

# Jumpstarting orange-fleshed sweetpotato in West Africa through diversified markets – is accelerating towards outcomes ...



Various OFSP processed products



H.E. Mr. Kofi and Mrs. Nane Annan's 3rd visit to Ghana, 15 Aug 2016

Prepared by

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**7<sup>th</sup> Sweetpotato for Profit and Health Initiative Meeting**

**7 – 8 October 2016**

**Addis Ababa, Ethiopia**





# Outline



- Introduction
- Progress & Achievement
- What remains to be done in the last 6 months
- Exit Strategy



Multiplication - drip irrigation;  
**Burkina Faso**



Dry season production  
under irrigation; **Ghana**



Retailers at Bobo market, **Burkina Faso**



O-Meals – School Feeding, **Nigeria**



# OUR VISION

Sustainable and inclusive **market-driven** approaches for orange-fleshed sweetpotato (OFSP) to increase incomes, and improve health through consumption of vitamin A rich OFSP, especially in women and children in Ghana, Nigeria and Burkina Faso.

## PROJECT OUTCOMES

1. Formal and informal diversified OFSP market opportunities developed in pilot areas in Ghana, Nigeria, and Burkina Faso.
2. Viable QDPM seed system in target areas capable of expansion in response to increased demand.
3. Households, including women and children, in target areas have increased vitamin A consumption from OFSP.
4. Commercial sweetpotato planting material and OFSP producers, including women, increase income through participation in OFSP value chains.



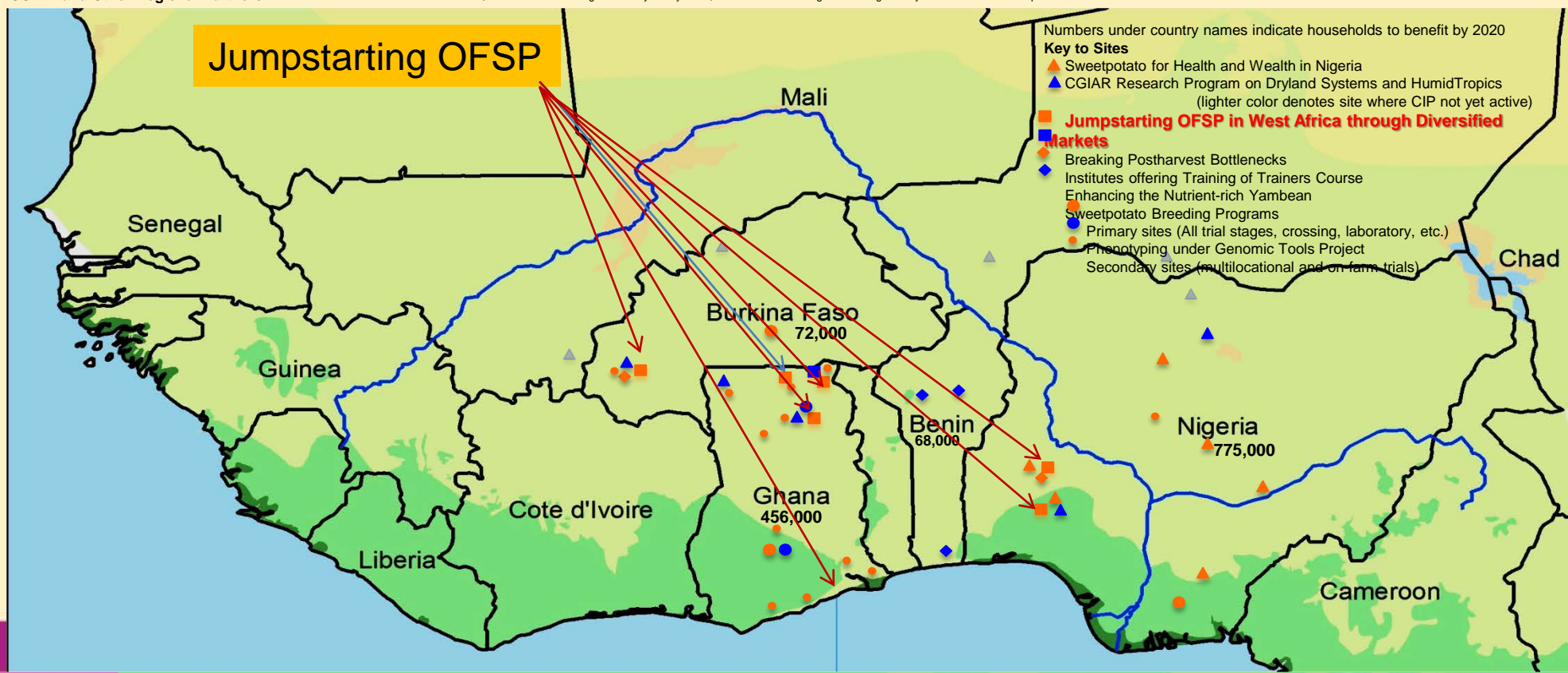
# Where are we working in West Africa? and How do we achieve our target? – establish strong partnerships



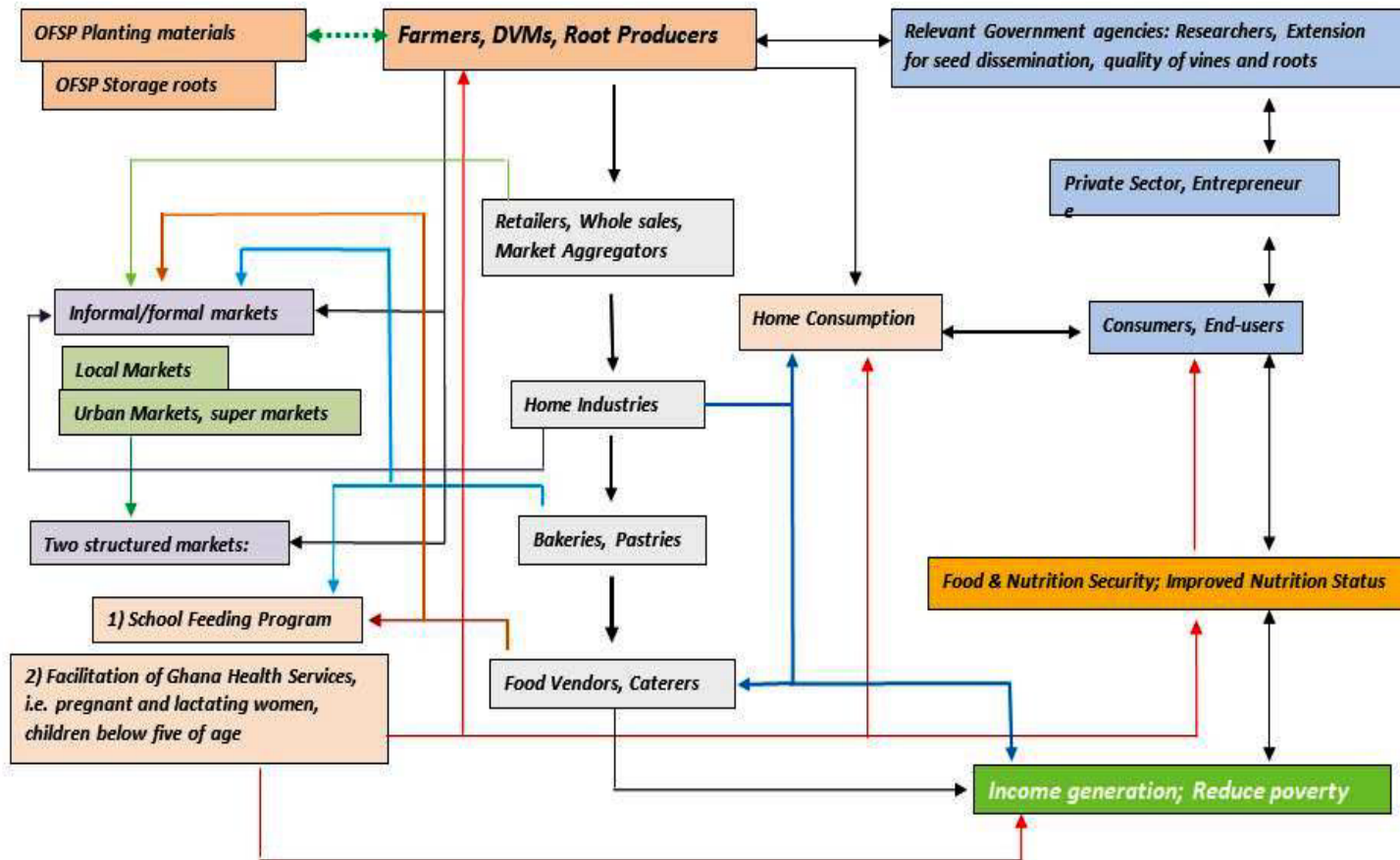
**Key NARS Partners** Ghana: Council for Scientific and Industrial Research (CSIR)-Crops Research Institute, CSIR-Savanna Agricultural Research Institute, Ministry of Food and Agriculture, Ghana Health Service, University for Development Studies, Kwame Nkrumah University of Science and Technology  
Nigeria: Federal Ministry of Agriculture and Rural Development, National Root Crops Research Institute, Agricultural Development Programmes, Federal University of Agriculture Abeokuta, Offa Polytechnic, Bayero University Kano, Osun Elementary School Feeding and Health Programme  
Agricultural Research Management Training Institute

**Key NGO Partners** Burkina Faso: Institut de l'Environnement et de Recherches Agricoles, Centre Agricole Polyvalent Matourkou, Directions Provinciales de l'Agriculture, de l'Hydraulique et des Ressources Halieutiques; Benin: Institut National de Recherches Agricoles du Benin  
Ghana: iDE-Ghana, Association of Church Based Development Projects, Catholic Relief Service, Partnership for Child Development (PCD), Farm Radio International (FRI); Nigeria: Helen Keller International, PCD; Burkina Faso: iDE-Burkina Faso; Benin: Barnefonden

**CGIAR and Other Regional Partners** Alliance for a Green Revolution in Africa, CGIAR Research Program on Dryland Systems, CGIAR Research Program on Integrated Systems for the HumidTropics



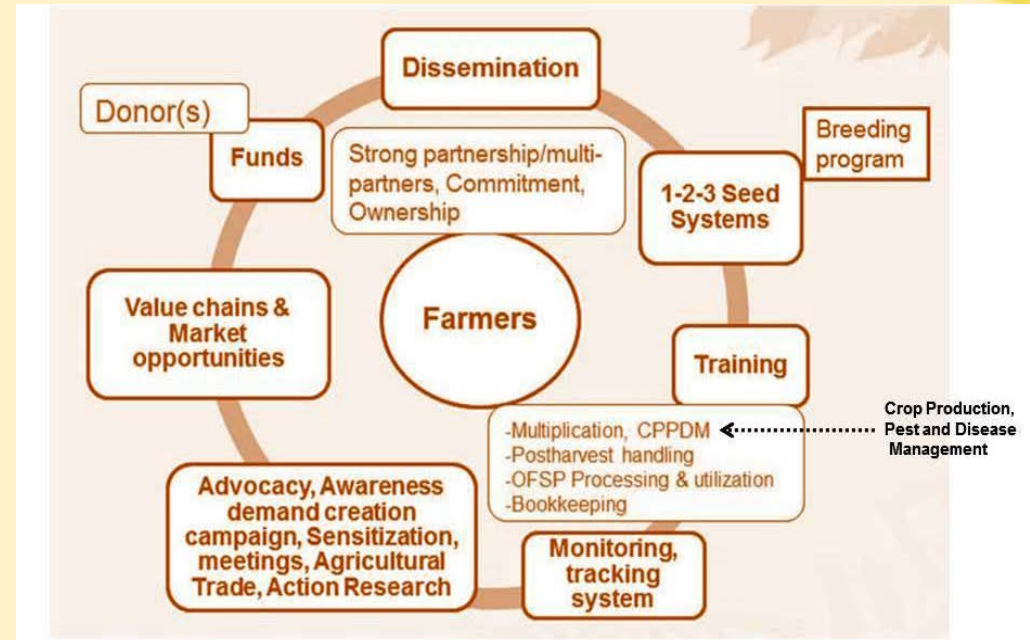
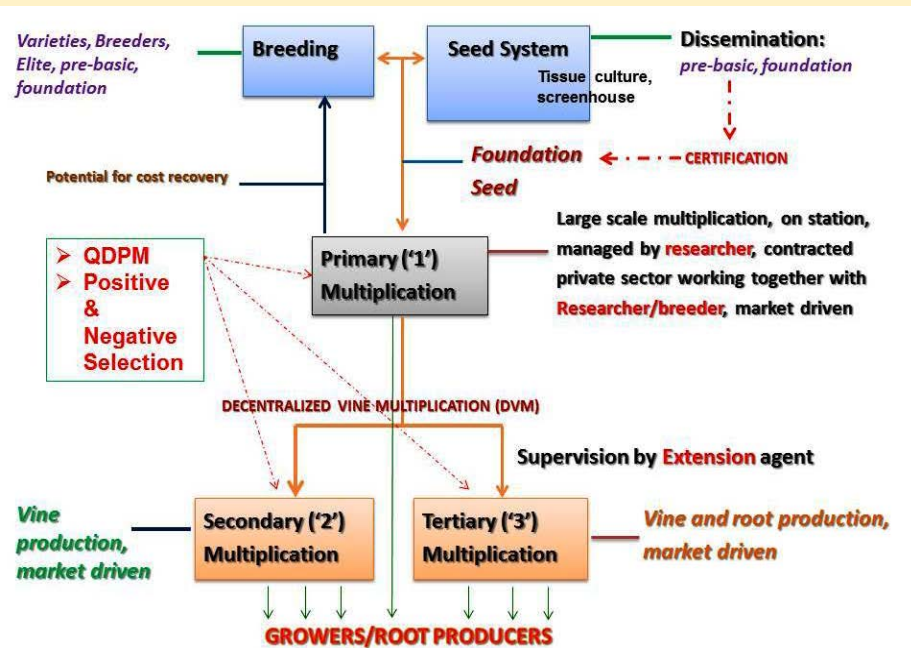
# We are working toward:



An integrated approach: public and private sector partnership to match into the four jumpstarting OFSP project outcomes



# The first and second Year of the project implementation, what did we need?



1. Linkage of seed system and breeding program

2. Elements required for functioning seed systems for its sustainability

# Overview the household numbers (direct or indirect) benefited from the orange-fleshed sweetpotato vitamin A powerhouse in Ghana, Nigeria and Burkina Faso: April 2014 through July 2016 (to be continued ...)



Indicator variables	Year 1 (4 April 2014-31 March 2015)			Year 2 (1 April 2015-31 March 2016)			Year 3 (1 April 2016-31 July, 2016)									Grand Total
	Ghana	Nigeria	Burkina	Ghana	Nigeria	Burkina	Ghana			Nigeria		Burkina				
				direct			% M	% F	direct	% M	% F	direct	% M	% F	direct	
Households reached with OFSP vines	2,466	6,334	784	2,461	5,000	1,883	31	69	3,362				78	22	193	22,483
No of people reached <sup>1</sup>	12,577	19,860		9,953	13,238	4,170	80	20	4,181	52	48	8,684	95	5	91	72,754
No of Pregnant Women Reached <sup>2</sup>	390	834		4,412	5,081	-		100	2,000							12,717
No of Breastfeedin g Women Reached <sup>2</sup>	641	1,013		2,674	-	-										4,328

Continued table

Indicator variables	Year 1 (4 April 2014-31 March 2015)			Year 2 (1 April 2015-31 March 2016)			Year 3 (1 April 2016-31 July, 2016)									Grand Total
	Ghana	Nigeria	Burkina	Ghana	Nigeria	Burkina	Ghana			Nigeria			Burkina			
				direct			% M	% F	direct	% M	% F	direct	% M	% F	direct	
Pregnant, breastfeeding and/or lactating women through Ghana Health Service intervention								100	4,745							4,745
No of women reached <sup>3</sup>											100	133				133
DVMs							100		15	100		8	92	8	48	71
Total	16,074	28,041	784	19,500	23,319	6,053	31	69	14,303	51	49	8,825	84	16	332	117,231



## **Jumpstarting year 3 areas of focus (period: 1 April 2016 to 31 March 2017):**

- Strengthen seed system (QDPM) implementation: on-going activities
- Expanding and documenting formal and informal markets for fresh roots and processed products, i.e. bread is one of the most promising product (Ghana, Nigeria)
- Solidify M+E systems
- Solidifying and expanding partnerships to reach more than one million households by 2020

**This will be explained more by Dr. Souleimane Adekambi, our M&E specialist**

- Continuing learning from Ghana Health Service intervention: Willingness to pay
- School Feeding Pilot project in Ghana

**This will be presented by Mr. Joseph Nchor – Implementing Partner: ACDEP**

To do so, relying on the 3 main common tools:

**AWP, FVs & MRs**



- Annual Work Plan **revised**, including who is responsible for what and time frames,



	Activities to Reach Ir	Output	Indicators	Annual Target	Disaggregation		Responsible	Timeline
					Country	target		
1								
2								
3								
4	Primary Outcome 1. Formal and informal diversified OFSP market opportunities developed in pilot areas in Ghana, Nigeria, and Burkina Faso (April 2016- May 17)							
5	Intermediate Outcome 1.1 Market demand stimulated for OFSP							
34	Intermediate Outcome 1.2 Increased knowledge of the benefits of vitamin A for health by both men and women.							
35	15 Train marketers and other value chain (VC) actors so that they have the necessary knowledge of nutrition	Training report	(1) Number of marketers and other VC actors trained on knowledgeable of	(1) 310	Ghana	(1) 40	iDE Ghana /	Aug & Nov
36					Nigeria	(1) 200	ADP/Ministry of health / Backstop by CIP	Aug & Nov
37					Burkina	(1) 70	iDE Burkina Faso /	Aug & Nov
38	15 Designing additional IEC (Information, Education, Communication) materials and radio	Promotional materials developed and	(1) Number of additional promotional materials developed and	(1) 3 (2) 10,000	Ghana	(1) 1 (2)	CIP	Aug-Feb 17
39					Nigeria	(1) 1 (2) 2,500	ADP/Ministry of health/ / Backstop by CIP	Aug-Feb 17
40					Burkina	(1) 1 (2)	iDE Burkina Faso /	Aug-Feb 17
41	16 Conduct awareness creation campaign in local markets with	Report on campaigns	(1) Number of awareness campaigns	(1) 3	Burkina Faso	(1) 3	iDE Burkina Faso/INERA / Backstop by CIP	Jan-Feb 2017
42	17 Design and implement radio and TV	Radio and TV	(1) Number of radio programs	(1) 2 (2) 1 (3) 20,000	Burkina Faso	(1) 2 (2) 1 (3) 20,000	iDE Burkina Faso/INERA /	Apr-Dec
43	18 Support CAP-Matourkou to organize	TOT organized	(1) Number of TOT trainings	(1) 1 (2) 30	Burkina Faso	(1) 1 (2) 30	INERA/CAP-M/iDE Burkina Faso /	Nov

tools

## Sweetpotato Profit and Health Initiative

- ## Sweetpotato Profit and Health Initiative

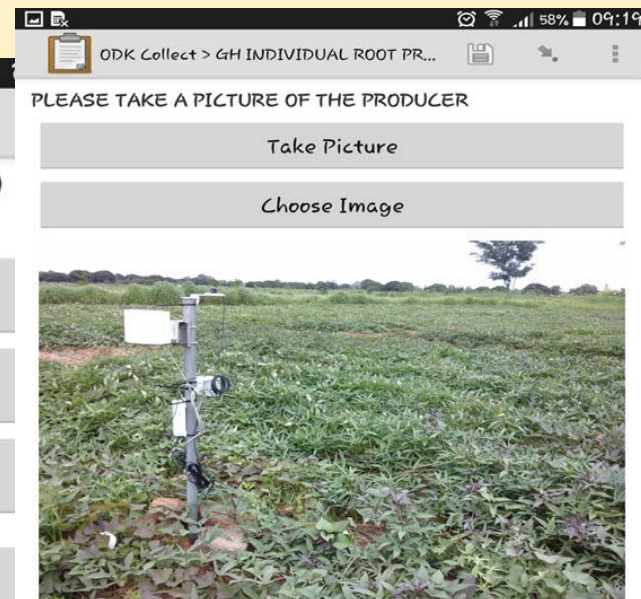
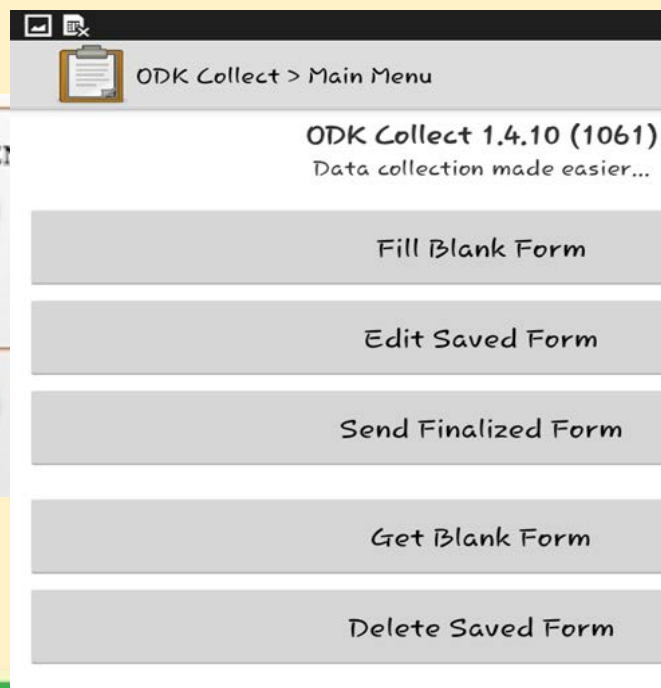
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To do so, relying on the 3 main common tools:

## AWP, FVs & MRs

- Training of EAs on the use of Android mobile tablets for DVMs & market data collection using ODK (**OPEN DATA TOOLKITS**), extend to OFSP root producers





In Ghana







In Burkina







In Nigeria





# To do so, relying on the 3 main common tools:

## AWP, **FVs** & MRs



- **Field Visits**, as a purpose of validation of reported information – at any time & to any of the 3 countries,



OFSP field visit at Sokouraba, Burkina Faso -  
Photo credit I. Koara



Vine field visit at Osun jela, Nigeria-  
Photo credit O. Onabamiji



Vine field visit, Ghana Photo credit I.  
Imoro

# To do so, relying on the 3 main common tools:

## AWP, FVs & MRs



- Monthly (semi-annual & annual) Reports, as a self-assessment of the performance of the project,

**Monthly reporting template**

[Project Manager to Country Manager/  
Regional Director for Projects Regionally  
Coordinated  
C.C. SO Leader & Regional Projects Manager]

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International Potato Center

Monthly Report for the period: **June 2016**

Name of Project: Jumpstarting orange-fleshed  
sweetpotato in West Africa through Diversified Markets

This is a compiled report from across the project which  
captures input by partners in each country as well as CIP  
staff. Monthly discussion report with Lauren will be  
extracted from this report.

Submitted by: Ted Carev, Erna Abidin, Souleimane

1. Accomplishments		
Project Outcome	Deliverables/outputs for the quarter	Progress/achievement during the month
1. Formal and informal diversified OFSP market opportunities developed	In Ghana	
	Study to identify formalized end-markets for farmers is launched	<p>(1) - IDE Ghana has engaged the services of a market consultant who is currently working on identifying formalized end-markets for farmers produce to ensure that production is based on the demand patterns of consumers. The outcome of this exercise will form basis developing production targets per farmer groups</p> <p>(2) - CIP entered into discussions with a market analysis consultant</p>



# Year 3 Beneficiaries (Up to date)



No	Indicator Variables	April 1st, 2016 - June 30th, 2016									Total (Up-to-date)
		Ghana			Nigeria			Burkina			3 countries
		Male	Female	Total direct	Male	Female	Total direct	Male	Female	Total direct	
1	Households reached with OFSP vines	1,050	2,312	3,362			0	150	43	193	3,555
2	Number of people reached*	3404	777	4,181	4506	4178	8,684	86	5	91	12,956
3	Number of Pregnant Women Reached**		2,000	2,000			0			0	2,000
4	Number Of Breastfeeding Women Reached**			0			0			0	0
5	Women without distinction of being pregnant, breastfeeding and/or lactating		4,745	4,745		133	133			0	4,878
6	DVMs	15		15	8		8	44	4	48	71
	Total	4,469	9,834	14,303	4,514	4,311	8,825	280	52	332	23,460

# Quick Main Midline Results

# Household Introduction to OFSP



## Sampling approach:

- Selection of the respondents was limited to the project targeted zones (2 regions in GH & 5 communities in BF)
- Focus on two categories of farmers: Direct Beneficiaries (Treated) and Non Beneficiaries (Control)
- Ghana (Treated & Control 144, respectively) & Burkina (Treated 144 and Control 107)
- DVMs are also interviewed (but results not presented here)

## Ghana

	C (N=144)	T (N=144)	Overall (N=288)
Ever Heard Of OFSP	89%	100%	94%
Main information sources			
Project's Partners	40%	99%	82%
1 <sup>st</sup> time OSFP planted (2015)	90%	81%	83%

## Burkina

	C (N=144)	T (N=107)	Overall (N=251)
Ever Heard Of OFSP	91%	100%	95%
Main information sources			
Project's Partners	27.40 %	69.20	46.20%
1 <sup>st</sup> time OSFP planted (2015)	80.80 %	90.60%	87.80%



# Gross margin of vine production in Ghana & Burkina Faso



## Ghana

OFSP vine plot size (Ha)	0.9
Total production cost per acre (USD/Ha)	65.83
Gross margin of vine production per acre (USD/Ha)	243.49

## Burkina

OFSP vine plot size (Ha)	0.52
Total production cost per hectare (USD/ hectare)	325.20
Gross margin of vine production per acre (USD/Ha)	591.16

# Cost-Benefit Analysis of OFSP production in Ghana & Burkina Faso



## Ghana:

	<b>C</b> (N=144)	<b>T</b> (N=144)	<b>Overall</b> <b>I</b> (N=288)
%Producing OFSP	15%	38%	26%
OFSP plot size (Ha)	1.82	2.01	1.95
% of OFSP to total areas under SP	<b>71%</b>	<b>86%</b>	<b>81%</b>
% of purchased vines value out of the total vine value	45%	39%	41%
% vines costs from total production cost	<b>56%</b>	<b>49%</b>	<b>51%</b>
Yield (Kg/Ha)	<b>960.11</b>	<b>734.48</b>	<b>799.79</b>
Gross Margin (USD/Ha)	118.27	37.96	61.21

## Burkina:

	<b>C</b> (N=144)	<b>T</b> (N=107)	<b>Overall</b> <b>I</b> (N=251)
%Producing OFSP	13%	49%	28%
OFSP plot size (Ha)	0.44	0.49	0.47
% of OFSP to total areas under SP	<b>5%</b>	<b>17%</b>	<b>10%</b>
% of purchased vines value out of the total vine value	16%	3%	7%
% vines costs from total production cost	<b>36%</b>	<b>44%</b>	<b>42%</b>
Yield (Kg/Ha)	<b>2,811.11</b>	<b>4,140.93</b>	<b>3,778.25</b>
Gross Margin (USD/Ha)	99.97	683.83	527.59

# School Feeding Program in Nigeria



- ❑ By mid-2015, **17 elementary schools** in Osun State, with over **8,000 pupils** receiving an OFSP meal once a week
- ❑ 1,910 students in 13 Osun State schools receive OFSP bread once a week
- ❑ In September, 2016, 100 additional schools around the state, with the possibility of further increase -→ **10 tons** of OFSP required to feed 41,216 students weekly



# Next plans



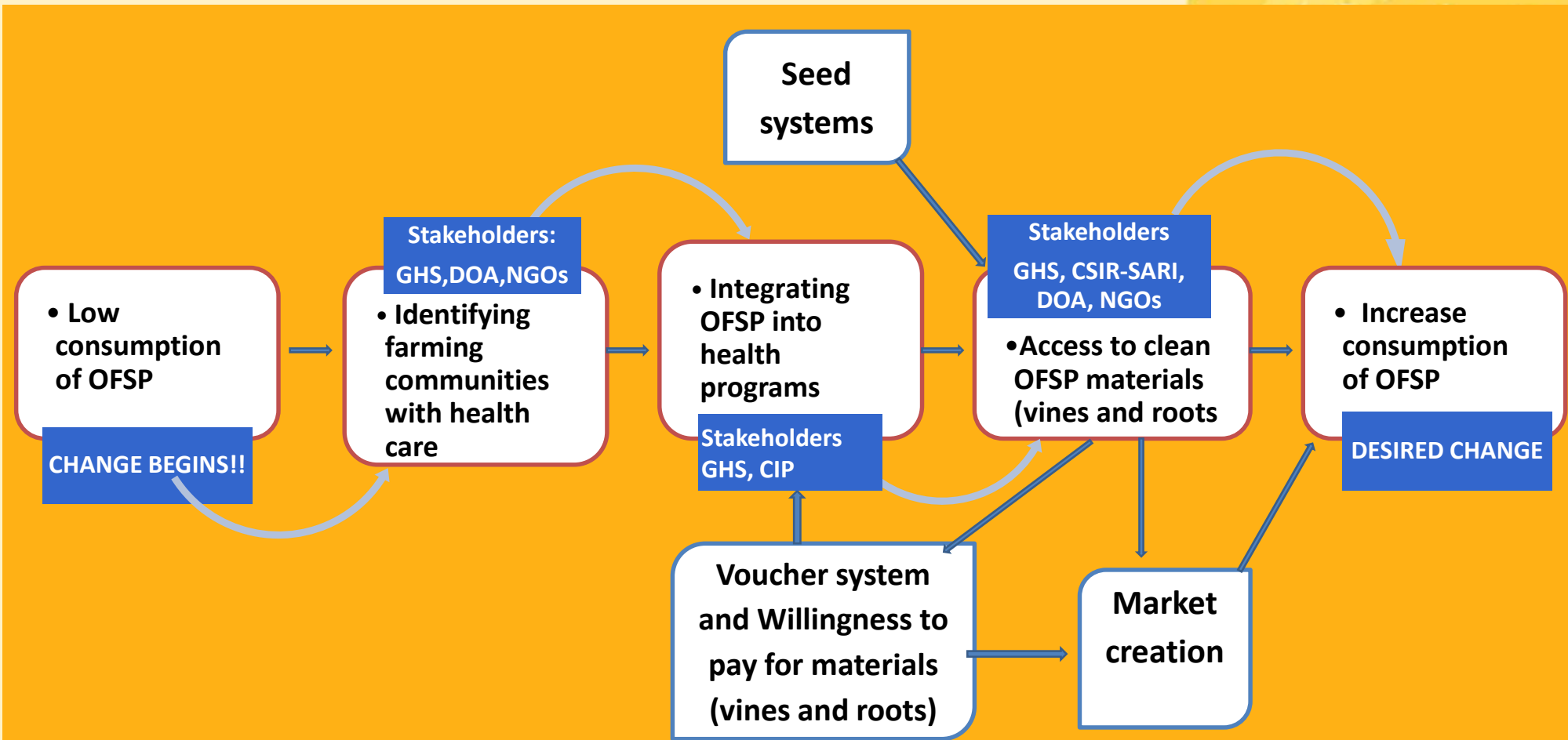
Among others....

- Conducting endline surveys of producers, DVMs
- Assessing contribution of GHS to OFSP consumption
- Analyzing Cost-Benefits of OFSP incorporation into Bread and contribution to OFSP root production

# GHANA HEALTH SERVICE INTERVENTION



# OC 3: Households, including women and children, in target areas have increased vit A consumption from OFSP



# Activities



- Train staff of CHPS to incorporate OFSP into Infant & Young Child Feeding counseling
- Train health volunteers and community health nurses on OFSP counseling
- Cooking demos and training of pregnant and lactating mothers on recipes
- Community sensitization durbars on OFSP nutrition
- Training pregnant women, lactating mothers on OFSP nutrition and utilization
- Voucher system to disseminate vines/roots to pregnant and lactating mother



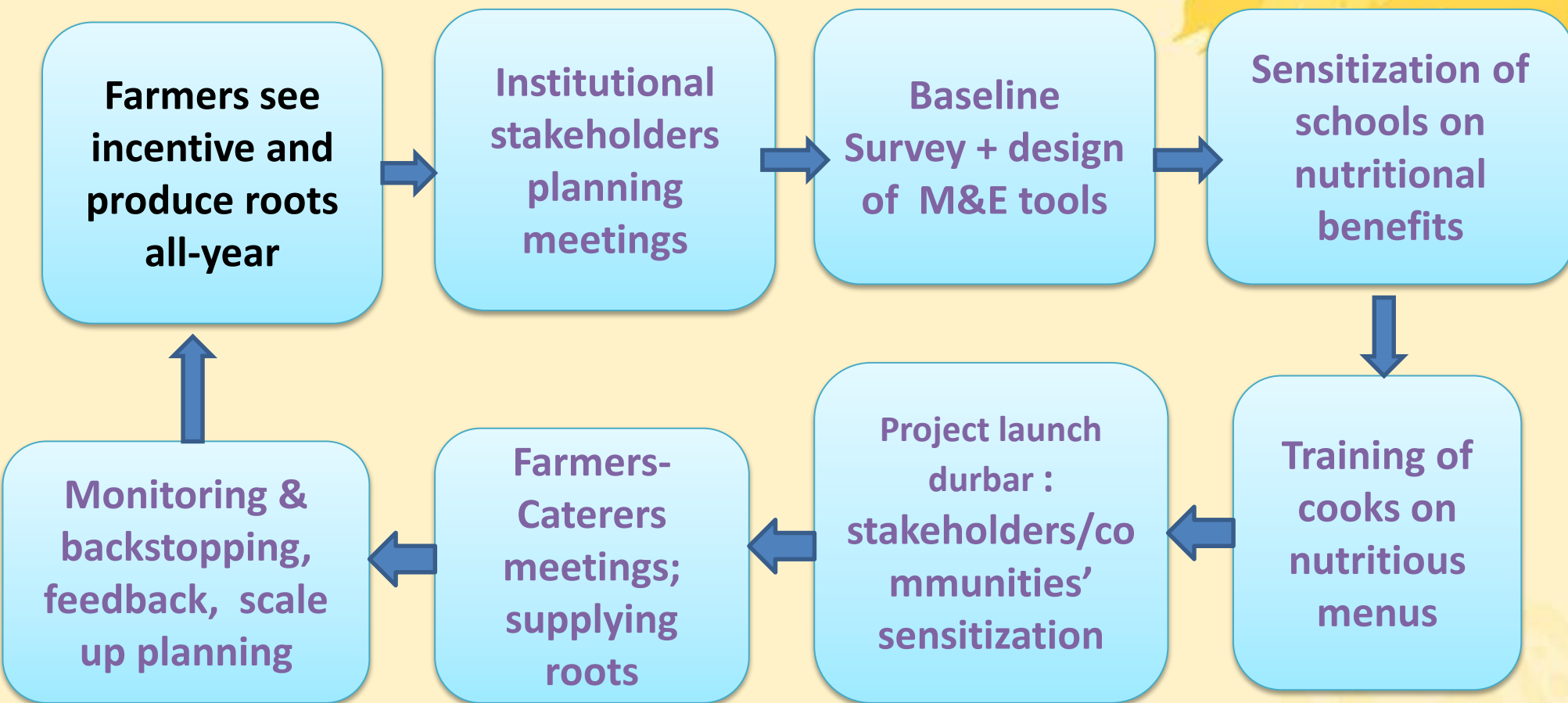
# GHANA SCHOOL FEEDING PILOT WITH OFSP



❑ OFSP-School feeding pilot started in June 2016 in 2 basic schools under the GSFP to achieve the ff outcomes:

- 1. Feeding school children with vit A-rich OFSP diets will improve child nutrition and combat VAD***
- 2. OFSP School Feeding will increase market opportunities for local root producers and vines multipliers***

# The implementation Process





# Roots Production



# Achievements so far



- ❑ 800 pupils fed once each with nutritious but cheap OFSP diets
- ❑ 13 producers supplied 6,925kg of fresh roots (uninterrupted) to caterers valued at US\$1,212
- ❑ Strong producer-caterer linkage established:
  - potential structured market for producers
  - to increase production & consumption



# Feeding on OFSP menu





# Lessons and way forward



- School feeding has demonstrated a potential stable market for roots
- Producers can best capture the opportunity by all-year production with good storage practices
- Schools reported a higher attendance on OFSP feeding days, showing acceptability
- Plans to scale from pilot program

## EXIT STRATEGIES:



Strategies for OFSP expansion and scaling intervention in Ghana, Burkina Faso and Nigeria

1. **Do not exit** and seek extension for Jumpstarting Phase 2 or other follow on project.
2. **Exit:**
  - 2.2. Determine the most successes of intervention which was piloted in the last three years to be scaled out or scaled in; prepare some concept notes and seek a number of respected donors for funding activities through a project or two
  - 2.3. Partners have their capacities to carry on through their own investment on project.

For example:

- **In Burkina Faso:** NAFASO seed company now supplies QDPM OFSP to Min of Agric and NGOs
- OFSP fresh market value change now runs on his own.
- **In Nigeria:** school feeding continues for expansion within Osun State and Nationally.
- **In Ghana:** OFSP value continues through bakeries, school feeding and Ghana Health Services investment
- Value chains actors and partners continue on their own
  - we have planned a meeting among the core IPs in the beginning of Nov 2016

# THANK YOU VERY MUCH FOR YOUR ATTENTION!



## ACKNOWLEDGEMENT

- The Bill & Melinda Gates Foundation
- Governments and farmers and marketers

**From  
The West Africa Team**