

**What to breed for**

Southern Africa

Three distinct market segments in the sub-region for which varieties are needed

- Population of women and children with VAD in drought prone areas
- Freezing industry
- Crisp and biscuits production
- Sweetpotato puree and Juice

# Key Traits

- Population of women and children with VAD in drought prone areas
  - Re-sprouting ability
  - Survival ability
  - Leaves
    - Deeply lobed (narrow leaves)
    - No tangy taste or bitterness
  - Frost tolerance
    - Early maturity (avoidance)
  - B-carotene

# Key Traits

- Freezing industry
  - Low oxidation
  - Elongated roots
  - White flesh with purple skin / Orange flesh
  - High TSS

# Key Traits

- Crisp and biscuits production
  - Orange flesh: pale orange
  - Low oxidation
  - Low reducing sugars
  - High dry matter
  - Root shape (smooth)

# Key Traits

- Sweetpotato puree and Juice
  - Orange flesh
  - Low oxidation after mashing
    - Spectrometer measure change in colour
  - Low fibre
  - Medium dry matter

# General Comment

- How gender plays a role in trait preferences
  - Men are interested in commercial aspect while women are interested in food and nutrition security
  - Children may prefer low DM while adults prefer high DM
  - Men may prefer cream while women orange flesh colour
- Not clear. Must become more observant