

# How Branded outlets are changing OSP markets in Uganda



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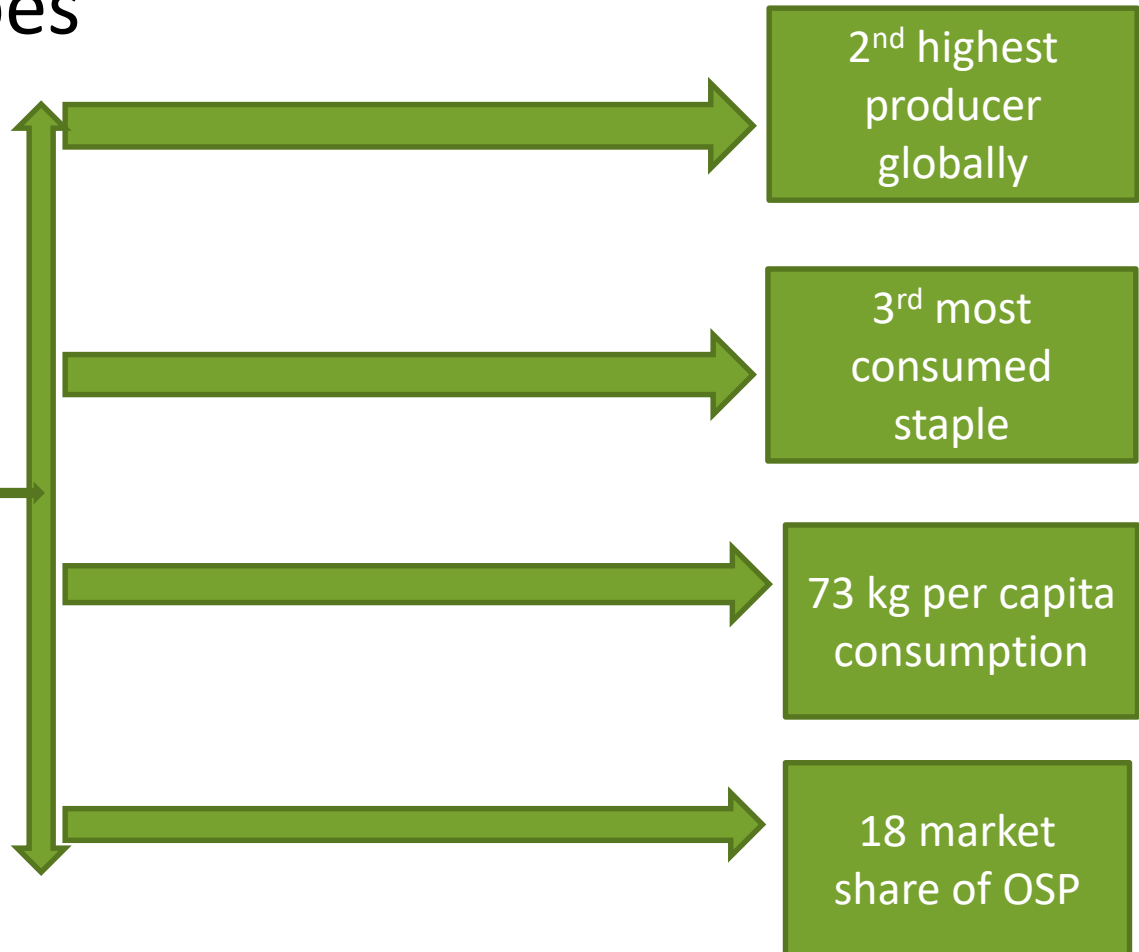
# Highlights

- Introduction and context
- The problem
- Market strategy
- Objectives
- Locations
- Design
- Achievements
- Challenges
- Way forward



# Introduction and context

- SweetPotatoes



Yet Uganda loses upto USD 145m in minerals and vit deficiencies



# Biofortification works

- Orange fleshed Sweet Potatoes (OFSP) promoted extensively for 10 years.
- Seven varieties on market
- More than 420,000 farmers reached in 5 years
- Contributed significantly to nutritional well being.
- But, where is OSP???







# The problem

- Attitudes and perceptions towards the first varieties was poor.
- Market never liked them.
- And also, less than 20% reach the market.
- Where do I sell OSP????





# The Market strategy

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- Since 2016, established 32 points of sale (PoS) and 9 High way points of sale (HPoS).
- Targeting flesh sweet potato markets.
- Spread across the 4 regions; Northern, Eastern, Central and Western



# Objectives

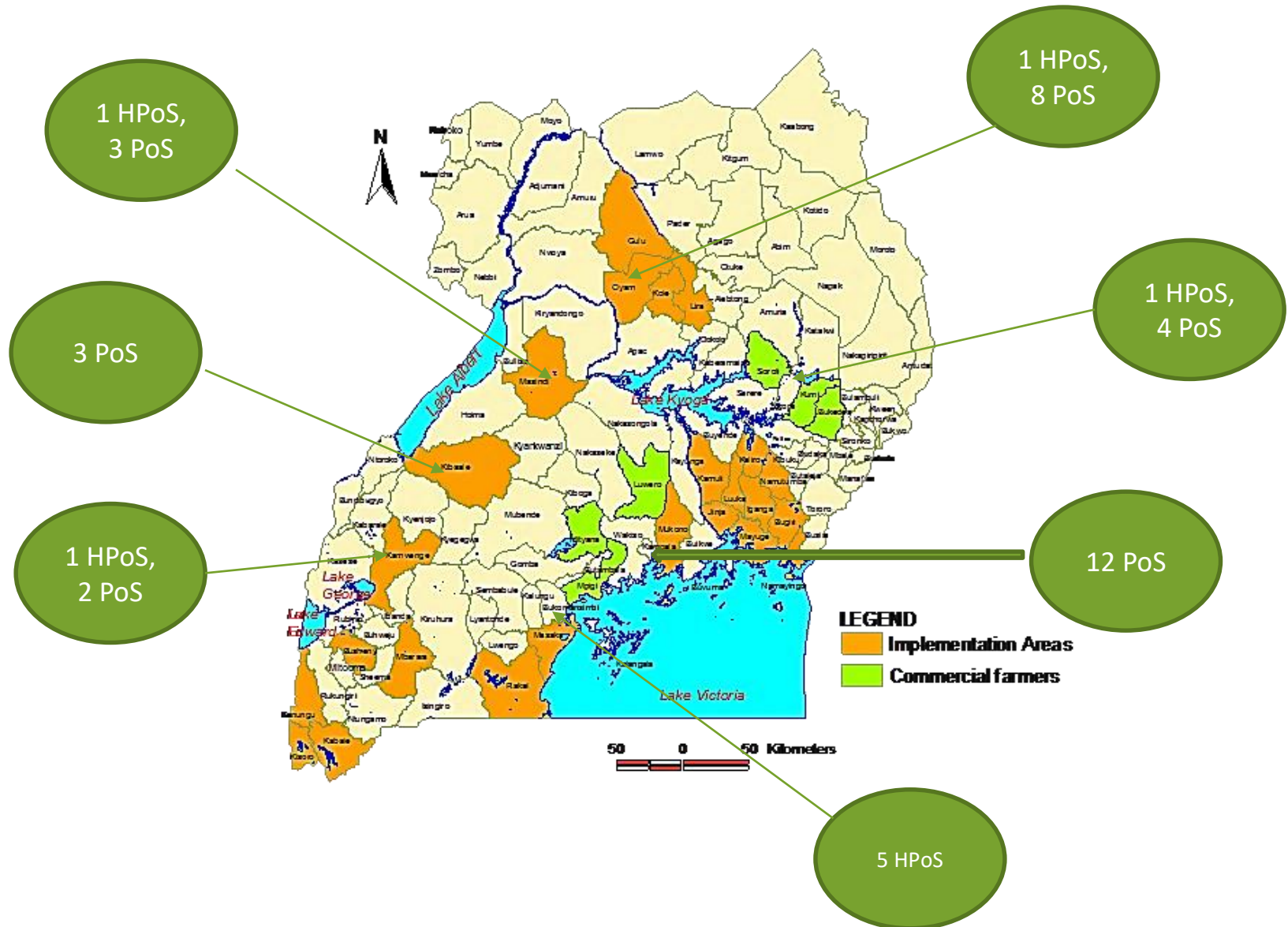
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- Increase OSP product availability and visibility in markets (where is “the OSP”?).
- Share nutritional information on the OSP.
- Provide markets for OSP.
- Understand the trends





# LOCATIONS







# Design

- Located in strategic market areas.
- Painted all orange
- Clear visibility along roads.
- Connected to supply lines of commercial farmers.
- Promoted through media esp radio





# Market awareness campaigns

Targeting consumers through;

- Radio talk shows
- Agricultural and tradeshow.
- Branded packing materials for various outlets.





# Results (High way points)

| Location            | Pre-branding<br>(Sales, Kgs/ week) |       | Post-branding<br>(Sales, Kgs/week) |       | %age<br>increase<br>OFSP |
|---------------------|------------------------------------|-------|------------------------------------|-------|--------------------------|
|                     | OFSP                               | White | OFSP                               | White |                          |
| Kampala -<br>Masaka | 50                                 | 225   | 300                                | 150   | 600                      |
| KMG –<br>FT/Portal  | 0                                  | 630   | 150                                | 500   | -                        |
| Lira -<br>Aboke     | 30                                 | 80    | 100                                | 120   | 230                      |
| Soroti-<br>Mble     | 150                                | 1200  | 600                                | 1200  | 300                      |
| Mbale               | 1500                               | 1500  | 3000                               | 3750  | 100                      |
|                     |                                    |       |                                    |       |                          |



# Observations

- 10+ people stop, ask and buy each day.
- Kampala- Masaka received the highest increment.
- Mbale sold more volumes due to longer project interventions.
- More time is needed to assess variety choices/ repeat purchases



# Outcomes

- Significant increase in sales of fresh roots at all outlets.
- Nutritional information shared with buyers.
- Impacted on production practices of farmers of OSP.





# Challenges

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- Inconsistency in supply due to drought.
- Poor infrastructure hinder flow of products.
- Short shelf life of OSP.





# What we are doing differently

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- Raise consumer awareness through media.
- Connect commercial farmers to the outlets.
- Maintain brand visibility.
- Create business to business linkages





# Way forward

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Branding significantly improves brand visibility and sales. But;

- Requires a network of commercial farmers to thrive.
- Needs an elaborate consumer campaign in short run.
- Requires consistent message about nutrition.



