

Marketing Sweetpotato Flour and other Products: SOSPPA's Experience in Uganda

BY

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SOSPPA BACKGROUND

SOROTI SWEETPOTATO PRODUCERS AND PROCESSORS ASSOCIATION
SOSPPA – is a Community Based Small Holder Farmers Association located in the Eastern Part of Uganda, Serere District, 380 Km from Kampala.

Founded In 2006, SOSPPA is comprised of 12 Graduate Farmer field School (FFS) groups with a membership of 632. (60 %(360)F & 40% (272) males) we a keen eye on Variety validation, Conservation and multiplication of clean seed vines, Farmer to farmer training, Production/ productivity, Processing/ value addition and Consultancy

SOSPPA is a corresponding member of SLOW FOOD INTERNATIONAL, SWEET POTATO SUPPORT PLATFORM FOR EASTERN AND CENTRAL AFRICA and a contributor to the sweet potato Knowledge portal (www.sweetpotatoknowledge.org)

Our Way

- ❑ Promote sustainable sweetpotato production practices for improved household livelihood
- ❑ Promoting, facilitating and monitoring the quality of farm produce from members
- ❑ Enhancing the competitiveness and marketability of local farm produce
- ❑ Training farmers in sustainable agricultural practices

Sweetpotato Production

Source of Material

we source all our planting material or seed from CIP, HarvestPlus and Namulonge.

Seed conservation & Research.



To ensure sustainability of good seeds throughout the year and for the purposes of timely planting, SOSPPA has a number of demonstration and multiplication fields holding a seed varieties

Seed conservation & Research Cont

- As a research Partner, SOSPPA is instrumental in improved Technology validation, Conservation, Multiplication and Development of Training Manuals. Students all over the world do their Field Studies, Training and Research with us



Varieties widely disseminated and Preference

Variety	%	Comments
Ejumula	5	<ul style="list-style-type: none">• Best taste, high dry matter,• Preferred root shape and skin colour,• Produces the best orange-fleshed chips (Amukeke) that store for at least 3 months,• <u>BUT</u> Lowest root yield,• Susceptible to SPVD
Kabode (NASPOT10 O) and Vita (NASPOT 9 O)	40	<ul style="list-style-type: none">• Most preferred for high yield• High β- carotene,• Good for chips (Amukeke) for boiling and value adding ingredient ,• Earliest maturing,• Deeper orange-flesh colour,• Moderately resistant to SPVD

Varieties widely disseminated Cont...

Variety	%	Comments
Kakamega (SPK 004)	50	<ul style="list-style-type: none"> • High dry matter and good for flour for preparing “Atap”, • Higher multiplication rate, • Average root yield, • Moderately resistant to SPVD
Naspot 11	5	<ul style="list-style-type: none"> • Recent introduction and not widely spread, • Highest dry matter, • Best variety for “Atap”/ kalo • Good shelf-life of chips (6 months), • Moderate root yield,

NB: Percentages show the proportion of the total quantity of material multiplied and conserved for wide dissemination. Excluding the material multiplied and conserved for research and selected local varieties

Local varieties liked (competition) : Mary , Boy, Tanzania, Socadido, Kampala, ebitepeduno , echichi

Marketing Sweet potato Flour and other Products

- **Composite flour** (Porridge)
- Confectionaries (Doughnuts, Cakes(Queen cakes, Half cakes), Chapatti, Stripes (bagiya))
- Juice & Jam
- Amukeke
- Iginyo
- Emukaru

Marketing Sweetpotato Flour and other Products

1. Traditional Sweetpotato products

a. Amukeke



b. Emukaru

(Fresh sweetpotato buried in red Heated soil for 30 minutes to 24 hours)



Sweetpotato products Cont...

Value added sweetpotato products for increased consumer population.



Efforts by SOSPPA and partners in the promotion of OFSP adoption in Uganda since 2004.

1. Seed system

Varieties validated, released, multiplied and distributed:

- Kakamega (SPK 004)
- Ejumula
- Vita (NASPOT 9 O)
- Kabode (NASPOT 10 O)



Areas distributed;

20 Districts: Kumi, Amuria, Katakwi, Bukedea, Kaberamaido, Pallisa, Tororo, Bugiri, Kamuli, Mukono, Abim, Kotido, Kaabong, Moroto, Nakapiripirit, Oyam, Apac, Gulu, Pader and Kitgum

Challenges

- OFSP products are not standardized
- Durability of the products during storage
- Limited finances for promotional activities
- Low adoption by beneficiary communities
- Limited ability to influence policy makers
- Lack of processing equipment and technology

Recommendations

- Product development and packaging
- Market penetration (Good marketing that includes Advertising to stimulate product awareness)
- Standardization of flour products
- Let us not market the sweet potato, we should market the value in sweet potato (OFSP)

CHILDREN OF AFRICA ENJOY OFSP.

