

**Sustainable
sweetpotato pre-basic
seed production Y4
Mid Year Report: June
2017 – November 2017**



Sweetpotato Action for
Security and **Health** in **Africa**



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Sweetpotato Seed Systems Community of Practice: 8th
Consultation- Sustainable Pre-basic Seed Production – SGA
Progress Review. Nairobi, Kenya 21-22 November 2017

Production: capacities

Period: current status at mid year 4 (Nov. 2017)

Facilities	No. units	Irrigation (Y/N)	Total m ²	Method (poly, pot, bench/trough, open)	RMT/ Conventional	Total no. of plants	Multiplication Rate
Screen house	3	Y	392	Bench	Conventional and RMT	6000	6 cuttings in two months
Mobile net tunnels	-	-	-	-	-	-	-
Open field multiplication	-	-	-	-	-	-	-
Basic seed multipliers	-	-	-	-	-	-	-

Production: targets vs actuals?

Stage	Activities	Unit (& size)	Planned no. (for period: June - December 2017)	Achieved: June - November 2017	% achievement
1	TC initiation	Plantlets	200	300	150 %
	TC micro-propagation	Plantlets	1200	1300	108 %
2	Hardening	Plants	1200	1300	108 %
3	Screen house multiplication	Cuttings	6000	-	-
	Mobile net tunnel multiplication	Cuttings	-	-	-
4	Open field multiplication	Cuttings	-	-	-

- **Is your multiplication calendar on track**
What deviation and why
 - Initiation and TC multiplication on track
 - Deviation in screenhouse multiplication due to late orders from clients – late screenhouse preparation
 - More workload due to additional farmer varieties
- **What changes will you make to your multiplication calendar for the next 6 months?**
 - Multiplication of 5 more farmer preferred varieties
 - Stakeholder demand projection workshop

Use of business plan tools



- **What was your pricing strategy**
 - **Pre-basic price: (for 3-node cutting?)**
 - Ksh 20 – 35 for organizations
 - Ksh 10 – 20 for individuals
- **Any deviation and why**
- -Sold to an organization @ ksh 10 due to market competition, Signed an MoU
- **What is your profit margin? 20%**
- **Do you need to change your pricing strategy? If so how?**
No

Use of business plan tools



- **What were your marketing activities:**
 - A. Agricultural shows and field days
 - B. Brochures and banners
 - C. KEPHIS stakeholder forums
 - D. KEPHIS website
- **Which marketing activity bought most orders?**
 - KEPHIS website and field days
- **Do you need to change your marketing strategy? If so how?**

Yes- include wattssup platform, documentary and newspaper advertisement

Use of revolving fund



Description	Local currency or US\$
<i>a. Balance of Revolving Fund bought forward from May 2017</i>	<i>USD 11,682</i>
<i>b. Gross income for this reporting period: June to November 2017</i>	<i>USD 6,500</i>
<i>c. Total disbursements towards seed production activities: June to November 2017</i>	<i>USD 1,255</i>
<i>d. Other costs met from the revolving fund:</i>	<i>USD 2,667 Renovation & Marketing</i>
<i>e. Balance of funds at end of reporting period available to be carried forward to the next reporting period</i>	<i>USD 17,000</i>

US\$ exchange rate: Ksh 100

Explain any challenges for the revolving fund - Demand projection

Comments on production targets



- **Actions taken during year 4 to increase multiplication rates:**
 - Additional greenhouse renovation
- **Actions taken during year 4 to reduce costs of production:**
 - Reduction of TC multiplication, LED bulbs in growthroom
- **Key challenges for year 4:**
 - Demand projection
- **Lessons to share for year 4:**
 - Monitoring and evaluation (impact assessment)
 - Customer analysis and feedback

Quality management: June November 2017



- **Number of varieties under multiplication:** 8 varieties
- **What new varieties have been introduced in Y4?**
 - A. Kenspot 2, 3 and 4
 - B. Mugande
 - C. Kakamega
- **What new varieties will be added during remaining of Y4?**
- - Purple fleshed variety
- **No. varieties tested over June – Nov 17 and results**
 - Vitaa and Kabode :result: ...negative
 - Kenspot 2, 3, ,4, mugande and kakamega :result:...negative
- **Seed standards and inspection protocol**
 - **Current status:** adopted by seed inspectors
 - **Are external inspections being conducted for field multiplication?**
 - Yes, for registered merchants

Stakeholder meetings: June 2017 – Nov 2017, and planned



Date of meeting held	No. participants (M/F)	Types of participant	Main topics	Follow up actions
27/9/2017 Kericho	176 F, 77 M	Farmers	KEPHIS services Agronomy of sweetpotato Value addition and sweetpotato seed business	Impact assessment
13/10/2017 Muranga	228 F, 159 M	Farmers, Stakeholders	KEPHIS services Sweetpotato seed business clean planting materials	Impact assessment
18 th -19 th /10/17 Kirinyaga	182 F, 92 M	Farmers	KEPHIS services Value addition and sweetpotato seed business, clean planting materials	Impact assessment
Planned meetings (Dec 17 – May 18)				
Proposed Date	No. participants	Types of participants	Main topics	Proposed budget
January 2018	40	Farmers and stakeholders	Demand projection	USD 3,500

Marketing strategy: June 2017 – May 2018

	Target group	Message & activity	Time period	Channel/s	Responsible	Proposed budget	Indicator of success
1.	DVMs, farmers	Benefits of OFSP Clean planting materials	June 2017 – Dec 2017	Field days, Agricultural shows Brochures and banners	PI	USD 5000	Number of orders
2.	DVMs, farmers	Benefits of OFSP Clean planting materials	June 2017 – Dec 2017	KEPHIS website	KEPHIS communication officer	FREE	Number of orders
3	DVMs, farmers	Benefits of OFSP Clean planting materials	Dec 2017 – May 2018	Documentary and newspaper advertisement	KEPHIS communication officer	USD 600	Number of orders

Dec 17 - May 2018: key areas for strengthening performance of bizplan



- **Technical**
 - Monitoring and evaluation (impact assessment, customer feedback)
 - Training of staff at production and marketing levels
- **Institutional**
 - Review of vision and strategic objectives to incorporate business model
- **Financial**
 - Funding for staff training

BEST PHOTO



MD KEPHIS
introducing value
addition of
sweetpotato during a
field day at Kirinyaga
county