

# RECENT PRODUCT DEVELOPMENT AND VALUE CHAIN EXPERIENCES IN BURKINA FASO

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# Challenges in sweetpotato promotion

- Technology and market constraints
  - ☹ lack of processing technology,
  - ☹ Lack of processed protocols and products
  - ☹ Instability of market
- Persistence of some beliefs and local representations on SP that slows down its consumption;
  - ☹ Sweetpotato consumption leads to flatulence, sexual weakness, hernia, leprosy...
  - ☹ Ignorance of OFSP benefits
- Agriculture policy
  - ☹ Until 2008 sweetpotato was not a priority crop

# NEW WAYS ON SWEETPOTATO PROMOTION

- In the fighting against malnutrition OFSP has been recommended as vitamin A and micronutrients food source (ENDS, 2003).
- Ministry of Agriculture has set a sweetpotato program since 2008 and since sweetpotato belong to the priority crops
- In 2011 the production has planned to reach 248 000 t with the extension of production areas and production zones
- Development of small processing units with a starting of exportation of news process products
- Every year 3 trade-affairs are organised only for sweetpotato in 3 provinces of the country

# SWEETPOTATO PROJECT

- The MICKNIGHT Project IN BURKINA FASO:

“PROMOTION OF OFSP TO ADDRESS VITAMIN A AND ANTIOXIDANT DEFICIENCY IN BURKINA FASO”

4 PARTNERS:

- **INERA:**

- characterisation and evaluation of OFSP varieties
- Effect of fertilizer and rotation on OFSP production
- development of protocols for weevils and virus evaluation for resistance



- **HKI:**

- Development of communication strategy for the promotion of OFSP consumption
- Evaluation of OFSP effect on mothers and children health that can help in building the promotion strategy

- **FOOD TECHNOLOGY DEPARTMENT (DTA/CNRST)**

- Development of technology for OFSP processing
- Understanding farmer's and consumer's perceptions on OFSP and its products

- **LCOPA (Univ. of Ouagadougou)**

- Study of antioxidant activities of the promoted OFSP

# Involvement of NGO in OFSP promotion

- **CRS and FDC:**
  - dissemination of OFSP material over the country
  - Training on vine multiplication
  - Promotion of OFSP consumption

Farmer's field visit day with CRS at Tiebele





THANK YOU