



Partnerships for Commercial Sweetpotato Processing: Background and Purpose

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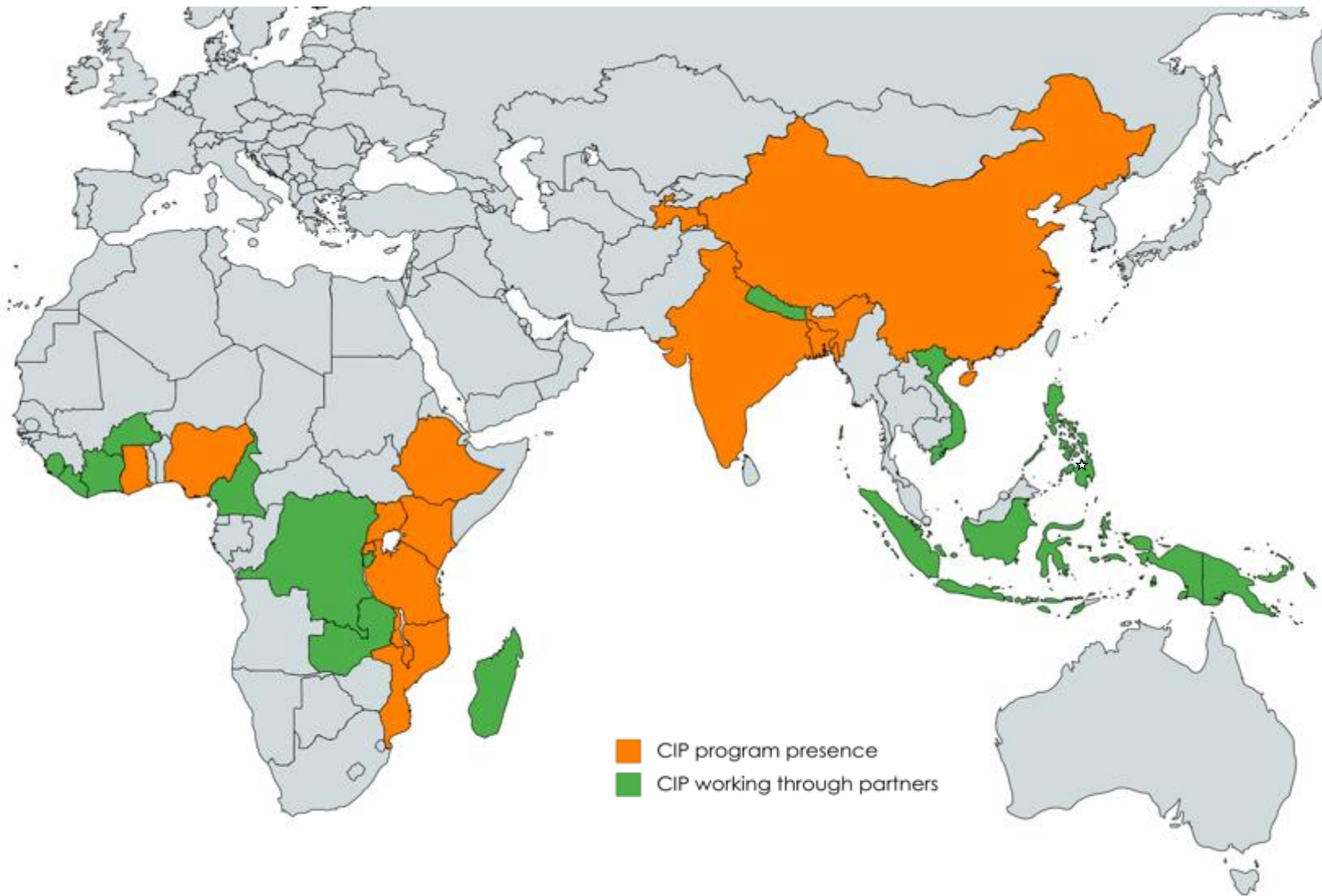
CIP's Sweetpotato Program



Our goal

- We will enable at least **15 million households** to:
- improve the quality of their **diets**, and
 - raise their crop **incomes**
 - over the **next 10 years [to 2023]**
 - in countries with **micronutrient deficiencies**
 - in **Africa, Asia, and the Caribbean**
 - *by improving the production and utilization of nutritious, resilient sweetpotato.*

CIP's Sweetpotato Program



Why a meeting on partnerships for commercial sweetpotato processing?

Sweetpotato Processing is an emerging economic opportunity in Africa.

Over the past 5 years:

- Shown technical feasibility
- Some initial profitability analyses and business models
- Lots of local innovation

Why a meeting on partnerships for commercial sweetpotato processing?

This is the time to look at the bigger picture:

- What is the scope for growth in different countries?
- What are the motivating and de-motivating factors for private industry to invest?
- What are the technical and business support needs?

What we know about sweetpotato processing in Africa today

- Africa produces over 20 million tons of sweetpotato annually
- Only a fraction is processed (<1%)
- Traditional processing continues to provide livelihoods (chapati, mandazi, local breads etc.)
- Industrial processing is still new



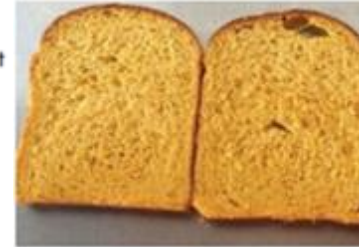
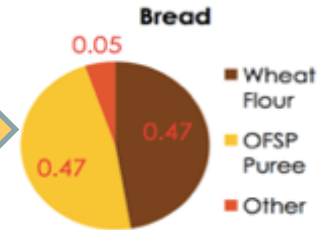
What we know about sweetpotato processing in Africa today



A new kid on the block: OFSP Puree

- Nutritious (beta-carotene; other health benefits)
 - Cost-saving substitute where wheat flour is expensive
 - Versatile intermediary product – platform for novel products
-
- Pioneer enterprises are taken it up; mainly in the bakery sector
 - Experience building up: products, technologies, basic business models
 - Research, training, and technology support through publically funded programs

Use of OFSP Puree by Tuskys Supermarkets in Kenya



In the market:

10%
premium
on wheat
bread



Where do we go from here?

Take a sector-wide perspective to help guide local momentum

- How does sweetpotato processing fit in the wider food industry (scope for growth?)
- What makes private sector food processors invest in OFSP processing?
- What are the obstacles for further growth?

1. Understanding the scope for growth



Cornell University, Department of Horticulture and Forestry, and the New York State Department of Agriculture and Markets. <http://www.assessingfoodsystems.org/>

Analysis – sector-wide level

- Sweetpotato sector, including fresh markets, supply chains
- Food sector
- What are plausible investment strategies?

U.S. sweet potato production and per capita availability on the rise



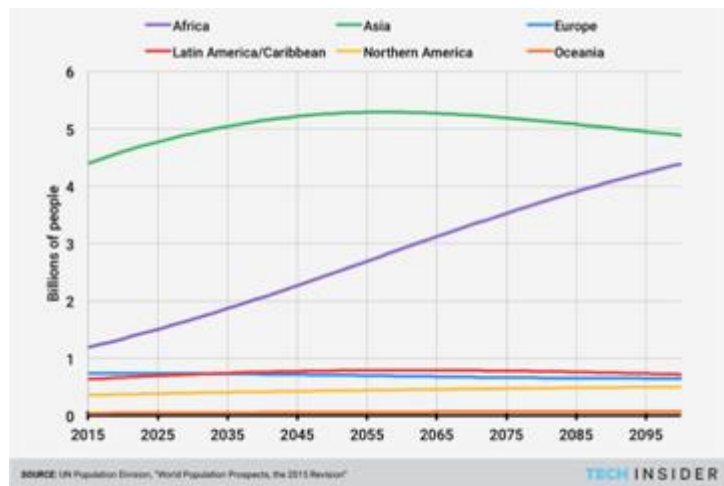
¹Hundredweight is equal to 100 pounds.

Sources: USDA, National Agricultural Statistics Service QuickStats database and USDA, Economic Research Service calculations.

Learning from experience

- Trajectories in other countries, food value chains
- Understanding investors' priorities

2. Connecting with the food industry



What drives investment in OFSP processing?

- Demand growth?
- Health conscious consumers?
- Access to technologies?
- Projects and public sector support?

What are constraints or demotivating factors?

- No easy fit within existing business models?
- Demand is limited?



3. Some things are becoming easier: Accessing know-how and technologies



Know-how and technologies are advancing fast and becoming more accessible!

- 'Scaling down' equipment for smaller users and start-ups
- Versatile equipment – not just for sweetpotato
- Solar powered options
- But how do we connect?





Role of CIP in this process

Research

- OFSP varieties suitable for processing
- Supply chain development
- Storage and processing technologies
- Food and nutrition analyses
- Development impacts

Convening forums like today

- Research and industry

Facilitate linkages

- Along the value chain
- Between businesses, technical service providers
- International partnerships



Enjoy the workshop!



This project is part of the U.S. Government's global hunger and food security initiative.

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RESOURCES

Webinar

September 4, 2018

**Commercial-scale
Investment opportunities
in OFSP in Africa**

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The International Potato Center (known by its Spanish acronym CIP) is a research-for-development organization with a focus on potato, sweetpotato, and Andean roots and tubers. CIP is dedicated to delivering sustainable science-based solutions to the pressing world issues of hunger, poverty, gender equity, climate change and the preservation of our Earth's fragile biodiversity and natural resources.

www.cipotato.org



CIP is a member of CGIAR

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