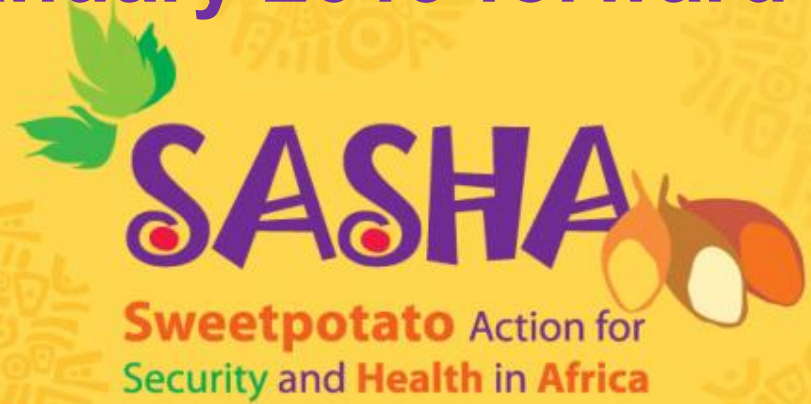


Sustainable sweetpotato pre-basic seed production Business Continuity: January 2019 forward



SOME, Koussao
Sweetpotato Seed Systems Community of Practice: 10th
Consultation- Sustainable Pre-basic Seed Production – SGA
Progress Review. Nairobi, Kenya 13-14 November 2018

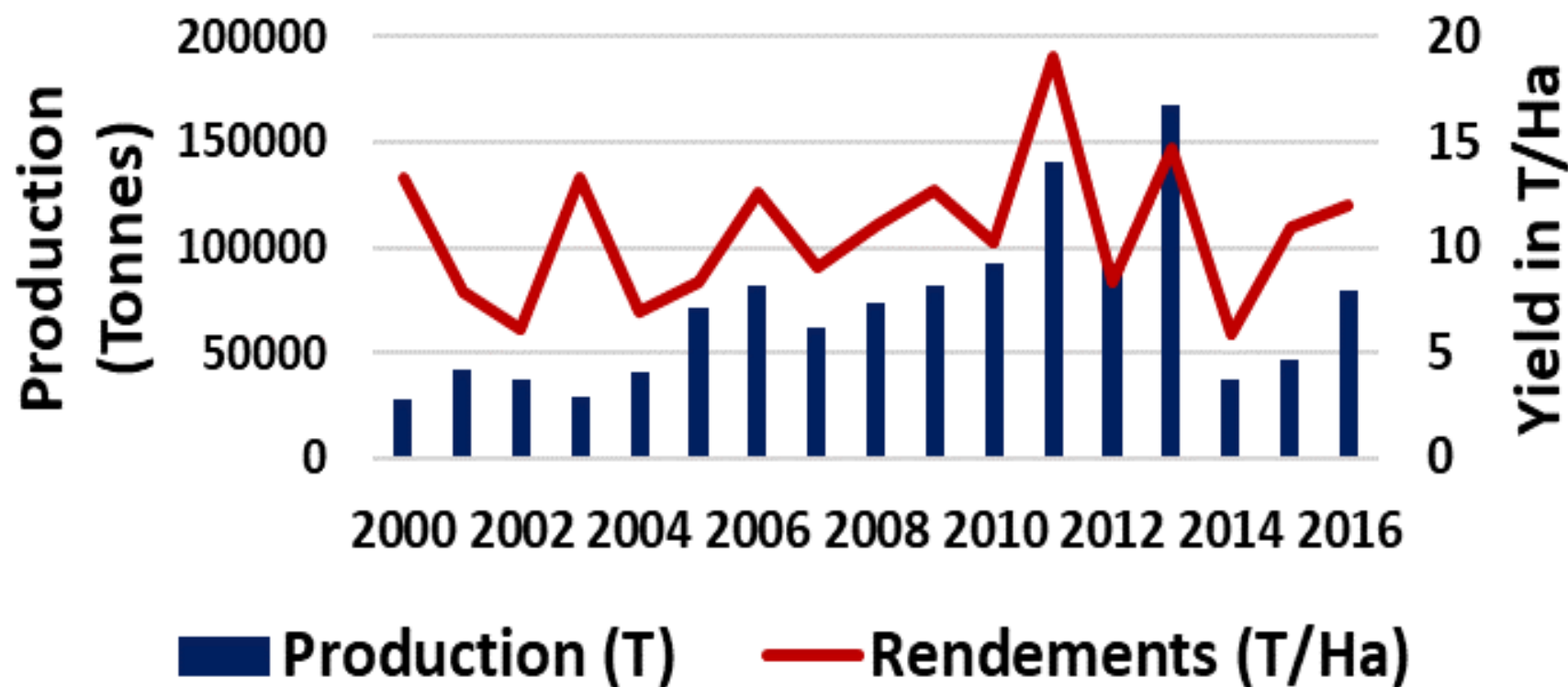
Fact sheet



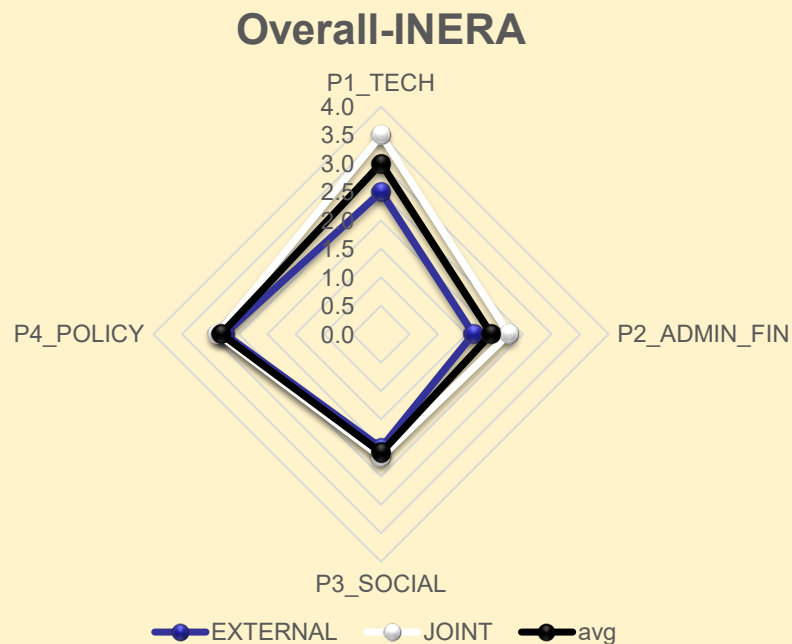
Fact sheet



- Population : 18.65 millions
- GDP : 12.12 billions
- Rainfall pattern/seasons : 900 – 1100 mm
- Sweetpotato national root production statistics :
27366 T in 2000 to 79119 T in 2016
- Significance of sweetpotato to national food security: 2 to 6%



Average score of Joint and External Assessment



| NARI_NAME | P1_TECH | P2_ADMIN_FIN | P3_SOCIAL | P4_POLICY |
|-----------|---------|--------------|-----------|-----------|
| EXTERNAL | 2.5 | 1.6 | 2.0 | 2.8 |
| JOINT | 3.5 | 2.3 | 2.2 | 2.9 |
| avg | 3.0 | 1.9 | 2.1 | 2.8 |

Progress with (TOWS) strategies to strengthen business plan



Objective: To develop a sustainable seed business for proper planning and customer engagement the share of revolving funds for production

SO (Strengths - opportunities)

- Social media
- stakeholders' meeting
- Use of rural radio stations

WT (weaknesses- Threat)

- Have a business plan to occupy a large part of the market
- Share our business plan internally
- Extend and diversify our clientele: Labeling, prices, data sheets to describe and develop a customer database
- Practice differential prices

Progress with strategies to strengthen business plan



WO (weaknesses- opportunities)

During stakeholders' meetings invite specialists in marketing (university, house of the company, private, media)

WS (weaknesses- Strengths)

- Label our seeds (Class and origin of the seed)
- Distribute variety sheets
- Show prices
- Stay in touch with customers

Next steps with implementation of business plan



- Have the internal comity effectively well committed and working
- Enhance the record of the costumer data
- Update the costumer data
- Have the seed standard and inspection protocol for sweetpotato adopted to ensure quality production in the country
- Effective use of the social media and local radio (using local languages) to reach potential costumers
- Variety catalogues to give more information on the varieties under production

Message of commitment from Head of Institution



- Comments on review of fact sheet & business plan continuity
 - OFSP business plan and RF seen very innovative
 - Can be use as a model for the other crop
 - The peer review : positive contribution from partners in showing the direction for internal management improvement
 - Management will be reorganized accordingly
- Expected level of EGS production by 2020
 - Will increase of 80 to 100%