Partnerships for Commercial Sweetpotato Processing: Background and Purpose

Simon Heck, Program Leader • Nairobi, Kenya
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

• 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 sweet potato 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

• Analysis – sector-wide level
  • Sweetpotato sector, including fresh markets, supply chains
  • Food sector
  • What are plausible investment strategies?

• 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?
3. 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!
CIP is a research-for-development organization with a focus on potato, sweetpotato and Andean roots and tubers. It delivers innovative science-based solutions to enhance access to affordable nutritious food, foster inclusive sustainable business and employment growth, and drive the climate resilience of root and tuber agri-food systems. Headquartered in Lima, Peru, CIP has a research presence in more than 20 countries in Africa, Asia and Latin America.

www.cipotato.org

CIP is a CGIAR research center

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