produce Vitamin A sweet potatoes – Make OFSP mandazi	– Group members – Mrs. Musisi	– From Sept. 2008 – From February 2009	– Land (lease swamps) – Wheat flour, sugar, baking powder, oil
Place: – Make a kiosk in Kiyoola Trading centre	– Committee – Group members	– From February 2009	– Eucalyptus poles, Papyrus mats, nails, Polythene, Timber, – Ground rent
Price: – Set selling prices (Sell at 500/= per heap, at 2,000/= per basket and 200/= each piece)	– Group members – Mrs. Musisi	– From Sept.2008 – February 2009	– Books and pens for record keeping
Promotion: – Make advert on a cardboard box – Give Jaribu to buyers – Sell in small, nice baskets – Inform people by word of mouth	– Mr. Juma – Group members	– From February 2009 – From January 2009 onwards	– Cardboard box, Markers, Small baskets
People: – Retail in the kiosk – Keep record of members' sales – Sell to people in the trading centre – Sell to truck drivers ferrying sand to Mukono – Produce and take sweet potatoes to the kiosk in turns	– Mrs. Musisi – Committee – Mrs. Musisi – Mrs. Musisi – Group. members	– From February 2009 – All year round – All year round – All year round – All year round	– Token for Mrs. Musisi, – Record books and pens – Transport for sweet potatoes,
Market Information: – Get information on traders and prices in markets	– Mr. Okot	– All year round	– Airtime – Transport
Post-harvest Handling: – Check quality of members' sweet potatoes delivered at the kiosk	– Mrs. Asiimwe	– All year round	– Token of appreciation – Books and pens for records
Financial management: – Record the income at the kiosk and pay for members' sweet potatoes – Collect contributions from members – Pay market dues for the kiosk	– The committee (Chairman, Treasurer and Secretary)	– All year round	– Airtime, – Transport, – Books and pens

Form on Sale of Sweet Potatoes in Marketing Groups (Roots, Vines and Products)

Name of group or association:							
Sub-county				Parish			
				Month			
SP vines sold by varieties	Kakamega	Kabode	Vita	Ejumula	Yellow	White	Total
Bags sold							
SP roots sold by varieties	Kakamega	Kabode	Vita	Ejumula	Yellow	White	Total
Bags sold							
	On-Farm	Bulk location	Market	Restaurant	Other	Total	
Amount of roots sold							
Number of members selling							

Form on Sale of Sweet Potatoes in Farmer Groups (Roots or Vines)

[illegible]

Basin (13Kg)
Basket (20Kg)
Tin (13Kg)

Bag (130Kg)
Piece (90Kg)
Heap (3Kg)

VII. Value Addition and Product Development

Objectives

By the end of the session, participants will be able to:

- Apply proper drying methods for quality sweet potato chips
- Apply recommended methods of processing and storage for improving beta carotene retention

Activities

- Drying of chips (Undertaken with Kawanda and SOSPPA)
- Processing of sweet potato roots and chips into products like chapatti, mandazi, porridge, crackies, etc (Undertaken with Kawanda and SOSPPA)

Methods

- Demonstration of storage and drying
- Practicals with extensionists and promoters
- Discussions

What is Value Addition?

This is the process of improving the value of a commodity through processing by changing its form, increasing its shelf life or better presentation like packaging.

Note: Whatever value addition is done on the OFSP should preserve the Vitamin A in the sweet potatoes because it is beneficial to the body.

Importance of Vitamin A (beta carotene) in sweet potatoes

- It helps the body to grow especially for the young children below 5 years, those who are breast feeding and the fetus. Therefore, pregnant and lactating mothers should eat it so as to benefit their children.
- It enables the body to build immunity, the body can protect itself from diseases.
- It helps the skin to look good
- It improves our sight especially in dark places and at night. Vitamin A prevents night blindness.

(Note: If the eyesight is already affected, Vitamin A does not cure it)

Forms of value addition

Value addition can be done on sweet potatoes through;

1. changing the form of the sweet potatoes,
2. improving the presentation of the sweet potatoes or their products,
3. increasing their shelf-life.

Value addition is done to make sweet potato products like flour, improve the taste, storability of the product or getting a higher price, thus increasing income.

1. Changing the form of sweet potatoes is through

- Crushing sweet potatoes like making inginyo in Teso region,
- Boiling/cooking sweet potatoes for eating or using it in chapatis and mandazis.
- Chipping sweet potatoes is done when making chips for flour that is added in porridges or cakes. Drying sweet potatoes is done on sliced and chipped sweet potatoes before making flour.
- Sweet potatoes juice is made from the roots after boiling then mashing them. Some people sieve the pulp and throw it away, while others leave it. The juice is flavoured with lemon juice and a little sugar.

Note: It was observed that actually the vitamin A is lost when the pulp is removed so it is better to keep it.

2. Improving the presentation of the sweet potatoes or their products

- Packing of the sweet potato flour porridges in small packs with nice designs; for example Kasawo Millers' porridge flour, SOSSPA porridge flour.
- Washing the roots for sale in supermarkets, for exports and high class markets makes them more presentable.
- Selling weighed volumes of sweet potatoes in nets makes them presentable.

3. Increasing the shelf life of the sweet potatoes or their products

- Drying is one way sweet potatoes chips or slices increase shelf life.
- Storing in underground pits helps sweet potato roots increase shelf life.

Importance of value addition in sweet potatoes

- Increase income through the products which are of a higher value than the sweet potato roots eg making mandazis, sweet potato chips, etc
- Improve storability especially after chipping to reduce bulk then drying the chips
- Differentiate taste of food by drying or frying
- There is ease of transportation because dried sweet potatoes are not bulky.
- Improve presentation through changing packaging like for porridge flour.

Materials and Resources

Fuel

Sweet potatoes for making products

Chipper and drier

Polythene sheet

Posters/Photos of value addition