



Moving Forward with Product Development in SSA

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CIP (SUSTAIN, SASHA)
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Technical & Executive
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Why Product Development with OFSP

- OFSP is an easy to grow, rich source of vitamin A
- OFSP is a cost effective and sustainable way to combat vitamin A deficiency
- SASHA is designed to improve the food security and health of poor families in SSA
- SUSTAIN aims to identify and develop a commercial OFSP processed products through effective public-private partnerships

Product Development Process (OFSP)

- PHASE 1: Product Definition
 - Strategic plan
 - Market opportunity assessment
 - Product business plan
- PHASE 2: Product Implementation
 - Market strategy and testing
 - Prototype development
 - Scale up and product production

Product Development for OFSP

- Advocating for the investment in OFSP for Health and Wealth
- Aligning OFSP product development with the goals of SPHI

CIP OFSP Product Development Strategy

INDUSTRY (Public Private Sector Partnerships)

**Health
Profit
Wealth**

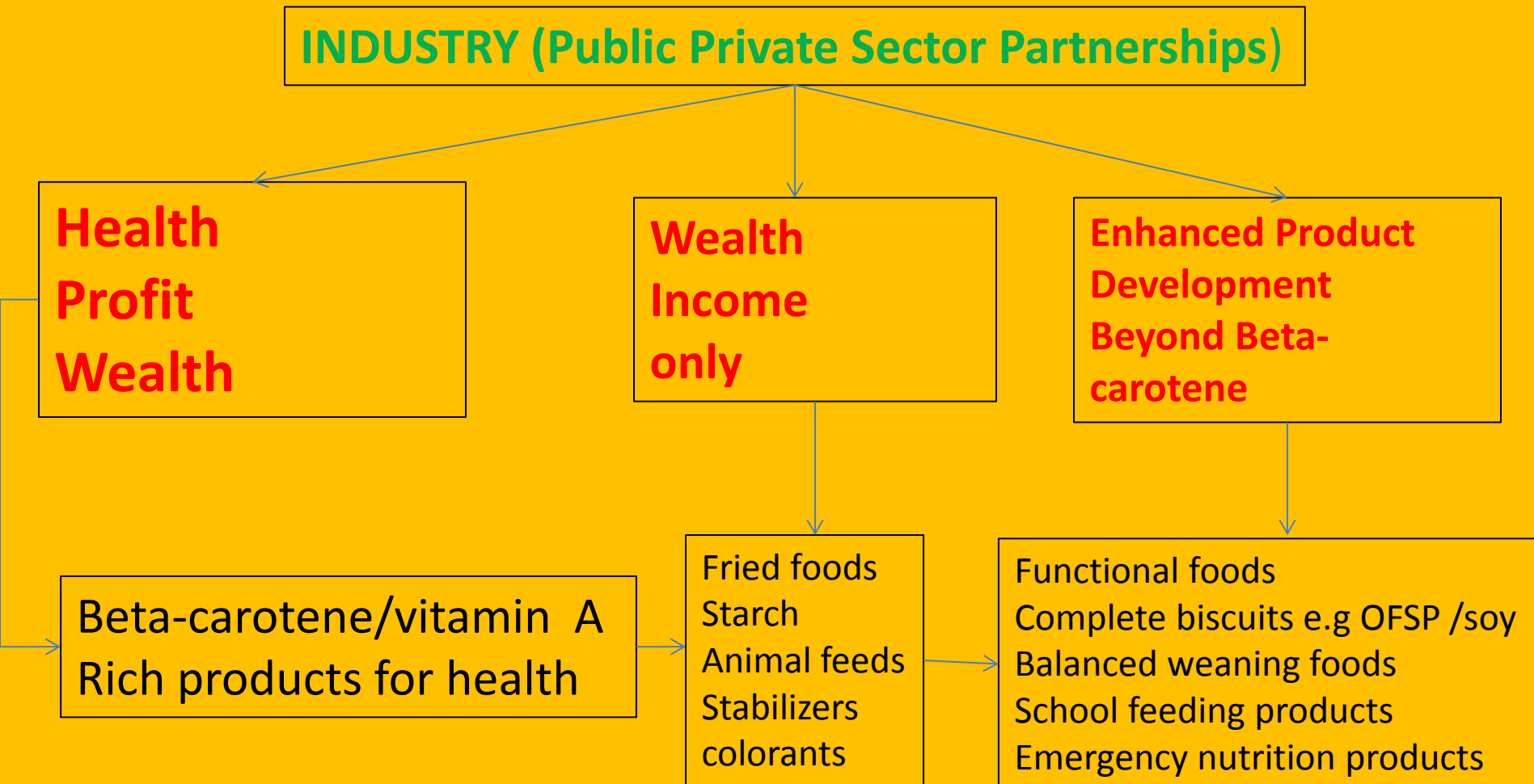
**Wealth
Income
only**

**Enhanced Product
Development
Beyond Beta-
carotene**

Beta-carotene/vitamin A
Rich products for health

Fried foods
Starch
Animal feeds
Stabilizers
colorants

Functional foods
Complete biscuits e.g OFSP /soy
Balanced weaning foods
School feeding products
Emergency nutrition products



Strategy

OFSP Purees



- OFSP puree makes a wonderful vegetable side or main dish.
- OFSP its natural sweetness lends itself to a wide variety of delicious recipes and products such :

Breads, pancakes, muffins,
Biscuits, cookies.



CIP OFSP Product Development Strategy

Community level food product development

Integration into traditional practices



Health and income generation



OFSP Product development and Research at BecA labs/ILRI

- Evaluate fresh roots for beta-carotene content
- Evaluate the effects of food processing methods in different countries on beta-carotene retention
- Evaluate the post harvest losses of beta-carotene under different conditions
- Ensure food safety control in food processing
- Support country level nutrition evaluation labs

THE END

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