

New Opportunities and Approaches to Improve Sweet Potato Value Chains in Ghana

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I. Sweet Potato in Ghana

II. Opportunities for upgrading

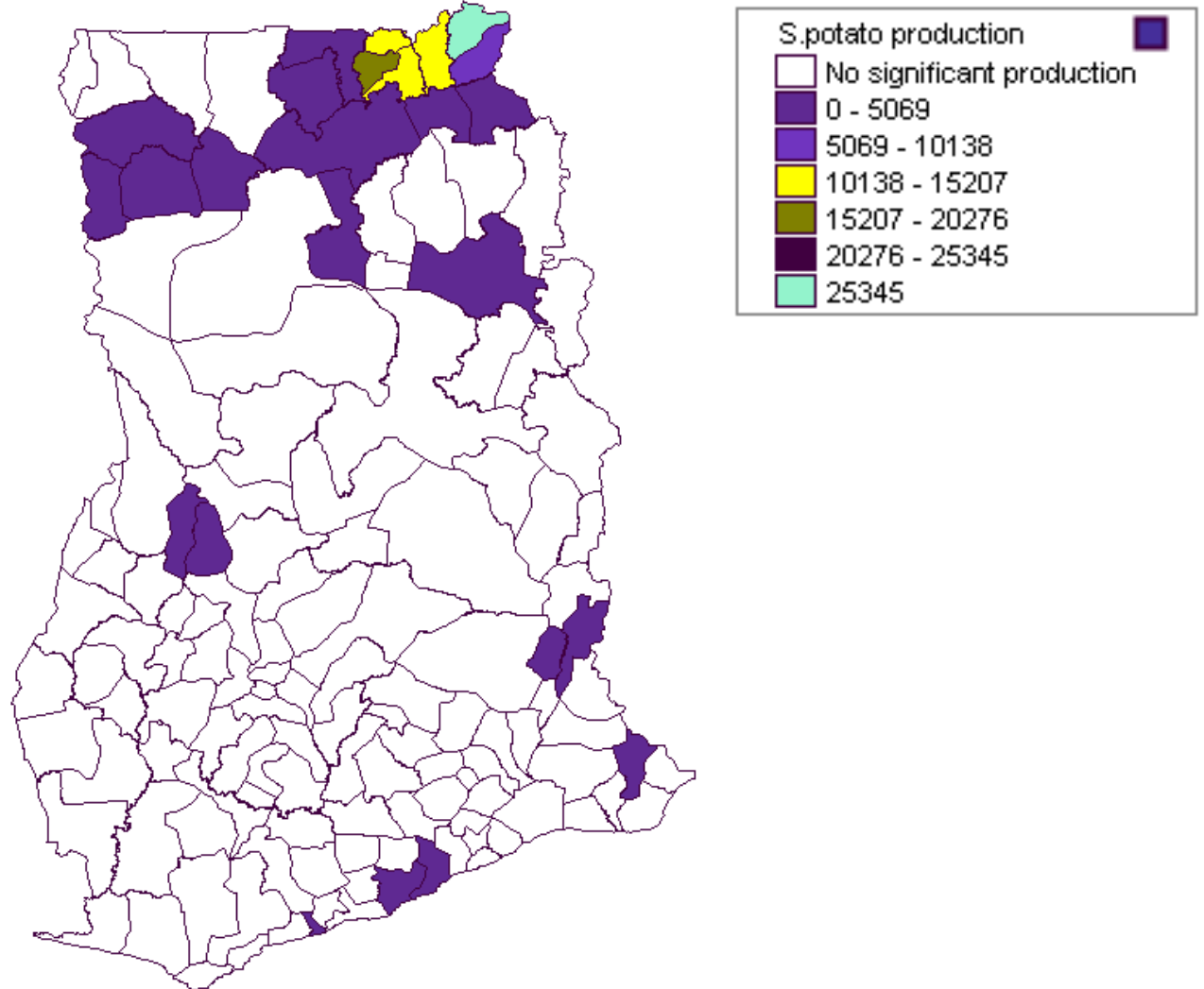
III. The role of SSP-WA

IV. Recommendations

2009 Production (Upper East Region)

- **72,931 tonnes**
- **6,850 ha**
- **30,753 holders**
- **Average size of holding ; 0.22 ha**
- **Average yields 8.0 t ha⁻¹**
- **Achievable yields 24 t ha⁻¹**

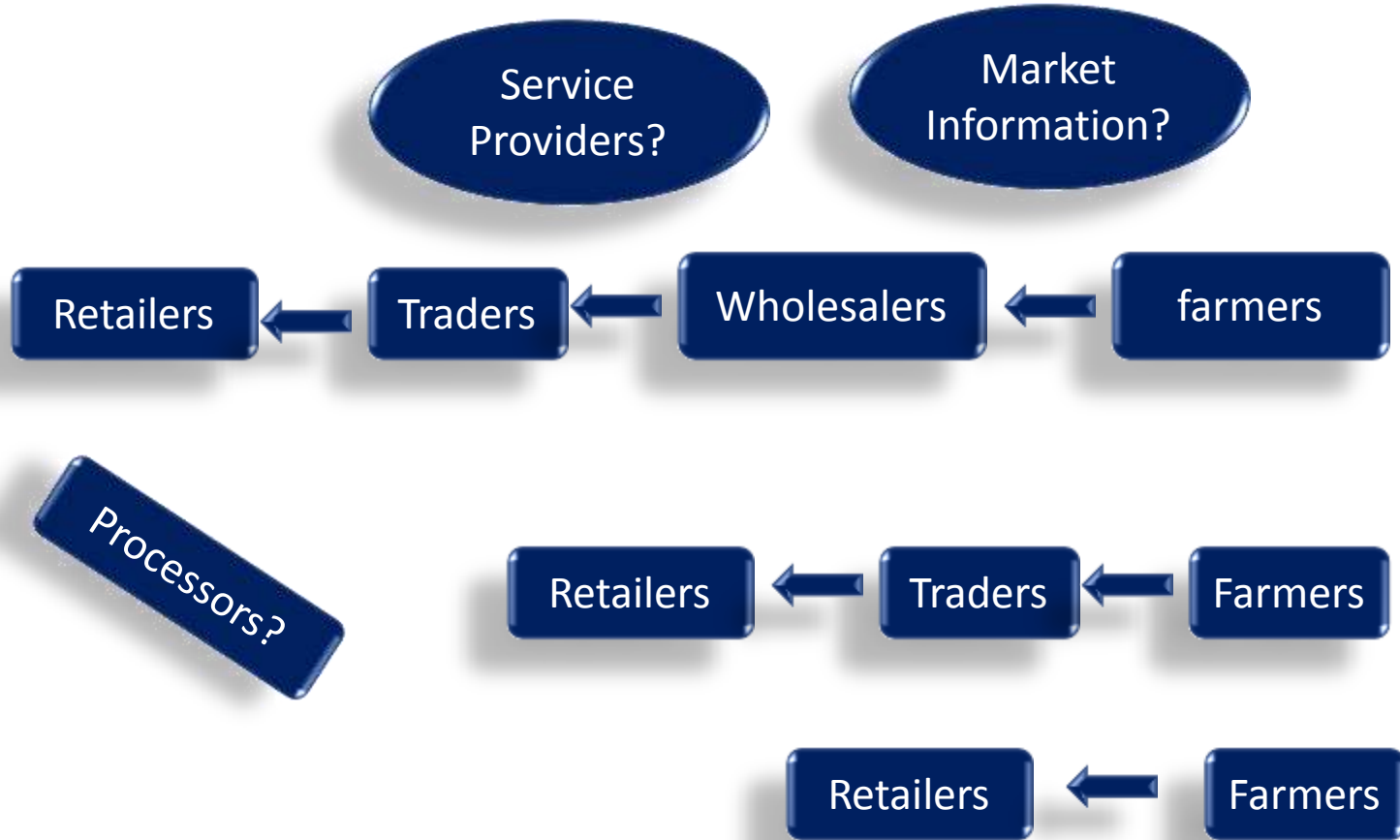
Sweet Potato in Ghana



Areas of Sweet potato production in Ghana

- **Lack of official statistics on production and consumption rates**
- **Official policy on priority crops for promotion**
- **Suffers from stigma**
- **Minimal transformation**

Current Status of Value Chain for Fresh Tubers



General Business environment and economic growth, spurred by oil drilling

- Increase in demand (for food)**
- Tourists/Expats and new products**
- Trade boom with China and affordable technology**

Agricultural Funding environment

- **AGRA**
- **MIDA**
- **IFAD**
- **World Bank**
- **CIDA***
- **USAID***

National commodity prioritization could be a blessing (maize, rice, sorghum, soyabean, fish)

The Role of the SSP-WA

Strategic Plan for Sweet Potato Development

Cassava has received the necessary
attention and funding by this approach

- **Dedicated personnel (100% sweetpotato) and champions**

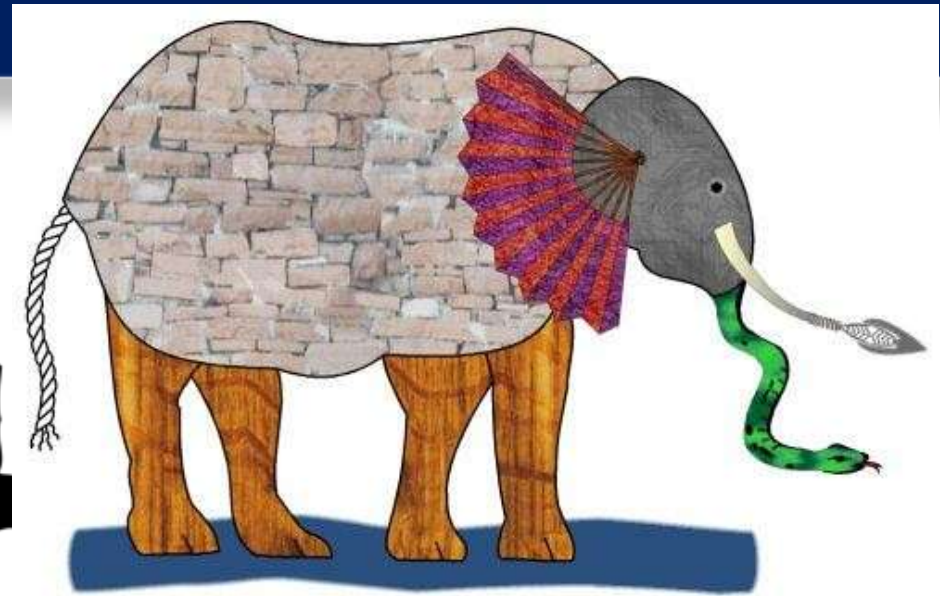
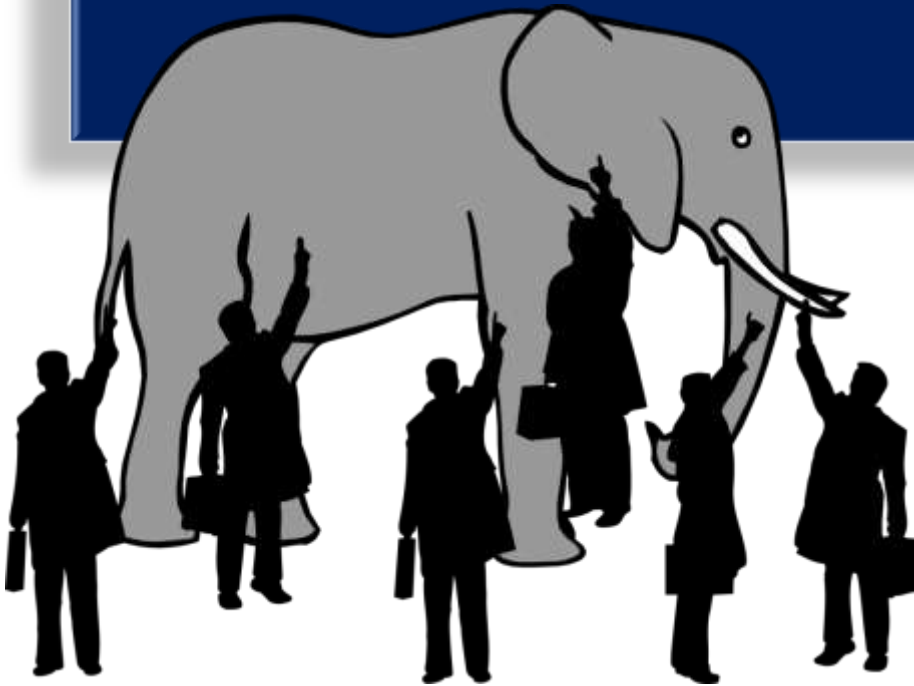
- **Dedicated personnel – CSIR and MOFA**

- Agro-economists

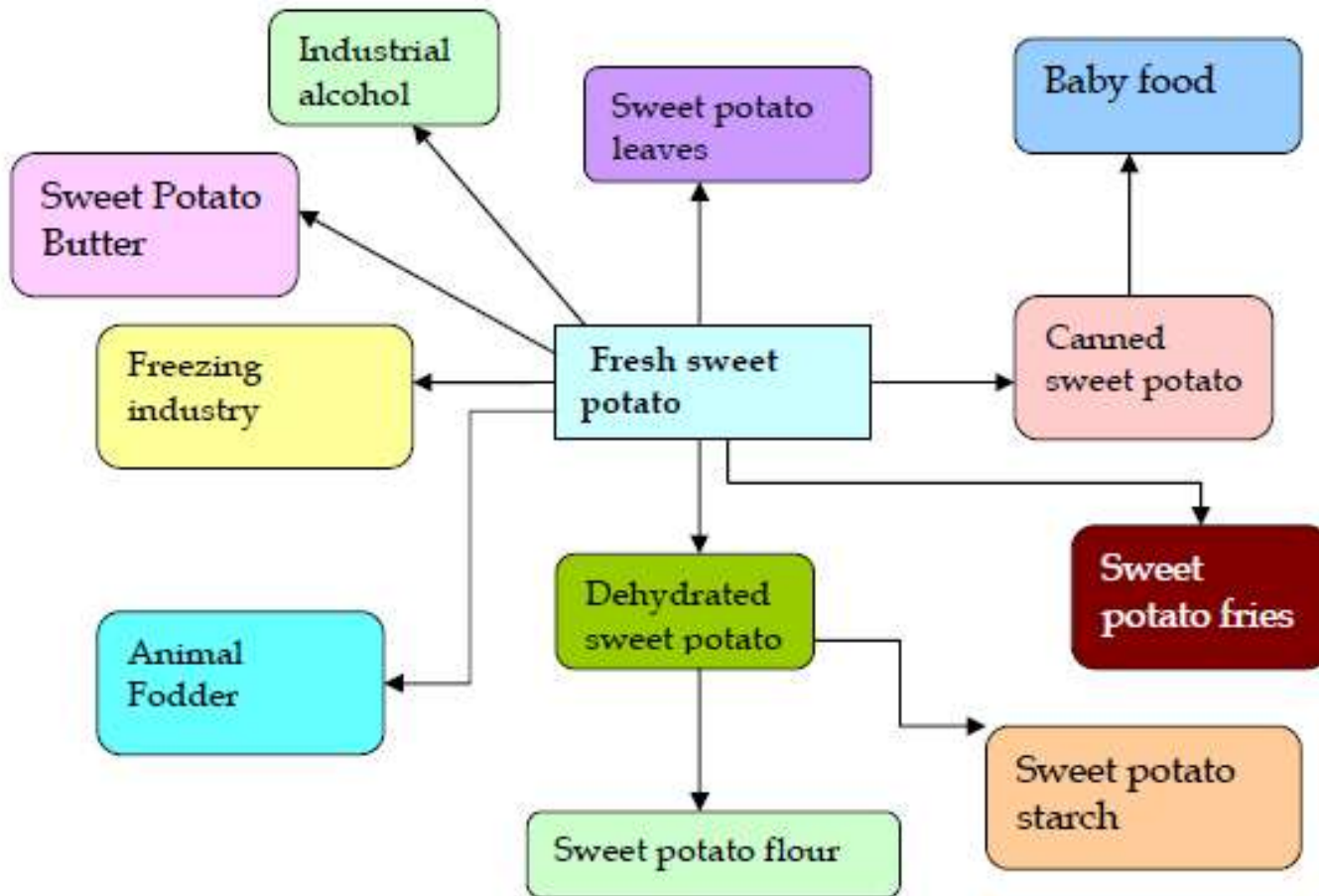
- Business development specialists

- **Accurate, reliable and consistent data (Ministry of Employment without data on Unemployment)**
 - **Engage MOFA SRID and Statistical Service (additional cost for adding sweetpotato)**
 - **Overall production data**
 - **Exports**

- **Comprehensive analysis, including value and commodity chains (Visually challenged men and the elephant)**

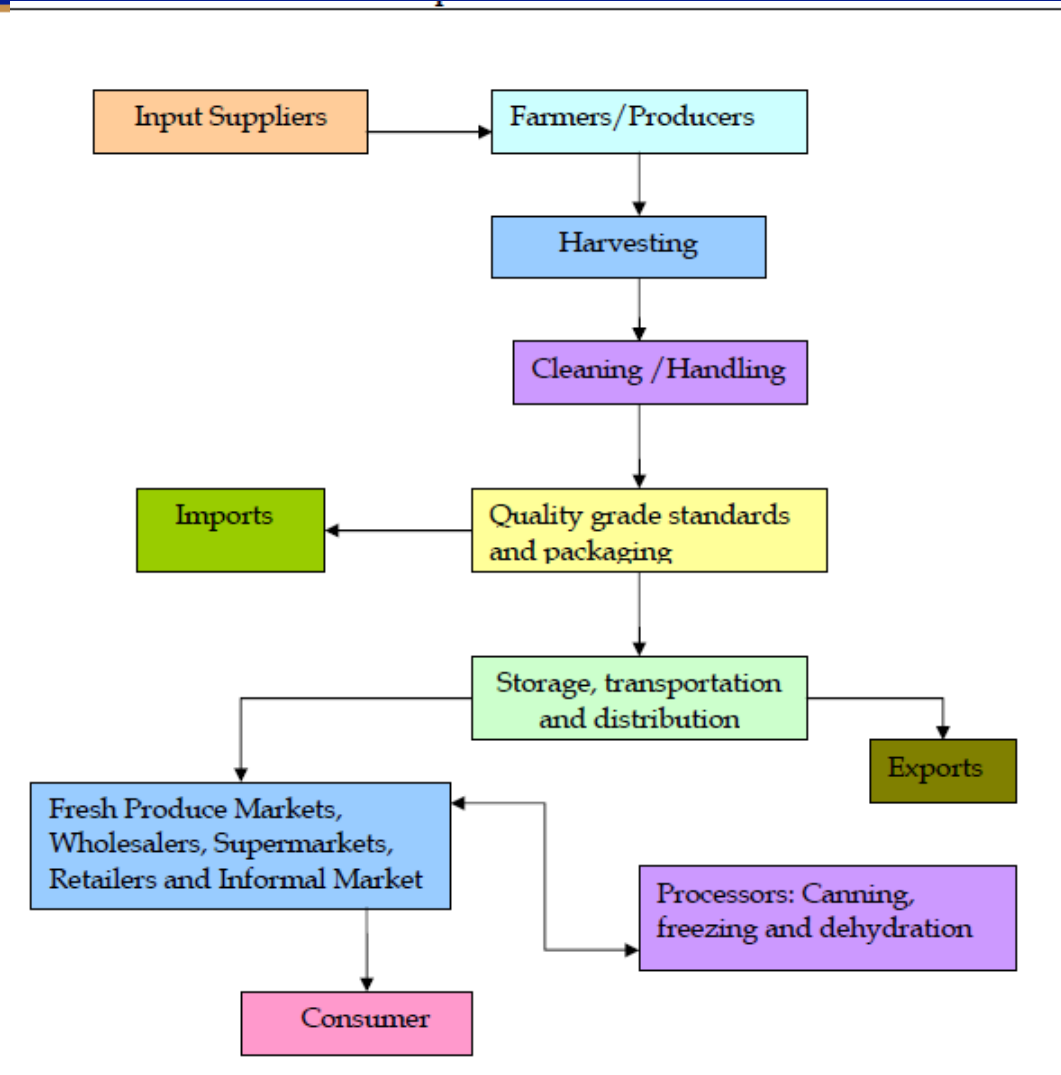


Sweetpotato processing (only one way of adding value)



Source: www.nda.agric.za/docs/AMCP/SweetPotatoVCP2009-2010.pdf

Sweetpotato Value Chain



Source: www.nda.agric.za/docs/AMCP/SweetPotatoVCP2009-2010.pdf



Source http://en.wikipedia.org/wiki/Value_chain#Value_Reference_Model

- **Business Plan for development** (speaking in unison) and country implementation plan**
 - Market-led
 - Private sector driven
 - Product development and diversification
 - Market development strategy

Sweetpotato flour – A viable product to develop value chain

- Improves storage and transportation
- Useful for many Local recipes
- Industrial uses
- Commercial: Golden Bread (CIP) for (boarding) school feeding

Golden Bread for schools



Golden Bread for schools

- **1kg flour (5 kg of fresh tubers) required for 125 loaves**
- **For a SHS (boarding) of 2000 students for 150 days (300,000 loaves)**
- **Requires 2.4 tons of flour or 10 tons of fresh root (1.25 ha)**
- **There are approximately 450 public secondary schools**

Next Steps

- **SSP-WA is a solid foundation for action**
- **Potential consortium for further action**
- **Value Chain development/analysis is not a “FAD”; Value Chain is business comprehensiveness as opposed to farming systems**

Next Steps (2)

- **Starting with costs (of arriving at Business Plan) and commitment (contributions from interested members)**
- **A vision of golden bread freely available in shops (=value chain development)**

**THANK YOU FOR YOUR
ATTENTION**