Market Potential of
Orange-Fleshed Sweet Potato
Burkina Faso

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Outline

Where we started
What has been done
Where are we now
Way forward
Where we started

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Kénédougou sweet potato value chain

Insights

- Production mainly focused white-fleshed sweet potato
- No Orange-Fleshed Sweet Potato vines available
- Few farmers knew about Orange-Fleshed Sweet Potato
- Farmers believed there was no market potential
- Myths about sweet potatoes in general
- Orange-Fleshed Sweet Potato's nutritional benefits were not well-known
- Retailers didn’t know where to get Orange-Fleshed Sweet Potato
- Wholesalers were not asking for Orange-Fleshed Sweet Potato
- Limited processing of white-fleshed varieties
- Consumers said it was difficult to find
Objectives—

Work with stakeholders to:

- Facilitate the availability of QDPM at the community level
- Increase Orange-Fleshed Sweet Potato production
- Foster Orange-Fleshed Sweet Potato integration in the existing local market
- Raise stakeholder awareness
- Promote diversified markets opportunities
Strategies—

Leverage the existing market

- Organize farmers’ groups and build their capacities
- Improve farmers’ linkages with existing sellers (wholesalers and retailers)
- Raise awareness among consumers to increase the demand
- Build a value chain platform
What we have done

- Organized farmers’ associations
- Built farmers’ marketing capacity
- Worked with retailers and wholesalers to raise awareness of Orange-Fleshed Sweet Potato
- Built interest of local food vendors
- Linked retailers & wholesalers to farmers’ associations
- Initiated a value chain platform
- Advised on agriculture direction
Where we are now

- Stakeholders' knowledge & interest have increased
- Some farmers have adopted Orange-Fleshed Sweet Potato varieties
- Retailers are able to find supply
- Involvement of seed company
- Local multipliers are now producing sweet potato vines
- Processors are using Orange-Fleshed Sweet Potato
- Network is continuing to grow
Build farmer’s capacity on vines & roots production & marketing
Farmers recognize nutritional benefits of Orange-Fleshed Sweet Potatoes—see it as an opportunity to increase their income.
Coached retailers on marketing the Orange-Fleshed Sweet Potato and connected them with farmers to supply the produce.
Retailers are now able to get Orange-Fleshed Sweet Potatoes directly from farmers.
Trained processors on hygiene, processing and marketing of the sweet potatoes.
Processed sweet potato products are now arriving in the market: biscuits, cakes, couscous, infant mixes, dèguè.
Stakeholders are networking
Way forward

Scaling: Reaching more people

- Increase production of Orange-Fleshed Sweet Potato to supply at bigger markets
- Integrate Orange-Fleshed Sweet Potato in the local menus and restaurants
- Professional DVM established in the communities
- Target urban markets
- Encourage and support small processing units
- Explore institutional markets (school feeding programs, health programs and daycare centers)

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Most farmers sold their Orange-Fleshed sweet potatoes directly to retailers at $7 USD per 50 KG bags on average. The same bag for white fleshed varieties is $3 USD. If 20% of the 73 tons of sweet potato produced in Kénédougou were Orange-Fleshed Sweet Potato that would generate an increase in revenue of $635,000 USD for producers.
Way forward

Scaling: Expanding production areas

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