

An illustration on the left side of the slide depicts a woman and a young child. The woman, wearing a purple top and a green headwrap, carries a large basket of sweetpotatoes on her back. The child, wearing a blue shirt and purple pants, stands in front of her, holding a sweetpotato. The background is a vibrant yellow with colorful, abstract patterns in purple, red, and orange. The bottom of the slide features a green background with a pattern of sweetpotato leaves.

# Sixth Sweetpotato Seed Systems Community of Practice Consultation: SGA for sustainable PBS/EGS production progress review: Overview & objectives

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Sweetpotato Seed System Community of  
Practice for SSA  
Nairobi, Kenya  
6-8 May, 2016

# Karibu – Nairobi!



- Participants from 11 countries: Ethiopia, Kenya, Uganda, Tanzania, Ghana, Nigeria, Burkina Faso, Malawi, Mozambique, Nigeria and Zambia
- Is there somebody new who you have not met before – find them - please introduce them to the meeting!

# Programme...day 1



- **Update on Y3 implementation of SGA for sustainable production of PBS/EGS: parallel sessions & plenary**
  - PBS/EGS technologies & capacities; outputs vs targets; quality management
  - Status of business plans, revolving fund
- **Feedback on formative assessment of SP-SS CoP**
- **Linking breeder seed into a functional seed system**
- **Financial reporting update:**
  - “use it or lose it”
  - Please agree on a time to meet with Emily or Maurice to review your financial report.

# Programme...day 2



- **Progress & way forward on key CoP topics:**
  - Seed terminology
  - Triple S
  - Sandponics
  - Linking Bizplan SWOT Analysis to Marketing Strategies
- **“The Elevator Pitch” why should we invest in your marketing strategy – what is the impact on demand and sales?**
- **Are we using our bizplans as a tool to be more effective PBS producers:**
  - Multiplication calendar, EGS requirements; our assumptions
  - Linking our bizplns to our revolving funds
- **Virus diagnostics using LAMP – fitting into a functional seed system**
- **Are we getting our PBS pricing right? KEPHIS experience with calculating break even cost, selling price and stakeholder response**

# Programme...day 3



- **Agricultural economists will work on data collection templates for business plans:**
  - How to set markup and margin: how to play the pricing game
  - Differences between cost effectiveness and cost benefit analysis
  - Data collection templates



# Networking...



- Social events
  - Social dinner out: Wednesday 7<sup>th</sup> December
  - Group photo
- Continuing to build the community of practice
  - Google Group
  - Join the discussion topics and lead different discussions
- Communication outputs: proceedings; e-newsletter; blogs

# “The Elevator Pitch”



- **Country team (PI and Ag Econ) preparation before Wednesday:**
  - 3 minutes for oral pitch
  - 3 power point slides, with maximum of 3 bullets per slide (optional)
- **Convince us to invest in your PBS/EGS marketing activity**
  - What is the activity (e.g. kiosk, labels, radio spot, demo plot, t-shirt.....), and who is it targeted at?
  - How much does it cost to implement?
  - What is the impact on sales, and what is your evidence of this?
  - Why should we invest in it – what is the added value/comparative advantage compared to other marketing activity?

# House rules...



- **It is our CoP – let's nurture & grow it**
  - Please engage: participate and contribute!
- **Be HERE, NOW**
  - please do your emails, facebook etc in the breaks & evenings!
- **All presentations will be available on a flash disk at the end of the meeting (after the evaluation)**
- **Questions and comments on the programme welcome!**



# 1<sup>st</sup> session: parallel country presentations



Group 1: Moderator Kwame; Rapporteur: Bramwel

- **SARI, NaCRRI, BioCrops, DARS, CRI, NRCRI**
- Erna Abidin, Jan Kreuze, Jan Low,

Group 2: Moderator Mihiretu; Rapporteur: Christing

- **TARI, KEPHIS, RAB, (IIAM), ZARI, INERA, SRI**
- Sammy Agili, Srinj Rajendran, Margaret McEwan

**8.30 – 10.30:** 15 minute presentation/country of Y3 mid year report

**11.00 – 12.00:** Group discussions:

- Key successes
- Lessons to share
- Improvements needed

**12.00 -13.00: Feedback to plenary** (20 minutes per group and discussion)