



Challenges Faced in Marketing Porridge Flour With OFSP as an Ingredient

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Introduction

Sweet potato is an important food crop in Uganda, as it plays a more prominent & diversified roles in the food system. Sweet potato plays a distinct role of a predominant staple & as well as a complementary staple food crop that is consumed throughout the year by farmers & low income Consumers.

OFSP is an excellent source of beta- carotene that provides sufficient Vitamine A to meet the required daily allowance in the diet. Very important for alleviating vitamin A Deficiency



Consumption

The Crop is mainly consumed in the Fresh form as boiled/steamed & roasted roots. Boiled roots can also be served as mashed, stewed & fried food it is also commonly processed into sweet potato dried chips & Flour at household levels during the dry season.

Dried Sweet Potato chips are consumed boiled as “Amukeke”, while the flour is used as an ingredient for preparation of traditional Dishes “Atap” The Flour was occasionally used for making porridge compared to Maize Flour.

The introduction of OFSP Flour has seen Families Start consuming sweet potato flour for porridge.

The procedure & ingredients for preparation of OFSP Porridge can be looked up in the sweet potato recipe book, page 56-57



Fresh root-Achok



Dried Chips-amukeke

Challenges Faced

Acceptability of OFSP porridge has faced a couple of challenges just like any other OFSP products . Most or all consumers derive their interest towards consuming OFSP Porridge based on the following:

1. Available information: the choice to purchase or consume OFSP porridge is based on the information the Consumer has about OFSP. Most importantly the packaging of the information plays a key role who is to consume. Currently more women & children consume OFSP porridge compared to Men.
2. The quality of Packaging & branding of OFSP: The visual impression of OFSP to the consumer will make the consumer purchase or consume.
3. lack of certification, has limited the supply OFSP to the Middle class who usually buy it in the Supermarkets
4. Competition from other substitutes. Consumers have various options to choose from including the local sweet potato that is till available.
5. Level of income of the consumers: the class of people who should consume more of the OFSP porridge do not have disposable income to purchase the OFSP Flour



Display of OFSP Porridge Flour



A baby enjoying Porridge

Current Initiatives Recommendations

Adoption of initiatives geared towards promoting OFSP usage, will come a long way in making OFSP acceptable in Both rural and urban Areas.

SOSPPA is currently conducting Farmer Mobilization, facilitating linkages & supply of Fresh & processed Commodities.

We also conduct awareness campaigns of SP Value added Products & train farmer communities

ACTION:

- ▶ Spur the production of The roots by creating Demand for OFSP through extensive marketing of the value in OFSP.
- ▶ Blend OFSP in already existing consumer products
- ▶ Technology transfer and adoption of OFSP for sweet potato beverage production in commercial quantities. Build the capacity of local processors to produce for commercial
- ▶ Partner with Health Marketing Agencies to market the health benefits & values of OFSP
- ▶ Conduct workshops & trainings with the producers, middle men, Suppliers, Transporters & traders of sweet potatoes in urban areas with the intension to move them into introducing OFSP into the Market

Conclusion

In order to have OFSP play a major role in reducing the prevalence of VAD in both rural & urban areas of Uganda, different post harvest technologies need to be adopted.

THANK YOU

