

Sweetpotato Root Market Prices

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Justification

- Linking smallholders to markets with appropriate **price information**.
- To improving smallholders' **bargaining power** with traders.
- Lack access to relevant **information and knowledge** of markets.

Results:

Without sufficient **market information**, smallholders receive low prices and thus increase inefficiencies along the market chain.

Why Price Information?

- Prices are determined by the **demand and supply of commodities over time**, which fluctuates on the basis of **nature of produce perishability and seasonality**.
- sweetpotato - **high perishable** and **highly vulnerable to price volatility**.

Objective of the study

- To provide **timely market information** for sweetpotato (SP) growers and **to understand seasonal price fluctuations** to better **plan sweetpotato marketing strategies.**

Type of commodity

White-fleshed SP, Yellow-fleshed SP, Orange-fleshed SP, Mixed SP (more than one flesh type).

Reasons:

This is because we would like to see if a **premium price** emerges for orange-fleshed SP compared to white-fleshed sweetpotato over time.

Additionally,

The major substitute for the sweetpotato in that market will be collected (for example, cassava or yam).

Method of Data Collection

- collecting this information **weekly in at least 2 important sweetpotato markets.**
- **Digital scales** should be used to **weigh the roots sold** at the retail level.
- a table of relevant **conversion rates for bags and baskets** in common use should be developed for each country

Tool

- ODK
- Structure Questionnaire

Structure Questionnaire

- Name of Market
- Location: Country _____ District _____ Village _____
- Name of price data collector: _____
- Geo-reference market
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- Date of data collection: Day ____ Month ____ Year ____
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- Day of the Market: 1- Monday 2-Tuesday 3-Wednesday 4-Thursday 5-Friday 6- Saturday 7-Sunday
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- Currency: _____ Conversion Rate: _____ Local currency for \$1 USD

- Whether OSFP sold or not in the market
- Selling and buying Price at wholesale and retail market
- Quantity of sales at wholesale and retail market

Thank you!