9th Annual SPHI TECHNICAL MEETING

Lessons Learnt from Promoting Sweet Potato Commercialization in East Africa

Stanley Mwangi: Commercialization Specialist
Associate Director- Partnership & Business Models
Farm Concern International, FCI is an Africa-wide agri-market development agency specialized in **Value chain analysis**, profitable **Smallholder Commercialization** and **Market Access**. Our experiential journey spans over a decade and been rolled out in over **24 countries** in Africa, impacting **18 Million** smallholder farmers and agro-pastoralists.

As an **African Organization**, FCI provides direct programme implementation expertise with expanded strategic partnerships dedicated to consortiums, development partners, programmes, contractors and International Agencies. To date FCI has implemented **115 Programmes** for smallholder commercialization and market access and a further conducted capacity building interventions with **137 development partners**.
Introduction

• Seed-Farmer-Market-Consumer [SeFaMaCo] Integrated Value Chain Programme implemented in Tanzania, Uganda and Ethiopia

• The programme has 3 grantees in Tanzania, 2 in Uganda and 3 in Ethiopia

• The 461,232 Smallholder Farmers (163,652 women - 34% and 116,638 youth - 24%) farmers

• 1,242 Commercial Villages (each Commercial village data has been captured in terms of yield, acreage, farm gate prices, incomes)

• A total of 607 seed enterprises were established enabling improved access to at least 1,413,316,360 clean planting materials
Cost and revenue comparison for various value chains in Tanzania

Comparing production cost and net returns per acre (USD)

- **Banana**
  - Total production cost: 812.3 USD
  - Net Income: 687.7 USD

- **Sweet Potatoes**
  - Total production cost: 172.8 USD
  - Net Income: 202.2 USD

- **Cassava**
  - Total production cost: 245.0 USD
  - Net Income: 643.9 USD
Cost Benefit Ratio Comparison for banana, sweet potato & cassava

Comparing Cost Benefit Ratio

- Banana: 1.8
- Sweet potatoes: 2.2
- Cassava: 3.6
Sweet potato consumption

- **327,215.9MT** - Contribution of Sweet potato to food security
- **USD 41,222,187** - Commercial value of Sweet potatoes that families consumed.
Market Level partnerships

- **981** retail outlets in partnership with SeFaMaCo have been a platform for dissemination of consumer messages aimed at creating demand and building product image.
- **20** health/Medical Institutions Partnerships Food-based Nutrition Solutions with key focus on women, children less than 5 years and additional info for entire family diets.
Crops grown by Youth in Tanzania

- Maize: 26%
- Sweet potato: 18%
- Beans: 12%
- Sorghum: 10%
- Cassava: 10%
- Rice: 10%
- Banana: 7%
- Cotton: 5%
- Pigeon peas: 4%
- Potato: 4%
- Sunflower: 4%
Crops grown by Women in Tanzania

- Maize: 27%
- Sweet potato: 15%
- Cassava: 11%
- Banana: 12%
- Beans: 13%
- Sorghum: 13%
- Rice: 8%
- Potato: 4%
- Cotton: 3%
- Coffee: 3%
- Pigeon peas: 4%
Barriers to market entry for improved varieties

SeFaMaCo Integrated Value Chain Programme
Seed – Farmer – Market – Consumer
Based on the Commercial Village Model

SeFaMaCo will partner with value chain actors to address product name mapping for transactions facilitation.

Messaging on varieties to be customized with value chain level sensitivity for relevance to trigger connectivity across all levels and ensure transactions between buyers and smallholders can happen while researchers can effectively review varieties in markets.

Sweet Potato | Banana | Cassava | Rice | Beans | Sorghum | Maize | Ensete
FCI has developed several partnerships to unlock multiple SHFs opportunities.

East Africa Grain Council staff presenting to Commercial Villages Trade Facilitators in an FCI business forum on maize procurement and standards requirements for various EAGC buyers.

Complimentary value chains diversification for Commercial Villages focuses on three top produced commodities are aimed at optimizing the marketing subcommittees and stabilize SHFs seasonal incomes.
SeFaMaCo Integrated Value Chain Programme
Seed – Farmer – Market – Consumer
Based on the Commercial Village Model

ETHIOPIA | Youth Seed Entrepreneurs preparing sweet potato vines for sale

Sweet Potato | Banana | Cassava | Rice | Beans | Sorghum | Maize | Ensete
SeFaMaCo Integrated Value Chain Programme
Seed – Farmer – Market – Consumer
Based on the Commercial Village Model
There are growing systems for aggregation informal markets
SeFaMaCo Integrated Value Chain Programme
Seed – Farmer – Market – Consumer
Based on the Commercial Village Model

Thank You

Sweet Potato  |  Banana  |  Cassava  |  Rice  |  Beans  |  Sorghum  |  Maize  |  Ensete