

# Training Manual on Marketing and Product Development for Traders and Processors



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## TABLE OF CONTENTS

I	Orange Fleshed Sweet Potato (OFSP) .....	3
II.	Five Pillars of Marketing .....	6
III.	Market Chains and Market Linkages .....	9

## **I. Orange Fleshed Sweet potato (OFSP)**

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

Distinguish between OFSP and other sweet potato varieties commonly grown and marketed in their areas

Name the main OFSP varieties grown and marketed in their areas

Understand the benefits of growing and eating OFSP

### **What is OFSP?**

- OFSP is a type of sweet potato with orange-coloured pulp (Orange Flesh Sweet Potato).
- The flesh is coloured orange because it contains a substance called beta-carotene.
- Other products containing beta-carotene include carrots, dark leaves, pumpkin, oranges, papaya, mango.
- OFSP occurs naturally but plant breeders have tried to increase the amount of beta-carotene in certain varieties.
- Some OFSP varieties tend to be more delicate and it is harder to keep the shoots alive during the dry season so farmers have to conserve them in swamps or under shades.

### **Why is Beta-carotene Important?**

- The human body converts beta-carotene to vitamin A.
- Vitamin A is very important for good health.
- Many people know that it is necessary for good sight, particularly in the dark.
- It is also vital for cell growth and immunity from infection.
- Children need a lot of vitamin A to help them grow and to protect them from childhood infections.
- Pregnant and lactating women also need a lot of beta-carotene.
- Men need beta-carotene to keep healthy and strong.
- Older people need to eat lots of beta-carotene foods to protect their eyes.

The body can store beta-carotene in its fat reserves for future use.

### **How to Help Maximise Intake**

- As a trader you can help your customers maximise their beta-carotene intake by:
  - Ensuring you have some OFSP available every day during the season.
  - Develop contacts with OFSP farmers so that they are aware you will buy.
  - Understand ways to maximise conservation of beta-carotene.
  - Consider storing OFSP in pit stores to extend the season.
  - Tell your customers the benefits of OFSP.
  - Tell them ways of cooking and using OFSP.

### **Ways of Cooking and Using OFSP**

OFSP can be:

- Boiled, roasted, baked, made into chips
- Boiled and mashed into porridge

- Added to stews
- Processed into chips to produce flour for porridge, baking, etc
- Boiled pulp can be added to cake, donut, chapatti and bread dough to save wheat flour and add nutrients.
- Boiled pulp can be mixed with boiled water, sugar and lemon juice to make a drink.
- Fried to make crisps and sweet potato chips

Note: Heavy cooking destroys beta-carotene.

### **Storing OFSP**

- OFSP can be stored in a cool, dark place for 10 days.
- It is recommended that the tubers are removed from the sack.
- It can be stored for longer periods in an underground pit, up to 4 months.
- Storing OFSP can increase its sweetness.
- Storage incurs a cost and a risk.
- But a trader may be able to sell the OFSP when little is available, at a high price.

### **Retailing OFSP**

- Sweet potato is often sold from the ground, in the dirtiest part of the market.
- This could lead to contamination by bacteria that could harm humans.
- Consumers should be advised to wash the tubers well before eating or cooking.
- OFSP has lots of health benefits compared to WFSP. It should be treated as a higher value product, such as Irish potatoes.
- Some retailers wash potatoes for sale.

### **Retailing OFSP: By Weight or Volume?**

- Traders may prefer to buy by volume so that they don't pay for water loss in the produce.
- Sack sizes may vary so the quantity may change.
- Most produce is retailed by volume, in heaps.
- A trader can work out how many heaps s/he needs to sell from one sack to make a profit.
- The advantage for customers is that they can see, and compare, the size of heaps.

### **Activities for Better Trading**

1. Meeting client and customer needs
  - Understanding farmers' requirements
  - Understanding customer requirements
2. Being aware of trends, prices and opportunities
3. Having good links with producers and large-scale buyers
4. Using product promotion techniques
5. Considering forming a trader group

### **Key Requirements for Farmer Linkages**

- For crop buyers to develop closer relationships with farmers there must be able to benefit from:
  - A reduction in product collection costs and/or
  - Access to greater product volumes, and
  - Better quality produce, leading to higher profits.

- Both parties must be clear about their respective responsibilities and the nature of the linkage. This requires information on:
  - Marketing targets; product specifications; the timing and place of delivery; the price determination process; payment procedures; support services for farmers etc.

### **Being Aware of Trends, Prices and Opportunities**

- Agricultural marketing information is information that helps the buying and selling of produce:
  - Crop prices
  - Demand and supply in different markets
  - Alternative marketing channels,
  - Number and location of buyers,
  - Transport availability and cost
  - Storage, availability
  - Quality standards.

### **Sources of marketing information**

- Other traders
- Farmers
- Ministry of Agriculture; Extension officers
- Donor-funded projects; NGOs; World Vision
- Customers
- Radio; newspapers

### **Forming a Trader Group**

- Traders may benefit from grouping together.
- Trader associations can be more influential in dealing with market management.
- Ways in which association members could benefit include:
  - Sharing market information and opportunities
  - Controlling supply
  - Organising transport
  - Reducing risk
  - Dispute resolution
  - Access to credit
  - Training.

## **II. 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 5<sup>th</sup> 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**

### III. Market Chains and Market Linkages

#### Objective

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

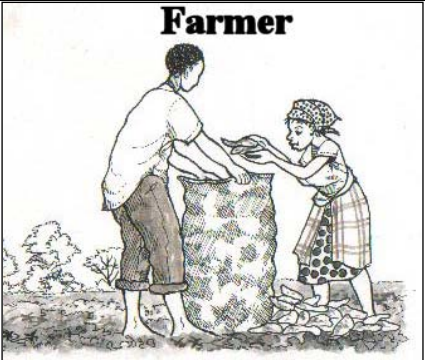

- name market chain actors involved in marketing of sweet potatoes in their areas (Creating a database)
- initiate or strengthen linkages between farmer groups and identified reliable traders

#### What is a market chain?

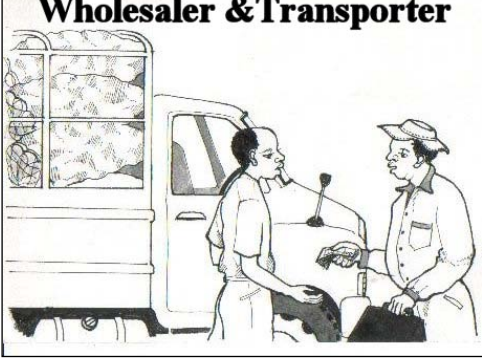
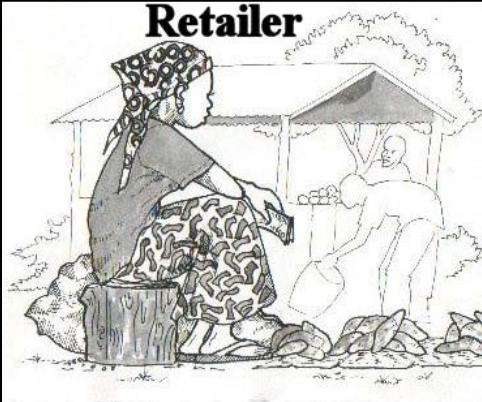

It is the transferring of sweet potatoes from the place they are produced to where they are eaten during marketing. This is movement from farmers until sweet potatoes reach consumers.

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



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

**Method of Training:**

Role play

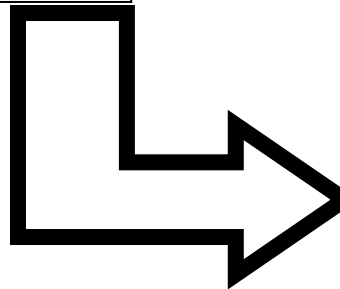
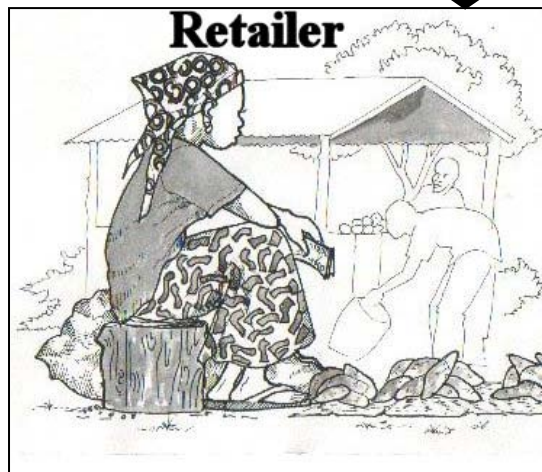
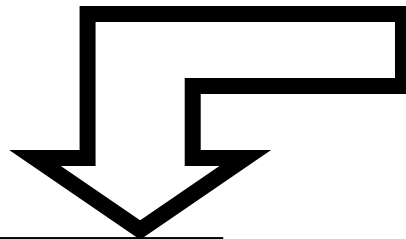
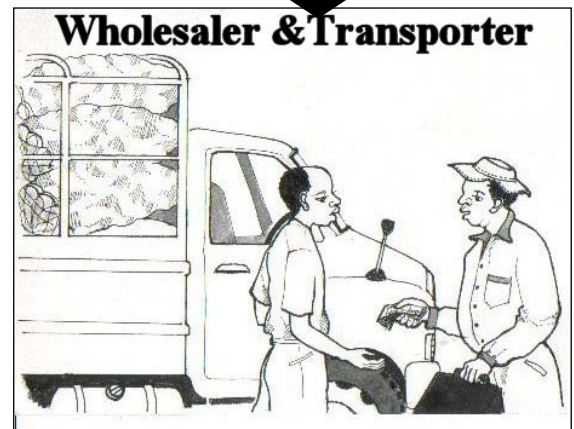
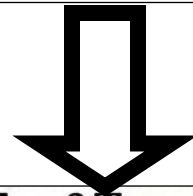
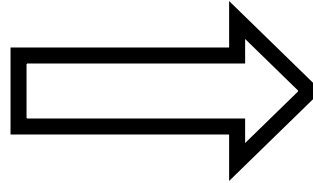
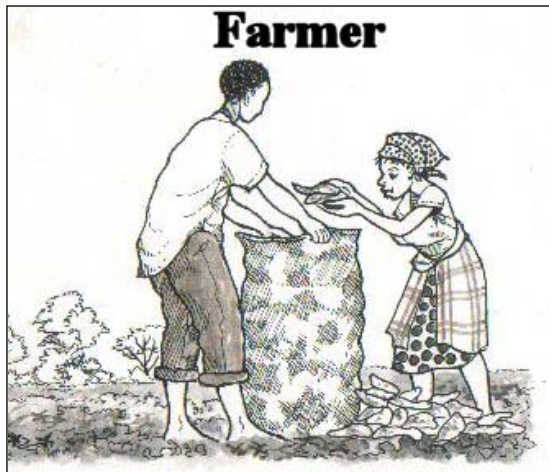
**Notes for facilitator**

- 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.

### Notes for Facilitator

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.

