



**○ Orange-fleshed  
Sweetpotato  
Super Foods**

# Sweetpotato Value Chains in SSA

## Potential for food security and better vitamin A nutrition:

- Widely consumed, especially by the poor
- Substitute highly nutritious Orange-fleshed Sweetpotato (OFSP) - high in  $\beta$ -carotene for existing white-fleshed
  - *125 gm root (small) meets the daily recommended intake for a young child*
- Grows in wide range of agro-ecologies and soil types



# Challenges to realizing this potential at scale:

- Seasonality
- Limited storability, bulkiness
- Poor marketing capacity
- Weak value chain linkages
- Little investment in post-harvest
- Limited range of products/utilization
- Risk of women losing control of the crop as it commercializes



**To reach urban consumers: Image change needed from a food of the poor to a healthy food for all**



# Sweetpotato Value Chains for Nutrition and Income

✧ How can post-harvest investments help overcome these constraints?

4 types of value chains for nutrition and income

## Fresh roots

- Affordable
- Nutritious

## More nutritious baked products

- Wheat flour substitution
- Urban
- High value

## Highly nutritious foods for target groups

- OFSP-soy combinations
- Weaning foods

## Fried fast foods for income

- West Africa
- Urban

## Proof-of-Concept Project: 'Rwanda Super Foods'

- high SP production (over 85 kg/capita)
- rapid urbanization,
- strong private sector investments in food economy

# Rwanda Super Foods



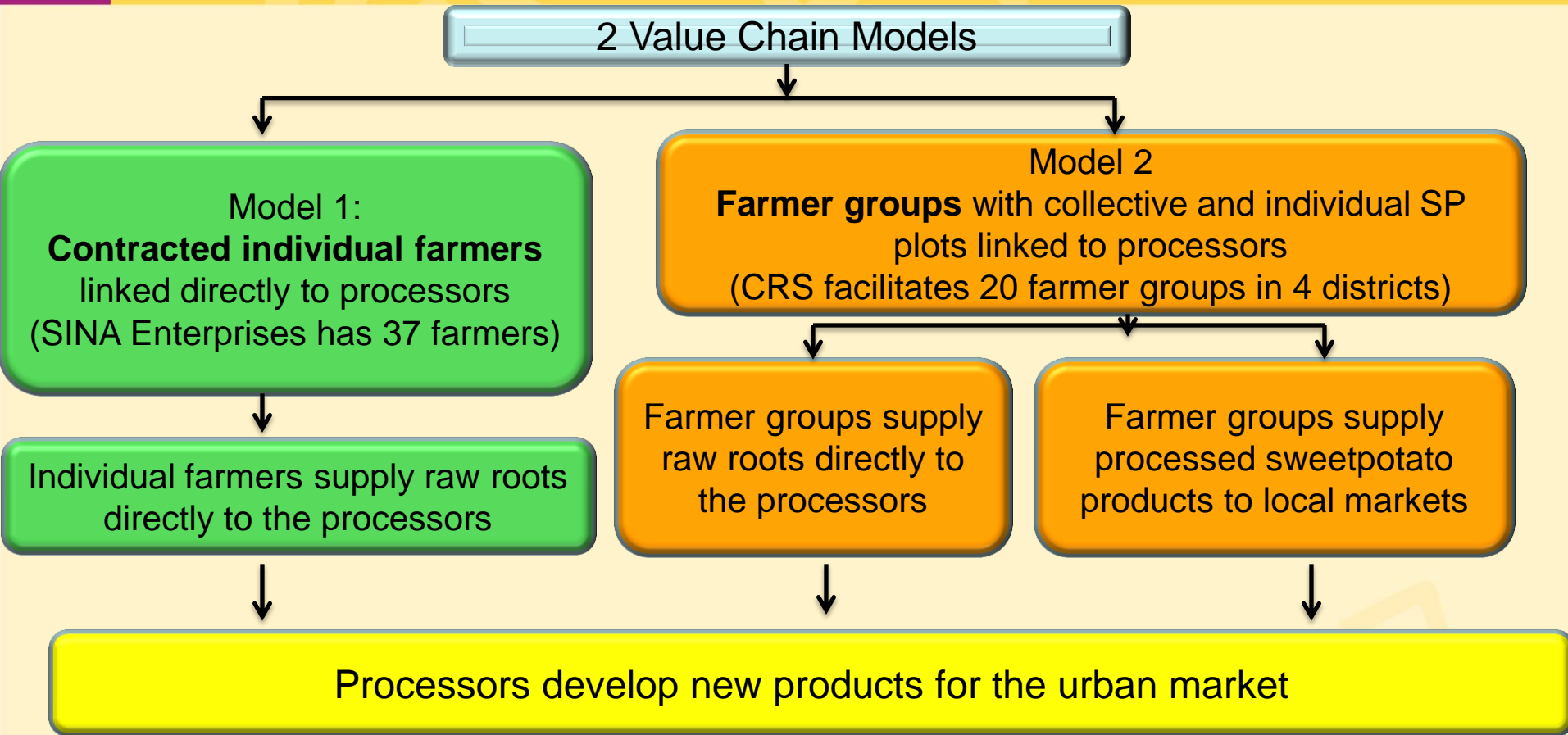
- Part of BMGF 'SASHA' Program, 2010-2014
- CIP, Rwanda Agricultural Board (co-lead)
- Implementing partners: CRS, Imbaragga, YWCA &
- SINA Enterprises – commercial bakery (largest in Rwanda)

## Hypotheses:

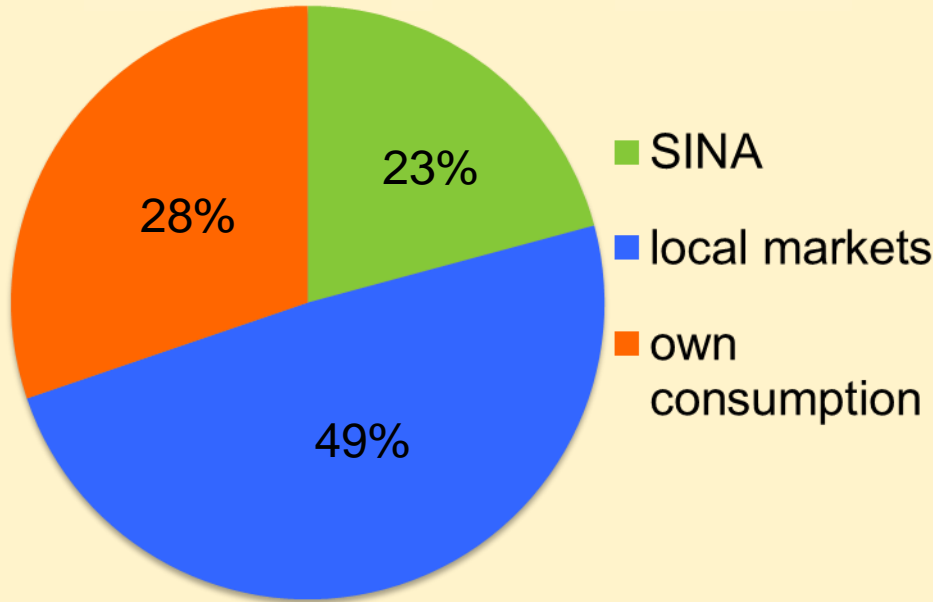
1. Private-sector led development of processed sweet-potato products results in increased farmer incomes
2. There is greater participation of women, especially poorer women, and profits for women participating in organized farmer's groups linked to a private processors than among farmers with direct, individual contract with the private sector possible.
3. Effective marketing can establish OFSP as a high value crop in urban markets.



# Testing Two Ways to Link Farmers to Markets



# Rwanda Super Foods – Emerging Insights



## SINA Enterprises:

- 12 outlets in 8 towns;
- Selling 1,500 packets of “AKARABO GOLDEN POWER” biscuits per day



**Local markets and small scale processing growing strongly;  
Innovations in vine supply chain**





## Wheat substitution: Puree – not flour

Costs US\$ / kg	
Wheat	0.53
SP flour	1.20
SP puree	0.30

Sweetpotato puree + wheat flour + other ingredients

Bread  
(30% OFSP + 70% wheat) + others

Doughnuts (Mandazi)  
(40% OFSP + 60% Wheat) + others

Biscuits  
(45% OFSP + 55% wheat) + other

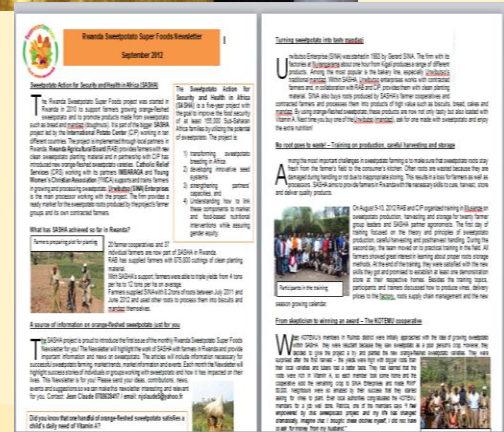
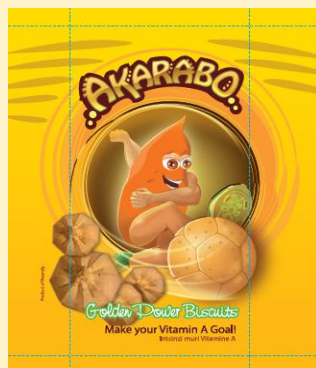
7% decrease in per unit production cost

15% decrease in per unit production cost

14% decrease in per unit production cost



# Promotion Efforts Necessary to Create Awareness & Build Brand Name Recognition



For more information, visit [www.sweetpotatoknowledge.org](http://www.sweetpotatoknowledge.org)