Promoting OFSP alongside Potato and Cassava

RTC-Action Malawi Project
Background information

- Important food crops after maize
- Normally considered as secondary crops
- Stereotypes
How are we promoting the crops

- Customize our messages to urban and rural targeted consumers
- Use of media
- Sensitizing farmers on the importance of clean seed to stimulate demand
- Organizing rural area campaigns
- Engaging subject matter leaders in rural and urban areas
- Promoting through school going children
Current situation

- Improved acceptability of these commodities
- Incorporation of these crops into the NAIP
- Introduction of new policies targeting these crops
- Improved perception as shown by better sales in urban markets
Way forward

• Promoting introduction of new products
• Introduction of new varieties meeting the market requirements
• Encouraging engagement of youth in RTC crop business
• Continue with promotion of value addition