

# HarvestPlus

## Reaching End Users Orange Fleshed Sweet Potato Project

2006-2009

Anna-Marie Ball

Team Leader / Demand Creation

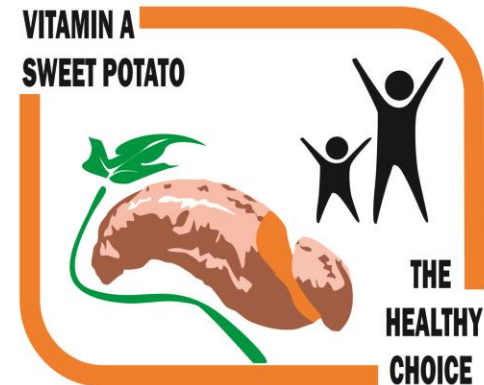
# Implementation Projects

## MOZAMBIQUE



Para Boa Visão e Boa Saúde

## UGANDA



VEDCO and FADEP-EU



# Mozambique Implementation Areas



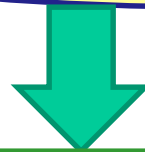
# Zambezia Province



Implemented by  
World Vision Mozambique &  
Helen Keller International

# MZ - OPERATIONAL FRAMEWORK

**World Vision – Implementation Team**



**Feedback**

**Agric Extension Workers**

**Nutrition Extension Workers**

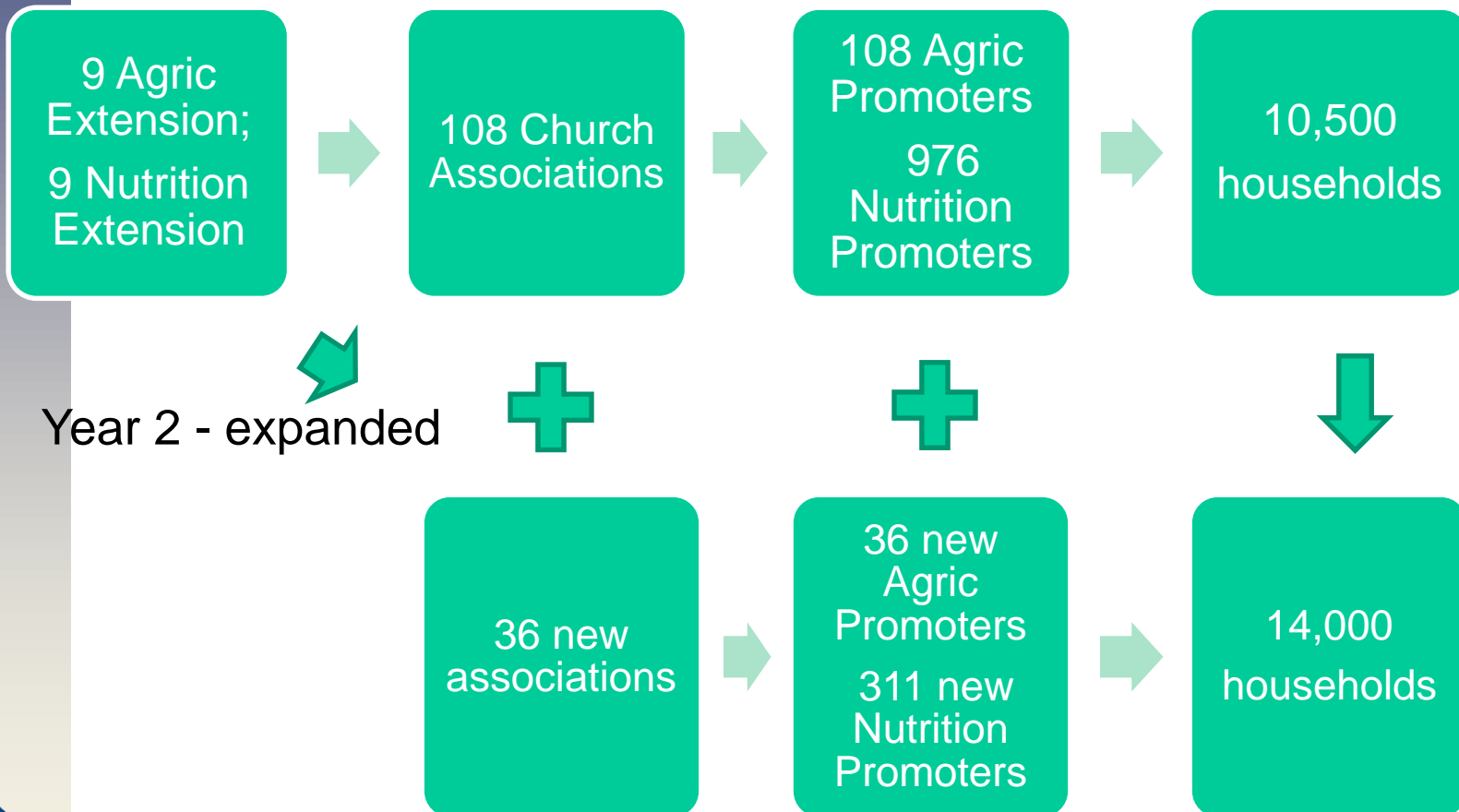
**Agric. & Marketing Promoters**

**Nutrition Promoters**

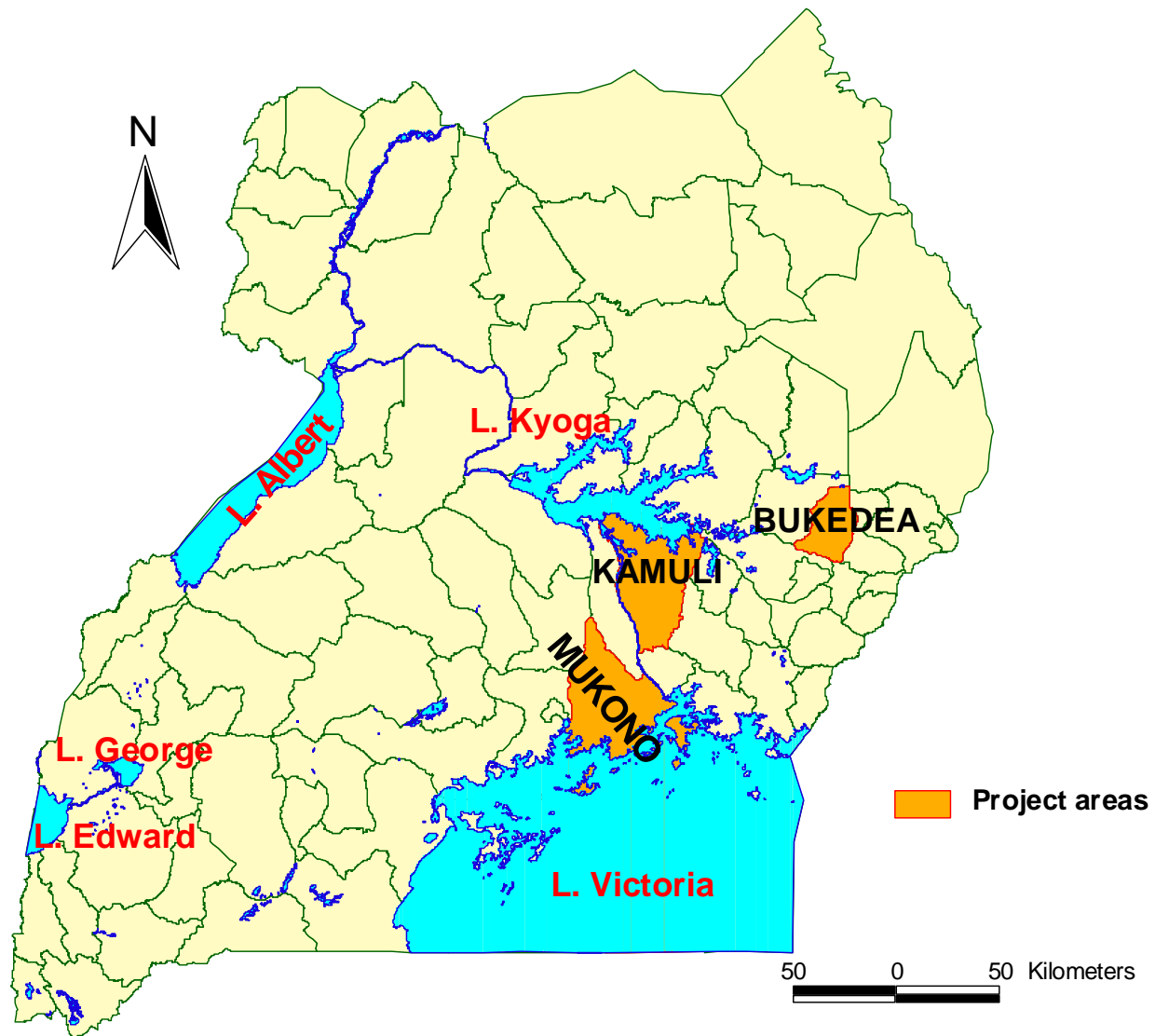
**Farmers and Mother Groups in Villages**

# Mozambique Implementation

MOZAMBIQUE – Year 1



# Uganda Implementation Areas



# UGANDA - OPERATIONAL FRAMEWORK

**HarvestPlus – Implementation Team**



VEDCO-Mukono

VEDCO-Kamuli

FADEP- Bukedea

Extension Workers

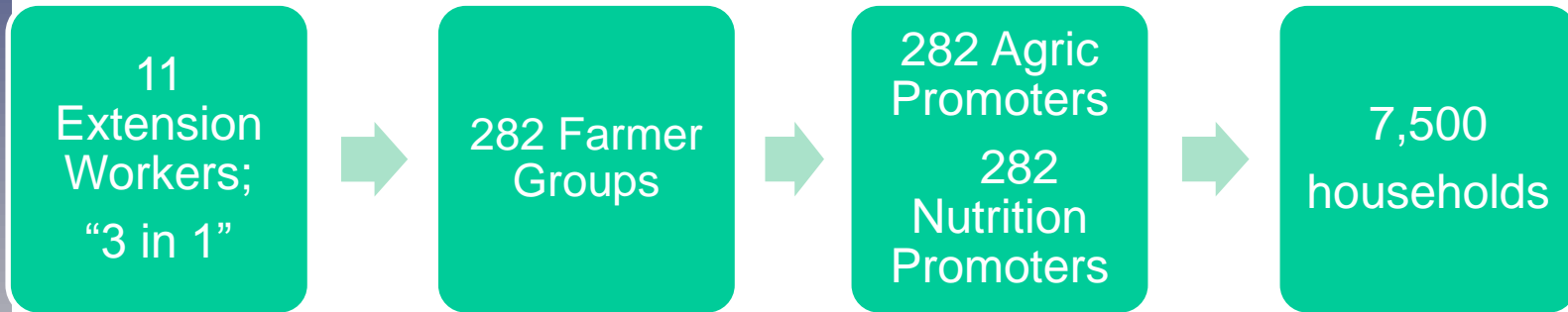
Agric. & Marketing Promoters

Nutrition Promoters

Farmer Groups/Mothers in Villages

# Uganda Implementation

Year 1



Year 2 - expanded



# Uganda

## Orange Sweetpotato varieties

**Ejumula**



**Kakamega**



**SPK004/6 - Vita**



**SPK004/6/6 - Kabode**



# Interaction of Project Teams

## IMPACT TEAM BASELINE SURVEY

### IMPLEMENTATION TEAM: MOZ & UG

Seed Systems and  
Extension

Marketing and Product  
Development

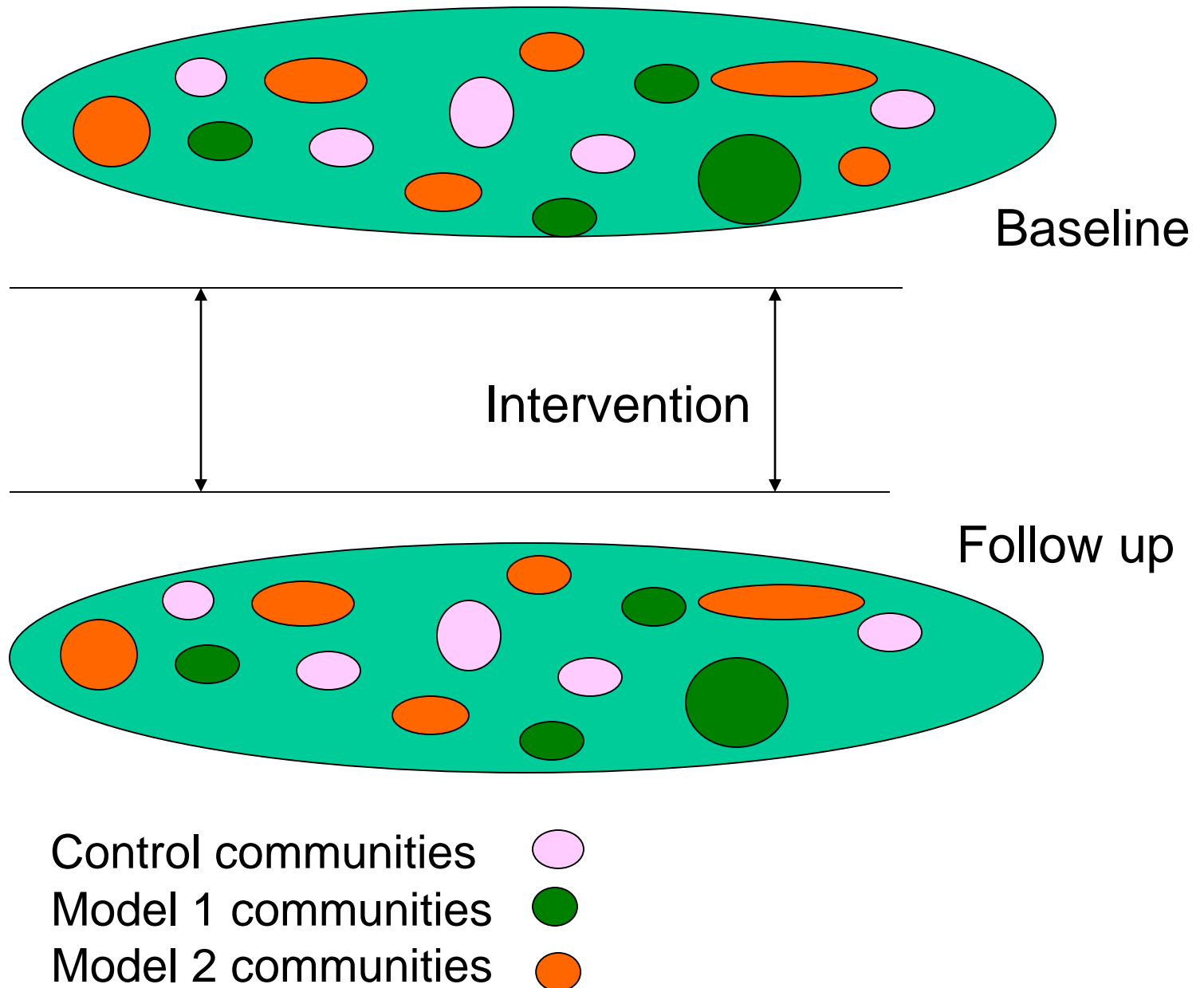
Demand Creation

OPERATIONS  
RESEARCH  
TEAM

## END OF PROJECT IMPACT SURVEY



# Randomized control effectiveness trial

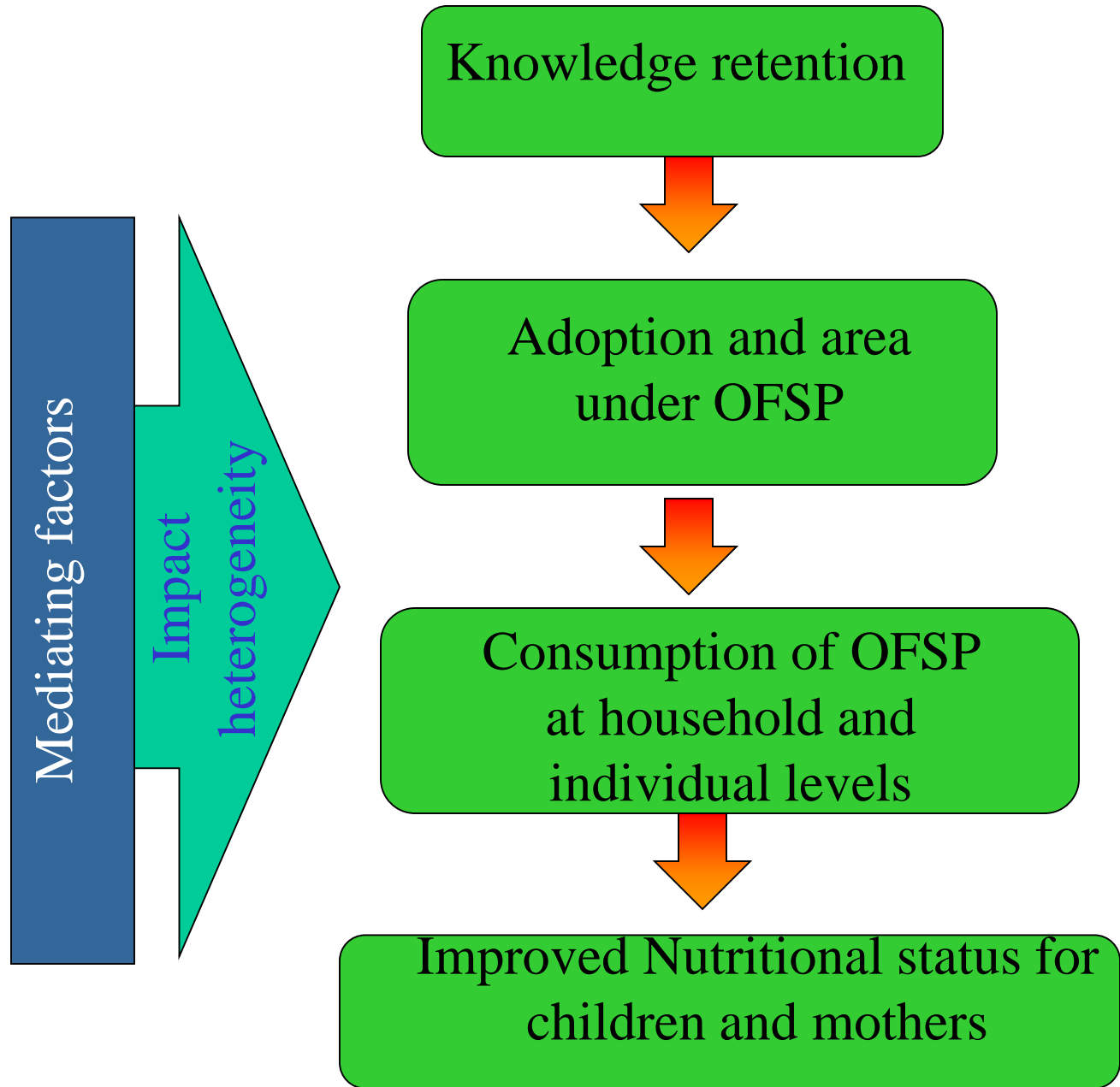


# Testing different implementation strategies

|                                      | Model 1 |        | Model 2 |        |
|--------------------------------------|---------|--------|---------|--------|
|                                      | Year1   | Year 2 | Year 1  | Year 2 |
| Training Program for Extension Staff | ✕       | ✕      | ✕       |        |
| Training Program for Promoters       | ✕       | ✕      | ✕       |        |
| Community Drama                      | ✕       | ✕      | ✕       | ✕      |
| Radio                                | ✕       | ✕      | ✕       | ✕      |
| Area wide Activities                 | ✕       | ✕      | ✕       | ✕      |



# Impact Indicators



# KEY FINDINGS: ADOPTION I

The HarvestPlus project successfully promoted OFSP in rural Mozambique and Uganda. It led to a 65-68 percentage point increase in the probability of OFSP adoption in Mozambique and a 57-64 percentage point increase in Uganda.

There were no significant differences in these estimates across Model 1 and Model 2.

# KEY FINDINGS: ADOPTION II

The project **increased the share of OFSP** in total sweet potato area by 54 to 57 percentage points in Mozambique and by 41 to 46 percentage points in Uganda.

There were **no** differences between the two intervention strategies in this regard.

# KEY FINDINGS: OFSP INTAKES

The intervention resulted in a **significant increase in the intake of OFSP** among young children, older children and women in both Mozambique and Uganda.

The mean amounts of OFSP consumed were substantial, **meeting our targets for each age group**, and they were comparable between the countries.

# KEY FINDINGS: VITAMIN A INTAKES

In both countries, the change in vitamin A intakes in intervention groups was **completely accounted for by the increased intake of vitamin A from OFSP.**

In Mozambique, OFSP contributed 71-84 percent of the total vitamin A intakes, whereas in Uganda, OFSP contributed 60 percent of all dietary vitamin A.



# The Way Forward – Scaling-Up

- OFSP yields/profitability should be equal to / exceed WFSP
- SP should be an important staple in hh diets; as a secondary staple, at least 50% hh should produce SP
- farmers should be trained in viable methods for vine preservation
- nutrition messages should focus on how OFSP can reduce the risk of vitamin A deficiency



- activities for markets are important for diffusion and long-term adoption but not initial adoption
- very important to convey nutrition and agronomic messages, especially to women, but also men
- use the “orange” color to build awareness of vitamin A in general and OFSP as a major source of vitamin A.
- Need support of national policy-makers, stakeholders