



SPHI

Sweetpotato
for Profit and Health
Initiative



Enhancing the Lives of 10 million African Families in 10 Years





- ❖ SASHA Project focuses on developing the appropriate varieties and the evidence base
- ❖ Activities are focused in:
 - ❖ Breeding: Uganda, Mozambique, Ghana
 - ❖ Seed Systems: Tanzania, Uganda, Mozambique, Ghana
 - ❖ Delivery Systems: Rwanda, Western Kenya, Highlands of Kenya
 - ❖ Feasibility Study: Nigeria
- ❖ Under broader SPHI umbrella:
 - ❖ Rooting out Hunger in Malawi: OFSP dissemination (Irish Aid)
 - ❖ Better Sweetpotato for a Better Life: OFSP dissemination (USAID)
 - ❖ Sweetpotato for Angola: OFSP dissemination (Chevron)
- ❖ So far the keen interest among donors is for OFSP
- ❖ Communication component of original SASHA proposal not funded
- ❖ Team committed to finding funds to support the transformation of the former VITAA platform into a Platform focused on Advocacy and Communication

REACHING AGENTS OF CHANGE (RAC)

1 JUNE 2011

CIP & HELEN KELLER INTL (HKI)

- 1) **Mobilization of at least \$18 million** devoted to OFSP dissemination programs in five target countries (Tanzania, Mozambique, Nigeria, Ghana, and Burkina Faso), where an estimated 15.6 million children under 5 years are at risk of VAD.
- 2) Substantial progress by a cadre of **trained African advocates** in ensuring that the use of OFSP is an integral part of strategies that address food insecurity and micronutrient malnutrition at regional and sub-regional levels in SSA as well as in the five target countries.
- 3) Establishment of **technical capacity** for successful OFSP project implementation and continued awareness raising, resource mobilization, and change agent training efforts to continue once the project has ended in each major SSA sub-region.