Sweet Potato Seed Systems and Crop Management Community of Practice

SPHI
Sweetpotato for Profit and Health Initiative

Regional Technical Support Platform for East, West, Central and Southern Africa

Eighth Consultation: Progress Review of Business Plans for Sustainable Pre-Basic Seed Production under SASHA

Pride Inn Hotel - Nairobi, Kenya

November 21 - 22, 2017

Compiled by Margaret McEwan

Progress review of business plans for sustainable pre-basic seed production under SASHA Sub-Grantee Agreements.

November 21-22 2017

Compiled by Margaret McEwan

Figure 1 SGA meeting participants. Photo Credit: Tassy Kariuki

Cover photo: *Prebasic multiplication in new screenhouse Kamboinse, Sept 2017 (Credit: Some Koussao)*

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Acronyms

AGRA	Alliance for a Green Revolution in Africa
BVM	Basic Vine Multiplier
CIP	International Potato Center
COP	Community of Practice
DARS	Department of Agricultural Research Services
DVM	Decentralised Vine Multipliers
EGS	Early Generation Seed
INERA	Institut de l'Environnement et de Recherches Agricoles de Burkina Faso
KEPHIS	Kenya Plant Health Inspectorate Service
MOU	Memorandum of Understanding
MR	Multiplication Rate
NaCRRI	National Crops Resources Research Institute
NARI	National Agricultural Research Institute
NARO	National Agricultural Research Organisation
NRCRI	National Root Crops Research Institute
OFSP	Orange-fleshed sweetpotato
PBS	Pre-basic seed
PI	Principal Investigator
QDPM	Quality Declared Planting Material
QDS	Quality Declared Seed
RoI	Return on Investment
RF	Revolving Fund
RTB	Roots, Tubers and Bananas
SARI	Southern Agricultural Research Institute
SASHA	Sweetpotato Action for Security and Health in Africa
SGA	Sub- Grant Agreement
SPHI	Sweetpotato for Profit and Health Initiative
SS-CoP	Sweetpotato Seed Systems and Crop Management Community of Practice
TARI	Tigray Agricultural Research Institute
TC	Tissue culture
TOSCI	Tanzania Official Seed Certification Institute
ToT	Training of Trainers

Executive summary

The Sweetpotato Seed Systems and Crop Management Community of Practice (SS-CoP) Eighth Consultation was held from 21-22 November 2017 at Pride Inn, Nairobi, Kenya. The planning and review meeting was attended by the Sweetpotato Action for Security and Health in Africa (SASHA) project pre-basic seed (PBS) system sub-grantees. There were 24 participants from 11 countries - Ethiopia, Kenya, Uganda, Tanzania, Ghana, Nigeria, Burkina Faso, Malawi, Mozambique, Nigeria and Zambia. The participants were predominantly sweetpotato breeders, and seed systems scientists implementing business plans for sustainable production of sweetpotato seed.

Each country made presentations of their activities for the period of June-November 2017, with a focus on production capacities, production targets vs. actual achievements and comments on how to improve multiplication rates and reduce production costs; quality management; estimated pre-basic seed requirements for the coming season; progress in implementing their business plans and revolving funds and capacity building initiatives undertaken. In discussion groups, they deliberated on their successes, lessons and the improvements they needed to make to improve the sustainability of their pre-basic seed production and marketing. Prior to the main meeting, the CIP team and principal investigator (PI) worked together to review the progress report and the completion of the business plan financial analysis.

1 UPDATE ON SWEETPOTATO FOR PROFIT AND HEALTH INITIATIVE (SPHI)

Jan Low – International Potato Center (CIP); Presentation

Some key highlights for SPHI in 2017 were:

- Twenty Speaking Events since the Prize & the 2017 WFP Laureate is a Bio fortification Advocate
- SASHA, the research & capacity strengthening support underpinning the broader SPHI publications were; 16 SASHA briefs, 28 other briefs and Your Passport to Good Health.
- Successful Exhibition at Milimani Mall with; 20 Booths, 6 Private Companies, 10 countries represented, Press coverage, Speeches, Skit & Song and 500 visitors.
- Successful SPHI Technical Meeting

Breeding in Africa for Africa achievements:

- New Methods and their application
- Proof-of-Concept for exploiting heterosis
- Measurement of genetic gains 0.3 tons/year/root yield
- Establishment of 3 Sweetpotato Support Platforms (SSPs)

Strengthening of the Speedbreeders achievements

- Common protocols and tools for data collection and analysis (Phase 1: Clone Selector and Phase 2: HIDAP & SweetpotatoBase (GT4SP)
- Increased use of barcoding & digital tools
- Integration with genomics project

- Due to AGRA collaboration, number of countries now breeding is 13
- Uganda and Mozambique producing large amounts of seed that has been shared

2 SESSION 1A: MID-YEAR 4: PROGRESS REVIEW OF PRE-BASIC SEED COMPONENTS

Moderator: Maureen Mwangangi

Each institution's representative made their 15-minute presentation[1] in plenary, followed by five minutes for open discussion. Their presentations covered the following information for the period of June-November 2017:

- Production capacities, production targets vs. achievements for the reporting period and comments on how to improve on the production targets
- Quality management i.e. virus testing, inspection standards and protocols
- Estimated PBS requirements, i.e. estimated demand for pre-basic cuttings for the next season, number of PBS cuttings required and proposed prices for each class or seed
- Stakeholder meetings held
- Progress in implementing the business plan
- Status of implementing the revolving fund
- In-country training and capacity building
- Areas that need strengthening
- Two photos that best capture the progress reported.

All participants were involved in active listening and feedback. During each presentation participants were requested to reflect on the following:

- What new technical and other innovations is the institution trying out?
- What progress is being made on the marketing strategy used by the institution?
- What are the key challenges the institution is facing in sweetpotato pre-basic seed production?

Participants provided these reflections in writing. This feedback was then used by the NARI PIs to strengthen their mid- year narrative reports.

2.1 Institut de l'Environnement et de Recherches Agricoles de Burkina Faso (INERA) – Burkina Faso

Presenter: Some Koussao; Presentation

New technical and other innovations used by the institution

- Recycling of top soil to reduce cost
- Sprinkler irrigation
- The reflective net, why is it too costly to install?

[1] The presentations are available to download at the links provided.

- New screenhouse built
- Newsletters in local languages
- Introducing tissue culture (TC) materials
- Seed fair for easy sale of clean planting materials

Questions on marketing activities used by the institution

- Are the 40,000 cuttings requested pre-basic or basic seed?
- Why is your capacity only 36,000 vines?
- Why do you have the same price for pre-basic and basic cuttings?
- How was the seed fair organized?
- What has been the response to the seed fair?
- Doesn't doubling the price of pre-basic seed affect your market (demand)?
- How do you deal with demand?
- What is the cost of radio and TV spots?
- How can you get customers to place advance orders?

Key challenges in sweetpotato pre-basic seed production

- What are the challenges with your pricing strategies?
- What intervention/measures can be used to control whiteflies?
- Will the 30% (overhead charge by the institution) affect your cost? And did you include the 30% in your costings?
- Do you have any irrigation facility to start off-season production?
- Language barriers, and the need to use local language?
- How can you develop the network of basic seed multipliers to increase seed supply?

2.1.1 Plenary discussion

Doesn't recycling of top soil affect the productivity of vines?
The process involves sterilizing the soil and adding organic manure. Hence, soil fertility is restored.

How do you control whiteflies?
By spraying different insecticides in the whole of the screenhouse including the roof. Use of doors with springs so that they are self-closing.

Whiteflies have been a challenge in the screenhouse generally due to workers not being careful to close the doors of the screenhouse and the number of alternative crop hosts at the station that include vegetables. The Virologist (at CIP HQ) has indicated that whiteflies that attack sweetpotato are specific to this crop and do not affect other crops. The same is said of whiteflies that affect the cassava crop. They are specific to cassava. INERA needs to get more information on the matter including the control measures.

2.2 Crop Research Institute – Ghana

Presenter: Marian Quain; Presentation

New technical and other innovations

- Use of demonstration plots

- Advertising pre-basic seeds on website, how do farmers who do not have internet access this?
- Good link with breeders to get new pipeline varieties for clean-up
- Changing spacing from 20cm to 15cm
- Use of LED lights to reduce electricity costs
- Use of double protection for mother plants
- How are you working in production to meet demands?
- How do you increase multiplication rate via net tunnels and demo plots?
- Why demos are on-station instead of on-farm? Can this encourage farmers?

Questions on marketing activities used by the institution

- Who did the field inspection?
- What is the total number of customers in your data base?
- How can you reduce cost of travelling from one site to another?
- Any changes in your seed demand projection?

Key challenges in sweetpotato pre-basic seed production

- Do farmers really use WhatsApp? Is it effective?
- Limited funds
- How will you create demand?
- How do you manage the net tunnels to prevent holes?
- No clear demand? Why not create demand?
- How do you overcome irrigation constraint when using pots?

2.1.2 Plenary discussion

It was indicated that costs would be reduced by multiplying vines on demand. How will you deal with demand that is unplanned for? You could lose an opportunity to make money. Unfortunately, that demand will not be met.

Why do you have to place demonstrations on-station instead of on-farm? Funds are limited to take the demonstrations to the farmers.

The size of the screenhouse appears small? It is adequate for its purpose.

How will the multiplication rate be increased using demonstrations? Demonstrations are meant to show how different spacing's affect the multiplication rates.

What other marketing strategies will you employ other than WhatsApp? We will put adverts on the institution's website.

General comments

- There is a challenge with commitments from customers. For example, some customers pledge to come and buy cuttings, but later change their minds and buy from the farmers who may be having the vines at a reduced cost.
- CRI needs to institutionalize the revolving fund.
- Net tunnel reuse is a challenge. Farmers have been suggesting that box-like case must be made that will be easier to move from one place to another.

- Need for manual on varietal characteristics on a country basis to serve the farming communities.

2.3 National Root Crops Research Institute – Nigeria

Presenter: Jude Njoku; Presentation

New technical and other innovations

- How are you going to remove the apical dominance to increase lateral shoots?
- Use of "jingles" on radio programs to advertise seed

Questions on marketing activities used by the institution

- Can school feeding programs drive willingness to pay for vines?
- How much does it cost to organize a field day for 50 farmers?
- Are T-shirts cost effective?
- Is there any influence from the school feeding program, in terms of how the seed market is growing for other types of customers?
- Who are the other buyers?
- How will you use the decentralised vine multipliers (DVMs) to increase marketing?
- What is the price of pre-basic and basic seeds?
- Who developed the jingle and how much do you have to pay?
- Who will pay for roots to feed the kids at schools?
- Is the current pricing that you are using economic?
- To which customers are you providing branded T-shirts?
- Which is your most effective marketing activity?
- What is the actual price of seed? Is it the same across clients?

Key challenges in sweetpotato pre-basic seed production

- How to get the revolving fund working?
- How to get DVMs to replenish on regular basis?
- Budget for training is above the proposed ceiling, how can training costs be reduced?
- Your demand is more than your capacity?
- What steps will you take to avoid delays in procurements?
- Need to communicate with SASHA-II PI in Ghana to directly get clean planting materials on time and budget to pay for this
- 270 plants in net tunnels is very small. Where will you plant these? Open field?

2.1.3 Plenary discussion

Multiplication in the screenhouse appears inadequate to meet the demand. What was shown is the initial materials that will be cut several times to increase the seed.

Did you say apical dormancy? It was apical dominancy.

How did you harden more plants than the number of TC plantlets you initially had? The TC plants were multiplied further by cutting vines and planting within the hardening chamber under intensive care

2.4 Department of Agricultural Research Services (DARS)-Malawi

Presenter: Kennedy Masamba; Presentation

New technical and other innovations

- Photo of fence to keep livestock off the materials

Questions on marketing activities used by the institution

- What is the total number of customers in your data base?
- What is your strategy to get timely payments for vines?
- How do you come up with your pre-basic seed demand?
- Who are the main buyers?
- Is CIP paying for the pre-basic seeds? What are the terms?

Key challenges in sweetpotato pre-basic seed production

- Cost of management of humidity and temperature of the growth chamber?
- Is a loss of 2000Mkw/bundle sustainable?
- How can you reduce the cost of stakeholders' meetings?
- Army worm: are they affecting sweetpotato and what is your strategy to treat them?
- Why is your pre-basic seed production reported as a negative figure do you have negative production at pre-basic
- Electricity outages affecting tissue culture and screenhouse propagation
- Delays in getting clean planting materials from KEPHIS
- How to get the revolving fund working and to get appropriate price of pre-basic and basic seeds.
- Strategy you intend to get payments of seed for future orders to prevent delays?

2.1.4 Plenary discussion

How are your varieties related to the Uganda ones? Do you share common parents? They are not related as the breeding objectives are different for East and Southern Africa. They may use the same parents in their breeding programs but the trait selection criteria will be different.

Stakeholder meetings have not been conducted and have not been budgeted for but are appearing on the marketing strategy, How come? Marketing will be done in liaison with other projects.

2.5 IIAM- Mozambique

Presenter: José Ricardo; Presentation

New technical and other innovations

- Fertilizer application after first cutting in screen house
- Do you have any varieties that have been dropped?
- What are the techniques that you are using to increase multiplication rate of pre-basic seeds?
- Capturing dry season production
- How is sandponics contributing to pre-basic seed production?
- Why are 22 different varieties being handled in the system?

Questions on marketing activities used by the institution

- What is the logic of selling pre-basic as basic seed?
- How do you provide customers with information about so many varieties?
- What are the most preferred varieties? By who and where?
- Actions on cost reduction are not clear

Key challenges in sweetpotato pre-basic seed production

- What weed management options can be undertaken to reduce labor cost of hand weeding?
- The targets for basic (open field) and pre-basic (screen house) multiplication are similar. Is it because of the size of the field for basic production?
- What challenges did you face with the open field multiplication where the production is even much lower than screen house?
- Orders come late and not sure of price
- Inadequate staff
- Water and electricity problems
- How to get orders from customers on time?
- Use of revolving fund to pay staff?
- How will you set stakeholders meeting to be conducted on an annual basis?

2.1.5 Plenary discussion

You have too many varieties, are they all necessary? Different varieties are adapted to different regions and farmers also differ in terms of the traits they prefer. Usually, four varieties are given to a farmer to choose from.
Comment: You need to get funds to dig wells in the field to address your water problems. You might consider using solar power for pumping the water.
Response: The solution must embrace the whole station. The river is available but requires strong pumps to pump water into the channels using electricity. The cost of electricity is high. Smaller pumps to move water from channels into fields are available.
Comment: You need to have your stakeholder meeting early not to reinforce bad behavior.

How do you deal with weeds as another country has indicated that they frequently weed their fields and is a challenge?
Comment: This would be a good topic for a CoP discussion

2.6 Sugarcane Research Institute - Tanzania

Presenter: Nessie Luambano; Presentation

New technical and other innovations

- Use of two node cuttings for rapid multiplication
- Treating mites?

Questions on marketing activities used by the institution

- How many orders/customers did you get from the zonal nane nane (agricultural show)?
- How will you decrease the cost of running the sweetpotato platform?
- How does the nane nane show work?
- How long will it take you to come up with the selling price?
- How is the sweetpotato platform working to increase demand?

Key challenges in sweetpotato pre-basic seed production

- How do you handle the virus pressure?
- Water for irrigation?
- Budget for training?

2.1.6 Plenary discussion

How do you explain a multiplication rate of one?
Some plants had been rogued out and the multiplication rate was calculated based on the original number of plants instead of the remaining plants.
Comment: Variety Jewel is preferred though not released.

3 SESSION 1B: MID-YEAR 4: PROGRESS REVIEW OF PRE-BASIC SEED COMPONENTS

Moderator: Marian Quain

3.1 Zambia Agricultural Research Institute

Presenter: Martin Chiona Presentation

New technical innovations

- Releasing “Escapee” which farmers like?
- Consistent use of sandponics;
- It appears there is no advantage of sandponics to the conventional pre-basic seed production at multiplication ratio of six. Recall that sandponics is more intensive and costs more than conventional methods
- Locally made humidity chamber
- How do you control the growth and length of vines when they are not needed?
- How do you maintain vines in sandponics without nutrients?
- How do you estimate the percentage of plants infected by viruses?

Questions on marketing activities used by the institution

- To what level have you bred for drought tolerance?
- What is your most effective marketing activity?
- Inclusion of ministry of health in marketing. What are they buying?

- How many farmer associations are you working with?
- How can you reduce marketing costs?
- How could a private entrepreneur run the Msekera screenhouse
- How can you effectively use your sub-stations to increase pre-basic production?

Key challenges in sweetpotato pre-basic seed production

- Short growing season
- How can we effectively use radio to build seed demand and link farmers to multipliers?
- Very short window for purchasing/selling?

3.1.1 Plenary discussion

The pre-basic seed production is done in the North of the country while there is substantial demand for vines in the Central, Eastern and Southern part – how do you manage this? Another screen-house was constructed at Mt. Makulu to cater for the other regions.

Is the multiplication rate (MR) of six under sandponics cost effective /economic? MR of six is the lowest. We have a record MR of 107.

How did you arrive at the 2% and 1% positive results for virus testing then how did this guide the rouging out exercise for the plants not sampled/tested? Plants sampled were tagged; plants with similar symptoms rogued out.

What is the meaning of "Mansa" red? Name of town/district in Zambia.

3.2 Rwanda Agriculture Board

Presenter: Jean Ndirigwe; Presentation

New technical and other innovations

- Experimenting with trailing vines (staking) in screenhouse and how high they can go without touching the plastic.
- You have big orders; how do you intend to satisfy this demand in relation to capacity of production?
- Rate of fertilizer application at nursery is similar to the used for root production
- Use of urea to increase multiplication
- Army involvement in sweetpotato production activities during "army week"

Questions on marketing activities used by the institution

- How to develop more variety specific messaging?
- What has happened to the root production from Army week?
- What do you attribute the market for vines to?
- You are getting good demand. Are you able to supply?

Key challenges in sweetpotato pre-basic seed production

- Why was the testing left so long that the ELISA kit expired?
- You suspect that the ELISA test turned out negative because the kits were expired. Did the positive controls change colour?

- How to get the procurement system work regarding the revolving fund; how will you manage your procurement and planning better?

General comments

For sustainability of pre-basic seed production, the revolving fund should meet certain percentage of the recurrent pre-basic seed production costs, such as 20%, 40%, 60%, 80%, and 100%. My observation is that none of the presentations has clearly highlighted this aspect of the revolving fund utilization.

3.1.2 Plenary discussion

How long did it take to achieve MR of 9 for trailing vines in screenhouse? Four to six months

Follow-up comment: The vines would be too old by then for quality planting material.

Why set high marketing and training cost very high ($5000), yet failing to access $2,000 from the revolving fund (RF)? RF to contribute towards marketing and training cost.

General comment: The presentations from the countries are showing low expenditure from RF.

3.3 Kenya Plant Health Inspectorate Service

Presenter: Maureen Mwangangi; Presentation

New technical innovations

- You have taken on board farmer preferred varieties, are the farmers willing to pay for the clean pre-basic and basic seed
- Responding to farmer demand for new varieties (5)
- Changing to LED bulbs in growth rooms
- Monitoring and evaluation in place
- Use of KEPHIS website to get many orders
- Having an MoU to be the sole source of supply to an organization
- Good to have brochures

Questions on marketing activities used by the institution

- Is the pricing presented for pre-basic or basic?
- What is the cost of running/participating in a field-day?
- Why not try NASPOT 12 & 13 to replace Kabode and Vita?
- What is the demand trend as you are repairing additional screenhouse? Is it growing?
- Marketing competition, who is competing?
- Do you still need funds from the Sub-Grant Agreement (SGA) given your revolving (RF) balance of US$ 17,000?

Key challenges in sweetpotato pre-basic seed production

- How do we improve links between the sweetpotato breeder (Kivuva) and pre-basic seed multiplication?
- How to get client demand in advance?
- Demand projection
- Why is one screenhouse empty?
- How will you decentralize your production?

- Get closer to farmers-decentralize.
- Stakeholder meeting budget too high
- How do you deal with varieties which you have not cleaned?

3.1.3 Plenary discussion

What are the five farmer preferred varieties? Kenspot 2, 3, 4; Mugande; and Kakamega.

How do you manage multiplication of farmer preferred varieties vis-à-vis regional best varieties being demanded by NARS/Projects? Cleaning and multiplication of regional materials is under CIP (Rosemary Gatimu).

What is the effect of energy rating for LED bulbs on quality, vigour and growth rate of TC plantlets? The energy rating is ok and this has resulted in improved quality of TC plantlets.

3.4 Tigray Agricultural Research Institute – Ethiopia

Presenter: Beyene Demstu; Presentation

New technical innovations

- How does the cooling system increase the multiplication rate?
- Combined irrigation into mobile net tunnel system
- What number of ratoons did you reach for pre-basic before you start basic seed production?

Questions on marketing activities used by the institution

- How will the new Minister of Agriculture (previous DG TARI) who is now at the Federal level contribute to advocacy for the crop?
- Will you have a market for ratoon crop?
- What does the face-to-face meetings involve? Do you have to travel to meet the customer?
- What is happening with institutional buyers?
- Would it make sense to explore using websites and social media?

Key challenges in sweetpotato pre-basic seed production

- How come you lost materials last year
- How are you going to link effectively with DVMs
- Separate documentation for revolving fund
- Why can TARI not sell directly to institutional buyers?

3.1.4 Plenary discussion

What do the face-to-face meetings involve? Directly talk with influencers and decision-makers to convince them to buy clean planting materials.

Comment: We still have the outstanding question on how many ratoons we should consider in basic seed production. (Follow-up: What is the effect of ratooning on vine quality?)

Comment: There is a need to institutionalize stakeholder meetings and move away from project initiated stakeholder meetings.

3.5 Southern Agricultural Research Institute – Ethiopia

Presenter: Fekadu Gurma; Presentation

New technical innovations

- Switched to raised beds in mobile net tunnels
- You were hardening 500 plants but 450 resulted. Where did 50 go?

Questions on marketing activities used by the institution

- What is your advertising strategy to take advantage of social media?
- Why are nutrition training activities under this seed project?
- Who are the main buyers of seed?
- What are the locations of your net tunnels? Are they across the country?

Key challenges in sweetpotato pre-basic seed production

- How will all mobile net tunnels be moved?
- What level of multiplication is being inspected-Basic/certified/QDS?
- Who is paying the inspection costs?
- What is happening to mobile net tunnels with new Hawassa Business Park?
- $15,000 paid in tax for old vehicle, what is rate of tax?

3.5.1 Plenary discussion

No mention of land problem for open field multiplication, is it over? Land problem still existing.

Why include nutrition training under SGA considering budget limitation/constraints? Done in collaboration with other projects/Ministries and do provide funds.

Comment: Take note the current extension period, the SGA funds is going down while RF contribution should go up, hence the need to focus on key activities that bring revenue into the RF**.**

3.6 National Crop Resources Research Institute – Uganda

Presenter: Joanne Adero; Presentation

New technical and other innovations

- Soybean/Sweetpotato rotation and use of husks for mulching
- Use of regional radio programs

Questions on marketing activities used by the institution

- What is your break-even/production cost?
- You said that your price depends on the demand, what is your minimum price?
- Why not have customer profile/data base not completed?

- How many orders did you get from the 10,000 participants at the trade show?
- How do you link with private seed multipliers like BioCrops?
- What is the strategy for getting better links to DVM's and different pricing modules for different organization?

Key challenges in sweetpotato pre-basic seed production

- When will NaCCRI get serious about implementing their business plan?
- Why no pre-basic production?
- What is happening to the RF? NARO want a business approach
- How is production and sales at ZARDI Abdi reported on?

3.6.1 Plenary discussion

How are you connecting with farmers, DVMs and Bio-Crops to generate funds for the RF? The seed system is ineffective as well as stiff competition from NGOs doing free vine distribution.

NARO/NaCRRI is one of the pioneers in the RF and business concept, why is it that RF is still struggling? PI (Benard Yada) better placed to respond.

Are potential NGO buyers also involved in vine multiplication hence closing out potential markets? Yes (i.e. Harvest-Plus).

Screenhouse capacity of 9000 and MR of five why is it that the number of cuttings produced is 6000? The plants are at different growth stages, hence not harvested at once.

3.7 BioCrops Ltd. Uganda

Presenter: David Talengera; Presentation

New technical innovations

- Poultry manure as cheap fertilizer (Technical Innovation)
- Realize can make sales of 100 cutting bundles as a strategy for reaching poorer clients (Technical innovation)
- Small area with many plants, area of 76 m^2 With 10,000 plants
- How are you getting multiplication rate of as high as 15 (for screenhouse), while on the contrary under open field, MR is only 3? (Technical) Production rate of 15 good one

Questions on marketing activities used by the institution

- Why are you not using websites and radio to advertise your products?
- How do you carry out your demand projection and produce in advance?
- How do you measure the effectiveness of different marketing activities?
- If your multiplication is delayed and you do not intend to make any changes, how are you to make-up the difference in terms of production?
- Creating a pull factor is a good effort
- How do you increase demand?

Key challenges in sweetpotato pre-basic seed production

- How often are B/DVMs buying material directly from Bio-Crops and not being given by NGOs?
- Have you tried to approach Harvest-Plus so that they pay you to supply clean planting materials?
- Dependency syndrome reinforced by practices of other projects/NGO's
- Farmers have learnt RMT and therefore intentionally buy few clean vines that they bulk themselves
- Drought vis-à-vis no irrigation
- Multiplication rate in open field is usually high, why is it low for Bio-Crops? Why is open field multiplication rate low than that of screen house?
- What are the factors that affected multiplication rate of three which is low?
- You have 68,000m^2 for open field multiplication, but you have only a total of 12,000 plants?

3.7.1 Plenary discussion

Screenhouse MR is 15, open field MR is 3, why the difference? Cuttings from screenhouse are 3-node while open field cutting are 6-nodes.

Comment: Price of $1.39 for 100 cuttings is too low.

Have you made attempts to discuss with Harvest-Plus to supply vines to them to circumvent competition? Discussions already took place and currently working together whereby DVMs under Harvest-Plus buy starter-material from Bio-Crops (Buy one bundle and another free).

4 SESSION 2: STRENGTHENING THE BUSINESS PLANS AND GETTING THE REVOLVING FUNDS WORKING

Moderator: David Talengera

4.1 Understanding how the revolving fund is linked to the business plan templates

Presenter: Srini Rajendran; Presentation

Key points

1. There are two scenarios in the multiplication calendar Scenario A and scenario B based on each country's situation. Scenario A allows for production and sales when there are already plants in the screenhouse and runs for 6-12 months. Scenario B starts from the micro-propagation of pathogen tested tissue culture plantlets through to screenhouse production and may run for 12-18 months. Some countries may have both scenarios running simultaneously, to ensure that screenhouse plants can be replaced with fresh tissue culture plantlets at the appropriate time and avoid disruption in production.
2. In the multiplication calendar, it is best to use color coding to track each batch of production from tissue culture, hardening, screenhouse production and subsequent harvests through the season.
3. When setting production targets, it is important to link information in the multiplication calendar (based on customer orders), with the amount of funds available to support production. These funds are from the sub-grant agreement (SGA) and the accumulated revenue available in the revolving fund (RF).
4. Targets are based on the minimum quantities which can be produced with the funds available from the SGA and RF funds
5. Seed sales should be reported according to the appropriate reporting period based on the multiplication calendar
6. If the RF funds are well utilized to meet 100% of the production costs and targets achieved an extra fund of USD 1550 will be allocated for the marketing and fixed cost components in the SGA budget template
7. If targets and revenue are achieved for each reporting period; funds from the SGA will be allocated for other costs such as marketing, fixed costs or reserved for future unanticipated expenditures

Assignment

- Look at your multiplication calendar and adjust it to the reality of what actually happened.
- Check the consolidated production targets (Tab 0.4) verify if the targets are achievable and revise calendar if need be
- Check the actual proposed sales (0.5 A)
- Look at the dash board and check for any changes (0.6A)
- Check whether your actual RF revenue is the same as what was projected

The production calendar of Zambia was used as an example for the team to walk through the completion of the template for production at the various levels. This was followed by a plenary discussion.

4.1.1 Plenary Discussion

There is a challenge in customers making pre-payment of orders? Consider making of an agreed percentage of payment before full delivery of vines

Issue of free planting materials from government institutions? We need to continually create awareness through stakeholder meetings and one-to-one meetings about the benefits and value of clean planting materials. We need to stress the disadvantages of free distribution of planting material, i.e. it undermines opportunities for commercial multipliers and encourages a dependency mentality among farmers. Establishing demo plots for customers is important to show the yield difference between using quality seed and re-cycled seed.

The utilization of the RF appears to be low for most countries except Ethiopia? This depends on the targets proposed for the production costs to be covered by the RF and the SGA funds within the multiplication calendar

4.2 Financial reporting template & financial Q & A

The revised financial reporting template was presented by **Emily Ndoho; Presentation**

4.2.1 Plenary Discussion

The discussion addressed the following:

- The need to stick to prescribed budget lines
- Revolving funds should be utilized first
- SGA funds should be used as backup funds
- The RF can be used to boost marketing strategy
- Need to synchronize production calendar with SGA demands

4.3 Group work and plenary discussion: revolving funds – challenges and potential solutions

Three main challenges were identified in the implementation of the RF. This was followed by formulation of two-main groups to discuss the identified challenges which were grouped in to external market forces and admin/finance and governance.

4.3.1 External market forces

There was a discussion about the marketing process: the need to strengthen marketing skills, identify funds for market research; continue working on ways to improve demand projections, in particular as there were different projects and other players involved.

4.3.2 Administration, finance and governance of the revolving funds

Some of the key challenges include delay in payment by customers; the procurement process and poor record keeping.

The following points were noted:

The need to prepare a budget in good time for the use of the revolving fund to submit to senior management and the committee which oversees the revolving fund. As part of this, the institutional overhead to be deducted from the revolving fund should be agreed. The timing of budget preparation needs to be aligned to the institution's financial planning process.

The PIs need to:

- Understand their institution's policy.
- Check revenue to and disbursement from the revolving fund at least on a quarterly basis. This can be done through checking the sub-ledger for sweetpotato seed production, and bank teller slips.
- Request to be a signatory for approval of any disbursements.
- Provide senior management a regular update on the operation of the revolving fund in relation to targets for sweetpotato pre-basic seed production.
- Present progress with sustainable sweetpotato pre-basic seed production to the institution's annual review meeting.

4.3.3 Plenary discussion

Plenary feedback and discussion noted:

- Strategic marketing systems need to be put in place
- Ensure that the institute management is fully aware of and committed to the operation of the RF to support sustainable pre-basic seed production
- Management should note that the successful operation of the RF is part of SGA

4.4 Strengthening marketing strategies in the business plans

Srini Rajendran (CIP): Three key marketing strategies for sweetpotato pre-basic seed

Srini gave a presentation on the basics for marketing where he referred to the ANSOFF Matrix. He used the KEPHIS examples of securing contracts to discuss having good marketing strategies and the need to have a system that will ensure there is profit from the funds which have been invested in sweetpotato seed production. An example of the marketing strategy used by "facebook" was also presented.

Figure 2: Example of Facebook marketing strategies

Srini announced the launch of a competition to identify the best NARI short term marketing strategy for sweetpotato seed, to increase revenue into the revolving fund. He indicated that institutions need to consider the following:

- SWOT analysis
- How to ensure large financial return from customers
- Maintain an updated database of the main customers and put in place strategies to maintain existing customers
- That a marketing strategy is not an awareness creation exercise
- Generate motivation for customers (especially other multipliers and DVMs) to purchase
- Consider inward (e.g. new varieties from breeding programs) and forward linkages (e.g. through the sweetpotato and root value chain)
- Need to formalize institutional linkages
- Consider linking to innovation platforms where they exist to identify clients

A six-month period will be allowed for institutions to carry out the implementation of their short-term marketing strategy. Evidence will be verified from the December 2017 to May 2018 period reports. The competition will be judged using the following indicators:

1. Return on Investment (RoI): the amount of return on an investment relative to the investment's cost. A performance measure used to evaluate the efficiency of an investment.
2. Change in revenue after marketing intervention (net profit).
3. Number of DVMs motivated and received income from them.
4. Income received through implementation of inward and forward linkage model.

5 UPDATE ON "SWEETPOTATO 100 BEST BETS"

Rosemary Gatimu presented progress on the clean-up of "the 100 Best Bets". View/Download Presentation

6 UPDATE ON STUDY TO VALIDATE SWEETPOTATO EARLY GENERATION SEED BUSINESS MODELS

Srini Rajendran presented the revised methodology of the study; View/Download Presentation.

Jean Ndirigwe (RAB) presented the findings of the KEPHIS peer review of RAB; View/Download Presentation.

Marian Quain (CRI) presented her experiences of the CRI peer review of KEPHIS; View/Download Presentation.

To ensure sustainability, the revenue from the business of EGS production is linked to a Revolving Fund to cover future production costs. After 18-24 months of implementation, this study aims to assess the extent of institutionalization of the business plans in the NARIs. This will assist in improving the implementation of the business plans; in particular to identify strengths which can be leveraged and weaknesses which may need to be addressed through follow up business strategies. The assessment is based on four key areas (pillars): technical production; finance and administration; socio-cultural aspects and policy.

The CSIR – CRI team consisted of Prof Joe Manu-Aduening Deputy Director of CSIR-CRI and Prof Marian D. Quain – SASHA II PI. They visited the KEPHIS facility at Muguga: tissue culture laboratories; screenhouse for hardening and raising cleaned sweetpotato plantlets; screenhouse for multiplying pre-basic seed and virology laboratory.

They also visited KEPHIS Head Quarters in Nairobi and interacted with staff on the business plan and revolving fund. They completed an online survey as part of the study and carried out SWOT and TOWS analysis.

6.1 Findings

Technical: Technically good – TC & SH; however, require regular upgrade on skills, and training opportunities to update their skills; attending conference for knowledge exchange.

Quality assurance: KEPHIS offer regulatory services as per their mandate; however, they are also producing and selling sweetpotato pre-basic seed; so how do they avoid a conflict of interest?

Marketing: there is a good effort so far. However, there is no marketing officer so technical people are doubling as marketing officers – so they are limited in several ways. To increase efficiency, require Professional Marketing Officers and M & E Staff.

KEPHIS could also improve the communication and feedback system with clients & stakeholders; use a customer database; and introduce a business / commercialisation unit. KEPHIS does not have outlets – all sales are centralised at Muguga. KEPHIS could use outstations to improve sales around the country.

Finance and administration: The RF is being handled very well. There is a good link between technical side and finance – work plan is used. It is recommended to include a pre-audit before release of funds.

Social-cultural: All staff have bought into RF and business plan – and know their roles and activities. Decision making is good – people have job descriptions and know what they are supposed to do with activities. However, the incentive system is not clear to motivate staff at different levels. KEPHIS could introduce the "Hunter fee" approach used by CRI. KEPHIS needs strong marketing strategies.

The key lessons that CRI has learnt from KEPHIS are:

- Revolving fund committee meets once every quarter
- There are comprehensive minutes from the meeting which include detailed workplan and budget
- Management approves the minutes
- Everyone we interacted with has bought into the BP/RF
- The BP/RF is using existing institutional systems to facilitate operationalization

CRI's recommendations for the implementation of the peer review are:

1. PI to Participate with a member from senior management of your institute
2. Advise reviewers to look for evidence that would facilitate their completion of survey
3. Institute being reviewed – use this as an opportunity to communicate issues to management

6.1.1 Plenary Discussion

In the plenary, the following points were noted:

- There should be a follow up with the head of the institution six months following the peer visit to determine what recommendations have been put in place.
- The visiting institution needs a TOR as to what is expected of the team.
- The legal team in the host institution also needs to be involved in the study.

7 COMMUNITY OF PRACTICE ON-LINE DISCUSSION TOPICS: UPDATE AND FOLLOW UP

Jude Njoku (NRCRI) made a presentation on the status of the sweetpotato seed systems and crop management community of practice on line discussions to stimulate discussion on how we need to move forward with the CoP. View/Download Presentation

- Currently, there are 17 active participants in the discussions. As a strategy to improve commitment to participate in the discussion; it was suggested that members should encourage the younger scientists, and reward them by inviting them to the CoP meetings.
- Members agreed that receiving email alerts on topics being discussed was more convenient that the two steps to go to the portal.
- Members were encouraged to register at the sweetpotato knowledge portal, where all discussions have been archived.
- It was clarified that the purpose of the online discussions is to stimulate thoughts and ideas in the areas of strengthening seed systems and crop management. Publications per se should be based on on-going studies from various research programs.

7.1 Questions emerging from CoP:

1. Is the CoP discussion meeting the needs of members?
2. What needs to change?
3. Since 2014, some issues have been resolved moving forward, while others have emerged. What issues and challenges will we be dealing with in five years' time?
4. What are the challenges to be addressed now for seed systems?

7.1.1 Plenary discussion

- Seed breeders are releasing varieties, but there is still not a strong seed system through which the varieties can be channelled.
- Release of varieties appears to be just an academic exercise, with varieties not reaching farmers. There is need to disseminate these varieties to farmers, followed by performance monitoring and follow-up. (Limited by lack of funding?)
- There is the need to strengthen germplasm exchange that avails the best varieties for farmers.
- Are there government policies that push sweetpotato to a higher position as an important crop?
- Need for government regulations that ensure farmers only used clean seed.
- Need to integrate sweetpotato into the existing extension services. This would involve training and skills in sweetpotato seed system advocacy.
- Climate change challenges and the measures which sweetpotato seed system interventions need to take:
    - Reliable water management
    - Promotion of drought tolerant varieties
    - Improve variety vigour to withstand heat
    - Use the Triple S technology

-

Table 1 shows the status of follow up with 14 of the on-line discussion topics. The synthesis of the topics are archived here on the sweetpotato knowledge portal.

No	Topic	Comments	Recommendation on next steps
1	The use of positive and negative selection in the production of clean planting materials	No follow up action came out of discussion	Research can be conducted though positive selection seem to be preferred.
2	Seed degeneration through accumulation of virus diseases and potential of reversion in some varieties	Research on degeneration rate was conducted Confirmation on whether popular varieties do well.	Research was conducted by a student in Nigeria.
3	Phyto-sanitary practices and seed innovation		
4	Packaging and transporting cuttings	Study on reducing the bulkiness of planting material for proper packaging	
5	Net tunnel technology	Plastic mulched for weed control Number of times vines can be harvested from Net tunnel	
6	Great ideas deserved to be shared	Sandy soil land has been secured for large scale production	
7	Alternative sourcing of insect proof materials for the net tunnel	No follow up yet	
8	Sweetpotato seed systems enterprise models & competitiveness	To be discussed in CoP meeting	
9	Technical description of sweetpotato seed classes	Study to determine benefits of 'injection' of healthy planting materials Determine physiological vigour Different environment/ production condition etc.	
10(a)	Effect of ratoon on vine and root production	To study yield expression from different stages of ratoon	A student is current work on this study
10(b)	How to determine the multiplication rate of sweetpotato	No possible action was suggested	
11	Free sweetpotato distribution-opportunity or illusion	A vigorous study of the farmers system Study opposite spectrum of commercial seed systems	
12	Strengthening public private partnership for vine marketing	Private sector participation vital to sustainable production of quality seeds	
13	Fast-tracking development sweetpotato seed standards and inspection scheme	Enforcement of quality assurance will stimulate vine multiplication business	
14	Distinguishing seed class when purchasing planting materials	It will be easier for the buyer to trust the seed class if confirm from the upper class along the chain	

7.2 Way forward and vision for the CoP for the next 5 years

1. Fund mobilization: small grants to follow up with research questions
2. Mechanism to follow up action points/research questions to be put in place

3. Expand CoP membership beyond SSA including China that is highest global sweetpotato producer
4. Youth participation will bring in vibrancy and new ideas
5. Institutionalize CoP in countries

7.3 Meeting wrap up and evaluation

- The next mid-year review meeting in 2018, will focus on progress made by the NARIs on their marketing strategies.
- Year 4 mid-year reports (July to November 2017) from NARIs to be submitted by December 15th
- We will continue to improve and simplify the SGA business plan templates
- Next mid-year meeting in 2018 to be held in East Africa. (Kigali, Rwanda 15-17 May 2018)

8 SGA PARTNER PROGRESS REVIEW MEETING EVALUATION REPORT

Luka Wanjohi and Srinivasulu Rajendran analyzed the results from the evaluation.

8.1 Introduction

The SGA partner progress review meeting was held on the 21-22 November 2017, at the Pride hotel in Nairobi, Kenya. Participants were requested to evaluate the quality of the sessions and the general logistics that went into setting up the meeting. A total of 21 participants responded to the evaluation. The evaluation was carried out using paper and the data subsequently digitized using MS excel. One questionnaire was not correctly filled up and was therefore discarded.

8.2 Participation by age, gender

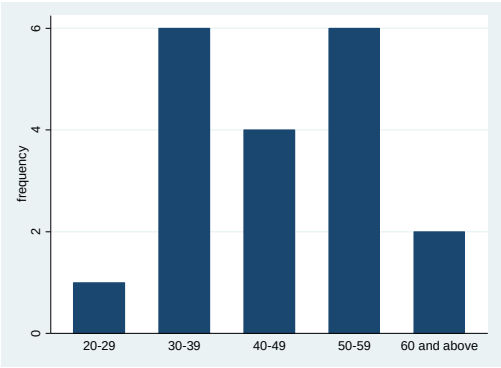

Figure 3 Age Distribution

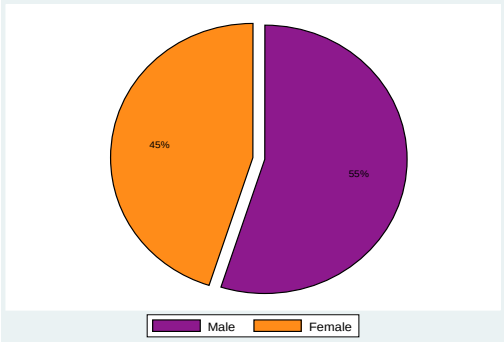

Figure 4 Participants by sex

The age of the participants ranged from 23 to 62 years. One responded did not provide their age. Majority of the respondents were male at 55%, with female respondents standing at 45%.

8.3 Meeting content

Majority of the participants said that the meeting completely met their expectations, while 35% of the participants said that most of their expectations were met. Most of the participants felt that the quality of the meeting in terms of technical content was at least good.

Did the meeting match your expectations	Freq.	Percent	Cum.
Most	7	35.00	35.00
Completely	12	60.00	95.00
.	1	5.00	100.00
Total	20	100.00	

How would you rate the meeting in terms of technical content	Freq.	Percent	Cum.
Alright	1	5.00	5.00
Good	9	45.00	50.00
Very good	9	45.00	95.00
.	1	5.00	100.00
Total	20	100.00	

The session on Progress review of pre-basic seed components (i.e., session 1) emerged as the most useful followed by the session on strengthening the business plans and revolving funds (i.e., session 2). These sessions received 60% and 40% votes respectively.

Three most useful sessions - one	Freq.	Percent	Cum.
Progress review of pre-basic seed compo	12	60.00	60.00
Strengthening the business plans & revo	8	40.00	100.00
Total	20	100.00	

Three most useful sessions - two	Freq.	Percent	Cum.
Progress review of pre-basic seed compo	2	10.00	10.00
Strengthening the business plans & revo	16	80.00	90.00
EGS validation study	2	10.00	100.00
Total	20	100.00	

Three most useful sessions - three	Freq.	Percent	Cum.
Progress review of pre-basic seed compo	1	5.00	5.00
Strengthening the business plans & revo	6	30.00	35.00
EGS validation study	12	60.00	95.00
.	1	5.00	100.00
Total	20	100.00	

28% of the respondents, however, suggested that more time should be allocated to discussions in the future. One participant suggested that in the future some time to do shopping should be factored into the program. Below is a list of all the areas suggested for improvement:

- More consultation by the partners on financial reports
- Invite research/technical team to participate in the next meeting
- Presentation of research focused results on seed system
- Studies related to farmer involvement in the seed system
- More focuses on multiplication calendar preparation and required for simplified version for multiplication calendar.
- Need enough time for discussions and more time allocation for the topics
- Next steps & wrap up was too short which requires more time. In addition, include time for shopping.
- More inputs for strengthening the business plan.
- Contest for best implementation of business plan announced and awarded
- Having a case study or Validation studies on any topic related to business plan and working on it to the end
- Linking Seed system with Climate change issues.
- Involvement of the SGA accountants especially on the financial reports.
- Tissue culture (cleaning materials) presentation should be well covered i.e. pictures illustrations
- Include learning visit/field visits
- More inputs for updating the BS/RF near future.
- Incorporate more team members from respective NARIs
- Low shelf life SP seed management.

The following topics were suggested for the next meeting:

- The issue of climate change vs. sweetpotato production.
- How can we convince farmers to start buying seed/farmers' preferences/varietal attributes/WTP for better quality seed?
- Strategies/marketing strategies for enhanced utilization of RF.
- Examples of successful sweetpotato RF business models.
- Future management of revolving fund with no additional SGA fund through institutional involvement.
- Focuses on academic research results on seed system
- Pricing strategies with reference to vines.
- Monitoring and Evaluation Indicators and how to monitor those indicators.
- Advocacy model/strategy for measuring seed demand
- Role of Youth, ICT in the Seed Systems
- Measuring impact of SASHA's seed system components on different indicators.
- Stimulate seed multipliers to take seed farming as a business by linking them up with an innovative business models.
- Build up an innovative sweetpotato seed enterprise model with case studies
- Update on how different countries are implementing seed regulation and marketing strategies across developing countries or Lessons from countries doing well

- Report on EGS validation
- GAP (Good agricultural practices) & seed systems
- Presentation of research breakthrough in pre-basic seed production and the demand (impact) of the sweetpotato.
- New challenges in production e.g. diseases, pests. Someone talked about the army worm, is this really true?
- Weed management options for vine multiplication especially use of herbicides
- Number of varieties developed and quality
- Continue with peer review exchange.
- How to persuade customers to make requests and retain the demand in future as well.

Generally, most participants concluded that the meeting was well organized, with 58.3% commenting that they felt it was a great meeting with important topics being covered. Below is a list of the comments given:

- The meeting was well organized and important topics were well covered
- Great meeting
- Very interesting meeting with very useful exchanges
- Successful well participated meeting
- Think it was good to have verbal country reports this year. Could alternate -one silent feedback; next time verbal feedback. Standardized template was quite good. Should get countries to fill in gaps.
- The meeting was good and rich in technical content
- Good effort
- Good to have staggered arrival/departure to allow time to work with individuals
- Improve the COP discussion

8.4 Meeting organization (logistics and communication)

95% of the participants felt that the meeting organization was either good or very good.

How would you rate the meeting in terms of organization	Freq.	Percent	Cum.
Good	9	45.00	45.00
Very good	10	50.00	95.00
.	1	5.00	100.00
Total	20	100.00	

One participant pointed out that the hotel services were adequate and another one said that the dinner was great. Astounding arrival and departure times to allow time to work on specific tasks with individuals was also commended. A few areas were however highlighted for improvement in the future, and these are listed below:

- Rooms with better shower facility-less water splashing
- Include actual meeting venue in the invitations
- More sweetpotato on the menu
- Include time for shopping
- The internet was on and off which was difficult to continue other assignments

ANNEXES

Annex 1 Meeting Agenda

Sweetpotato for Profit and Health Initiative-
Regional Technical Support Platform for East, Central and Southern Africa
Sweetpotato Seed Systems Community of Practice: SGA partner progress review meeting Nairobi, Kenya
MAIN MEETING: 21-22 November 2017 AGENDA

TIME	SESSION	Responsible
	Monday 20th November	
08.30	**Registration and housekeeping**	Tassy Kariuki
9.00 – 13.00	**i. SGA finalization: individual consultations: S. Rajendran & M.McEwan** **ii. SARI meeting with Mercy Kitavi & Rosemary @ KEPHIS**	**SGA Participants:** 1. Malawi: Kennedy Masamba; Chifundo Kapalamula 2. SRI: Nessie Luambano
14.00 – 17.00	**i. Continuation of SGA preparation (DARS, SRI): S. Rajendran** **ii. Individual review of SGA progress: M.McEwan**	**i. Kennedy Masamba, Chifundo Kapalamula, Nessie Luambano** **ii. Jude Njoku; Some Koussao; Jose Ricardo; Martin Chiona; Jean Ndirigwe; Marian Quain.**
TUESDAY 21 NOVEMBER – MAIN SGA REVIEW MEETING Moderator: Nessie Luambano		
7.45 – 8.00	**Registration**	Tassy Kariuki
8.00 – 8.15	**Introductions and objectives of SGA review meeting**	Margaret McEwan (CIP-SSA)
8.15-8.30	**Update on SPHI**	Jan Low
Session 1a: Progress review of pre-basic seed components Moderator: Maureen Mwangangi; Rapporteur: Martin Chiona & Fekadu Gurma		
8.30 – 10.30	- NARI presentations: i. Burkina Faso; ii. Ghana; iii. Nigeria; iv. Malawi; v. Mozambique; vi. Tanzania.	15-minute presentation & 5 minutes clarifications
10.30 – 10.45 tea/coffee break		
Session 1b: Progress review of pre-basic seed components Moderator: Marian Quain; Rapporteur: Kennedy Masamba & Nessie Luambano		
10.45 – 13.00	- NARI presentations i. Zambia; ii. Kenya; iii. Rwanda; iv. Uganda (NaCRRI); v. Uganda (BioCrops); Ethiopia (SARI); Ethiopia, (TARI)	15-minute presentation & 5 minutes clarifications
13.00 – 14.00 Lunch		
Session 2: Strengthening the business plans & revolving funds working. Moderator: D Talengera Rapporteur: Maureen Mwangangi		
14.00 - 14.30	**Understanding how the Revolving Fund is linked to the business plan-SGA templates**	**Srini Rajendran**

14.30 – 15.00	**Re-cap on how to build the multiplication calendar and use it as a tool for your business plan**	**Srini Rajendran**
15.00 – 16.30	**Individual work:** a. Review & update multiplication calendar	
16.30 – 16.45 Tea/coffee break		
16.45 – 17.30	**Plenary feedback on multiplication calendars and Q&A**	**Review of two country examples**

WEDNESDAY 22 NOVEMBER		
Session 2 cont: Strengthening the business plans & revolving funds working. Moderator: D Talengera Rapporteur: Marian Quain		
8.00 - 9.00	**Financial reporting template & financial Q & A**	**Emily Ndoho Finance Specialist**
9.00 – 10.30	**Group work and plenary discussion: revolving funds – challenges and potential solutions**	**Margaret McEwan**
10.30 – 11.00 tea/coffee break		
11.00 – 11.30	**Marketing strategies: review of Arusha 2016 recommendations & follow up.**	**Margaret McEwan**
11.30 – 12.00	- 3 key marketing strategies – for 2018 - competition	**Srini Rajendran**
12.00 – 13.00	- Individual work: updating & commitment to marketing strategy	**All**
- 13.00 – 14.00 Lunch		
Session 3: EGS Validation Study Moderator: Jan Low; Rapporteur: Jude Njoku		
14.00 – 14.40	**i. EGS Validation Study: presentation of preliminary results – CRI peer review of KEPHIS:** **ii. EGS Validation Study: presentation from RAB on follow up on recommendations of peer-to-peer assessment**	**Presentation: Marian Quain (15 minutes)** **Presentation: Jean Ndirigwe (15 minutes)** **Discussion: 10 minutes** -
- 14.40 – 15.30	- Review of methodology for EGS validation study: key challenges	- Srini Rajendran and Margaret McEwan
- 15.30 – 16.00	- Plenary discussion: improving the methodology for the EGS	- Jan Low
- 16.00 – 16.15 Tea Break		
- 16.15 – 17.15	- CoP discussion topics: update and follow up	- Jude Njoku
- 17.15 - 17.30	- SASHA Y4: next steps and wrap up	- Jan Low and Margaret McEwan
FRIDAY 23 NOVEMBER		
Departures for those leaving on Friday 23 November		
8.30 – 13.00	**SGA finalization: individual consultations: S. Rajendran & M.McEwan**	Stephen Angudubo (to be replaced) David Talengera Fekadu Gurma and Yenealem Alemneh
LUNCH 13.00-14.00		
14.00 – 16.00	**SGA finalization: individual consultations: S. Rajendran & M.McEwan**	Stephen Angudubo (to be replaced) David Talengera Fekadu Gurma and Yenealem Alemneh

Annex 2. Parcipants List

Pride Inn Hotel, Kenya; November 21-22 2017

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The **Sweetpotato for Profit and Health Initiative (SPHI)** is a 10-year, multi-donor initiative that seeks to reduce child malnutrition and improve smallholder incomes through the effective production and expanded use of sweetpotato. It aims to build consumer awareness of sweetpotato's nutritional benefits, diversify its use, and increase market opportunities, especially in expanding urban markets of Sub-Saharan Africa. The SPHI is expected to improve the lives of 10 million households by 2020 in 17 target countries.

SASHA
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