

# Understanding Orange-fleshed Sweetpotato based Products Value Chain and Consumer Preference Study in Ethiopia

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## Introduction

Orange fleshed sweetpotato (OFSP) was introduced in Ethiopia in 2005. Since then most of the research efforts have been focused on agronomy and seed systems with the ultimate focus on improving household vitamin A status and food security. Recently sweetpotato has been considered for disaster, emergency litigation and climate change resilience. Despite calls from the government and donors on creating markets opportunities for farmers, very little was done in Ethiopia on OFSP value addition. Therefore, the objective of this study was to understand OFSP based Products Value Chain and Consumer Preference in Ethiopia.

## Methodology



## Results

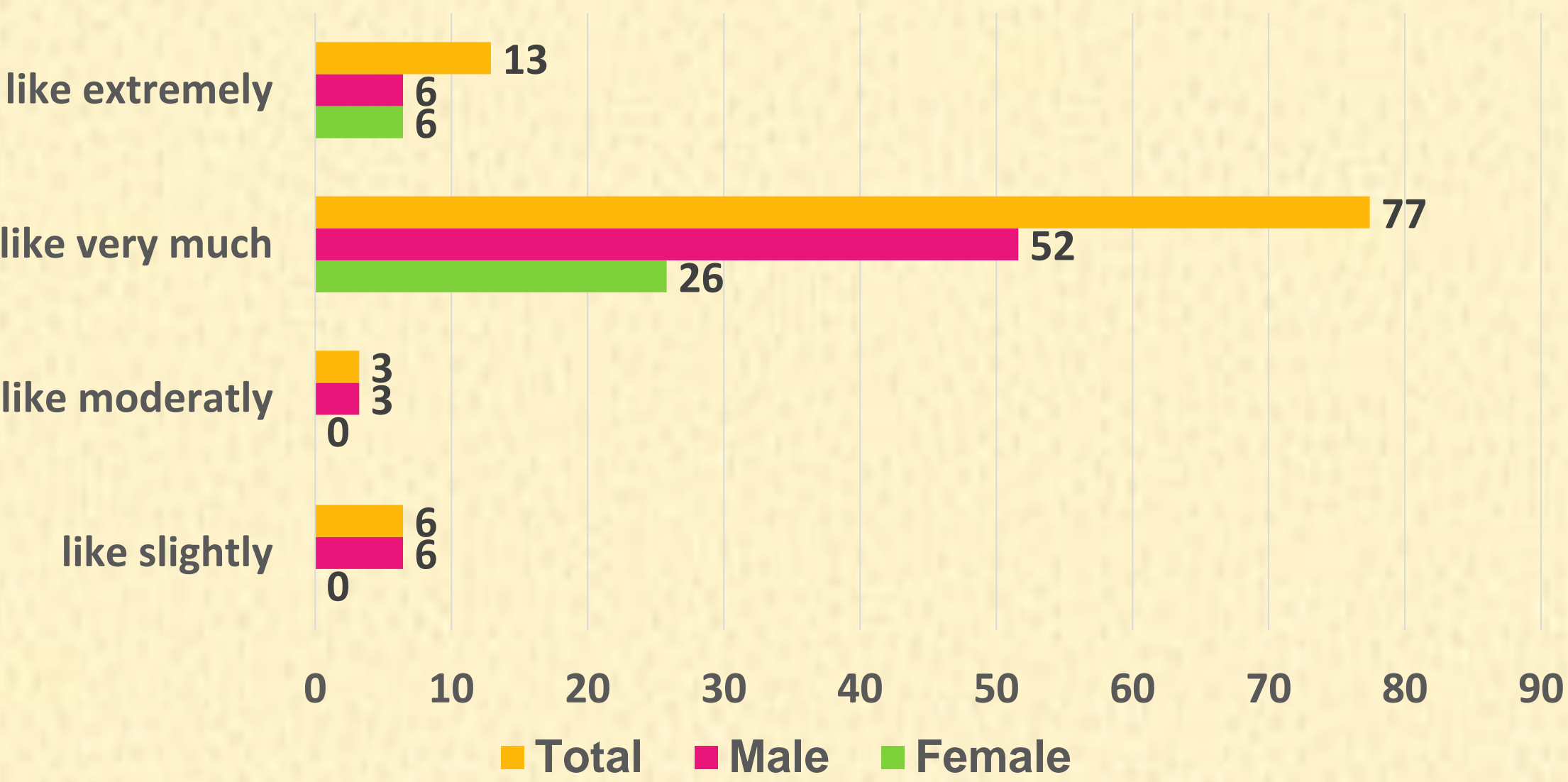
Standard Wheat flour recipe

Ingredient	Recipe amount (kg)	Price (kg)	birr	Price recipe (birr)
Wheat Flour	50	10.4		520
Salt	0.3	5		1.5
Bread Improver	0.15	72		10.8
OFSP Puree				
Baking Powder	0.1	10		1
Yeast	0.25	120		30
Cost of making 384 pieces				563.3
Total sales per batch (2.4 birr x 384 pieces)				921.6
Production profit				358.3 (US\$16.29)
Cost of making one pieces (200 gm)				1.47

Wheat + OFSP puree recipe

Ingredients	Recipe amount (kg)	Price birr (kg)	Price recipe (birr)
Wheat Flour	50	10.4	520
Salt	0.72	5	3.6
Bread Improver	0.3	72	21.6
OFSP Puree	41	7*	287
Baking Powder	0.18	10	1.8
Yeast	0.5	120	60
Cost of making 600 bread			894
Sales per One piece per batch (2.4 birr x 600)			1440
Production profit			546 (US\$24.82)
Cost of making one pieces (200 gm)			1.49

Fig 1. OFSP bread test of consumer preference



- The product is acceptable by bakers and consumers. Since it has economical benefit to bakers and nutritional advantages to consumers.
- Therefore, establishment of OFSP puree processing not only important for processors, bakers and urban consumers but also created high market demand to smallholder OFSP roots producer. Ultimately, the farmers will increased OFSP root production as well as improved consumption, nutrition and income generation.