

Discussion on market characterization-Group 4

Lead Traits	Market segments				Use of NIRS
	Tablestock	Processing	Speciaty Type	Animal Feed	
Yield	x	x	x	x	N
Shape	x	x	x	x	N
Size	x	x	x	x	N
Shape	x	x	x	x	N
Resistance to Abiotic Stress	x	x	x	x	N
Resistance to Biotic Stress	x	x	x	x	N
Vine Production	x	x	x	x	N
Nutritional content	x	x	x	x	Y
Sugars: glucose , fructose & sucrose	x	x	x	x	Y
Dry matter	x	x	x	x	Y
Taste and texture	x	x	x	x	N
Root uniformity		x			N
Freedom from discolouration		x			N
Shelf life	x	x	x	x	N
Storability	x	x	x	x	N
Flavour: beta carotene, fructose	x	x	x	x	Y
Time to maturity	x	x	x	x	N
Zinc & Iron content-Tanzania case	x				Y
Harvest index; high vive & less root	x	x	x	x	N

Approach to identify consumer profiles and future size of market segments

- Focus group discussions with prospective groups
- Interviews with proprietors
- Individual guided questionnaires
- Profiling of different market segments
- Massive awareness creation on potential products from sweetpotato