



Experiences promoting OSP alongside other crops

A case of HarvestPlus-Uganda

By Sylvia Magezi

HarvestPlus c/o IFPRI
Plot 15 East Naguru Rd • Kampala • UGANDA
Tel: +256-414-285-060 or -064
HarvestPlus@cgiar.org • www.HarvestPlus.org





Promoting OSP with High Iron beans

- Manage preferences: emphasize complementarity
- Manage two cropping cycles and payback
- Dealing with two sets of seed producers, traders, processors
- Confusion in the messages on nutrition benefits
- Collecting different data sets - extra care to avoid mix-ups
- Engaging 2 types of marketing systems



Smallholder farmers

- **Context** – Limited land, other important food crops available
 - Need to address nutrition especially vitamin A
 - Apart from the usual issues around yield, drought and pest tolerance, there are questions on
 - Cooking time?
 - Taste?
 - Utilization options?
 - Shelf life even in the field?
 - What can I eat it with?
- “Will this crop serve the purpose?”***





Commercial farmers

- **Return on Investment (\$\$\$)**
 - Comparison with returns from other crops
 - Can they sell vines, roots and products?
- **Existent of a lucrative vibrant market**
 - Where will they sell? -How much will they sell?
 - How does this compare with what they already have?
- **Market information and a marketing infrastructure**
 - How does the crop perform in the market compared to WFSP e.g shelf life
 - Which people are dealing in it? Market systems approach
- *“No one wants to invest in the unknown, they need assurance to switch”*





Off-takers; Processors, Exporters.....

- **Market information** (Price, Volumes, consistent supply...)
- Who/where are the **producers; aggregators?**
- **Shelf life:** Discolouration/Deterioration?
- **Root shape and colour;** Uniform??
- **Skin** characteristics; (smooth/shriveled?)
- What **other services** need be offered
- Who are the **other players?**

Is there competition or collaboration?...





Key lessons

- **Messaging;** When you promote a crop you need to understand the felt needs of that particular audience
- **The Maths;** Do your homework, commercial farmers will ask those questions and make the comparisons
- **Competitiveness** - In the different arenas (local and export markets) and how do you plan to out compete the other crops
- **Know your varieties** and where they perform best, not just locations but also the different markets (export vs local)

“When you seek to displace there is always competition but also collaborations”



Thank you!!



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