



*Adding Quality to Life*



# Universal Industries Ltd

Manufacturers of Quality Biscuits, Confectionery, Savoury Snacks, Beverages, and Nutritional Foods



## PROGRESS ON COMMERCIALIZATION OF OFSP BASED PRODUCTS IN MALAWI

BY:

Jean Pankuku



**Universal Industries Ltd** ...*Providing Nutrition to the Nation*

## Proposed project goals and key activities

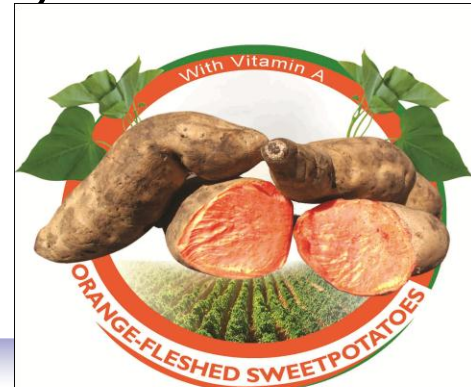
- To provide a ready market to OFSP farmers that will lead to increased productivity.
- To produce ready to eat and ready to cook instant nutritious foods – OFSP based
- Increased incomes for farmers
- Greater accessibility of VitA-rich foods to both rural farmers & urban populations
- Improved access of disease-free OFSP vines to farmers through screen house construction
- Improved crop management practices to quality roots and higher yields for markets



- Increased incomes for farmers
- Establishment of formalized markets for OFSP roots for the farmers
- Greater accessibility of VitA-rich foods like the cookies, crisps and baked products (bread/buns) to rural farmers
- Improved access of disease-free OFSP vines to farmers through screen house construction
- Increased yields and better quality roots from improved crop management practices by smallholder farmers



- Consumer acceptability studies done widely and products formulations revised accordingly.
- Packaging materials for Beta crisps printed, initial audit done by MBS, analysis results awaited
- Processing facilities operational ized
- Farmers were trained on sweetpotato crop husbandry practices and acceptable root quality by UIL
- Successfully conducted trials with one bakery for puree wheat flour substitution
- Managed to set up farmer groups and getting them convinced to have a formalized market and payment made through bank accounts and not direct cash



- Linked up with other developmental organizations working on OFSP – Concern Worldwide, CRS, CADECOM and other USAID funded projects.
- Nurseries for all the six OFSP varieties were established at Njuli Farm for seed multiplication
- 1 ha of land has been planted for each OFSP variety
- The screen house construction completed and vine planting is in progress this week





# Achievements.....



# Achievements .....





# Achievements .....





# Achievements .....





# Achievements .....



1. OFSP root supply chain issues – quantities and quality – sweetpotato being a hunger crop
2. OFSP roots have a short shelf life
3. Frequent black outs affecting the storage of OFSP puree
4. The current rainfall pattern is a big challenge with the effects of El Nino wind affecting the southern part of Africa
5. Delay in product launches due to technical challenges with raw material and packaging material supply





6. Current registration and certification process is long and very slow and this affecting the launch plan of our products



1. There is need to focus more on the grass root level to establish the reliable supply chain
2. There is need for awareness campaigns for the rural communities as well as the policy makers through the root & tuber development trust and through the promotion and marketing of OFSP based products by UIL
3. There is need to establish other partnerships to coordinate the farmer management and supply chain issues and in addition to CIP



- Marketing of the nutritional products
- Establishing the export market
- Development of Products for the international markets

Currently, USAID has engaged a consultant for UIL to conduct a Market Assessment Study on the Sweetpotato value chain in Malawi and the Region





# Thank You

