

End user profiling



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The three distinct market segments in Ethiopia, Rwanda and Kenya for which distinct sweetpotato varieties are needed

1. Fresh storage root market for end users
2. Processing industry
3. Animal feed
4. Commercial “seed” for planting

The key traits for each of the market segments

1. Fresh storage roots market:

- Red skin colour
- Yellow or orange flesh colour
- High dry matter – 30% and above
- Root size – medium
- Regular shape with no cracks

2. Processing market (Flour, biscuits and bread):

- For puree - fibre content and type of starch
- Shape of the root (Oval)
- Thick skin for better storability (long shelf life)
- Chemicals associated with weevil resistance

The key traits for each of the market segments

3 Animal feed market segment:

- Biomass
- Digestibility, crude protein, fiber
- Dual purpose

4 Commercial seed market:

- Virus resistance
- Vine vigor

Other additional traits

- Beta carotene
- Iron and zinc
- Storability
- Weevil resistance
- Earliness
- Drought tolerance
- Transportability
- Taste

Traits which could be determined using Near Infrared Spectrometry (NIR)

- Protein
- Beta carotene
- Iron, zinc, starch, protein and sugars
- Digestibility, crude protein, fiber

How should we approach confirming the consumer profiles and estimate the future size of the different market segment?

- Expansion of the urban market

