



# Scaling out potato and sweetpotato interventions in SNNPR and Tigray Ethiopia Product Development Ethiopia Marketing Processing and Utilization community of Practice

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# Presentation Outline

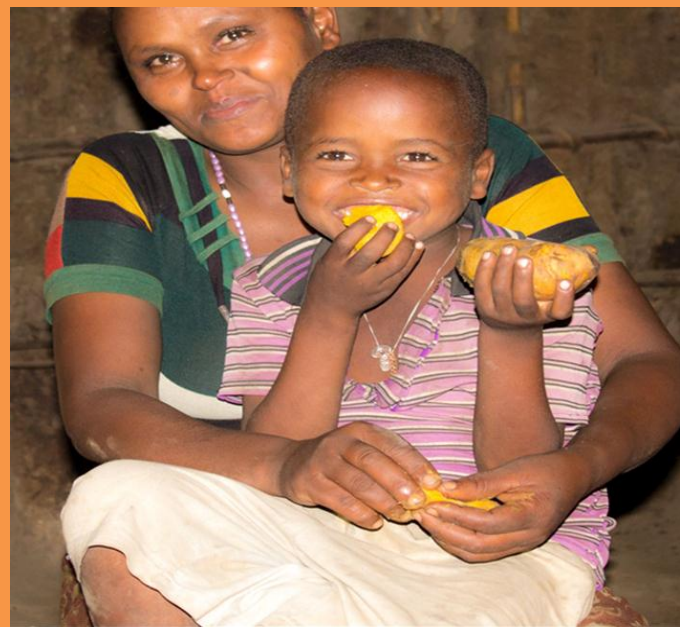
- Brief country overview
- Project goals and expected outcomes
- Project Implementation approach
- Why product development
- Consumer preferences: insights
- Our approach
- Gender Dimensions
- Constraints
- Lessons
- Way forward





# Background

- **Agroecology**
  - high land , low land
  - cereal based
  - drought prone
- **Consumption Patterns**
  - Dependence on cereals (teff, Enset ,Maize, barley)
- **Sweetpotato Importance**
  - Traditional white fleshed varieties in south
  - No experience with OFSP
  - Food security crop
  - Weak value chain and product development
- **Dietary diversification**
  - Low consumption of nutritious dense foods
- **High undernutrition**
  - Stunting at 40%
  - High VA deficiency



# Project Goal and expected outcomes

- **Goal:** Improved food and nutrition security among vulnerable households with young children in Tigray and SNNPR through increased production and consumption of micronutrient-rich sweetpotato and potato varieties as part of diversified diets.

1. Expanded production of sweetpotato and potato varieties

3 year initiative funded by Irish Aid

2. Increased consumption of OFSP and potato as part of diversified diets

3. Improved and diversified market access for OFSP and nutritious potato

4. Enhance policy and institutional support for nutrition-focused agriculture

Improved food security and nutrition among vulnerable households with women and children <5

30,000 HH in SNNPR and Tigray





## Project implementation Along the entire the value chain





# Why Product Development

- Product diversity for existing WFSP varieties limited-NO PD for OFSP
- Strong demand for locally produced products
- Demand creation in urban areas to ↑ production consumption
- ↑ Income generation
- ↑ Need for vitamin A rich complementary foods



# Consumer Preferences: insights from FGD Interviews

- Sweetpotato traditionally consumed boiled, as snack
- Homemade white fleshed flour incorporated into local breads, enjera and sauces
- High Preference for white fleshed/high dry matter
- OFSP must be blended with local foods





# Our Approach

Community participatory PD  
integrate DFSP into traditional  
recipes diets for nutrition

Adaptive Research  
/consumer acceptability  
studies

Develop products  
for urban markets





# Community recipes



OFSP –  
haricot Bean  
Mash



OFSP Leaves



Mashed OFSP



OFSP chick pea



OFSP lentil



Alicha



OFSP enriched  
Bread

# Gender Mainstreaming

## Women have control over

- Household nutrition
- Backyard production
- Small scale processing

## Men have control over

- Land/what to plant
- Planting material
- Extension
- Processing/storage
- Market linkage



## How do we mainstream gender

- target female headed HH
- Sensitize HH-target backyard gardens
- work with female extension/model women
- Target women entrepreneurs/
- Establish kiosk/support small scale retailers
- Establish female task force members
- Collect gender disaggregated data





# Constraints

- Low dry matter content and drought tolerance of released varieties
- Low root production due to small land holdings, drought, access to planting material and weak value chains
- Balancing of OFSP supply and demand
- Cultural preference for white varieties
- Stability of products, packaging and marketing, cost effectiveness and safety, nutrition retention, Demand Creation
- Developing products to reach urban markets



# Lessons

- Product development **integrating OFSP into local diets works.**
- **Income** is a strong driver of OFSP adoption-initial focus on value chain is crucial
- Building the capacity of seed system took longer than anticipated
- **Low root production** levels undermines scale out of products beyond household consumption
- Initial investment in **OFSP flour/weaning** food production culturally acceptable but not cost effective





# Way forward

- Introduce varieties with high dry matter content
- Conduct market research on products suitable for urban markets (complementary foods , chips, dehydrated mashed sweetpotato)
- Adaptive research on product development and suitable packaging , shelf life- safety, nutrition, acceptability
- Explore processing models and prototypes for baked/steam OFSP
- Explore partnerships with large scale processors
- Continue community recipe development for nutrition



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# THANK YOU

