Experiences promoting OSP alongside other crops

A case of HarvestPlus-Uganda

By Sylvia Magezi
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?

• **Existence 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!!