

PROMOTING THE PRODUCTION AND MARKETING OF ORANGE FLESHED SWEET POTATO THROUGH CAPACITY BUILDING OF RURAL FARMERS IN WESTERN KENYA

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INTRODUCTION

- Kenya is one of the developing countries in Sub-Saharan Africa depending entirely on Agriculture, That contributes to 33% of its GDP, employing 40% of the total population and 70% of rural population.
- Orange fleshed sweet potato is a biofortified variety of sweet potato promoted worldwide for its Vit A content.
- Its production is concentrated in the western side of Kenya where it is processed into buns and bread and sold in the local supermarkets.

PROBLEM STATEMENT

- The production of Orange fleshed sweet potato is low despite its premium benefits.
- Currently, the production is targeting cooperative Society but not the local farmers despite the Premium benefits associated with it.
- This is because there's lack of information, lack of capital to buy the vines and lack of linkages to the already existing markets.

VALUE CHAIN AFFECTED

ØThe main value chains this project is going to tackle are production to increase the supply and marketing to reduce loses.



SOLUTION APPROACH

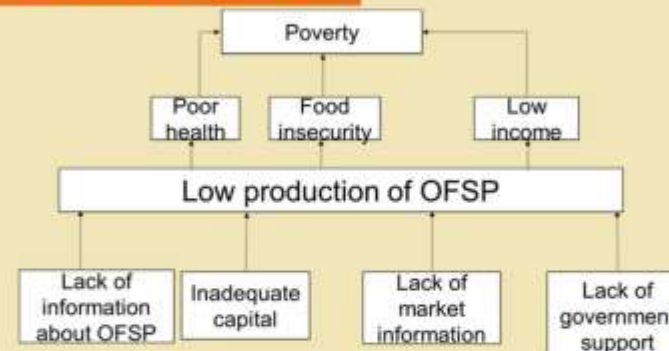
ØThis project intends to identify 20 farmers from 3 locations, train them, and provide vines for planting finally link them to the already available markets.



OBJECTIVE

- Provision of training to over 100 local women and youth farmers
- Provision of vines to the trained farmers
- Market linkages to the farmers for their produce

PROBLEM TREE



IMPLEMENTATION STEPS



EXPECTED OUTCOME(S)

- Increased OFSP production
- Over 100 women and youths to be employed directly and more than 50 indirectly.
- Increased income generation
- Reduced VAD related ailments-healthy leaving
- Increased Investment
- Reduced poverty

EXPECTED COSTS



S/no	Expense Item	Euros (€)
1	Staff	1.164
2	External Experts	400
3	Transportation Costs	620
4	Training Costs	384
5	Procurement of Goods	2.000
6	Consumables	15
7	Administrative costs	229,15
	Total	4.812,15

CONCLUSION

- OFSP production is a very profitable and sustainable type of farming since its productivity is high and there is readily available market for the raw materials.
- This project approach is the best way to through which Kenya can increase its production of OFSP whilst improving the livelihood of farmers and youth in rural communities
- This project does not only come with great financial rewards to stakeholders, but also social and environmental benefits.

Possible risks
Political instability
Poor economic conditions, i.e., inflation and high interest rates
Poor infrastructure
Unavailability of adequate funding
Increase in Covid-19 and other communicable diseases in the project areas.

