



SPHI

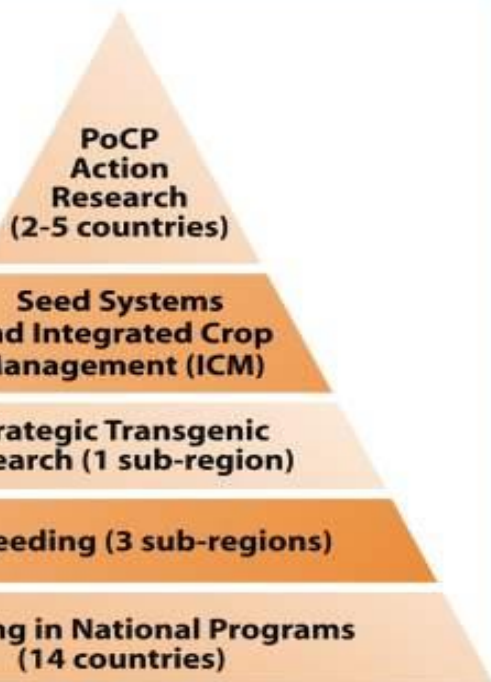


Sweetpotato
Profit and Health
Initiative

Two Phases of SPHI Envisaged



Phase I (5 years) Proving the Potential



Phase II (5 years) Achieving the Potential





○ **Scaling Up
Sweetpotato
through
Agriculture &
Nutrition
(SUSTAIN)**

UK commits to Nutrition & Biofortification & Private Sector Partnerships



Nutrition for Growth
CIP's Director General
Pamela Anderson
8 June 2013



Global Nutrition Event
10 Downing Street
12th August 2012

Key objectives

1. Scale up the use of OFSP by smallholders in Kenya, Malawi, Mozambique, and Rwanda, reaching at least 1.2 million women and at least 2.4 million children under five years of age by 2018.
2. Develop partnerships with at least one major agro-processor in each target country to produce an economically-viable processed product that uses OFSP as a major ingredient, to enable the development of sustainable markets for OFSP and reach at least 400,000 urban and rural consumers.



*Build Evidence Base:
External Evaluation Team*

Targets per Country

Table 1. Country target numbers of beneficiaries (households)			
Country	Intervention areas	Direct project beneficiaries	Indirect beneficiaries
Kenya	Nyanza Province; plus markets in Nairobi and Kisumu	35,000	180,000
Malawi	2 districts in Southern Region, 2 districts in Central Region	70,000	350,000
Mozambique	One area linked to Beira Corridor (Manica and Sofala Province), other near Maputo	35,000	120,000
Rwanda	Selected districts in Southern (Kamonyi, Muhanga, Ruhango), Northern (Gakenke, Rulindo, Gicumbi), and Eastern (Rwamagana, Bugesera, and Kayonza) Zones	60,000	250,000
Total		225,000	1,000,000