The impact of PPD in the fresh cassava roots value chain and current mitigation measures in Uganda: *Perspectives and actions of value chain actors*

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EC/IFAD/RTB project RTB-ENDURE: Expanding Utilization through Research
Introduction

- **Cassava** = second most important staple
- 60% (grow); 90% (consume) (*EAAPP, 2011*)
- Snack, main meal
- DD increasing esp urban
- Major employer to women & men, youths
- About 90% new releases “sweet var”
- New generation cash provider
- “fast food” equivalent for esp mass mkt
- 1 of 10 priority crops for ASSP
- 1 of 4 crops with national platform
- Potential limited by PPD
Introduction cont..

- *PPD* research still limited in terms of impact, response in current dynamic markets
- Need to further understand PPD issues in Uganda *to provide and support demand driven solutions*
Materials and Methods

- **Approach Value chain**
- **multi-stage sampling**
  - purposive – 2 locations – why? Major supply points for FCR (Masindi axis vs greater kabarole axis (kyegegwa/kyenjojo))
  - Stratified according to actor
  - Random within value chain nod

Desktop reviews

- **Interviews**
- **Participatory market chain analysis**
- **Observations along VC**
Materials and Methods cont...

- **sample size total** = 309
- **Farmers** = 105
- **Rural assemblers** = 7
- **Wholesalers** = 20
- **Retailers** = 118
- **Consumers** = 67
- **Spread btn supply points and major consumption location – mainly Kampala city**
Results

- **general:**
  - entire chain driven by PPD considerations
  - chains very efficient and fast to reduce losses
  - all actors affected but suffer diff ways
  - More visible and serious at retail level and consumer (taste poor)
Results continued

- **Farmer level:**
  - low bargaining power
  - Low prices (double push (distinguish) btn productivity and PPD)
  - seen in ways chain is organized
  - payment after uprooting
  - Farmer quickly transfers prod to buyer
  - Margins – farmer gets 5 – 9% of final price
  - Impact: low investments, low productivity, vicious cycle of poverty
Rural assembler:
➢ occur where buyer fails to show up
➢ losses up to 50 - 80% when they occur
➢ Very rare tho

mitigation measurers:
➢ quickness in activity
➢ Timing – done in afternoon
➢ Covers the roots with leaves
➢ Leaves the soil on roots
Results continued

- *Rural assembler:*
  - payment after packaging and loading
  - Quickly transfers to wholesaler
Results wholesaler

- **wholesaler level**: 
  - usually orders
  - losses up to 50 - 80% when they occur
  - Very rare
Results retail

- **retail level:**
  - highest burden
  - losses both (physical and econ)
  - Econ higher (btn 90% - 95%)

- **Response to avoid**
  - less volumes over time (experience)
  - only buys what can sell
  - Try to create shade
  - Soak unsold
  - Reduce price (day 2 price reduces by btn 40 – 60%)
Results retail cont....

- **retail level:**
  - *continous cutting off edges to show freshness Vs loss*
  - *Hence physical loss sets in fast*
  - *Accelerated economic loss due to injury*
Our dream

More fresh cassava with longer shelf-life on shelves

Appreciation:
IFAD
EU
CIP

Thank You