

SPHI technical meeting

Jumpstarting OFSP in West Africa through Diversified Markets

KENEDOUGOU SP VALUE CHAIN AND MARKET ANALYSIS

iDE Burkina

Kigali September 2015

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Presentation outline

iDE intervention purpose

Value chain and market analysis

Methodology

Results

Proposed intervention



Sustainable seed commercial system

OFSP Market development & drip for vine multiplication

- Value chain and market analysis

Objectives of the study

- Describe and analyse SP value chain & market
- Identify suitable process products for the market
- Identify partners for commercialization and processing

Methodology

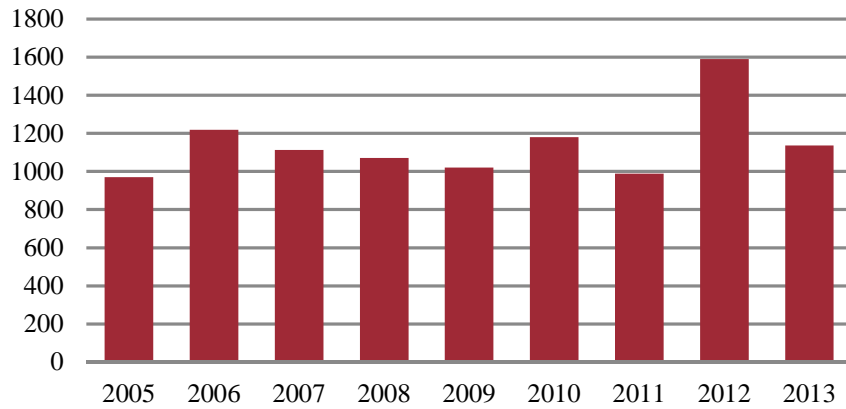
- **B**ibliography review
- **M**arkets and production areas for data collection
- **I**nterviews with different stakeholders

VC & market analysis

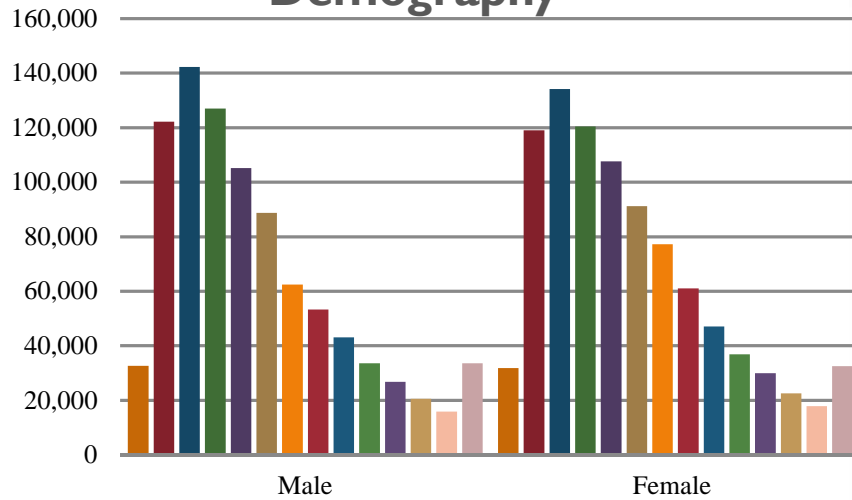
- Target zone



Rainfall (mm)



Demography

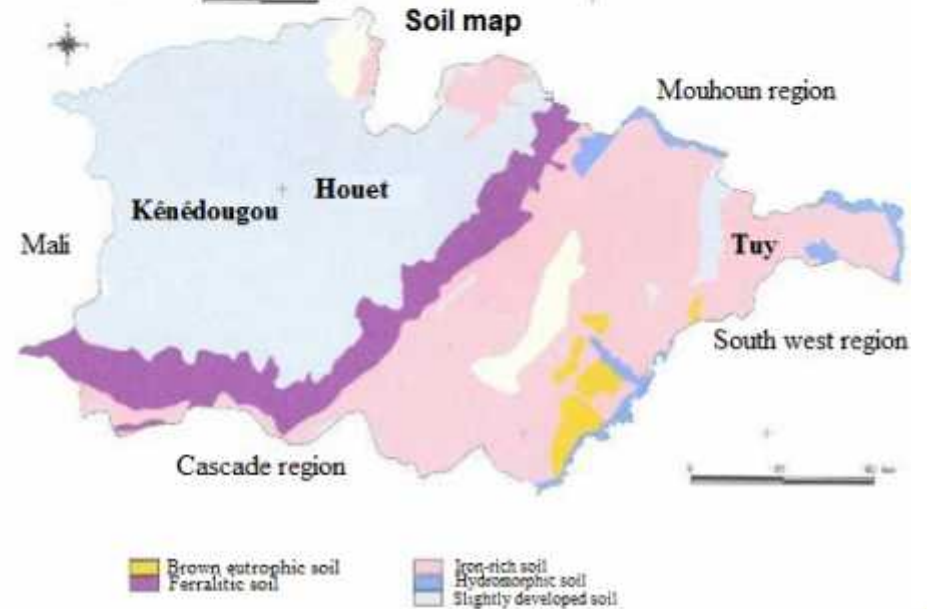


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- 20-24 an ■ 25-29 an ■ 30-34 an ■ 35-39 an ■ 40-44 an
- 45-49 an ■ 50-54 an ■ 55-59 an ■ 60 an +

Hydrography



Soil map



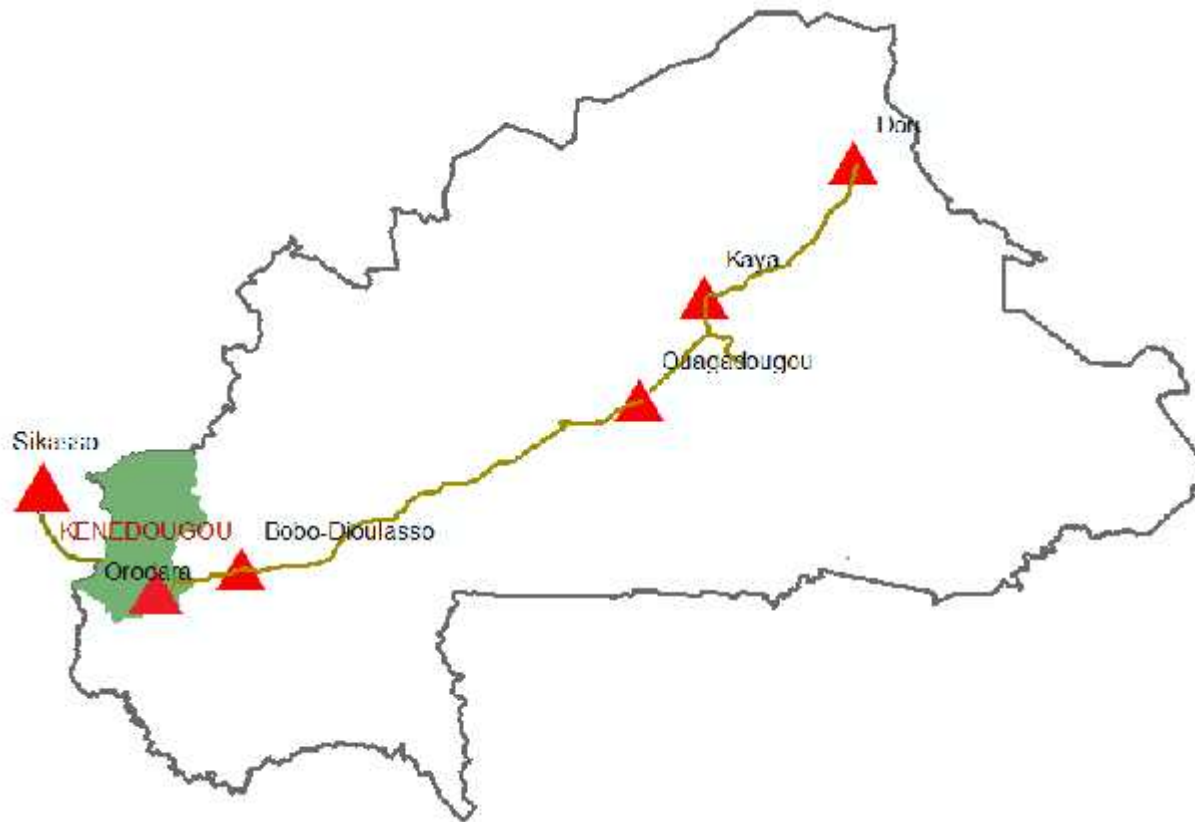
VC & market analysis

- Selected production villages

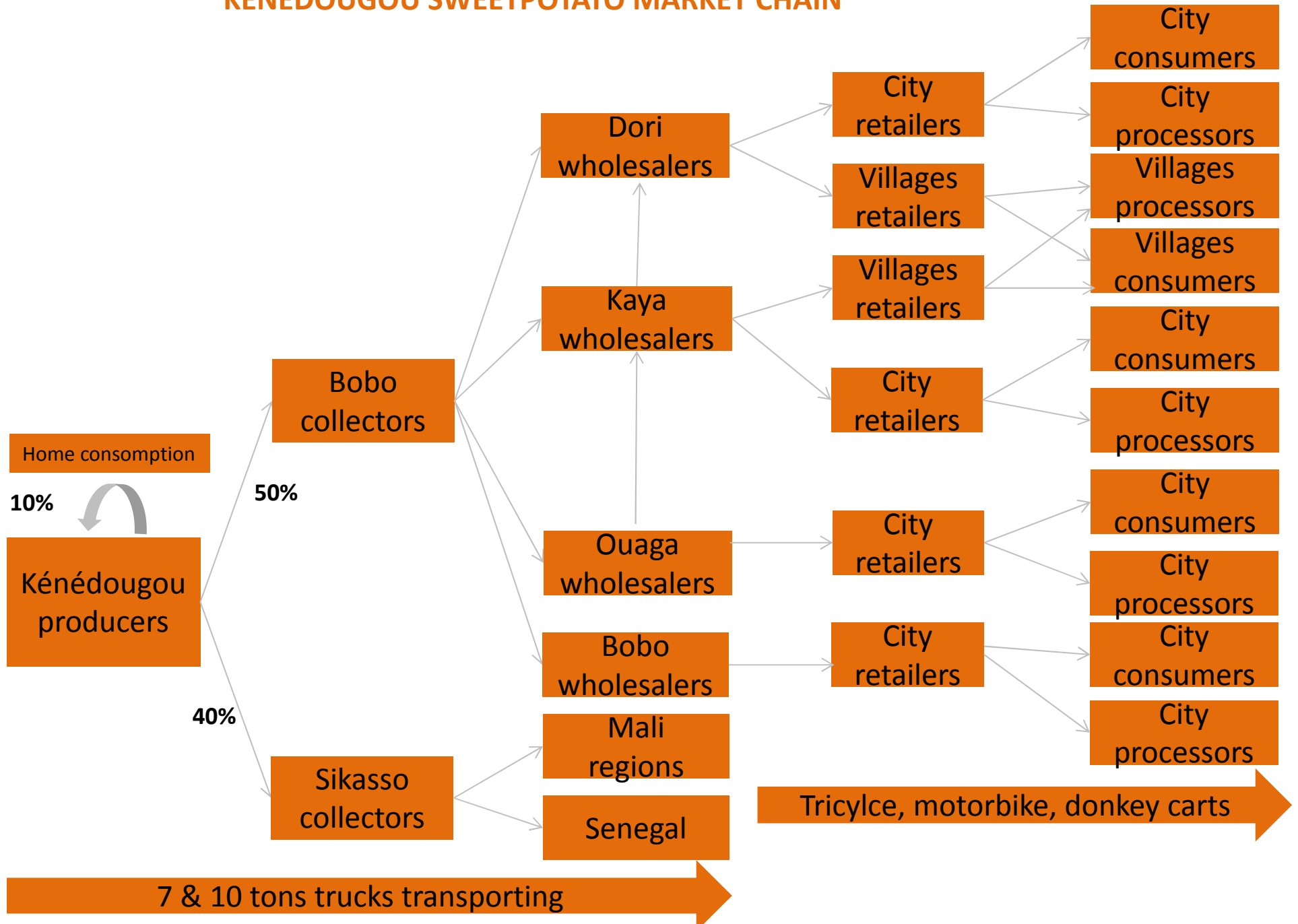


VC & market analysis

- Selected markets places for data collection



KENEDOUGOU SWEETPOTATO MARKET CHAIN



VC & market analysis

- SP production characteristics



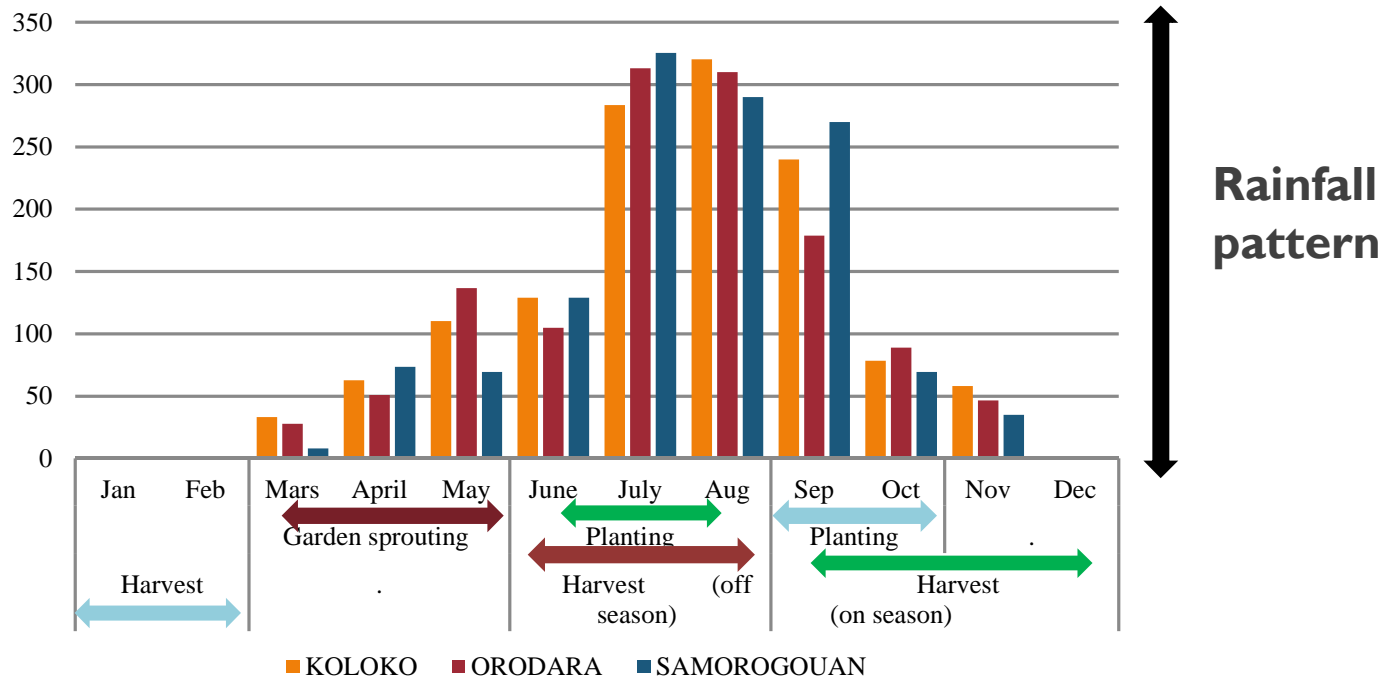
VC & market analysis

- SP production characteristics



VC & market analysis

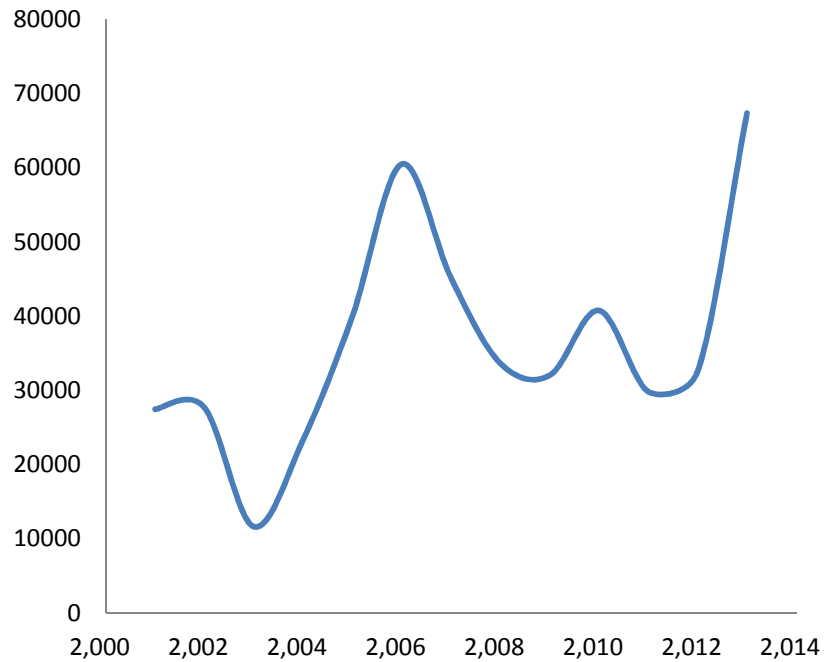
■ SP production pattern



Planting & harvesting time with the rainfall pattern

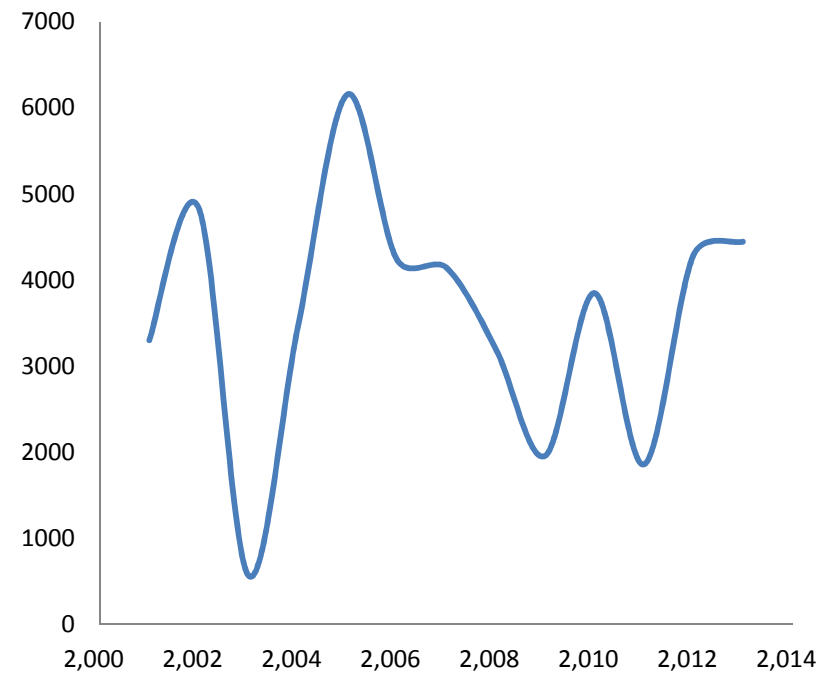
VC & market analysis

■ Kéné Dougou offer analysis



Sweet potato production in Tons/year in Kéné Dougou from 2001 to 2013

Land allocated to SP production in ha/year from 2001 to 2013



VC & market analysis

- Insights from producers interviews

- Farmers do not produce OFSP
- Lack of planting material
- Farmers are not well organized
- Poor marketing know-how
- Yields are low, far from potential
- Low prices in the market



VC & market analysis

■ Insights from wholesalers interviews



- Prefer white fleshed-skinned SP
- Selling on credit to retailers
- Limited supplying capacity
- Better organized than farmers
- Storage being a big issue

VC & market analysis

■ Insights from retailers interviews

- Supply themselves on credit
- Prefer white-fleshed and skinned
- Most sell on credit to fryers and boilers
- Most said OFSP is not available
- OFSP is well appreciated
- OFSP is more expensive



VC & market analysis

- Insights from processors interviews
 - Most processors are fryers or boilers
 - Some produce infant mix, déguè and couscous for the market
 - Others produce biscuits, cakes and chips for fairs
 - Processed products not well known apart from fried and boiled



VC & market analysis

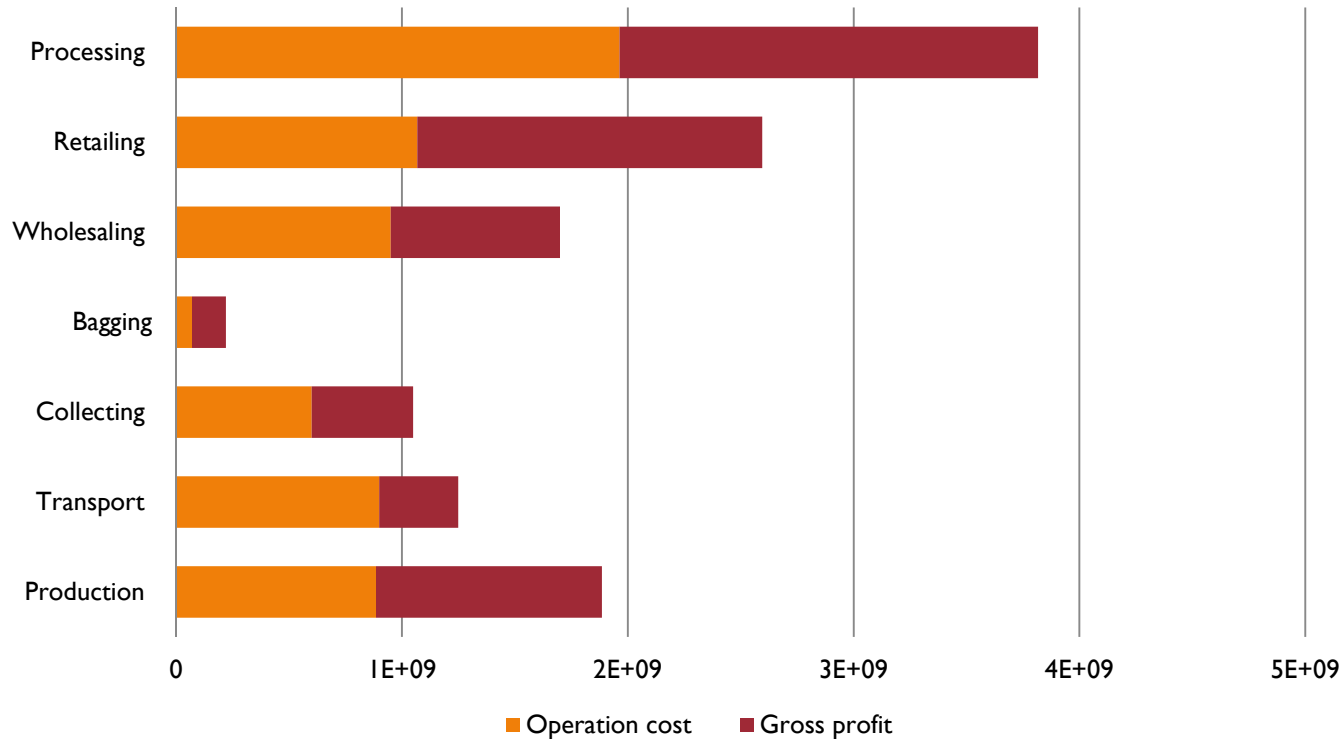
- Insights from consumers interviews



- Consumed in the provinces as staple
- Most don't know other recipes apart boiled, fried or ragout
- Not aware about OFSP virtues
- Most consumers don't have any preference about the varieties
- Children prefer OFSP
- Most said OFSP is not seen in the market

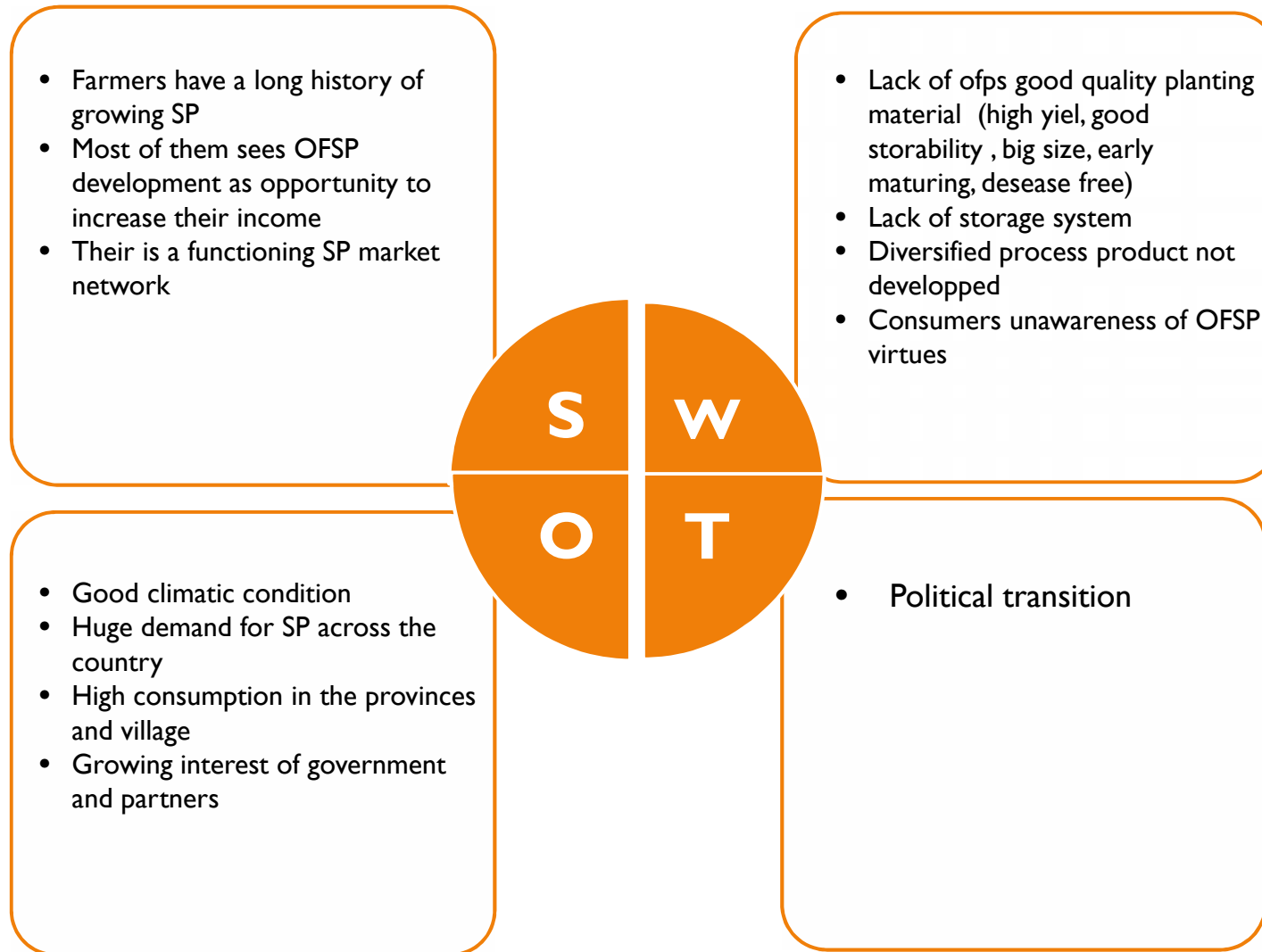
VC & market analysis

■ Cost & benefit analysis



Estimated operating cost and gross profit along the value chain

■ SWOT analysis



VC & market analysis

- Suitable product for the market

	Selection criteria							
Product	Consumers know it	Process is known	Already processed	Available in the market	Consumed in rural area	Consumed urban area	Affordable	Need lot of investment
Fried OFSP	+++++	+++++	+++++	+++++	+++++	+++++	+++++	+
Boiled OFSP	+++++	+++++	+++++	+++++	+++++	+++++	+++++	+
Couscous	++	+++	+++	+	++	+	++	++
OFSP Déguè	++	+++	+++	+	+	+	++	+
Flour	+	+++	++	+	+	++	++	+
Infant mix	++	++	+++	+++	+	++	+	+++
OFSP Chips	+	+	+	+	+	+	+++	+++
Juice	+	+	+	+	+	+	+	++++

VC & market analysis

- Market suitable products

1. Infant mix

2. Dègué

3. Couscous

4. Chips

5. Juice

VC & market analysis

- Potential partners for processing

WILIKA TAAMA Cooperative

Chips, couscous and cake



VC & market analysis

- Potential partners for processing

Enterprise BALO GNOUMAN
Infant mix



VC & market analysis

- Potential partners for processing

Enterprise ENTRACEL
Infant mix & Couscous



VC & market analysis

- Potential partners for processing

WEND MANAAGA association
Déguè & couscous



VC & market analysis

- Potential partners for processing

DAFANI for Juice



VC & market analysis

- Potential partners for finance access



Actually credit to SP producer is very limited and MFI are ready to scale up if there are supported in term collateral or funding

VC & market analysis

Results

- **S**weetpotato is a functioning VC in Burkina
- **O**FSP is not represented
- **S**P value chain need improvement
- Strong promotion for OFSP

VC & market analysis

Proposed intervention

- **A**wareness campaign in production areas to increase OFSP production
- **M**arketing campaign in consumption places for OFSP demand creation
- **I**ntegrate OFSP in SP traditional markets network

VC & market analysis

Proposed intervention

- **P**romotion of diversified process products (infant mix, dégué, couscous, chips & juice).
- **P**roducers have access to good quality planting material
- **C**apacity building in production and marketing to meet the created demand

Difficulties of the study

- Lack of reliable secondary data on SP
- No specific data on OFSP

Conclusion

- Farmers and different players show good interest
- The potential is huge but many constraints do exist
- Communication and marketing for awareness raising
- Capacity building both in production and marketing to meet the created demand

Thanks for your attention

