



ORANGE-FLESHED SWEETPOTATO (OFSP) INVESTMENT SUMMARY



Why invest in OFSP?

- **Orange-fleshed sweetpotato (OFSP)** is not just a delicious source of energy that can be enjoyed in many forms
- it also contains high levels of **beta-carotene**, which is **converted to vitamin A** in our bodies
- **43 million children** under 5 years old are vitamin A deficient (VAD) in Sub-Saharan Africa
- **500m²** of OFSP provides sufficient vitamin A for a **family of five for a year**
- sweetpotato is a **low input, early maturing, flexible, low risk** crop, **grown mainly by women**



Why invest in OFSP?

- **43 million children** under 5 yrs old are vitamin A deficient (VAD) in Sub-Saharan Africa
- Vitamin A deficiency results in:
 - reduced immunity to disease, higher rates of disease-related death
 - increased burdening of already stretched health care systems
 - the indirect cost of lost productivity and economic development
- Undernourished children are at high risk of impaired mental development, which affects a nation's productivity and growth
- Young children, and pregnant and lactating women are at particularly high risk of VAD due to their rapid growth
- Investing in nutrition, is investing in a country's future



Why invest in OFSP?

- Vitamin A deficiency can be addressed in different and complementary ways

Vitamin A supplementation

Provision of vitamin A capsules twice a year to children under 5 increases child survival and reduces child mortality by ~24%

However:

- The benefits are short-term (2-3 months)
- It targets the under 5's but not the rest of the population
- Vitamin A supplementation (VAS) campaigns are largely donor dependent and may not be sustainable long-term

OFSP's role in achieving development goals



- Most nations across Sub-Saharan Africa recognise the importance of investing in agriculture for economic growth
 - and most have few other options for tackling mass rural poverty in the medium-term
- BUT longer-term they are envisioning future economies based on complex service and industrial economies
- Therefore, child malnutrition needs to be addressed now, otherwise the human resources for these economic transformations will be missing
- Agricultural investment and growth does **NOT** automatically reduce poverty, malnutrition and food insecurity
 - more food does not automatically mean better nutrition
- We need to invest in **pro-poor nutrition-sensitive agricultural growth**, e.g. promoting OFSP as part of an integrated food-based approach to addressing malnutrition
- Promoting OFSP can also help rural communities raise their yields, link to markets and produce value-added products



Reducing vitamin A deficiency through pro-poor nutrition-sensitive CAADP informed investment plans

I. Extending the area under sustainable land and water management

The area under sweetpotato is already rapidly increasing across SSA, due to its high productivity, low input and widespread suitability. Investments will ensure OFSP promotion includes:

- improved soil management (fertility and moisture capacity);
- crop rotation;
- use of drought tolerant, early maturing varieties;
- reduction of wasteful pre and postharvest losses;
- targeted irrigation for timely planting material production.

Competition for land may occur, but will reduce as OFSP health and income

II. Improving market access

Investments will promote:

- sustainable OFSP planting material multiplication and dissemination skills and supply chains;
- improved fresh root storage and transport to reduce gluts and losses and extend the market season;
- commercially attractive processed products for different market segments.
- household processing and storage for own consumption throughout the year as well as local marketing.

III. Increasing food supply and reducing hunger

Investments will promote:

- increased nutritional understanding among rural women who are easily accessed via agriculture;
- reduced hunger season through use of early maturing varieties;
- more diverse food supply and reduced asset depletion, through cultivation of high yielding OFSP varieties and agricultural production and processing training;
- low cost sustainable food-based approaches to addressing micronutrient deficiencies, e.g. VAD;
- incorporation of OFSP into dietary guidelines especially for infant and young child feeding;
- use of OFSP planting materials to rapidly revive agricultural production in post-emergency rehabilitation situations

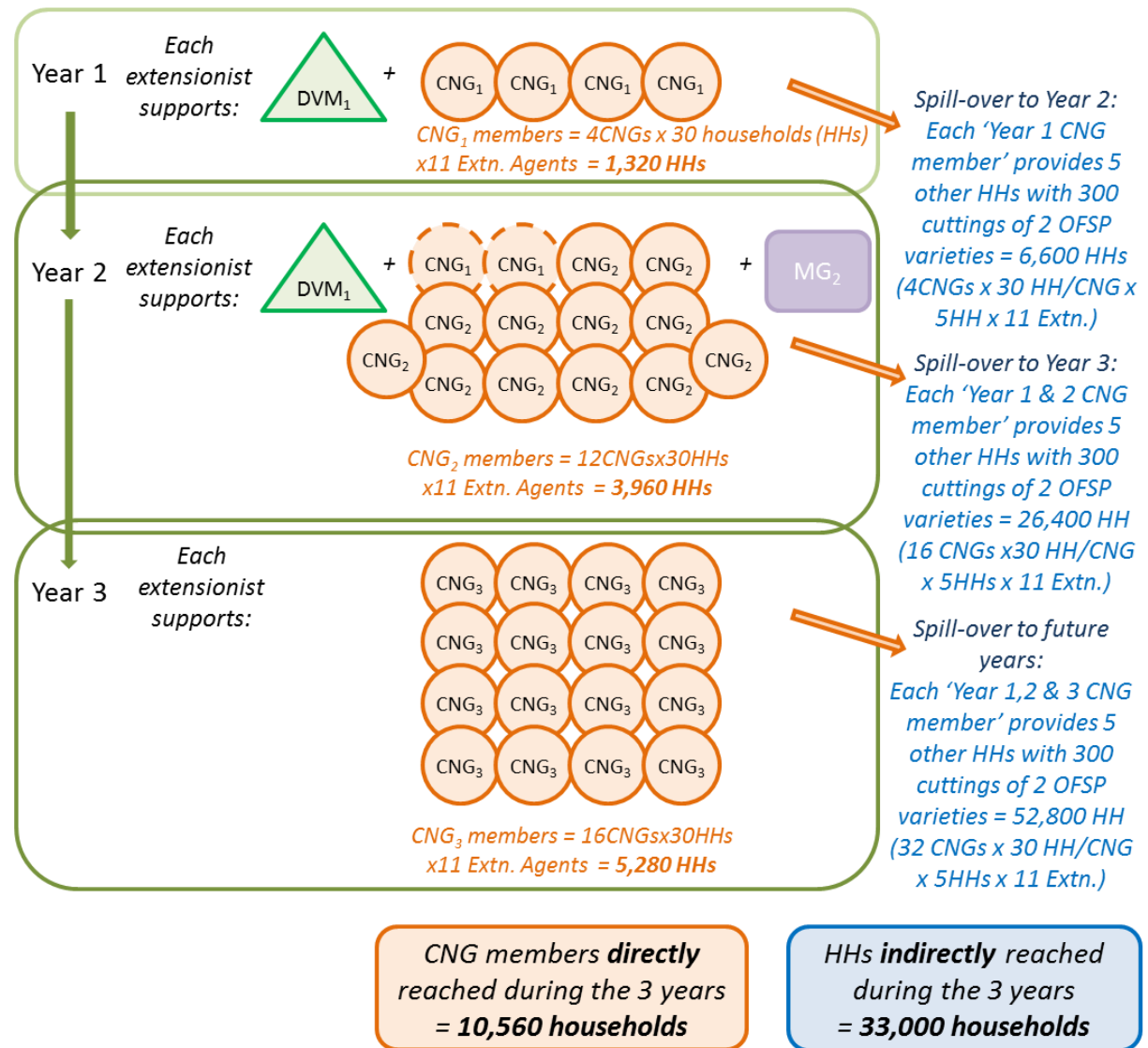
IV. Improving agricultural innovation systems

Investments will promote:

- strengthened agricultural innovation systems, whereby multi-sectoral stakeholders from government, private and donor communities have the relevant capacities and are committed to working together to reduce VAD amongst the focal communities by raising nutritional awareness, timely production and dissemination of clean OFSP planting materials, and increasing production and marketing skills among community members using cultural and gender sensitive approaches;
- more coordinated and effective public investments, with high level political support for reducing VAD and child malnutrition in order to boost long-term pro-poor agricultural and economic growth in their nation;
- strengthened research and extension capacity for improving availability of nutrient dense crops.

OFSP value chain investment program

- Designed to **directly reach 10,500 households** with practical training on sweetpotato crop production and utilisation and OFSP planting materials, and **indirectly reaching a further 33,000 households** within a 3 year timeframe
- Building the capacity of those along the value chain
- Sustainably improving food and nutrition security, seed systems, extension capacity, markets, incomes and agro-processing



OFSP value chain investment program

Summary of the resources required for a 3 year OFSP investment program reaching 43,500 households

OFSP INVESTMENT PROGRAM BUDGET SUMMARY	Year 1	Year 2	Year 3	TOTAL BUDGET (USD\$)
SALARIES - across activities	108,840	114,786	120,525	344,151
COMMON EXPENSES - across activities	31,650	26,710	27,286	85,645
EQUIPMENT - across activities	189,900	-	-	189,900
ACTIVITY COSTS (total for all activities)	370,612	383,273	403,519	1,157,404
Act 1. Understanding the role of sweetpotato in the food system	15,000	-	-	15,000
Act 2. Availability and acceptability of OFSP varieties	35,740	53,848	36,280	125,868
Act 3. Strengthening the capacity of OFSP service providers	68,390	4,017	4,139	76,546
Act 4. OFSP vine conservation, multiplication and dissemination	59,998	161,330	193,851	415,179
Act 5. Improving sweetpotato production and postharvest management	3,586	10,758	14,344	28,688
Act 6. Promoting OFSP to improve health and wealth	44,398	14,100	5,070	63,568
Act 7. Nutrition education for behavioural change at community level	12,420	28,260	31,680	72,360
Act 8. Strengthening OFSP marketing	18,460	27,840	5,940	52,240
Act 9. Processing OFSP	1,080	20,480	1,000	22,560
Act 10. Enhancing multi-sectoral collaboration	2,400	600	1,800	4,800
Act 11. Monitoring, measuring and sharing the impact of your investment	109,140	62,040	109,415	280,595
Sub-total	701,002	524,769	551,330	1,777,100
OVERHEADS	70,100	52,477	55,133	177,710
GRAND TOTAL BUDGET	771,102	577,245	606,463	1,954,810

An investment of just:

USD\$45 per beneficiary household (direct and indirect), or

USD\$185 per direct beneficiary household.

Beneficiaries of OFSP Investments



Rehema, a Tanzanian widow learnt dry season vine conservation through the Marando Bora project. She now has **OFSP roots for health and sale**. The income allowed her to also purchase 2 goats and benefit from their milk and manure



Through the Rwanda Superfoods project, SINA Enterprises tested different OFSP recipes and packaging. In 2013/14 they made factory sales of **USD\$195,384 from their Akarabo Golden Power biscuits** and mandazi sales.



A large entrepreneurial Mozambican farmer planted OFSP on 6ha. The large roots are sold as food, the small as animal feed, vines are sold to farmers. He harvests one ha per month, with **profits of USD\$10,000/ ha**. He is about to start exporting.



The Harvest Plus project distributed OFSP planting materials to 24,000 farming households in Uganda and Mozambique. Within 2 years, **more than 60% adopted OFSP**, and vitamin A intake of women and children had doubled.



Mary, a Tanzanian mother of five, learnt to produce clean planting materials from the Marando Bora project. Her signs attracted customers, her first year's profits allowed her to **pay her children's school costs**, they now head off to school after a healthy OFSP breakfast



Mama SASHA links agriculture with health care in Kenya. During **antenatal visits** pregnant women are given **vouchers for OFSP vines**. Together with nutrition training, this combined approach has led to a 10% reduction in child stunting.

OFSP Investment Products

- **OFSP Investment Guide**
 - targeted at national level technical experts in public, private & development institutions.
 - it unpacks the investment opportunities along the OFSP value chain, offering a decision-tool for identifying where the key opportunities are, activities for achieving these opportunities including details of what resources (human, financial, physical) are required to transform OFSP value chains.
- **OFSP Investment Implementation Guide**
 - targeted at those involved in the implementation of OFSP investment programs, such as local government or NGO field staff.
 - it provides a brief overview of the reasons for investing in pro-poor nutrition-sensitive agricultural growth and vitamin A reduction programmes, such as the promotion of OFSP. It then presents a decision-tool for identifying where the key opportunities along the OFSP value chain are, and then unpacks each of the investment areas in more detail.
- **OFSP Investment Summary**
 - has been developed to help inform policy makers and high level management.

They are available at:

<http://sweetpotatoknowledge.org/projects-initiatives/reaching-agents-of-change-rac/ofsp-investment-guides/>

INVEST IN OFSP

