

# Jumpstarting **Orange** Fleshed Sweet Potatoes

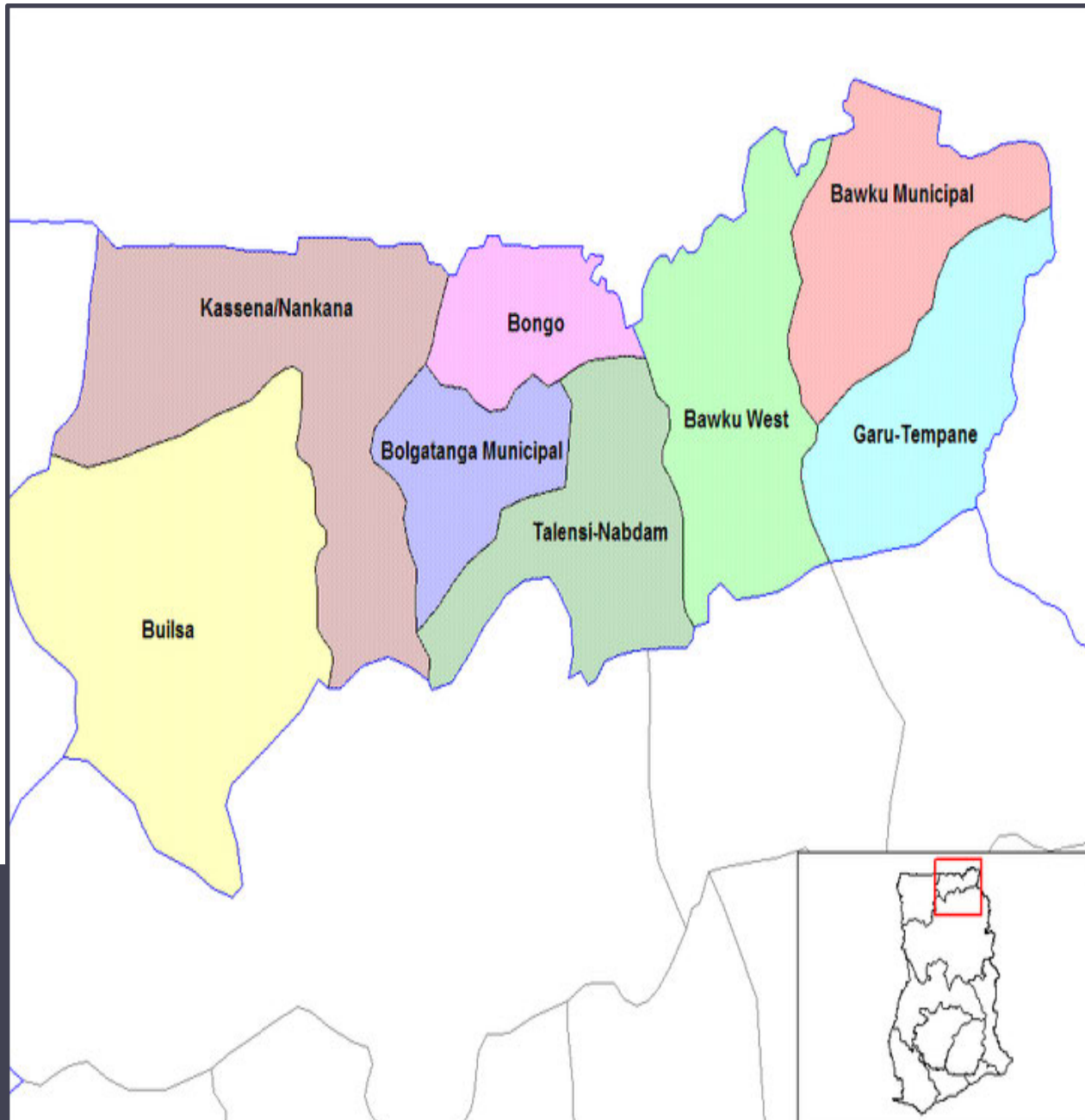
iDE



May 10. 2017



# Where did iDE work on the Jumpstarting OFSP project?



1. Bawku
2. Bolgatanga
3. Navrongo

# Four Primary Takeaways



1. Good for household consumption
2. Limited ready market
3. Sorting and grading varies by customer
4. Storing is difficult





**Good for  
household  
consumption**

Commercial production of roots in the north is currently constrained by limited domestic demand, but smallholder farmers like how the vine thrives and children like the sweet taste.





## Limited ready market

Farmers will not produce surpluses if there's not a perceived ready market because it is difficult to store.





## Sorting & grading

Roots destined to a farmer's plate and roots destined to be sold in the market do not require the same physical characteristics





## Storing

Its short shelf life requires a ready market. If there's consistent demand, commercial farmers will grow it year round using irrigation.



# Observations from Jumpstarting OFSP





**OFSP can be an ingredient in many local dishes.**

**Household production and utilization trainings are necessary.**

**With current market demand, commercial production needs to be coordinated.**

**Children enjoy the sweet taste, and it's nutritious.**





A close-up photograph of two hands holding two thick, irregular slices of cooked salmon. The salmon is a vibrant orange-pink color with a moist, flaky texture. The hands are dark-skinned and positioned to hold the salmon slices side-by-side. The background is dark and out of focus, showing some green herbs. The words 'Thank' and 'You' are overlaid in white, bold, sans-serif font on the salmon slices.

**Thank**

**You**