

Sweet potato Seed Marketing strategy

Presented to
Sweet Potato Seed System Community of
Practices- 5th Consultation
Arusha, Tanzania.

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CBS marketing Strategies for sweet potato vines seed has two key objectives:

1. To create a premium positioning for clean sweet potatoes seeds,
2. increase overall consumption of Orange fleshed sweet potatoes in Tanzania





TC multiplication of disease index plantlets



Screen house multiplication G1



3 nodes cutting G2



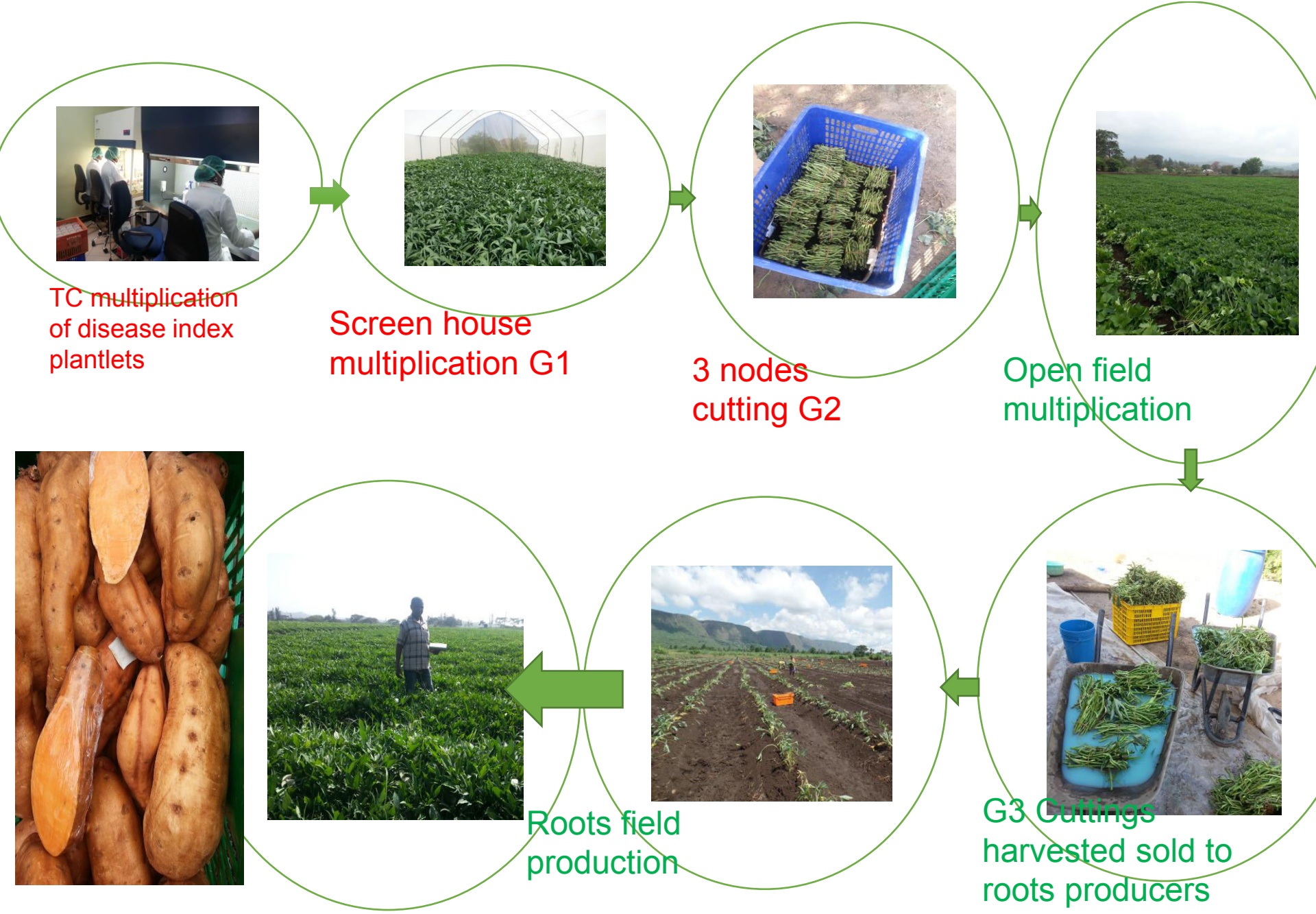
Open field multiplication



G3 Cuttings harvested sold to roots producers



Roots field production



Promoting seed vines based on market requirements

- Partnering with TAHA for sweet potato export market- *varieties on export trials- Jewel, Kabode and mataya*
- Vendor Kiosks with tubers and vines varieties



Promoting overall consumption of Orange fleshed sweet potatoes in Tanzania



The Key challenges in our marketing strategy



- The sweet potato industry in Tanzania is still dominated by relatively small scale farmers > 1ha
- The demand of sweet potato seed at a given time is unpredictable

Suggested Way forwards



- Vines Market forecast information is critical (*what the market is looking for at the particular time*)
- Linking vines multipliers with source of clean starter materials (*Early Generations*)
- Encouraging more investment in sweet potato vines productions to tap up emerging markets
- Backing extension staff, Communities, NGOs to promote business oriented vines production and marketing
- Integrating financial and credit services to vines producers to expand vines business
- ICT platform for market access of clean vines



Quality Vines is Money

**Thank
you**

