Moving Forward with Product Development in SSA

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5th Annual SPHI Technical & Executive Steering Committee Meeting
Why Product Development with OFSP

- OFSP is an easy to grow, rich source of vitamin A
- OFSP is a cost effective and sustainable way to combat vitamin A deficiency
- SASHA is designed to improve the food security and health of poor families in SSA
- SUSTAIN aims to identify and develop a commercial OFSP processed products through effective public-private partnerships
Product Development Process (OFSP)

• PHASE 1: Product Definition
  – Strategic plan
  – Market opportunity assessment
  – Product business plan

• PHASE 2: Product Implementation
  – Market strategy and testing
  – Prototype development
  – Scale up and product production
Product Development for OFSP

• Advocating for the investment in OFSP for Health and Wealth

• Aligning OFSP product development with the goals of SPHI
CIP OFSP Product Development Strategy

INDUSTRY (Public Private Sector Partnerships)

Health
Profit
Wealth

Wealth
Income only

Enhanced Product Development Beyond Beta-carotene

Beta-carotene/vitamin A Rich products for health

Fried foods
Starch
Animal feeds
Stabilizers colorants

Functional foods
Complete biscuits e.g OFSP /soy
Balanced weaning foods
School feeding products
Emergency nutrition products
**Strategy**

**OFSP Purees**

- OFSP puree makes a wonderful vegetable side or main dish.
- OFSP its natural sweetness lends itself to a wide variety of delicious recipes and products such as Breads, pancakes, muffins, Biscuits, cookies.
CIP OFSP Product Development Strategy

Community level food product development

Integration into traditional practices

Health and income generation
OFSP Product development and Research at BecA labs/ILRI

- Evaluate fresh roots for beta-carotene content
- Evaluate the effects of food processing methods in different countries on beta-carotene retention
- Evaluate the post harvest losses of beta-carotene under different conditions
- Ensure food safety control in food processing
- Support country level nutrition evaluation labs
THE END

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