Orange Fleshed Sweetpotato (OFSP) farmers in Manica Province, Mozambique have another reason to be excited. The International Potato Center (CIP) partnered with Zebra Farms Factory to produce a juice made mainly from sweetpotato. The Tio Joe OFSP variety gives the best juice product because of its deep orange color and low dry matter content. Laboratory analysis of the OFSP juice at the Food and Nutritional Evaluation Laboratory (FANEL) at CIP-SSA Regional Office in Nairobi showed that 100mL of the give has 4mg of Beta-Carotene content. A 300mL bottle of the OFSP juice provides 100% of adult male vitamin A requirements per day. This is important because vitamin A deficiency is a public health problem in Mozambique, and now consumers can opt for this nutritionally superior product compared to the commercially available fizzy drinks.  The OFSP juice tasted favorably compared to established brands like Compal on the market when we tested with local University students. In addition, the OFSP juice is packed with antioxidants and bioactive components that are good for optimal health maintenance in light of the increase incidence of chronic diseases in Sub Saharan Africa. This processing of OFSP into a commercially viable juice product created market opportunities for OFSP smallholder farmers. Smallholder farmers in Africa often complain about lack of markets for their produce and also suffer lots of post-harvest losses because of that. Now farmers can first consume OFSP at home and sell surplus for income to the processors. We know that when farmers get income from a crop, the adoption of that crop will be higher. And also, we know that when women farmers get income, they spent most of it on household nutritional issues. This work was funded under CIP's SUSTAIN Projects with financial support from UKaid (DFID).

