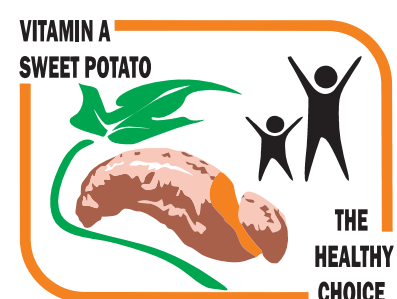


MARKETING AND PRODUCT DEVELOPMENT PROMOTER TRAINING



HarvestPlus
Breeding Crops for Better Nutrition



THE 5 PILLARS IN MARKETING (The 5Ps)



1. PRODUCT

- Something to sell.
- Quality and large volumes
- Available



2. PLACE

- At home, under a tree or in the market
- Easy to see and reach
- Clean
- Raised place



3. PRICE

- Set a selling price
- Fair price



4. PROMOTION

- Inform traders
- Use Simple board
- Call out to buyers
- Free samples like *Jaribu* or *nyongeza*



5. PEOPLE

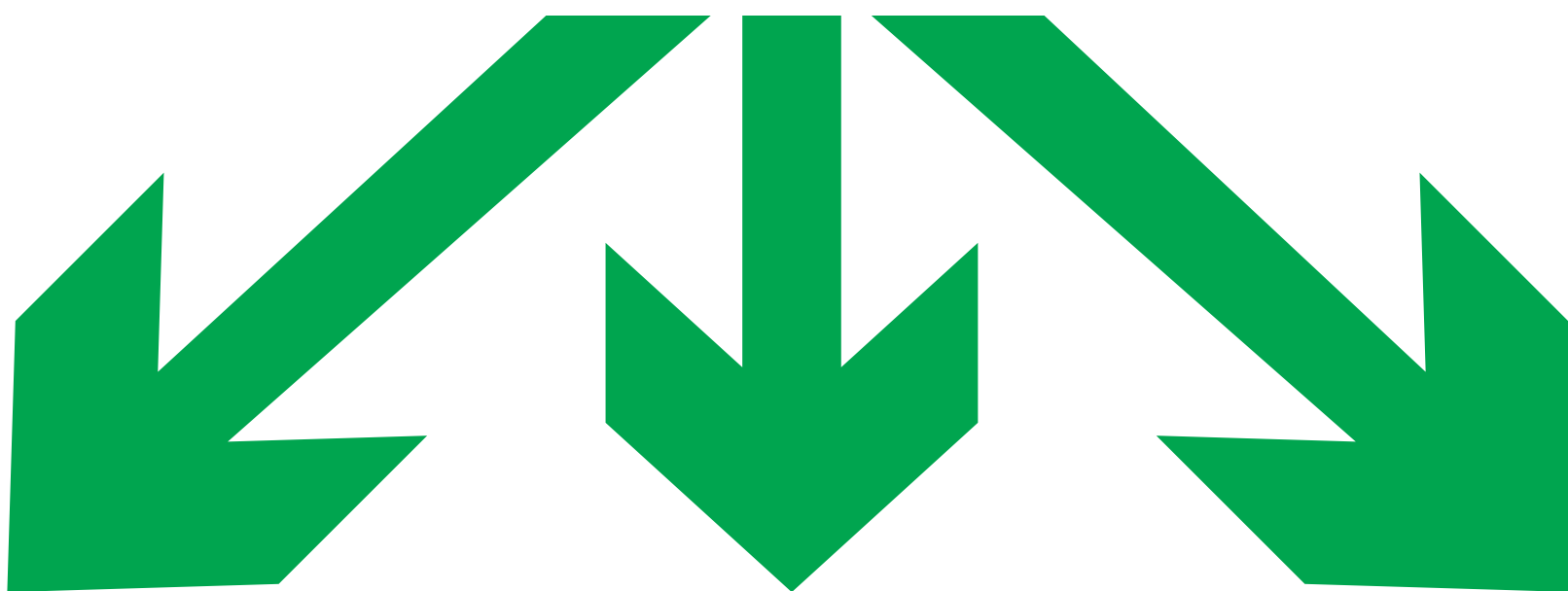
- Someone to sell
- Someone to buy

For better planning, use the 5 pillars of marketing

GRADING AND SORTING



Mixed varieties and sizes



Large-sized



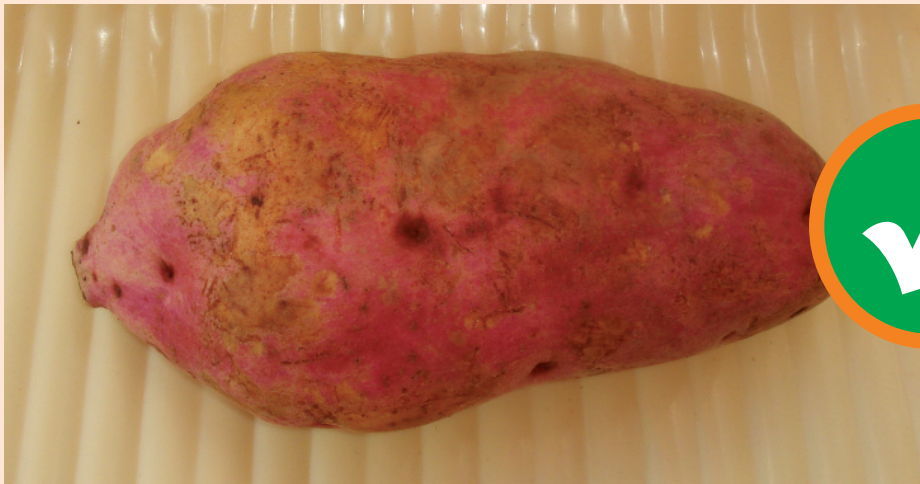
Medium-sized



Small-sized

For better prices grade and sort your sweet potatoes

SELECTING SWEET POTATOES FOR MARKETING



Good quality



Attacked by weevils



Eaten by rats



Rotten sweet potato



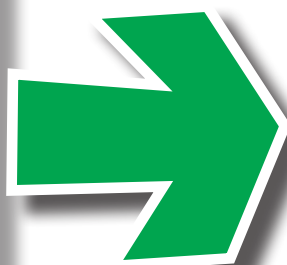
Cut during harvesting

For better prices, remove damaged sweet potatoes

MARKET CHAIN ACTORS IN MARKETING



Wholesaler gives broker money for sweet potatoes



Farmer packs his bags



Farmer loads his bags onto the truck



Broker pays the farmer



Wholesaler pays broker's commission



Truck travels to town market

For better marketing opportunities, create market linkages with traders

MARKET CHAIN ACTORS INVOLVED IN SWEET POTATO MARKETING



Wholesaler supervises off-loading of bags



Wholesaler distributes bags to retailer



Retailer sells sweet potatoes to consumer



Mother preparing a meal



The family eating sweet potatoes

For better marketing opportunities, create market linkages with traders

MARKETING IN GROUPS OF VITAMIN A SWEET POTATOES



Farmers sort sweet potatoes and bag them separately



Farmers bulk sweet potatoes in one place



Payment of farmer while another brings to bulking place



Covering bags for transportation



Loading onto truck



Truck travels to town market

For better prices, market in groups to increase bargaining power

DEVELOPING PRODUCTS OF VITAMIN A SWEET POTATOES



Mash the sweet potatoes



Mix OFSP mash with wheat flour salt, onions and baking powder



Knead the dough



Roll out on a board



Fry the Chapatti



Ready to eat Chapatti

For better nutrition and incomes, use OFSP in your products