

Did you know?

- Malawi imports wheat flour worth \$27M yearly
- Annual SP Production: >5M MT and < 1% used for processing

60

Imagine if at least 30% OFSP is used in every bakery product?

- This translates to \$9M forex saved and paid to the farmer
- Jobs therefore created
- Improved Nutrition and general livelihood for the population

CIP Malawi/partners- work on varieties and production, value addition, products developed, certified, promoted and demand created

The hitch:

Seasonality vs commercialization: Irrigation/storage of roots, puree

With increased demand, some products are subject to cheating

calling for a strong policy support

PROMOTING ORANGE - FLESHED SWEET POTATO PRODUCTS

Thanzi Bread, Thanzi Buns and Thanzi Doughnuts



ORANGE - FRESHED SWEET POTATO BASED PRODUCTS FOR INCREASED HOUSEHOLD NUTRITION AND FARMERS INCOME



THANK YOU

