

Reaching Agents of Change (RAC) Project

Achievements: Advocacy under RAC



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Focus Areas

Objective 1: To generate new investments by governments, donors and NGOs to scale up the adoption of OFSP

Build capacity for advocacy leading to increased investment in OFSP

- ☐ **Component A: Country level Advocacy for Resource Mobilization (Tanzania, Mozambique, Nigeria, Ghana and Burkina Faso)**
- ☐ **Component B: Sub-regional and Regional Advocacy for use of OFSP as a means to combat VAD and food insecurity**

... Key Achievements: Advocacy – OFSP Advocates

Location	Number
<u>Country-level</u>	
Mozambique	19
Tanzania	19
Nigeria	16
<u>Regional level</u>	
African regional organizations	5
UN agencies	3
Others	3
Total	65



... Key Achievements: Advocacy – Country & Regional Strategies

- Participatory process adopted to analyze existing situation and develop advocacy strategy



Key elements:

- Resource mobilization
- Policy reform
- Demand creation

... Key Achievements: Advocacy – Investment in OFSP – (2011-2014)

	Committed funding (US\$)	Project target (US\$)
Mozambique	11,047,550	6 million
Tanzania	1,033,501	6 million
Nigeria	1,262,479	3-4 million
Ghana	42,036	500,000
Burkina Faso	2,963,244	500,000
Total	16,348,811	18 million

... Key Achievements: Advocacy – Anticipated funding

	Pledged (US\$)	Pipeline (US\$)
Mozambique	25,000,000	122,650
Tanzania	3,000,000	5,048,722
Nigeria	---	1,267,167
Ghana	---	----
Burkina Faso	----	----
Total	28,000,000	6,438,539.70

... Key Achievements: Advocacy – Areas of investment (2011-2014)

PROJECT FOCUS	MZ	TZ	NG	GH	BF	Total
Vine multiplication and dissemination, production, processing	9	19	3	1	8	40
Awareness, promotion, media	--	4	--	--	--	4
Training	--	5	2	1	--	8
Total	9	28	5	2	8	52

... Key Achievements: Advocacy – Policy, Mozambique

- OFSP included in the country's CAADP investment plan
- Bio-fortification included in draft policy on agriculture, food security and nutrition
- 6 provinces included OFSP into 2014 socio-economic plans
- 3 provinces included OFSP in their Multi-Sectoral Action Plans for Chronic Malnutrition Reduction starting in 2013
- Working group on bio-fortification established in 2013



... Key Achievements: Policy, Tanzania

- “Micronutrient rich crops” included in National Agriculture Policy, paving the way for incorporation of OFSP into ASDP II, the framework for agriculture development in the country
- OFSP was included in the draft **National Food Security Policy** and draft of the **National Nutrition Strategy Implementation Plan**



... Key Achievements: Policy, Nigeria

- OFSP included in the federal agricultural transformation agenda
- Minister of Agric. commits to integrate bio-fortified crops into agriculture and nutrition planning
- Micronutrient deficiency prevention guidelines developed by the Ministry of Health include bio-fortified crops
- OFSP mentioned as complementary food in Ministry of Health Infant and Young Child Feeding Manual



... Key Achievements: Ghana

- Stakeholder consultations showed that enabling environment for scaling up OFSP exists
- CoP for OFSP advocacy established in collaboration with Farm Radio International



... Key Achievements: Burkina Faso

- Situation analysis carried out
- OFSP Stakeholder meeting convened
- HKI has shown interest in continuing with advocacy efforts (post-RAC)



... Key Achievements: Regional Advocacy

- OFSP was proposed by AU for inclusion in CAADP strategy as a flagship program
- Draft SADC Food and Nutrition Strategy incorporated the text *'Improve productivity of diverse, safe and nutritious foods'* (April 2014)
- Nutrition was integrated into the draft Regional Agriculture Policy for SADC (April 2013)
- D-group on *Champions of Nutritious Foods* established by regional advocates to encourage dialogue and interaction



... Key Achievements: Small Grants to Support Innovative OFSP Projects

- 3 projects funded:

Mozambique: Advocacy by NGO for inclusion of OFSP in provincial and district level policies on agriculture and nutrition, Manica Province

Tanzania: Development of an OFSP advocacy video by Star TV

Nigeria: Popularizing OFSP through market day promotion by farmer organizations

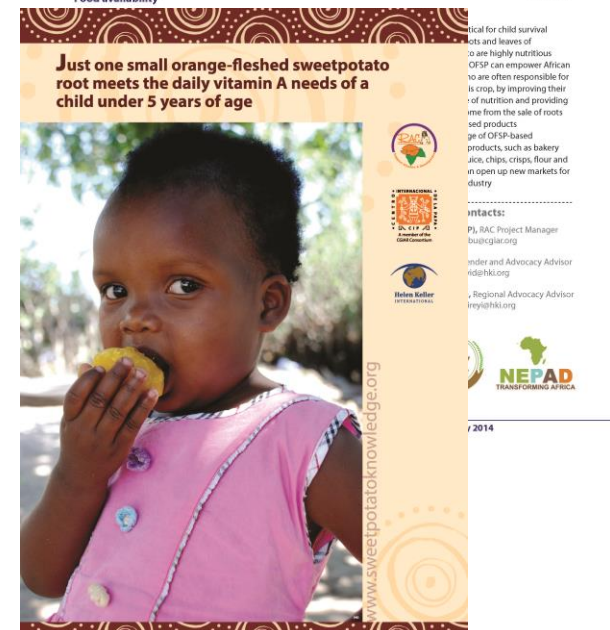
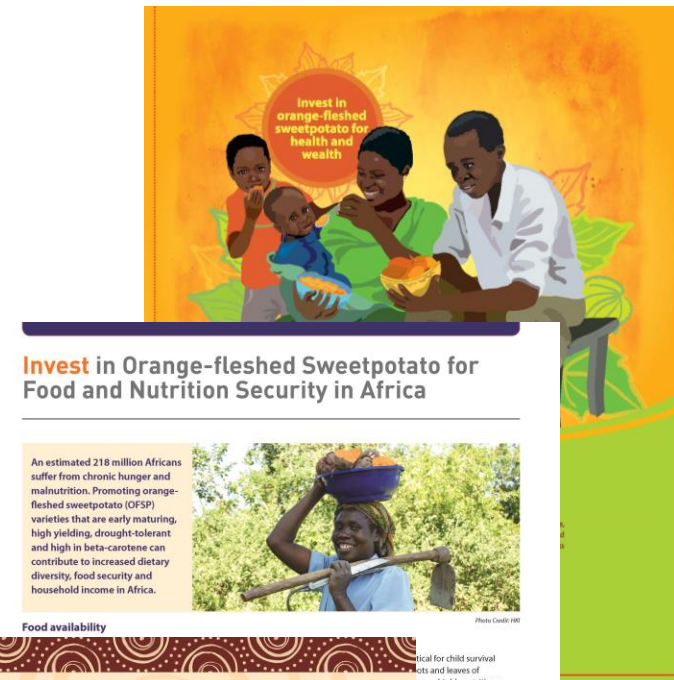
Average grant was **US\$7000**



... Key Achievements: Advocacy –Materials

- Factsheets on 10 topics*
- Existing videos
- PowerPoint presentations
- 1 sided flyers (4)*
- Banners (3)*
- Posters (4)
- Media toolkit
- Policy brief – in progress
- Calendars
- Other promotional materials

***Available in English, Portuguese, Kiswahili and French**



... Key Achievements: Advocacy – Materials - Sustainability

- NEPAD approved inclusion of its logo on RAC regional advocacy materials

INVEST IN MULTIPLE
STRATEGIES TO REDUCE
VITAMIN A DEFICIENCY
IN AFRICA

Invest in Orange-fleshed Sweetpotato for Food and Nutrition Security in Africa

An estimated 218 million Africans suffer from chronic hunger and malnutrition. Promoting orange-fleshed sweetpotato (OFSP) varieties that are early maturing, high yielding, drought-tolerant and high in beta-carotene can contribute to increased dietary diversity, food security and household income in Africa.



Food availability

- Sweetpotato provides higher yields per given area in a shorter time compared to maize or cassava
- The crop can be produced on marginal soils and easily integrated into many cropping systems
- Improved, early maturing sweetpotato varieties are ready in 3-5 months

Food access

- Sweetpotato has relatively low labour requirements compared to other crops
- Some varieties can be stored in the ground for some time, improved

Food utilization

- Unlike white or yellow varieties, orange-fleshed sweetpotato provides significant amounts of vitamin A

- post-harvest techniques can improve storage life and access to fresh roots among urban consumers
- OFSP can substitute for protein in making some products and serve as a partial substitute (20-50%) for wheat flour which improves the accessibility and shelf life of this nutrient-rich crop
- which is critical for child survival
- Both the roots and leaves of sweetpotato are highly nutritious
- Promoting OFSP can empower African women, who are often responsible for growing the crop, by improving their knowledge of nutrition and providing higher income from the sale of roots and processed products
- A wide range of OFSP-based processed products, such as bakery products, juice, chips, crisps, flour and noodles, can open up new markets for the food industry

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For additional information, visit www.sweetpotatoknowledge.org • February 2014



- Advocacy materials have been printed for use by advocates and other partners – post RAC





Thank you – Asante Sana!

Invest in orange-fleshed sweetpotato for health and wealth

