

Challenges faced in marketing of fresh  
sweet potatoes roots in Kenya

Farm Concern International (FCI)



Farm Concern  
INTERNATIONAL  
For the African farms and markets

# Introduction



- Major Target markets for Sweet Potato
  1. Formal markets : Supermarkets ; green groceries
  2. Informal markets : Open wholesale markets; open retail markets ; road side
  - ❖ Informal markets moves the highest volumes of fresh roots in sub-Saharan Africa

A large, faint watermark of the Farm Concern International logo is centered on the page, featuring the same plant icon and text as the top right logo.

Farm Concern  
INTERNATIONAL  
For the African farms and markets

# Place where SP are purchased by household- a case of Kenya and Tanzania




Place of Purchase for SP	Kenya (N=209)	Tanzania (N=105)
	SP (%)	SP (%)
Open Market (informal)	60.5	87.6
Supermarket	7.0	2.9
Grocery	4.1	0.0
Road side	5.1	1.9
Neighbour	1.0	1.9
Does not buy	22.3	5.7

# Challenges in marketing of fresh sweet potatoes roots



## Challenges at Farm Level



Production is mostly seasonal leading to inconsistency supply.

Mixed varieties on a farm as a result of farmers not using all market preferred varieties

Minimal for pre and post-harvest management skills among farmers

Lack of proper standard of measurement/packaging






F  
O  
For

Cont.' .....

## Challenges at Market Level



They are bulky and highly perishable (short self life)

Inconsistency in supplying required quantity and quality of SP roots

Low quality at retail level

Long distance to market :-  
high transportation cost



# Challenges at consumers level

## Constraints faced by consumers in purchasing SP roots

Constraints	Kenya (N=209)	Tanzania (N=105)
	SP (%)	SP (%)
Poor quality	29.2	14.8
High price	21.3	35.9
Low availability	27.5	10.5
Market place (poor shelter)/Environment is too dirty	20.2	21.5
Far distance to market	0.0	16.3
Others*	1.7	1.0



Cont.' .....

## Challenges at consumers level

Poor product image - perceived by many as a poor household food

Low awareness of nutrition benefit

Utilization complexity (boiling): especially at urban areas due to energy cost





# Lesson Learnt



- Nutritional marketing is key in influencing SP demand with focus on awareness on nutrition benefit
- There is growing demand as a result of nutritional marketing that has been going on for the past decade
- There is increasing adoption and use of clean planting materials and high interest in seed multiplication by the local farmers especially in western Kenya





THANK YOU

Farm Concern

INTERNATIONAL

*For the African farms and markets*