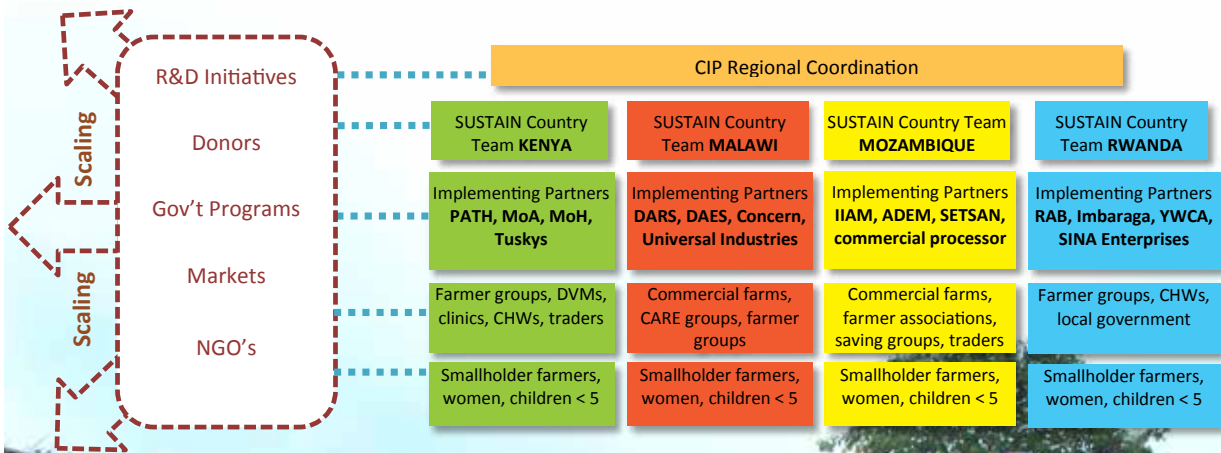




Key Partners

SUSTAIN is a partnership between CIP, national research institutes, agriculture and nutrition extension services, NGOs, and commercial farms and food processing companies. For wider impacts, however, we are disseminating technologies (such as OFSP planting materials) and messages to large networks of agencies engaged in agriculture and nutrition.

Different OFSP composite juice testing in Mozambique
(credit A. Magnaghi)



Scaling Up Sweetpotato Through Agriculture and Nutrition (SUSTAIN)

AUGUST 2014



Children eating OFSP in Munguini (credit HKI)

What is the problem?

CIP and partners have demonstrated the potential of sweetpotato to contribute to agricultural development and better nutrition in many parts of the developing world. Together, we continue to develop and test technologies and delivery mechanisms that are capable of fulfilling this potential. The success of biofortified orange-fleshed sweetpotato (OFSP) in Africa exemplifies what is possible. Yet, we are still far from achieving the widespread production and consumption of OFSP needed to improve the lives for the many millions of people vulnerable to malnutrition and specifically to vitamin A deficiency.

SUSTAIN takes on two challenges that are critical for the next few years:

1. Adapting technologies, practices, and delivery mechanisms to different conditions and partnerships to support the expansion of OFSP into more environments and social and economic contexts.

2. Developing methodologies and capacities for measuring the effectiveness and efficiency of these scaling-up efforts. This will help guide future investments in biofortified crops and their dissemination.

What do we want to achieve?

SUSTAIN sets out to address these challenges in four countries: Kenya, Malawi, Mozambique, and Rwanda. In each case, we are implementing and measuring an adapted version of CIP's **Integrated Agriculture-Nutrition-Marketing Approach** designed to create mutually reinforcing incentives to increase adoption of OFSP, consumption of Vitamin A rich foods, and diversification of OFSP utilization.

SUSTAIN serves a dual purpose: to achieve nutrition benefits at a scale of 1.2 million households, and to learn how to scale-up effectively so that we can achieve even wider impacts. On this basis, we are pursuing two sets of goals and targets:

1. Delivery targets:

Country	Target numbers of beneficiaries in 2018 ¹		
	Directly reached by project	Indirectly through partners and diffusion	Rural and urban HH purchasing OFSP based commercial products
Kenya	30,000	180,000	100,000
Malawi	70,000	350,000	100,000
Mozambique	50,000	120,000	100,000
Rwanda	50,000	250,000	100,000
Total	200,000	1,000,000	400,000



SUSTAIN is a 5-year partnership (2013-2018), coordinated by CIP and financed by the UK Department for International Development, to scale up the nutrition benefits of biofortified orange-fleshed sweetpotato (OFSP). The goal is to reach 1.2 million households with under-5 year old children in Kenya, Malawi, Mozambique and Rwanda. SUSTAIN supports integrated interventions in agriculture, nutrition, utilization and marketing to strengthen production and consumption of OFSP. SUSTAIN emphasizes rigorous measurement and evaluation in order to assess the scalability of these interventions and contribute to global evidence on achieving large scale nutrition outcomes through biofortified crops.

2. Learning targets:

Country	Some key learning questions	Methodologies	
		MLE by CIP and partners	Independent Impact Evaluation (Michigan State University)
	<ol style="list-style-type: none"> 1. To what extent is the 'Integrated Approach' scalable by different partners? 2. What are the key factors promoting or hindering sustained adoption of OFSP and behavior change for improved nutrition? 3. What incentives for technology adoption and behavior change can be created by combining agriculture and nutrition interventions? 4. To what extent can commercial value chains stimulate production and consumption of OFSP? 	Utilization Focused Evaluation	Qualitative research on scalability of Integrated Approach Quantitative assessment through Randomized Control Trials (Rwanda)

Where are we working?

Country	Intervention zones
Kenya	Nyanza Province: Siaya, Nyamira, Homa Bay counties Markets in Nairobi and Kisumu
Malawi	Southern Region: Chikwawa, Nsanje, Phalombe, Mulanje, Thyolo, Blantyre (rural) districts Markets in Blantyre and Lilongwe
Mozambique	Beira Corridor: Manica, Sussundenga, Bárúè, Chimoio, Gondola, Macate and Vanduzi districts Markets in Maputo, Matola, Beira and Chimoio
Rwanda	Northern region: Gakenke, Rulindo, Gicumbi districts, Southern region: Kamonyi, Muhanga, Ruhango districts, Eastern region: Kayonza, Rwamagana districts Markets in Kigali and other urban centers



Bicycle traders are key in fresh root marketing in Southern Africa (credit J. Low)

1 The project has developed a detailed set of indicators that are being measured to substantiate these figures, including agricultural, nutritional, behavioral, and market indicators.



Food expert Antonio Magnaghi (right) helps develop innovative OFSP products (credit B. Rakotoarisoa)

How are we making it happen?

The immediate focus is to work with partners to deliver interventions across three result areas:

- vine multiplication, dissemination, and root production,
- nutrition education and counseling, and
- market development for processed products and fresh roots.

Our delivery and learning targets are ambitious and achieving them will depend on successfully managing our partnerships. Training, data sharing, and continued joint learning are therefore an essential part of SUSTAIN. In Malawi and Mozambique, SUSTAIN is coordinating its activities with other CIP-led projects promoting similar objectives, in order to improve efficiencies, accelerate learning, and deepen impacts of our work. In all four countries, we are seeking further collaboration with CGIAR programs and other agriculture and nutrition initiatives so that a wider range of nutritious and biofortified crops find their way to farmers and markets.

What have we achieved so far?

For the first months, SUSTAIN has been focused on establishing the country teams and partnerships, and on developing the specific workplans for each collaboration. Implementation has now started in each country, focused on

- (i) building up OFSP multiplication capacity to supply vines in time for the 2014/15 planting season and identifying the dissemination partners and methodologies, and starting dissemination and farmer training,
- (ii) reviewing and updating the nutrition education materials and training nutrition partners, and
- (iii) identifying commercial food processors who will work with SUSTAIN on bringing processed products to market. Michigan State University joined the project as independent impact evaluator in May 2014, and has designed quantitative (RCT-like) evaluation methodologies which will be implemented in Rwanda in November 2014.