

Development of high value sweetpotato products value chain in Rwanda

(Rwanda Value Chain PoCP)

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SSP meeting in Kampala

Overview & Goals



The Opportunity: processing of sweetpotato products offers the opportunity to increase demand for the crop, create value added, and thereby expand the incomes of smallholder producers

The Challenge: what is the best way to build a value chain for sweetpotato processed products that assures profitability for both farmers and processors *and* is gender equitable.

Just one year old: Progress to date

Methodology



- Test 2 organizational models for processed product value chains:
 - the first is based on firm contracted farmers and
 - the second based on farmer groups organized by an NGO delivering to bakeries in urban centers
- Both scenarios offer opportunities to establish SP seed systems on a commercial basis under contrasting agro-ecologies zones and value chain models

Objective 1: Multiply and deliver appropriate clean planting materials to farmers



In-vitro plantlets multiplication at Rubona lab







Hardening, transfer of plantlets to the field and field multiplication of clean vines

Objective 2

Develop a sweet potato value chain based on farmer groups formation, delivering semiprocessed products to various processors as a substitute for wheat flour in their bakery line



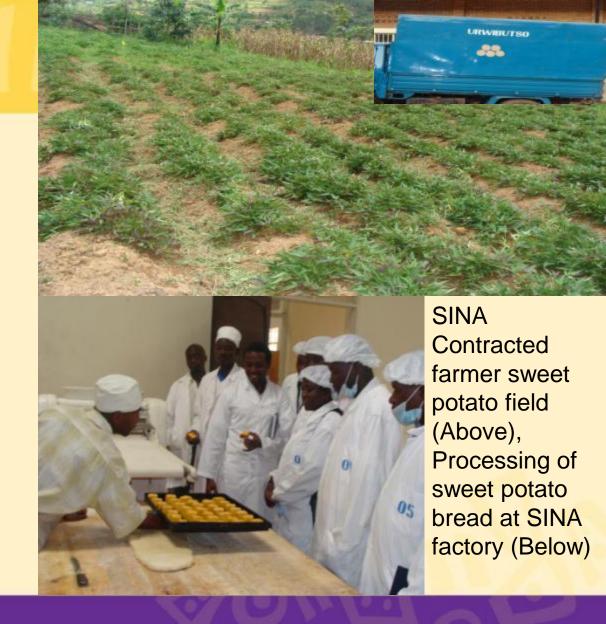


Kotemu
cooperative with
Regina Kapinga
(BMGF)
(Above photo)

Kindumurimo cooperative in their newly planted field (Lower photo)

Objective 3

Develop a sweet potato (SP) value chain based on contracting farmers who supply semiprocessed roots products for use at the SINA factory



Methodology 1: Technology development /dissemination (white and orange fleshed sweet potato products)



Making of sweet potato puree



Team having sensory test of products



Exposure from Chinese to Product Diversity



Sweet-potato biscuit



sweet potato crisps



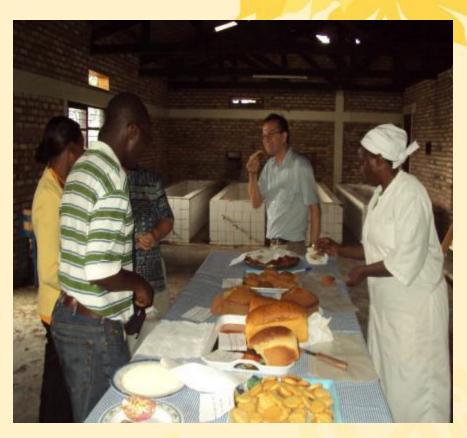
purple sweet potato noodle with wheat four



Purple sweet-potato complex rice by re-structured method

Methodology 2: Evaluate consumer acceptance of products (ISAR) & Economic viability (CIP)





Sensory testing of sweet potato based products at Rubona post harvest unit

Collaborators and their main roles

SASHA Sweetpotato Action for Security and Health in Africa

1. ISAR (Institut des Sciences Agronomiques du Rwanda)

- Support seed multiplication, dissemination and production technology dissemination
- Processing technology development and dissemination

2. URWIBUTSO (SINA) Enterprise and other bakers in major urban centers

- Identify and contract farmers, develop a value chain from roots production to processing
- Participate in recipes refinements, sensory testing of biscuits, bread, doughnuts, queen cakes, juice and other products with selected WFSP and OFSP varieties
- Launching of several sweet potato products to the market by different processors

3. CRS (Catholic Relief Services) partnering with Imbaraga and YWCA

Develop a sweet potato value chain based on farmer group formation, roots production, semi-

processing by farmer groups, and selling to high value markets facilitate market linkages

4. Others Partners are:

- Ministry of Agriculture, Rwanda Bureau of Standards,
- Rwanda Environment Management Authority,
- Kigali Institute of Science and Technology,
- Crop Research Institute of Sichuan Academy of Agricultural Sciences

Thank you





Sweet-potato based snack food which we hope to produce