

Fifth Sweetpotato Seed Systems Community of Practice Consultation: Marketing Strategies for Quality Sweetpotato Seed: Overview & objectives

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Sweetpotato Seed system Community of
Practice for Africa
Arusha, Tanzania
10-12 May, 2016



Karibu – Tanzania!



- Participants from 11 countries: Ethiopia, Kenya, Uganda, Tanzania, Ghana, Nigeria, Burkina Faso, Malawi, Mozambique, Nigeria and Zambia
- Is there somebody new who you have not met before – find them - please introduce them to the meeting!

Objectives...



- Share experiences on marketing strategies for quality seed:
 - Different VPCs: sweetpotato, cassava
 - Different initiatives: MEDA-MMB; Commercialization of Sweetpotato Seed in Dry Areas; SeFaMaCo and Private Sector TC Laboratory (Crop BioScience)
- Updates on:
 - Delivery system projects – Fast Track
- Seed System Technologies:
 - Fertiliser for vine production
 - Sandponics
 - Triple S
 - Crop & seed management issues

Learning & Networking.



- Learning journey: Wednesday 11th
 - CBS TC Lab
 - Tanzania Horticultural Association (TAHA) supported sweetpotato export
- Training on using the www.sweetpotatoknowledge.org
 - Monday 9th 15.00
 - Thursday 12th: 14.00
- Social events
 - Social dinner out: Wednesday 11th
 - Group photo
- Continuing to build the community of practice
 - Google Group
 - Identify topics and leads for different discussions
- Communication outputs: proceedings; e-newsletter; blogs

House rules...



- **It is our CoP – let's nurture & grow it**
 - Please engage: participate and contribute!
- **Be HERE, NOW**
 - please do your emails, facebook etc in the breaks & evenings!
- **All presentations will be available on a flash disk at the end of the meeting (after the evaluation)**
- **Questions and comments on the programme welcome!**