

9th Annual SPHI TECHNICAL MEETING

Lessons Learnt from Promoting Sweet Potato Commercialization in East Africa

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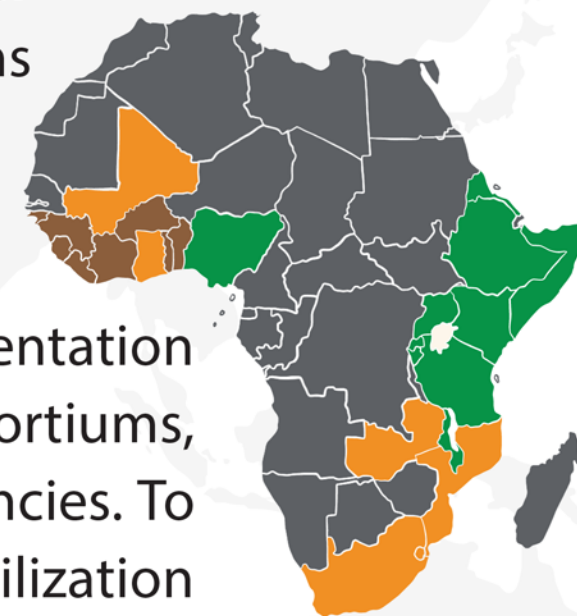


Farm Concern International

About FCI

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 **18Million** smallholder farmers and agro-pastoralists.

FCI Coverage



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

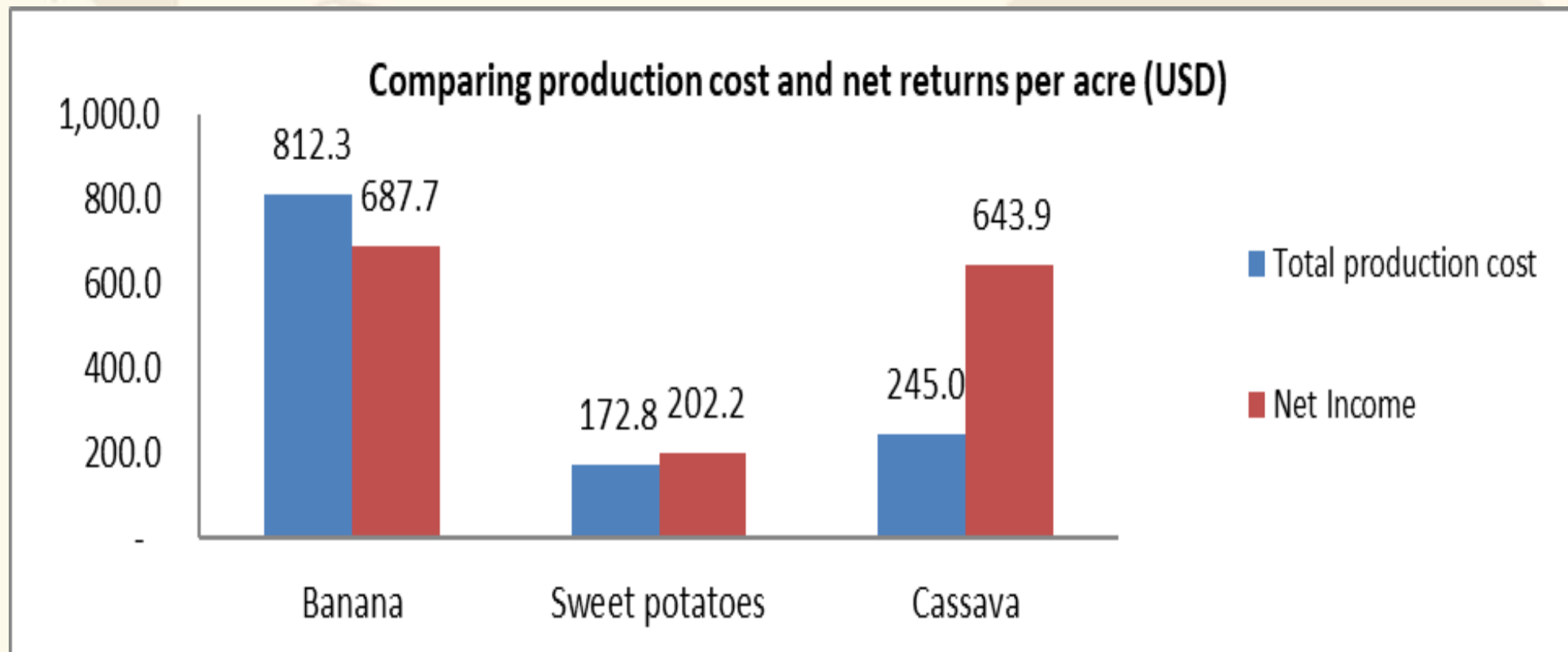
Winning Markets for Africa!

Introduction

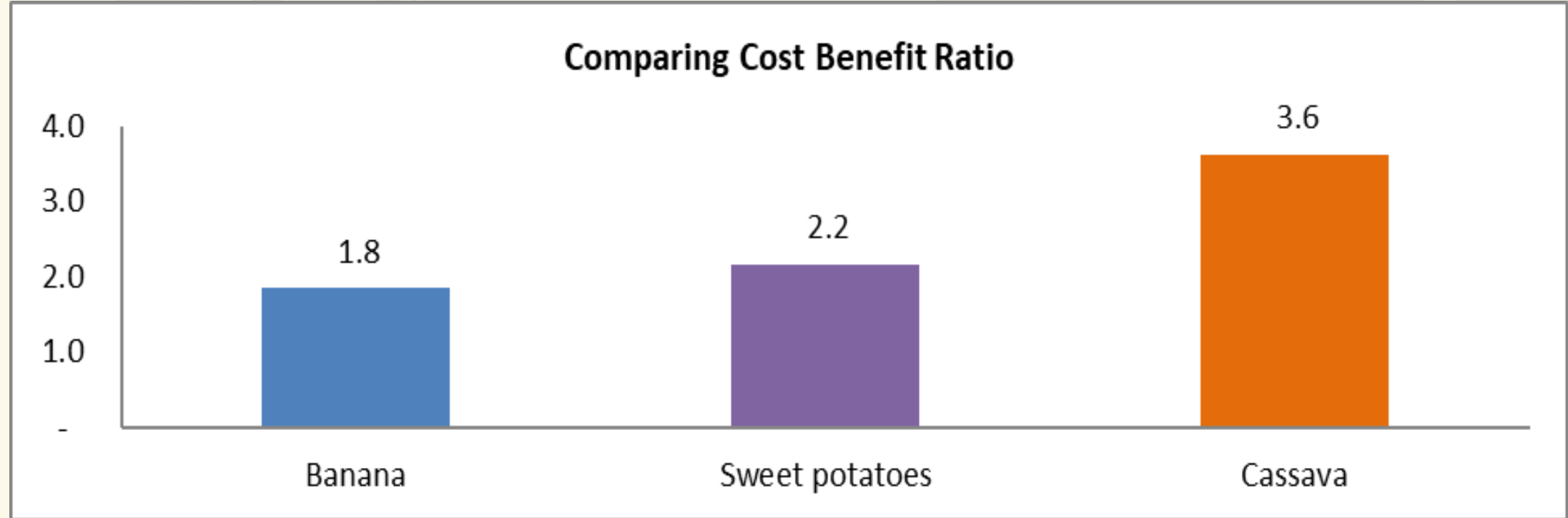
- Seed-Farmer-Market-Consumer [SeFaMaCo] Integrated Value Chain Programme implemented in Tanzania, Uganda and Ethiopia
- The programme has 3 grantees in Tanzania, 2 in Uganda and 3 in Ethiopia
- The 461,232 Smallholder Farmers (163,652 women - 34% and 116,638 youth - 24%) farmers
- 1,242 Commercial Villages (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



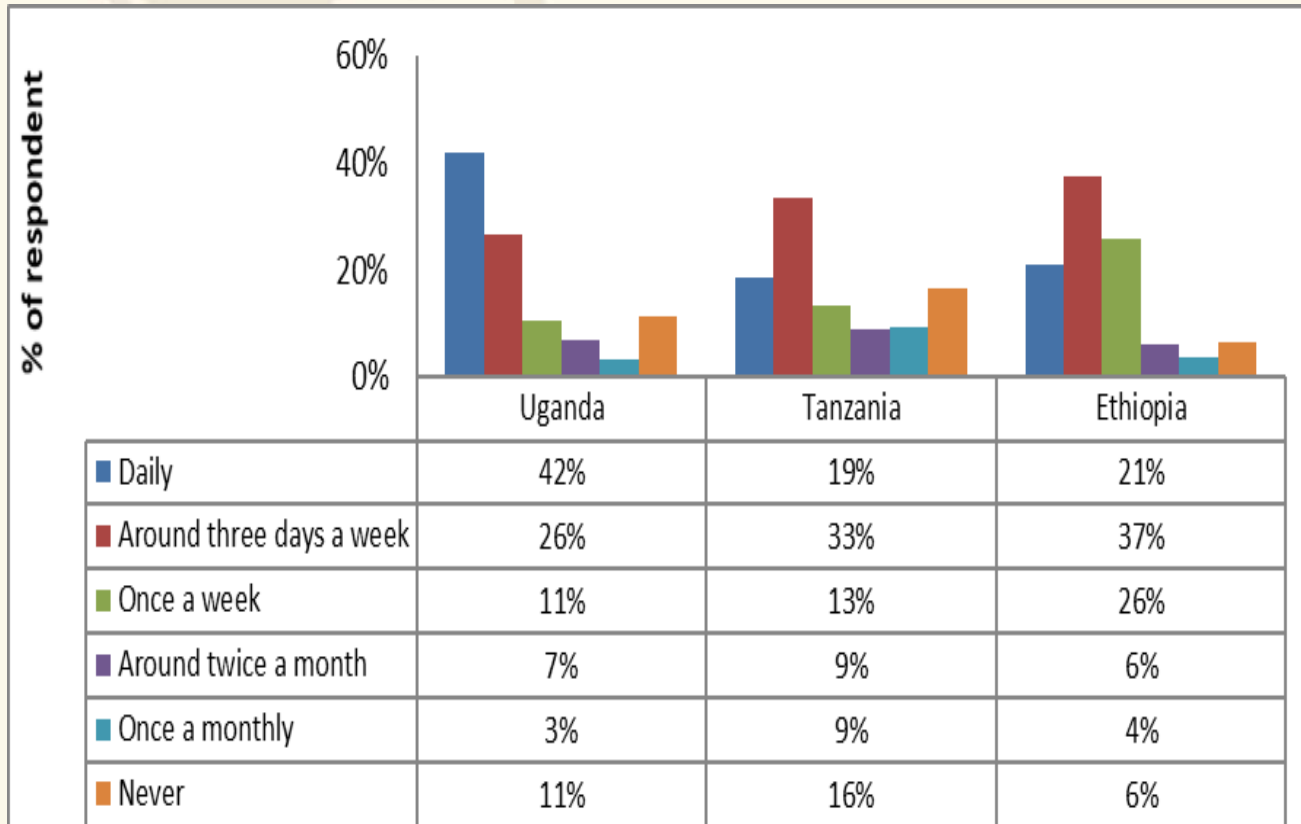
Cost and revenue comparison for various value chains in Tanzania



Cost Benefit Ratio Comparison for banana, sweet potato & cassava



Sweet potato consumption

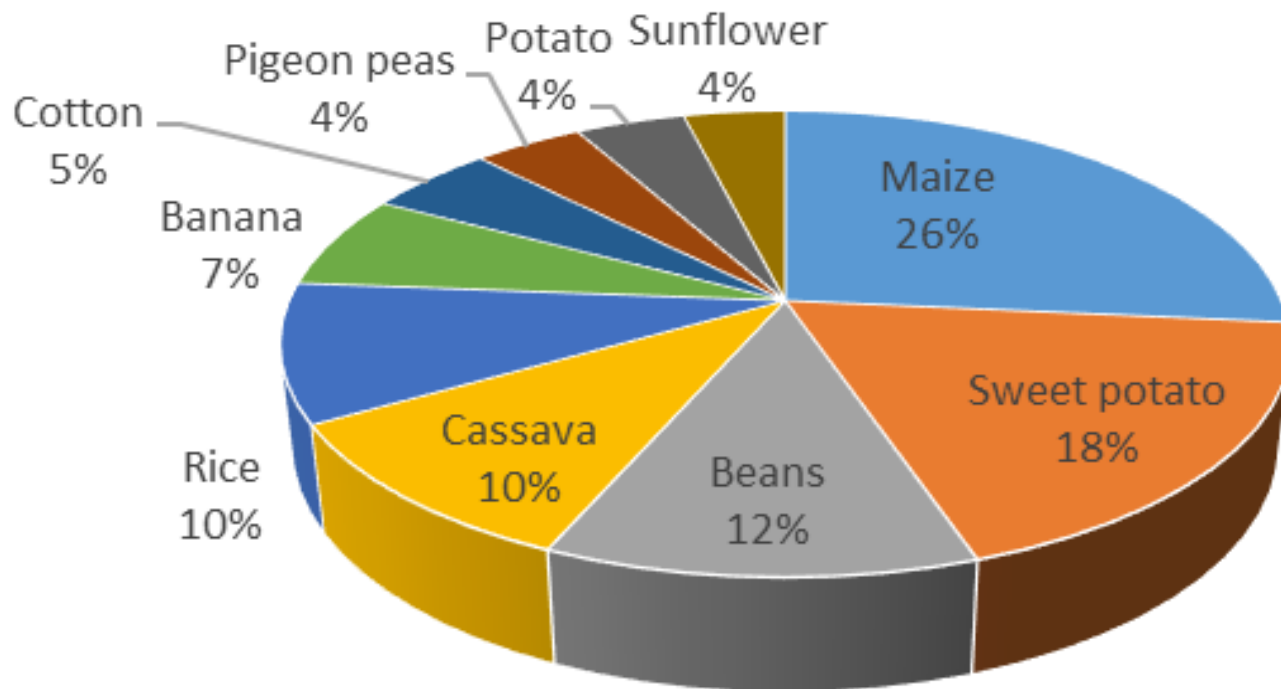


- **327,215.9MT** - Contribution of Sweet potato to food security
- **USD 41,222,187** - Commercial value of Sweet potatoes that families consumed.

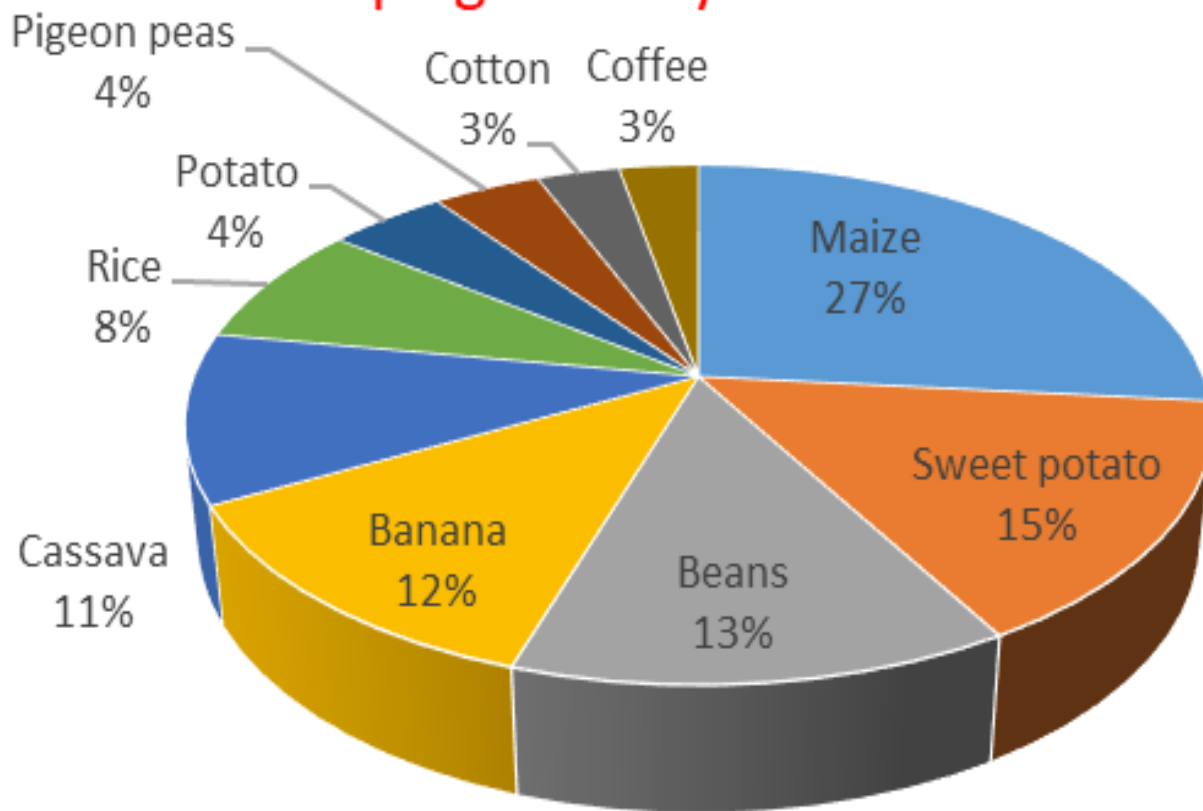
Market Level partnerships

- **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.

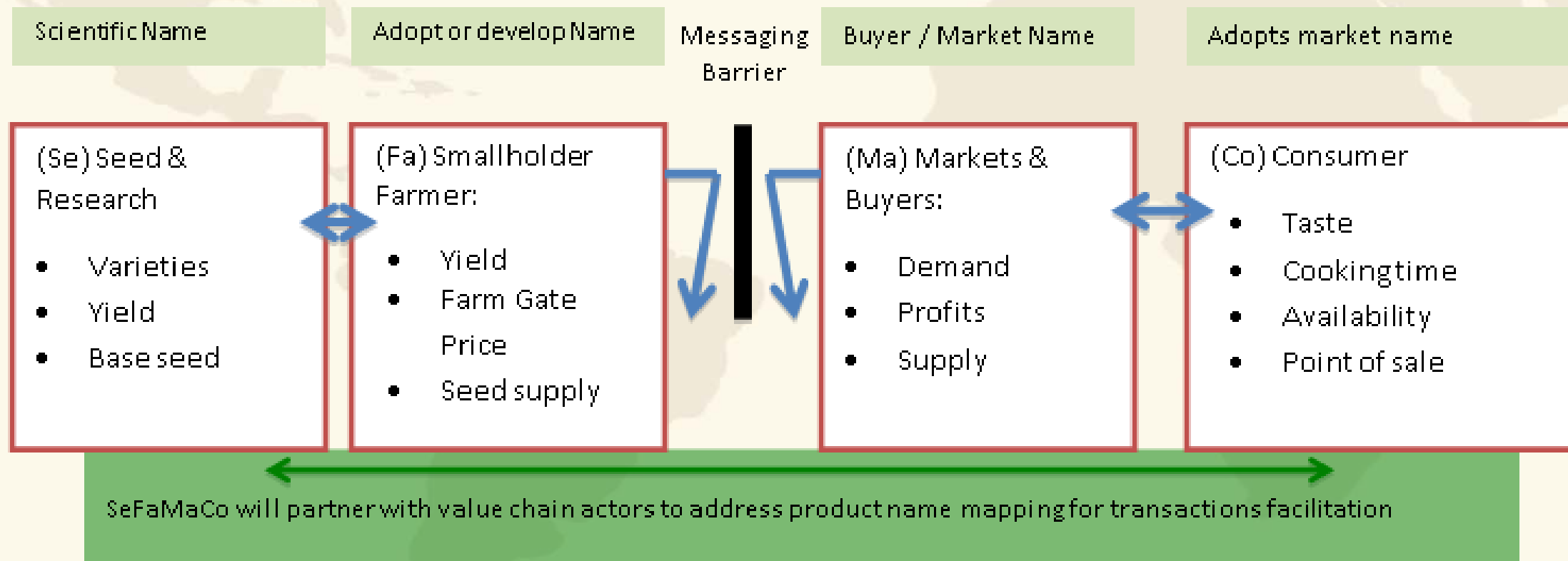
Crops grown by Youth in Tanzania



Crops grown by Women in Tanzania



Barriers to market entry for improved varieties



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.

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GATES *foundation*

SeFaMaCo Integrated Value Chain Programme

Seed – Farmer – Market – Consumer
Based on the Commercial Village Model

Implemented by:

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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.



ETHIOPIA | Youth Seed Entrepreneurs
preparing sweet potato vines for sale



There are growing systems for aggregation informal markets



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Thank You

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