

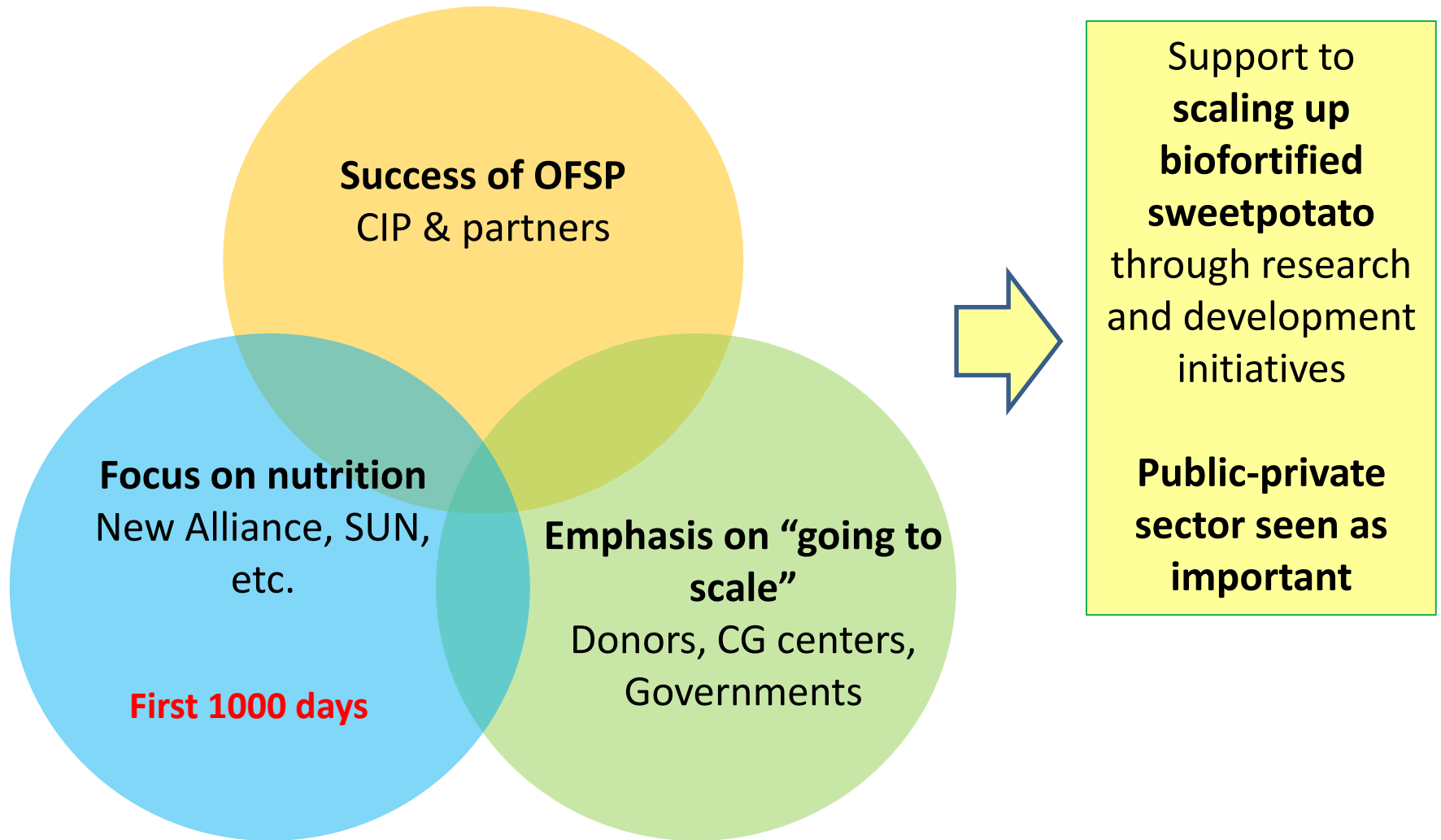


# **Round Table meeting: Exploring options for partnering and co-investment in OFSP commercialization**

**August 29-30, 2018**

**COUNTRY SUMMARY-KENYA**

# Project context: Where does SUSTAIN come from?



# RESPONDED WITH FOUR OUTPUT AREAS, FOUR COUNTRIES

## Output 1

Access to improved OFSP varieties by smallholders scaled up-reaching at least **1.2 million household having children <5 years old.**

## Output 2

Access to improved nutritional knowledge & diversified use of OFSP by both female and male caregivers.

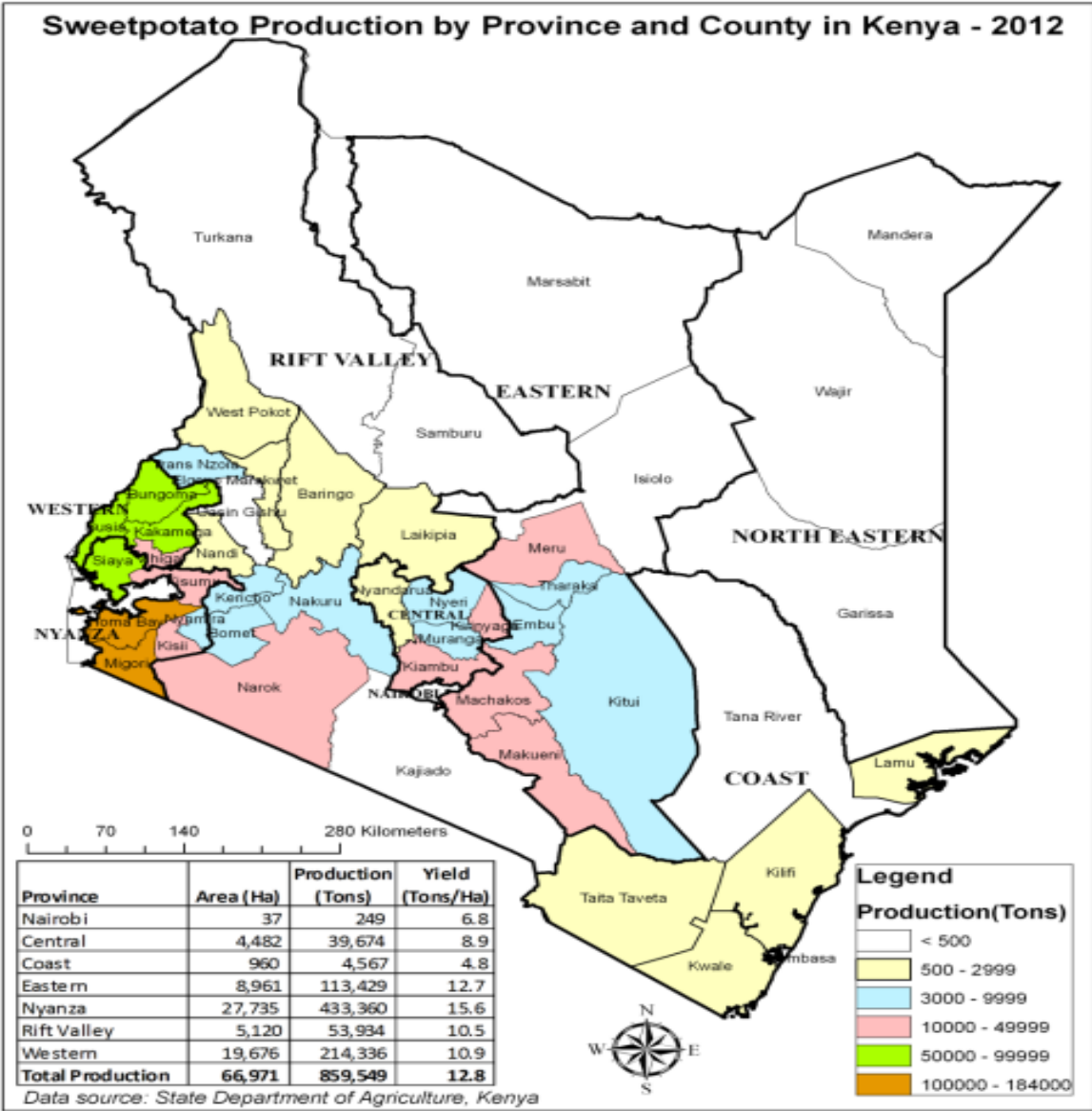
## Output 3

At least one commercially marketed processed product that uses OFSP as a major ingredient in each target country.

## Output 4

Evidence of achieving outcomes analyzed and disseminated

## PROJECT SITES



# Highlights of Achievements:



- An integrated nutrition-sensitive approach was used to reach **over 35,000 households** with vines and nutrition education.
- Commercial OFSP bakery products were introduced, incomes exceeding **USD 20,000** per annum
- OFSP puree processing was initiated as a value chain, incomes exceeding USD 20,000 per annum
- At least 500 OFSP root producers were linked to the value chain- Baseline of limited **(6%)** of sell of

Food science support

Food technology support

Post-harvest &  
Engineering support

'OFSP  
Consortium/Farmers'



## **Bakery**

We bake a wide range  
of fresh products



# Highlights on selection of partners:

- **Puree processor:**
  - Competitive selection through the national newspapers.
  - Co-investment –Infrastructure, Machinery
  - Looking to add a line of product
- **Bakery**
  - Strong values in supporting farmers
  - Vibrant bakery section
  - Line of healthy products
  - Chain of stores- High to low purchasing power
- **OFSP consortium**
  - NGOs and Government departments in OFSP.
  - Aim was to stagger planting and cluster farmers- **Limited success for various reasons**  
(Distance, quantity/farmer organization, demand for roots)
- **Individual Farmers-** At least ¼ acre , Be in a cluster of a total of 10 acres,
  - Individual farmers near Organi currently deliver to the factory
  - Gross margin of OFSP is 60% higher than that of maize- **Emerging cash crop!**



# Highlights on selection of partners:

- **Natural Resources Institute**
  - Trials on fresh root storage
- **Euro Ingredients Limited**
  - Support with machinery for puree processors
  - Collaborating for puree preservatives



# Emerging lessons/issues:



- Transport cost for roots – Maintain producers within a short radius to the processor.
- Farmer organization/ quality and quantity- **is work progress**
- **Demand for puree is unmet- Upcoming puree processor through USAID funding.**
- **Demand for bakery products is unmet**
- **Non-Refrigerated value chain- Root storage and shelf-stable puree**

# Emerging lessons:



- **Self initiated Vine multipliers/ private multipliers seem to perform better than vine multipliers selected by the project.**
- **For resource poor vine multipliers- participation by both gender boosts performance**
- **There is a growing demand for paid vines- Key behavior change for a sustainable value chain.**

# Challenges



- Free distribution of vines by development partners and government.
- Institutional buyers continue to heavily support OFSP seed system- **aim is for a self regulating system**
- Fluctuating demand for vines- Effects steady investment in OFSP vine production as a business

# It's been a catch-22 situation :

- Value chain actors have enjoyed some successes and some failures.- **Key informant interview Feedback in the afternoon.**
- Opportunities exists for OFSP commercialization
- You are invited during these 2 days to share ideas on how OFSP commercialization can move to the next level through partnerships and co-investments.