



VISTA
TANZANIA
Viable Sweetpotato
Technologies in Africa

**Rapid market assessment of sweetpotatoes in Tanzania:
Positioning root entrepreneurs better in the value chain**

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Overview of the VISTA-Tanzania project

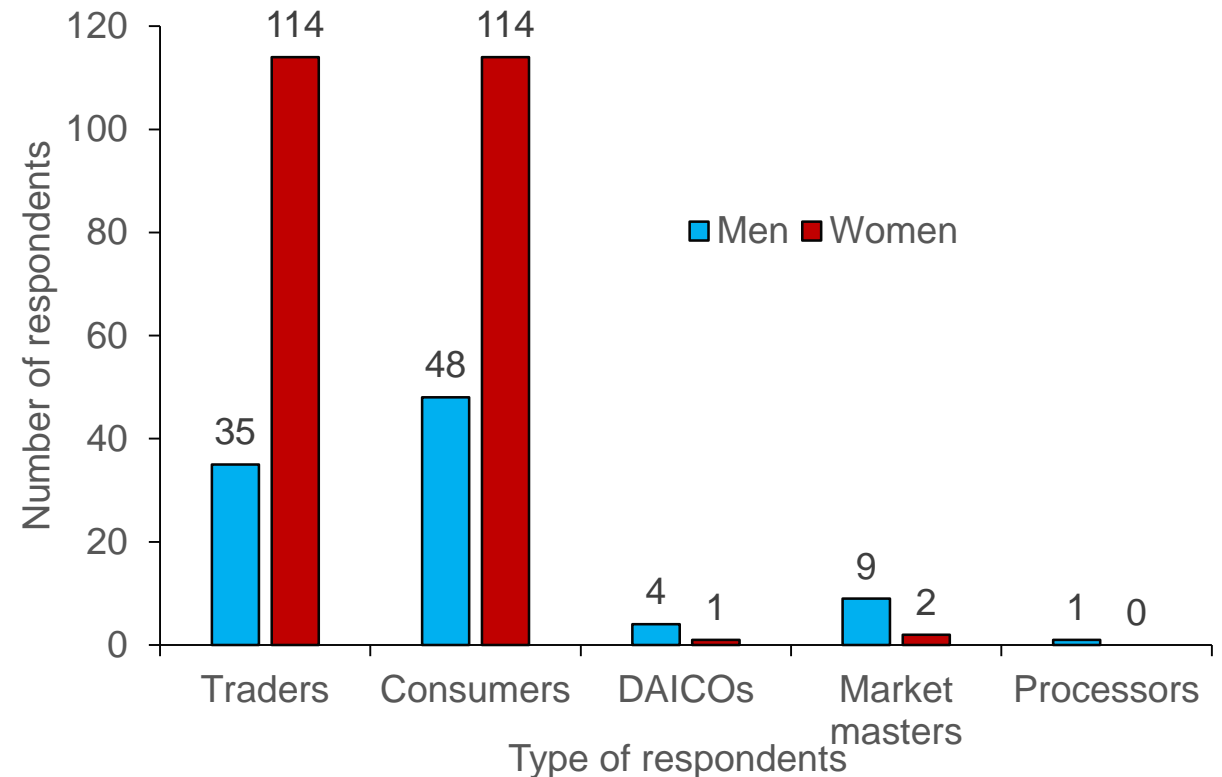
- VISTA -Tz: a 3 year project (2014-17) funded by USAID
- To expand production and utilization of nutritious OFSP
- Contribute to:
 - improved dietary diversity,
 - food security and incomes
 - Emphasis on HH with children < 5 years
- Promote financially viable sweetpotato seed and root enterprises
- Strengthen evidence base for promoting OFSP
- Operational in 7 districts in Iringa, Mbeya & Morogoro regions as part of USAID FtF zone of influence

Objectives of the RMA

- Assess existing and projected supply and demand of OFSP
- Assess existing consumption trends
- Determine OFSP and other sweetpotato purchase factors
- Identify gender based barriers that could constrain market engagement
- Recommend strategies to strengthen commercial producers market engagement

Methodology

- *Rapid assessment of a specific market to determine the commercial potential of a **new** or **existing** product or service (Bernet, 2005)*
- Surveyed 14 markets (2 each in 7 districts)
- 2 tools for traders and consumers; a checklist for key informants
- 328 respondents interviewed:



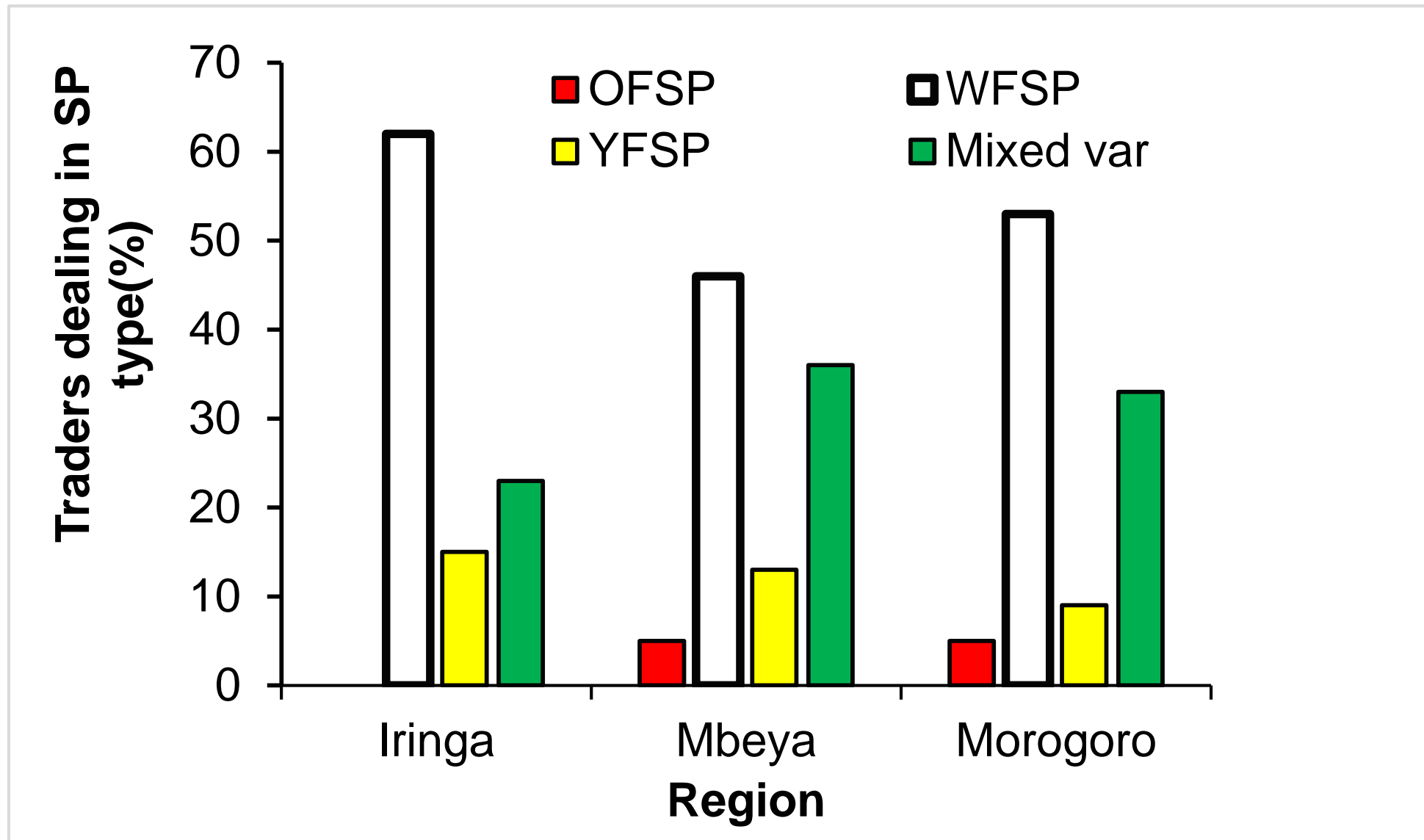
RESULTS: SWEETPOTATO PRODUCTION

- Sweetpotato not priority cash crop; popular in Ramadan for 'futr'
- The Sukuma produce large quantities, preserve and use in dry season
- In Iringa, SP is resilient in the face of weather changes
- A local variety 'Deji' mostly grown and popular in markets
- Commercialization efforts just commencing
- OFSP promotion in early stages, few farmers knew about it

SWEETPOTATO TRADE

- Markets varied in size and structure: small, medium and large
- Iringa market most structured with highest volumes (25-30 t weekly)
- Only traders allowed to sell sweetpotato to consumers - **Barrier**
- Other medium & small markets allowed farmers to sell to consumers
- Taxes and market levies - **Barrier**
- No formal agreements though some traders had regular suppliers

Sweetpotato sale by variety category

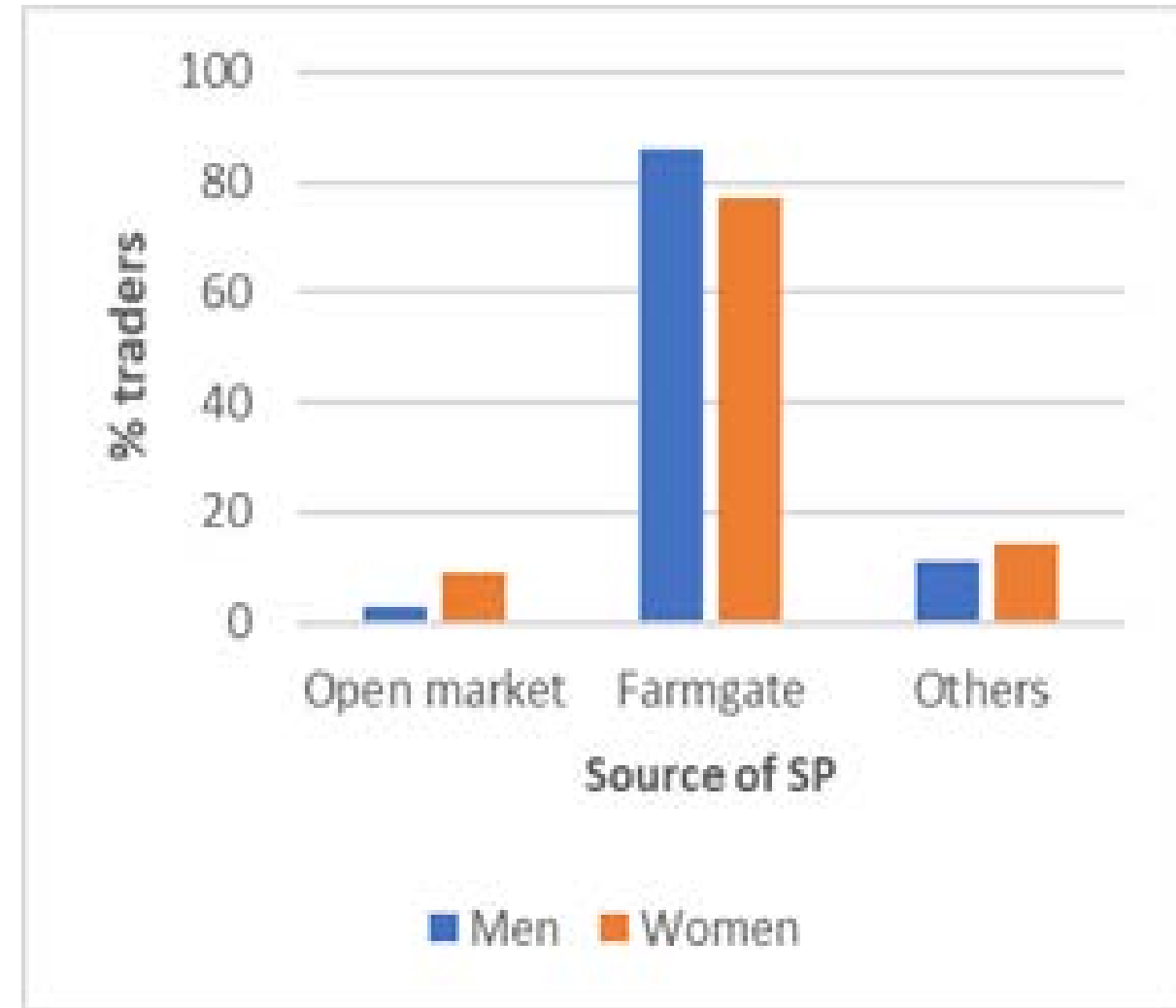
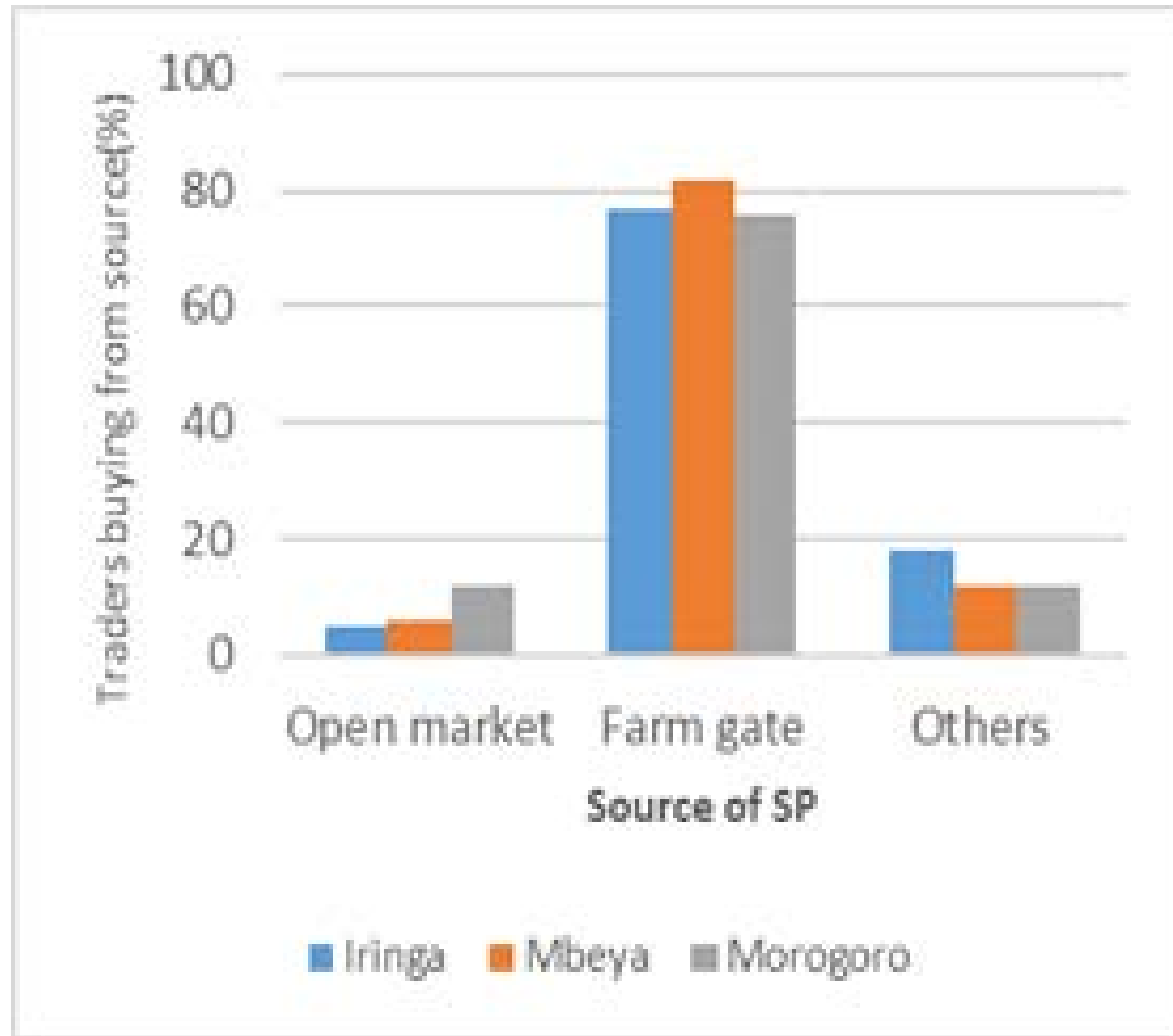


SWEETPOTATO PURCHASES (TRADERS)

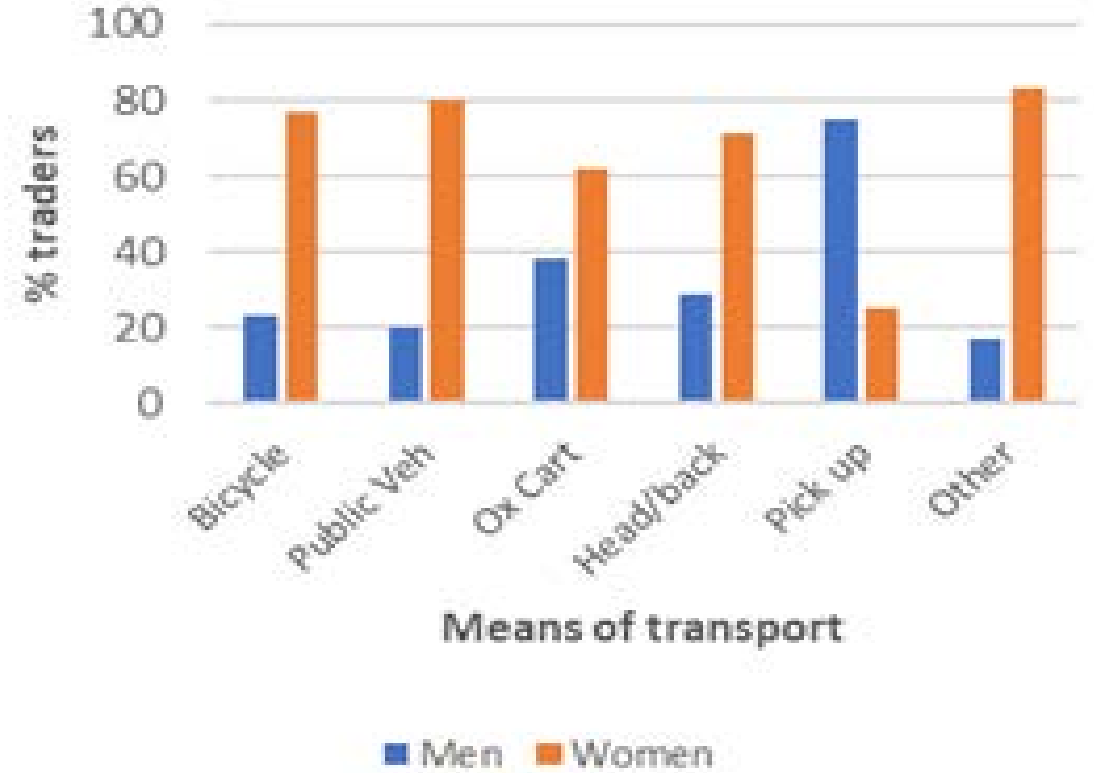
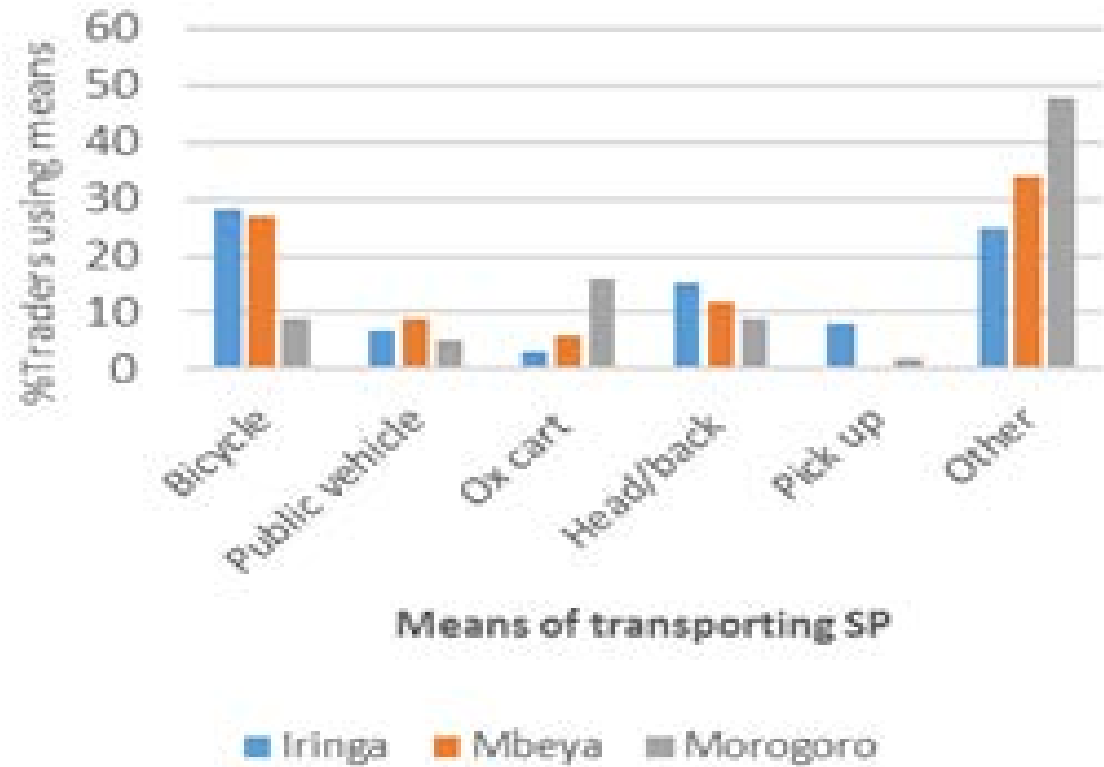
Season	Variable	Observations	Mean (kg)	Std. error	t-value
High	Male traders	33	76.0	20.8	0.0001
	Female traders	107	23.2	3.0	
	Combined	140	35.6	5.7	
Low	Male traders	33	51.8	16.2	0.0012
	Female traders	99	15.9	3.3	
	Combined	132	24.9	4.9	

- Promote off season production
- Support women sweetpotato traders

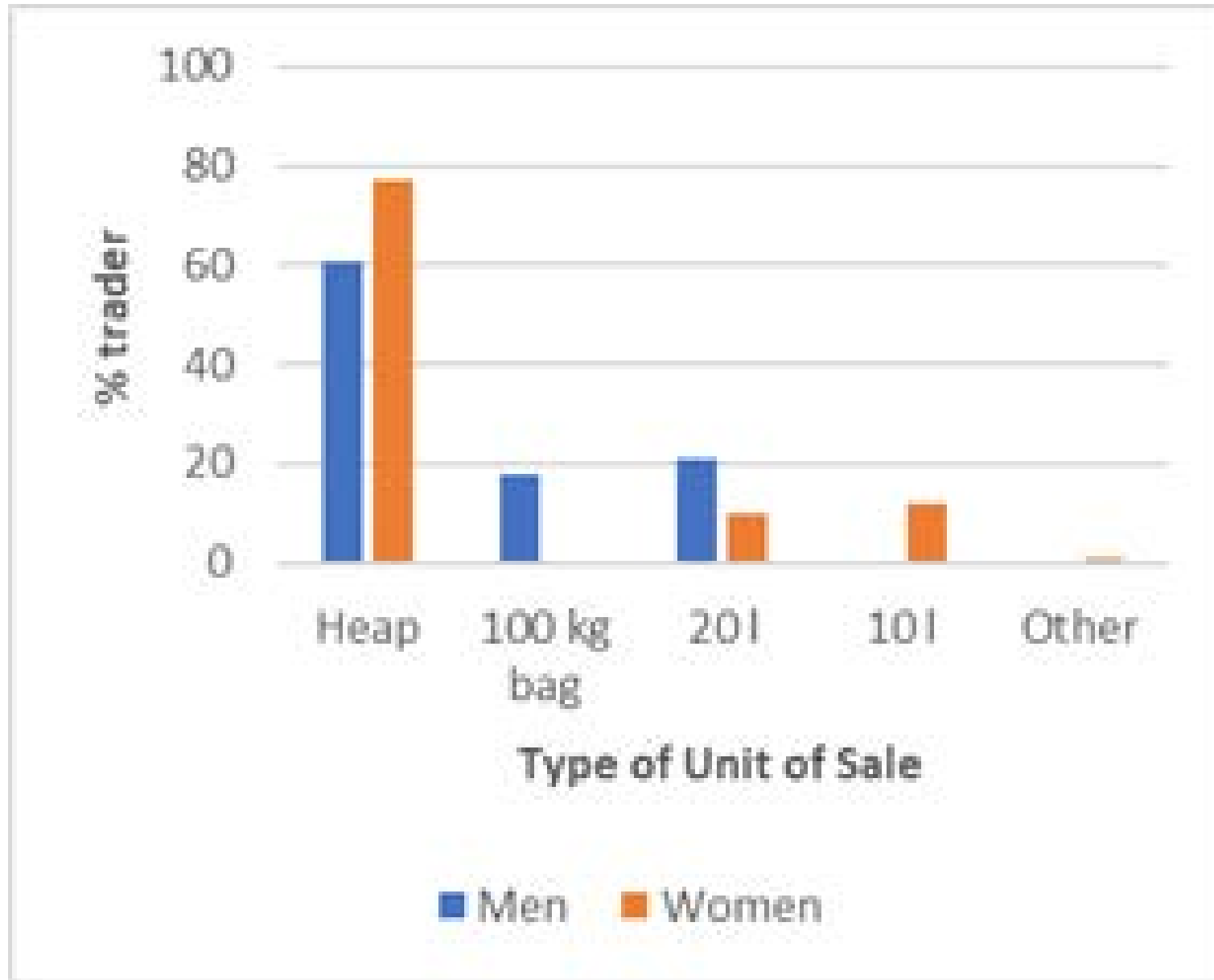
Point of purchase of sweetpotato by traders



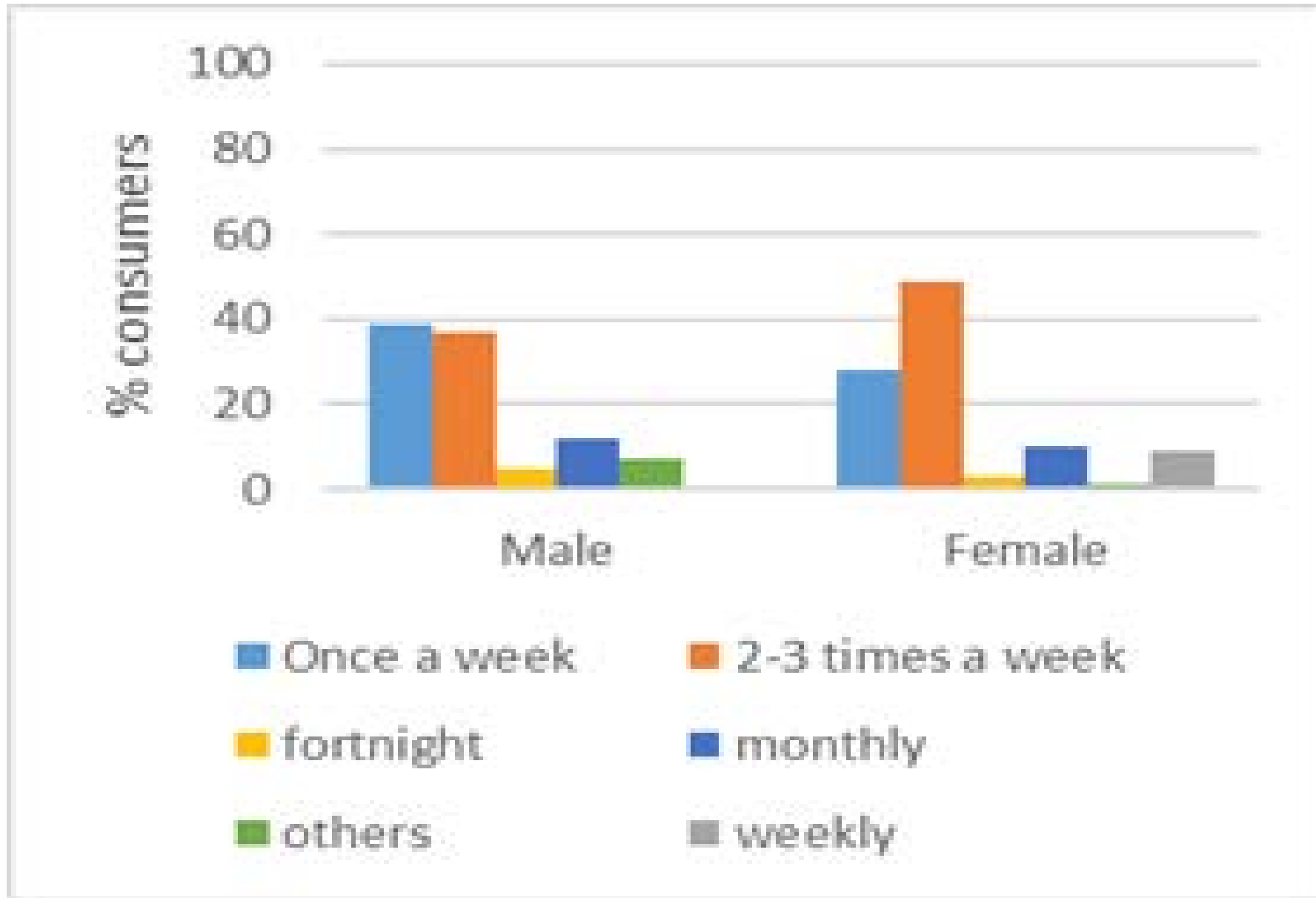
MEANS OF TRANSPORTING SP TO MARKETS



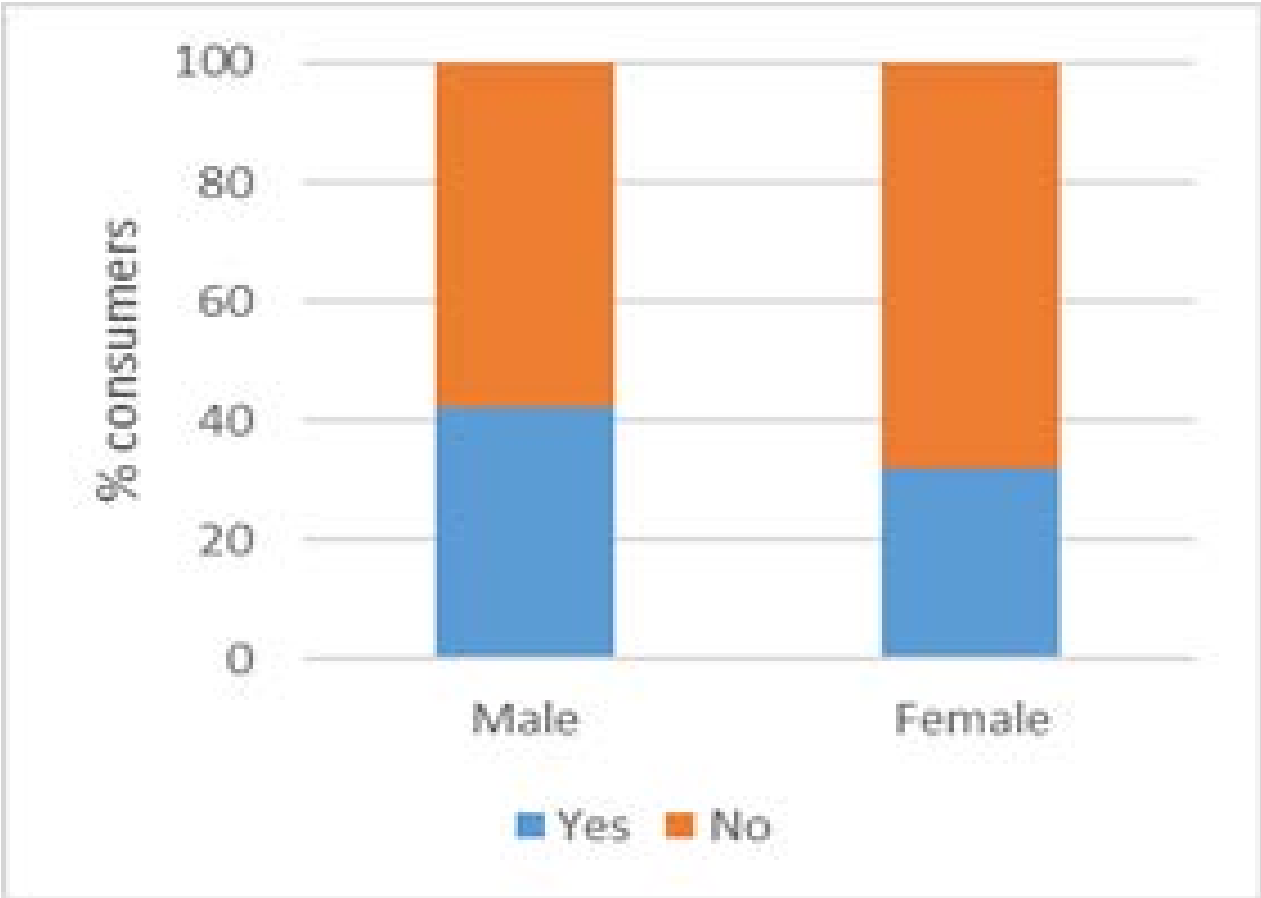
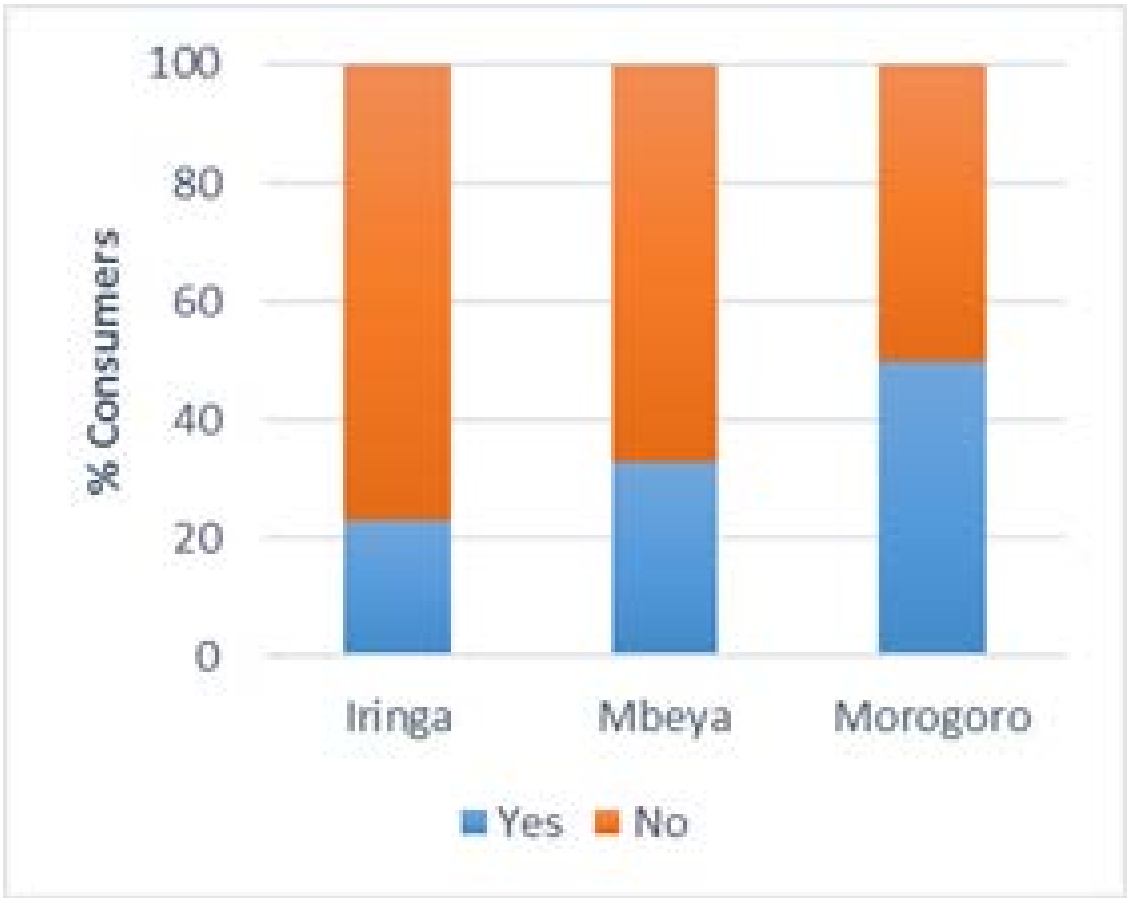
GENDER AND UNITS OF SALE



FREQUENCY OF PURCHASE BY CONSUMERS



CONSUMERS WHO HAD EATEN OFSP BEFORE



PERCEPTIONS OF PURCHASE ATTRIBUTES

VARIABLE	TRADER PERCEPTION	IMPORTANT FACTOR	CONSUMER PERCEPTION	IMPORTANT FACTOR
SKIN COLOR	***		***	Red/pink color
FLESH COLOR	***	Yellow fleshed	**	Yellow fleshed
SKIN DAMAGE	**		***	
ROOT SIZE	***	Large	***	Medium to large
NUTRITIVE VALUE	*		***	
PRICE	**	Medium	**	Medium
TASTE	***	Men: sweet Women: HDM	**	High dry matter
SHELF LIFE	*		**	

*** very important ** important * not important

Why OFSP has low demand



Need to address to lack of information to enhance OFSP demand

- Customers don't like them
- Lack information about OFSP
- No customers for OFSP
- Not sure about the taste
- Don't know importance of OFSP
- Like other varieties
- Not easily found in the market

CONCLUSIONS AND RECOMMENDED STRATEGIES FOR ROOT ENTREPRENEURS

- Focus on markets with high demand but with low OFSP sale
- **Segment market: target mostly wholesalers who buy from Songea** (competitive advantage: shorter distance, large volumes)
- Develop production and marketing plans; targeting off season sales through phased planting
- Target women traders – for continuous/all year round sales
- Establish and build relations with traders, market masters, other VCA
- Promotion and advocacy on taste and nutritive value attributes of OFSP
- Sensitization of monetary and non monetary barriers to trade

Acknowledgements

