



RESEARCH
PROGRAM ON
Roots, Tubers
and Bananas

Making OFSP Go National in Close Collaboration With Government Extension

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Policy Environment Reality



- OFSP promotion started under DONATA 2009 and SASHA 2010
- Policy at that moment was hostile to sweetpotato in general for different reasons:
 - Government is more concerned with National Food Security that favors Cereals and Pulses because they can be stored for future use
 - Government did not like sweetpotato because of huge post-harvest losses
 - Crop Intensification Program favored priority crops Maize, Rice, Bananas, Beans, Potato, and Cassava
 - Radical Terraces focused on priority crops
 - Irrigation schemes for rice
 - Marsh land reserved for priority crops

Strategic Thinking

- Faced with an hostile environment one has to go into strategic thinking
- We decided to conduct a SWOT analysis



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SWOT



STRENGTH

1. Varieties with High yield potential
2. Early maturing (3.5 – 4.5 months compared to 5 – 8 months depending on agro-ecological zones)
3. Disease tolerant
4. Orange color is beautiful and catchy

WEAKNESS

1. New unknown product
2. No established seed system hence supply of seed will be difficult
3. Low and Medium dry matter content not desirable
4. Negative public perception by consumers and government on sweetpotato
5. Low or no-existence demand for OFSP roots in the market

SWOT

OPPORTUNITY

1. OFSP would contribute to better food security
2. OFSP is a nutritious crop and with a recognizable trait (Orange)
3. Opportunity to increase incomes to farmers and entrepreneurs through value chain
4. Meet local authorities objectives in performance contracts targets
 - Yields increase
 - Nutrition target
 - Incomes
 - Novel idea

THREATS

1. Hostile policy environment can easily lead to stopping the OFSP work in Rwanda
2. Land policy leaves little available land for OFSP
3. Lack of access to marsh land makes seed system very difficult to develop
4. Climate change with little access to marsh land will make OFSP adoption difficult
5. Private sector are skeptical of adopting new technology unless it has obvious benefits to profits
6. Donor interest wane because of a new crop



SWOT summary



- Strengths and Opportunities were totaling 8 without weighting
- Weakness and Threats were totaling to 11 without weighting
- However, when we have informal weighting we think that policy threats is very strong hence any strategy adopted must take this into account
- It is possible to Leverage on the **strengths** and **opportunities** at the same time **minimizing** the **weakness** and **managing** the **threats**



Strategy



Nutrition

1. Always emphasize and focus on OFSP being a nutritious crop (Vitamin A)
2. Emphasize on short maturing period hence it covers the hunger period
3. Emphasize on the potential role for OFSP in food security of the households

Seed Systems and Agronomy

1. Work closely with the research station to ensure only high quality material is in the system
2. Build a locally based seed system that benefits the farmers directly (currently have 80 DVMs in Rwanda)
3. Assist the seed multipliers market their seed
4. Reach out to all OFSP player to ensure that OFSP Brand you build is maintained by all working only with high quality planting materials
5. Train on better OFSP management practices



Strategy



Value chain

- Extensive training of entrepreneurs
- Adapt your technology to work at different levels of knowledge and resource endowment
- Assist the entrepreneurs see the business case of the work
- Walk with private sector hand in hand
 - Product selection
 - Product development
 - Product packaging
 - Product marketing



Meet the needs of the government

- Assist government agencies meet their stated policy interests
- Need improvement of food security
 - OFSP high yielding
 - Early maturing (cover the hunger period)
 - Plant twice in a one season
 - Less inputs intensive
- Nutrition target
 - Every local authority has pressure to show what they are doing to reduce malnutrition and stunting
- Improved incomes of the households
 - The government want to see this happen and OFSP value chain can play an important role

Communication

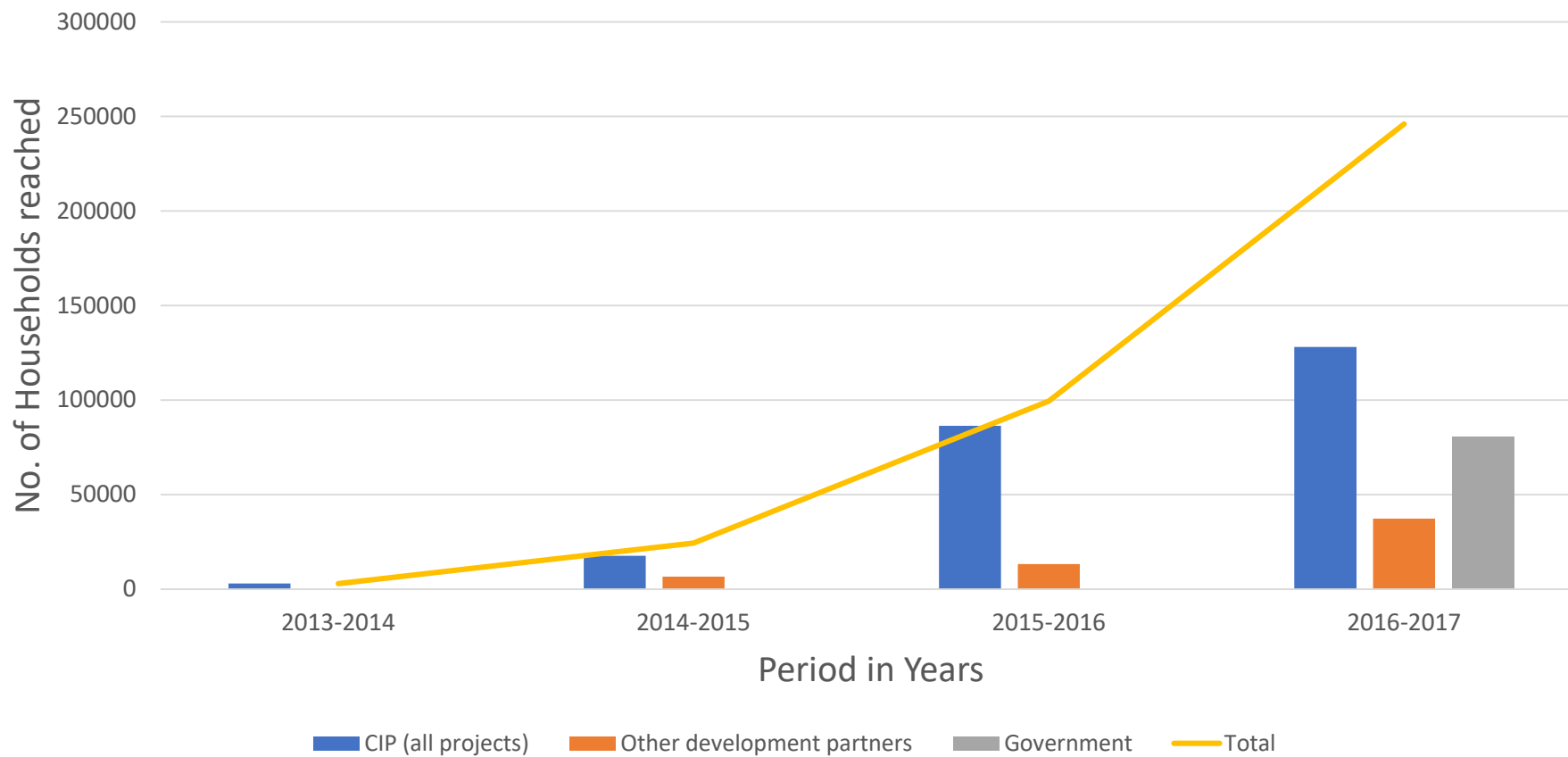
- This involves production of easily accessible communication material for the end users (farmers, consumers, policy makers)
- Use easy communication tools (posters, signposts, songs etc.)
- Partner with the media instead of engaging the media
 - Most projects do not have enough resources to buy media coverage
 - Show the media that there is some unique stories and angles to cover
 - Facilitate their access to these stories
 - Stop being too harsh to media houses to get very accurate scientific coverage on all details





Progress

Households reached with OFSP from 2014 to 2017





Murakoze
Thank you
Asante
Merci



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