

# SUSTAIN RWANDA PROJECT UPDATES



# PARTNERSHIPS

- YOUNG WOMEN CHRISTIAN ASSOCIATION
- IMBARAGA
- RWANDA AGRICULTURAL BOARD (RAB)
- PRIVATE SECTOR – URWIBUTSO ENTERPRISES
- DVM



# GENERAL CONTEXT

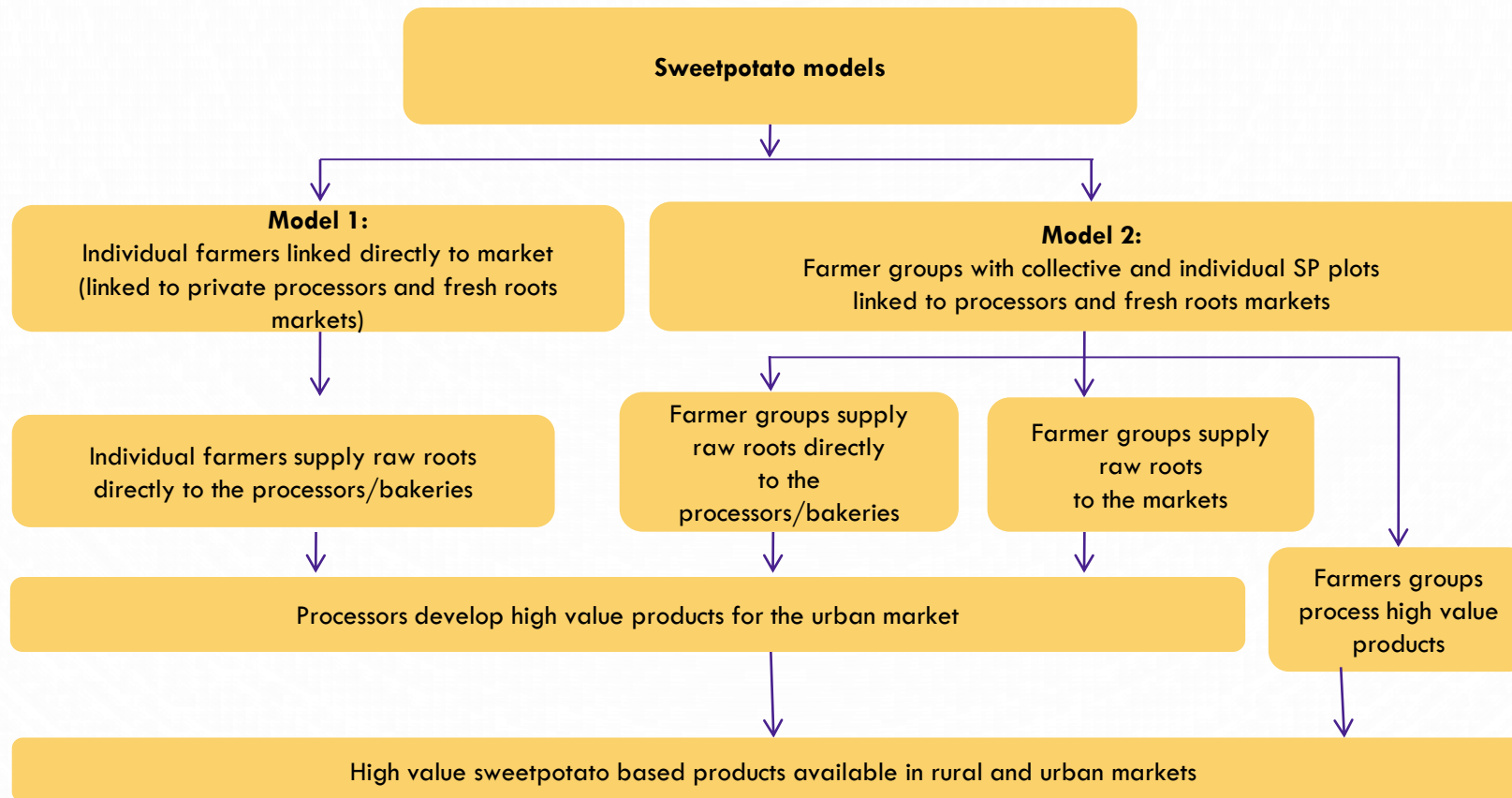
- SWEETPOTATO IS VERY IMPORTANT IN DENSELY POPULATED AREAS OF RWANDA
- THE COUNTRY HAS A BIMODAL RAINFALL AND THE CROP IS GROWN THROUGHOUT THE YEAR
- THERE WAS A LACK OF IMPROVED CLEAN PLANTING MATERIAL AT THE TIME OF PLANTING
- SP PLANTING MATERIAL (VINES) CAN EASILY BE OBTAINED FROM EXISTING MATURE CROPS BUT THIS INCREASES THE BUILD-UP OF SWEETPOTATO VIRUSES IN THE SEED SYSTEM



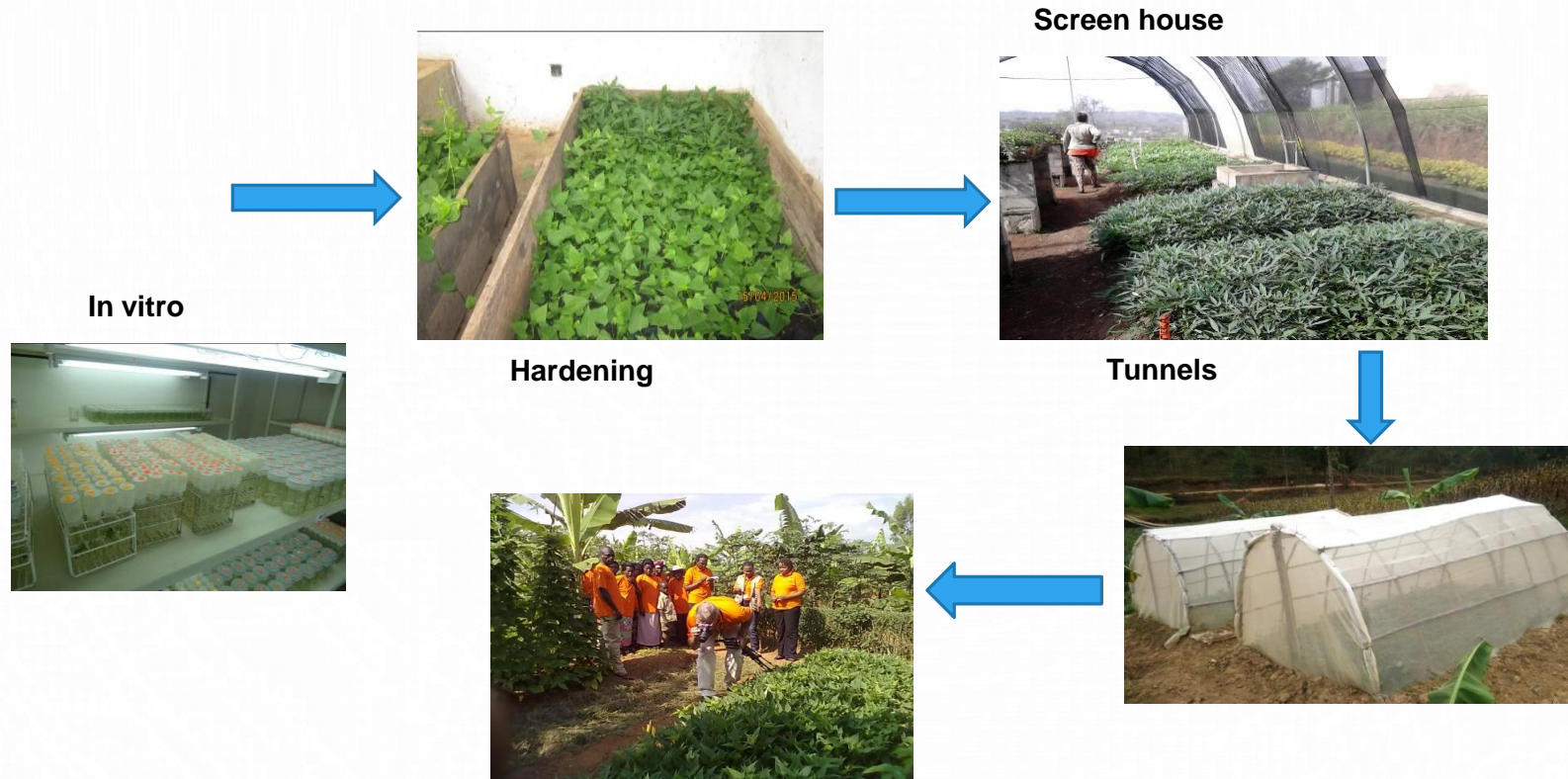
# THE INTERVENTION: INITIAL DESIGN

- THE RE-POSITIONING OF WHITE & ORANGE-FLESHED SWEETPOTATO AND THEIR PRODUCTS IN THE RWANDAN URBAN CONSUMER MARKET.
- THE PROJECT WAS COMMITTED TO WORKING WITH THE POOR HOUSEHOLDS, WOMEN, YOUTH
- BENEFITS FROM INCREASED COMMERCIALIZATION OF SWEETPOTATO
- THE SEED SYSTEM AND SEED SEGMENT OF THE SWEETPOTATO VALUE CHAIN WAS CRITICAL.
- THE PROJECT AIM: ENSURE THAT COMMERCIALY-ORIENTED SEED SYSTEMS MIGHT EMERGE IN RWANDA

# MARKETING MODELS



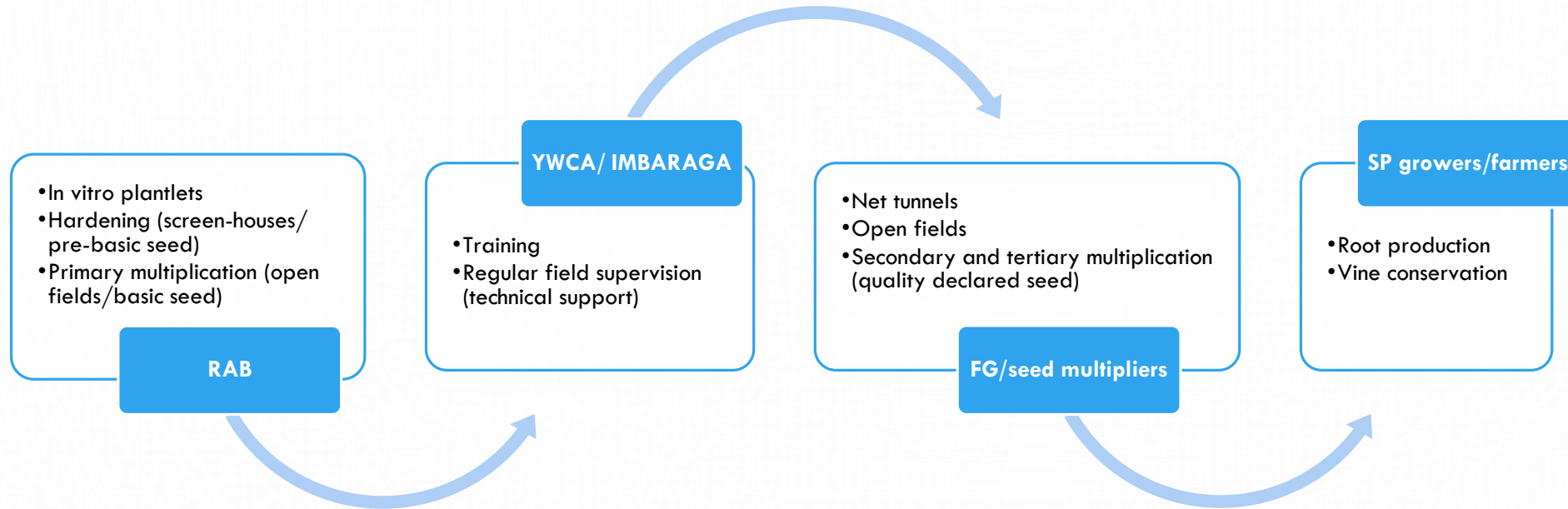
# SEEDS PRODUCTION CYCLE





## Consequence of the intervention on OFSP

- The formal seed system channel has been developed and strengthened:



# PROJECT ACTIVITIES

## Associated technology package

- Building OFSP Seed System within each country to ensure high quality seed
- Good agronomic practices
- Vines conservation to ensure material lasts longer in the farmers field
- Nutrition trainings for food diversity – pull mechanism for adoption
- Household and processor level trainings of product development and marketing
- Post-harvest handling in harvesting and storage
- Linking producers to the market – processors, restaurants and wet markets

Through these activities we have witnessed yields increasing by at least 100%







# WHAT HAS BEEN ACHIEVED IN DIFFERENT COUNTRIES

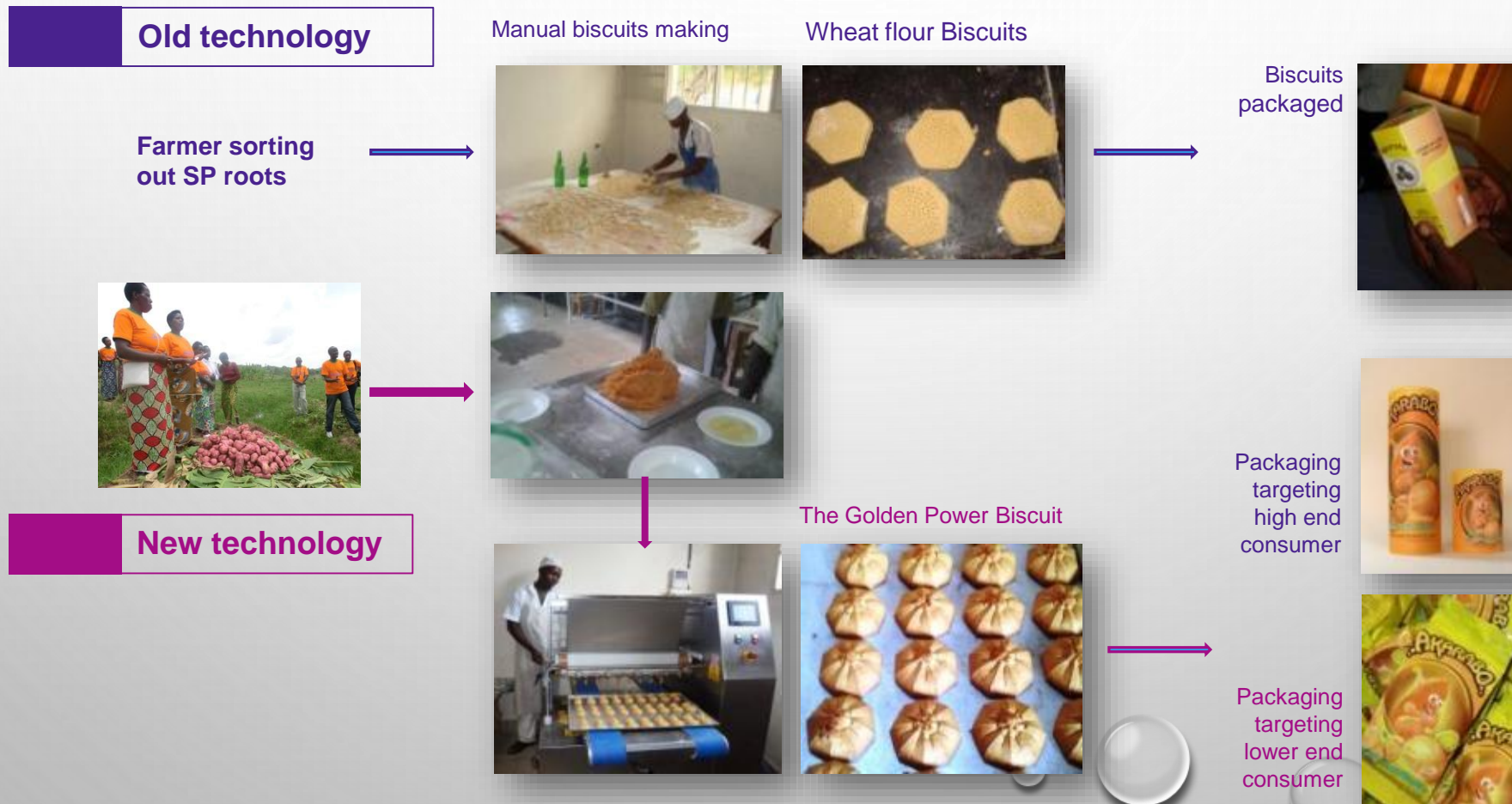


## Rwanda 2016/2017

- Reached **250,000 beneficiaries** with OFSP vines, agronomic, and nutrition trainings
- Urwibutso enterprises sold processed products worth **US \$200,000** and bought OFSP from **400 households**
- Small scale seed multipliers (DVMs) sold OFSP vines (seeds) worth **US \$ 241,114**



# Promoting Diversified Use: Gender-Aware OFSP Product Value Chains



# SOURCES OF THE ROOTS

- COLLECTIVE GROUP PLOTS
  - THIS IS WHERE WE STARTED AS A SORT OF DEMONSTRATION OR FARMER FIELD SCHOOL
  - THIS IS AN EXPENSIVE WAY OF PRODUCTION BECAUSE OF LABOR IS COSTLY
  - INPUTS ARE A PROBLEM BECAUSE OF THE TRAGEDY OF COMMONS PROBLEMS
- INDIVIDUAL FARMERS PLOTS BUT WITHIN A GROUP FRAMEWORK
  - FARMERS LEARN FROM COLLECTIVE EFFORT THEN TRANSFER THE SKILLS TO OWN FARMS
  - USUALLY MORE RESOURCED AND PRODUCTIVE
- INDIVIDUAL FARMERS EFFORT WITH NO GROUP AFFILIATION
  - THESE ARE USUALLY MORE RESOURCED FARMERS
  - SOME HAVE A GUARANTEED MARKET DUE TO BETTER NETWORKING
  - HAVE MORE INFORMATION



# TYPES OF MARKETS

## PRIVATE PROCESSORS

- PRO
  - THESE PROVIDE YEAR ROUND MARKET
  - CONSISTENTLY GIVES GOOD STABLE PRICES
  - CAN ASSIST IN INPUTS
  - ASSIST IN SUPPLY CHAIN MANAGEMENT
  - PROVIDE A GREAT INCENTIVE FOR ADOPTION
- CONS
  - DIFFICULT TO GIVE A CONTRACT
  - SOMETIMES CAN BE A SOURCE OF HOLD UP
  - MAY NOT BE VERY RESPONSIVE TO PRICES IN THE MARKET



# TYPE OF MARKET

## WET/REGULAR ROOTS MARKETS

- THIS MARKET TAKES AT LEAST 80% OF ALL THE ROOTS PRODUCED FOR THE MARKET
- PRO
  - ALWAYS AVAILABLE
  - PROVIDES A MARKET FOR ALL ROOTS QUALITIES THAT ARE DISCRIMINATED BY PRICES
  - UTILIZED BY MORE PEOPLE
- CON
  - DIFFICULT TO REACH BY SOME CUSTOMERS PARTICULARLY MEDIUM TO UPPER INCOME EARNERS
  - DO NOT DISCRIMINATE SP IN TERMS OF FLESH COLORS
  - MAY NOT USE A CONSISTENT UNIT OF MEASURE
  - HIGH PRICE FLUCTUATIONS
  - INCONSISTENT IN TERMS OF ROOT QUALITY
- THERE IS A LOT OF ROOM FOR DEVELOPMENT IN THIS MARKETS
- IT IS AN IMPORTANT DRIVER OF OFSP ADOPTION
- OPPORTUNITY TO DEVELOP OFSP CORNERS





# TYPES OF MARKETS

## ROAD SIDE MARKET

- NEW CONCEPT TO BRAND/BUILD A ROADSIDE MARKETS
- PRO
  - IF LOCATED AT A STRATEGIC LOCATION IT WILL BE AN IMPORTANT VEHICLE TO BUILD AN OFSP BRAND AND EXPOSE THE BRAND TO MORE POTENTIAL CONSUMERS
  - PROVIDES MARKET FOR FARMERS THROUGHOUT THE YEAR
  - STABLE PRICES
  - OPPORTUNITY TO PROVIDE MORE NUTRITION INFORMATION
- CONS
  - CAN BE CAPITAL INTENSIVE
  - WHEN NEW IT TAKES TIME TO BUILD OR BRAND
  - TAKES TIME TO BUILD CLIENTELE

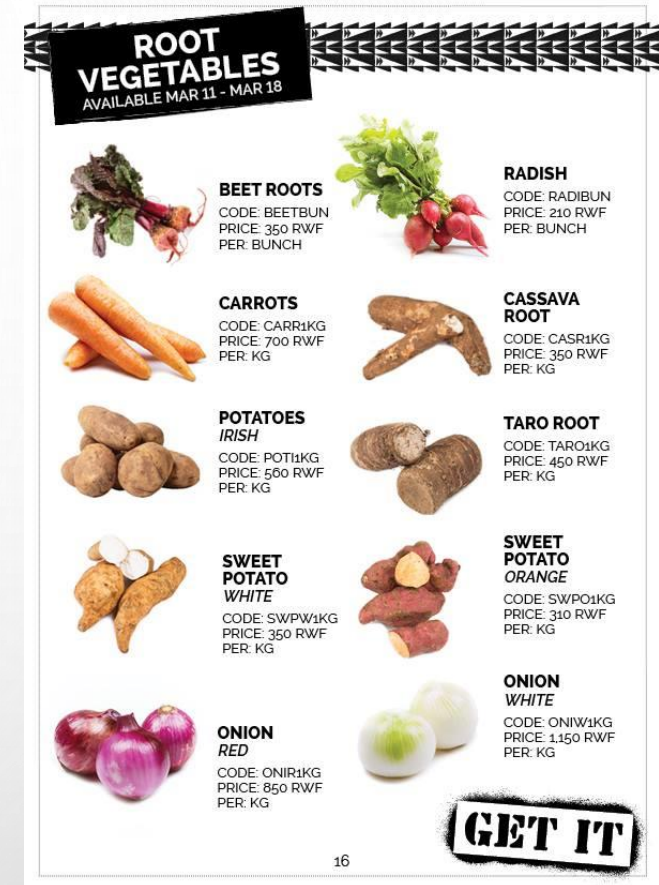




# TYPES OF MARKET

## SPECIALTY MARKETS

- HIGH END RESTAURANTS, HOTELS AND OTHER INSTITUTIONS
- THEY CAN ALSO BE ONLINE BUSINESSES
- PRO
  - PROVIDE A VERY STABLE MARKET
  - PROVIDE PREMIUM PRICES FOR GOOD QUALITY ROOTS
- CONS
  - REQUIRES CONSISTENT PREMIUM PRODUCTS IN TERMS OF QUALITY
  - REQUIRES BETTER POST HARVEST HANDLING AND NOT ALL FARMERS CAN MEET QUALITY STANDARDS
  - TAKES TIME TO DEVELOP AND GROW THE MARKET HENCE TAKES PATIENCE



# PROCESSING TECHNOLOGY DEVELOPMENT

## SWEETPOTATO FLOUR

- PRO
  - EASY TO UTILIZE BECAUSE ITS LIKE OTHER FLOURS
  - EASY TO TRANSPORT
  - EASY TO STORE
- CON
  - CURRENTLY EXPENSIVE
  - DIFFICULT TO CONTROL PROCESSING QUALITY
  - LOSS OF VITAMIN A
  - LOSS OF IMPORTANT BAKING TRAITS



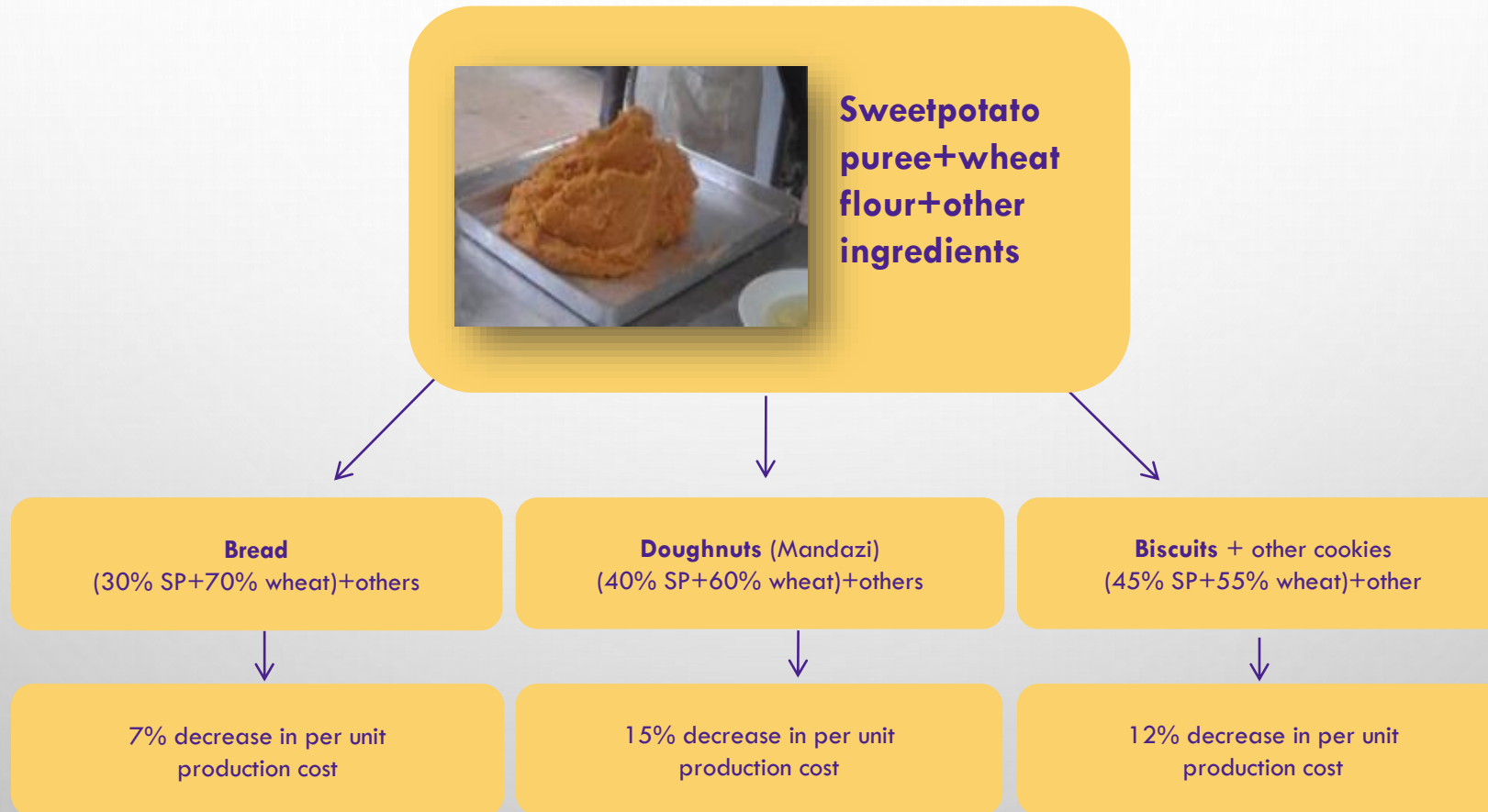
## SWEETPOTATO PUREE

- PRO
  - EASY TO MAKE
  - EASY TO MANIPULATE INTO DOUGH
  - BETTER RETENTION OF COLOR (VITAMIN A)
- CON
  - DIFFICULT TO STORE
  - DOUGH QUALITY VARIES WITH VARIETY



Have a honest conversation with the potential or already identified processors on the above

# DOES IT MAKE ECONOMIC SENSE TO INCORPORATE ORANGE FLESH SWEETPOTATO PUREE INTO BAKERY PRODUCTS?

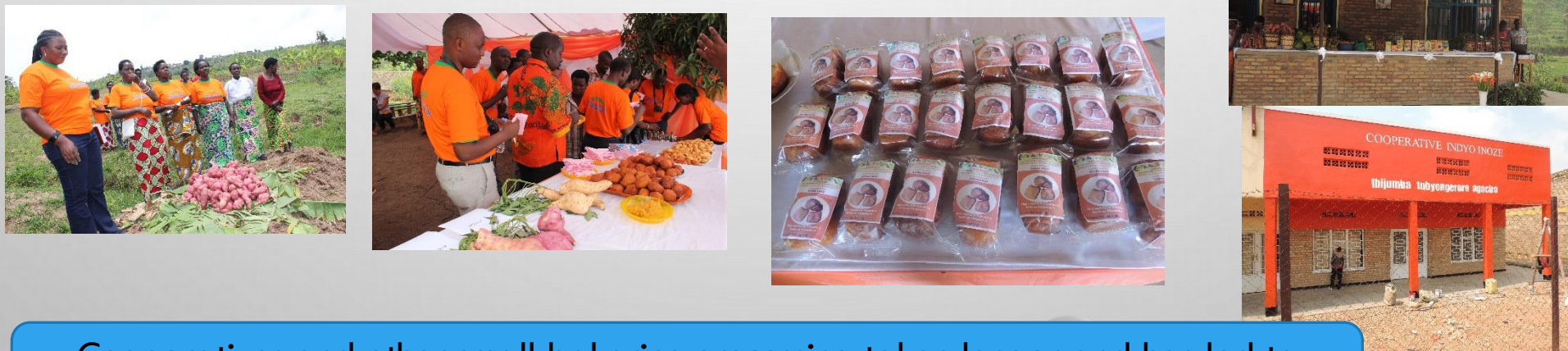




# TYPES OF VALUE CHAINS WE BUILT



Urwibutso as an archetype of big industrial development in years



Cooperatives and other small bakeries processing taken longer and has led to more private capacity

# PROCESSED PRODUCTS DEVELOPMENT

- LOW LEVEL PRODUCTS –STILL DEVELOPING

- PRO



- EASY TO PRODUCE IN TERMS OF SKILL REQUIRED BECAUSE THEY ARE SOLD IN MASS MARKET
- THEY ARE CHEAP TO PRODUCE
- REQUIRES MINIMAL MARKETING SKILLS AND COSTS
- CAN BE PRODUCED BY JUST ANYONE
- EVEN IN HIGH LEVEL PROCESSING THESE PRODUCTS STILL DRIVE THE PROCESSORS REVENUE



## CON

- GENERIC PRODUCTS ARE NOT EASY TO BRAND
- NOT EASY TO CONTROL QUALITY IN TERMS OF NUTRITION VALUE OR HYGIENE
- EASY TO COPY
- CAN EASILY GIVE OFSP A NEGATIVE IMAGE



# PROCESSED PRODUCTS DEVELOPMENT

- HIGH LEVEL PRODUCTS
- PRO
  - WHEN PRODUCED AND MARKETING THEY PROVIDE A GOOD ROOTS MARKET FOR THE FARMERS
  - THEY ARE GREAT FOR OFSP MARKETING CAMPAIGN
  - PROFITABLE TO THE PROCESSORS
  - EASIER TO CONTROL THE QUALITY OF THE PRODUCTS
  - EASY TO BRAND FOR MARKET SEGMENTATION
- CONS
  - CAPITAL INTENSIVE
  - REQUIRES LOTS OF RESEARCH AND DEVELOPMENT
  - REQUIRES PROPER MARKETING EFFORT AND MONEY
  - NOT EASY TO MANAGE THE WHOLE PROCESS FOR SOME PROCESSORS
  - REQUIRES CLEAR TARGETING OF THE CONSUMER SEGMENT FOR EACH PRODUCT
- THIS IS A PRODUCT SEGMENT THAT COOPERATIVES HAVE STRUGGLED DUE TO THE NATURE OF THEIR COMPOSITION





Are there innovative avenues that you know we are not utilizing at the moment?

### Kufunika Kwina Kwatata ndi Kholowa



- Mamamba a kholowa ali ndi **nirotho** ya **vitamin A**, **B** ndi **ironi** yabandzi ndipo **akhothoni** kucyehwa ngati mamamba a ndiro.
- Ndi chakudya'sho cha ziweto.
- **Ninendo yatsopano** ya mabuta yofika mabuta imama pa mthaka ibiyone ndipo **mushakololo** **amafubika**, ibona kudakolewa linozidi ndi mbeu zina, kuma dimba ana kapu khome ndi kamanda ndipono ndi mbevu yotakola yopekela vitamin A.
- Ndikufonika kudhalu ndi **mbeu** yopanda mabuta ndi tikolele mubuta yochikula.
- **Mabuta yofira mkati** imayina ndi mabuta yoyela mkati chifukwa imathandiza kuozezeka thanzi mukamaka kwa ana, azimayi apakati ndi orawizina.

### Kudzala, Kusamala Komoso Kukokola Mbatata

- Kokozza Kumunda**
  - Sankhama munda ndi uli pafupi ndi munda wamu wakulu wa mabuta kuti zimathiza kusiyamira mmene mabuta yatu yatsopanozi akuchika kuyekelera ndi mabuta yane imene maulamula ntwari zote.
  - Limasi mareke pulazi lolandila mbevu yatu ndi mabuta kapena tsika lolandila lunafika.
  - Mireye yatu ya mabuta itakulane ndi mulingo wa 75cm komaso ikabe yotiti kuti ikwanine kuphimba zinyasi.
  - Kufikila ntwari imene mabuta izapukuka, zinyati zokwilekela azakhala zitandakula mayamba.
- Kudzala Mbatata**
  - Mbevu yatu izakhala yotulandila, miziro yotwana 100, komaso yotakola 30cm, Mamamba azakhala atachocweza ndipo izakhala azakhala achocweza deina lita.
  - Mbevu imeneyi yachokela kwa alimi ovomekweza ndi alangiti komaso ilibe matenda.
  - Bazani mbevu pa mulingo otakolana 30cm kucheka pa phando limelo kufika pa phando lina.
- Kusamala Kholowa**
  - Turikome imasovononi kwambiri mabuta. Owecetwani kuti owaokwila mung'ala yone pamene mukupakula munda wamu.
- Kukokola kusavonononi mabuta**
  - Kokolani kholowa masiku awiri kapena atatu musanakambe mabuta. Izi zimathandiza kuti khome la mabuta libike komaso mabuta imakhalika ikakolokole.
  - Samani pokamba mabuta kuti isakuphibe ndi khasu. Mbatata yochapwera singasunge bwinso.

**INTERNATIONAL  
ORGANIZATION  
OF  
CIP**  
 A member of the  
CGIAR Consortium

### MBATATA YA KHOLOWA YOFIIRA MKATI....

Mbatata yopekela thanzi ndipo yopekela vitamin A wambiri

Mwalandila mbevu ya mabuta yofira mkati ya vitamin A wambiri (OFSP) ngati mbali ya ntchito za International Potato Centre (CIP) ku Malawi mothandizidwa ndi UKAid, USAID ndi Irish Aid





**ISHUSHO ya 5. Kugaburira uruhinja**

Diagram illustrating the 5th step of the process, Kugaburira uruhinja (Covering the pot). The sequence shows a person covering the pot with a lid at step 10, followed by a plus sign and a circular inset showing a person stirring the contents at step 11. The sequence continues to step 12, where the person is shown stirring the contents again. The final step is labeled 'Ku mezi 24' (At 24 months).

Timeline labels: Igihe cyo kuvuka, Ku mezi 6, 7, 8, 9, 10, 11, 12, Ku mezi 24.

Visual elements: A person in traditional Rwandan attire (orange shirt, blue skirt) is shown performing the task. A red arrow points to the lid being placed on the pot. A circular inset shows a person stirring the contents of the pot.

Icons representing different food items: A bowl of yellow soup, a bowl of green soup, a bowl of orange soup, a bowl of red soup, a bowl of yellow soup with a banana, a bowl of green soup with a banana, a bowl of orange soup with a banana, a bowl of red soup with a banana, a bowl of yellow soup with a banana, a bowl of green soup with a banana, a bowl of orange soup with a banana, a bowl of red soup with a banana.

Legend: A red 'X' indicates an incorrect action, and a green checkmark indicates a correct action.

[illegible]

# WHAT WE HAVE LEARNT FROM THE PROCESSING WORK FOR THE MARKET

- IT TAKES A LOT OF CAPACITY BUILDING TO WORK WITH PRIVATE SECTOR
- IT TAKE EVEN MORE CAPACITY BUILDING FOR COOPERATIVES BECAUSE OF THE NATURE OF THEIR MEMBERSHIP
- MARKETING OF PRODUCTS AT COOPERATIVE LEVEL IS NOT EASY BECAUSE OF THEIR UNDERSTANDING OF BUSINESS AND INCOME FLOW
- GENDER IS AN ISSUE WHEN IT COMES TO PROCESSING AND MARKETING OF THE PRODUCT- WHO CAPTURES THE BENEFITS (YOUTH, WOMEN OR MEN)
- IT IS IMPORTANT FOR ALL TO BE INFORMED

# TAKE HOME MESSAGE

- BRANDING IS A KEY FOR SUCCESS
- LINKAGES WITH THE INDUSTRIES IS KEY FOR ADOPTION AND AVAILABILITY IN THE MARKET
- WE THE RESEARCHERS HAVE TO BE CONTINUE THE FACILITATORS ROLE
- RESEARCH AND DEVELOPMENT SHOULD BE TAKEN SERIOUS AT ALL TIMES TO ENSURE THAT THESE PRODUCTS ARE SUCCESSFUL



**Thanks for your attention!**



**Thank you  
Merci  
Gracious  
Asante  
Murakoze**