

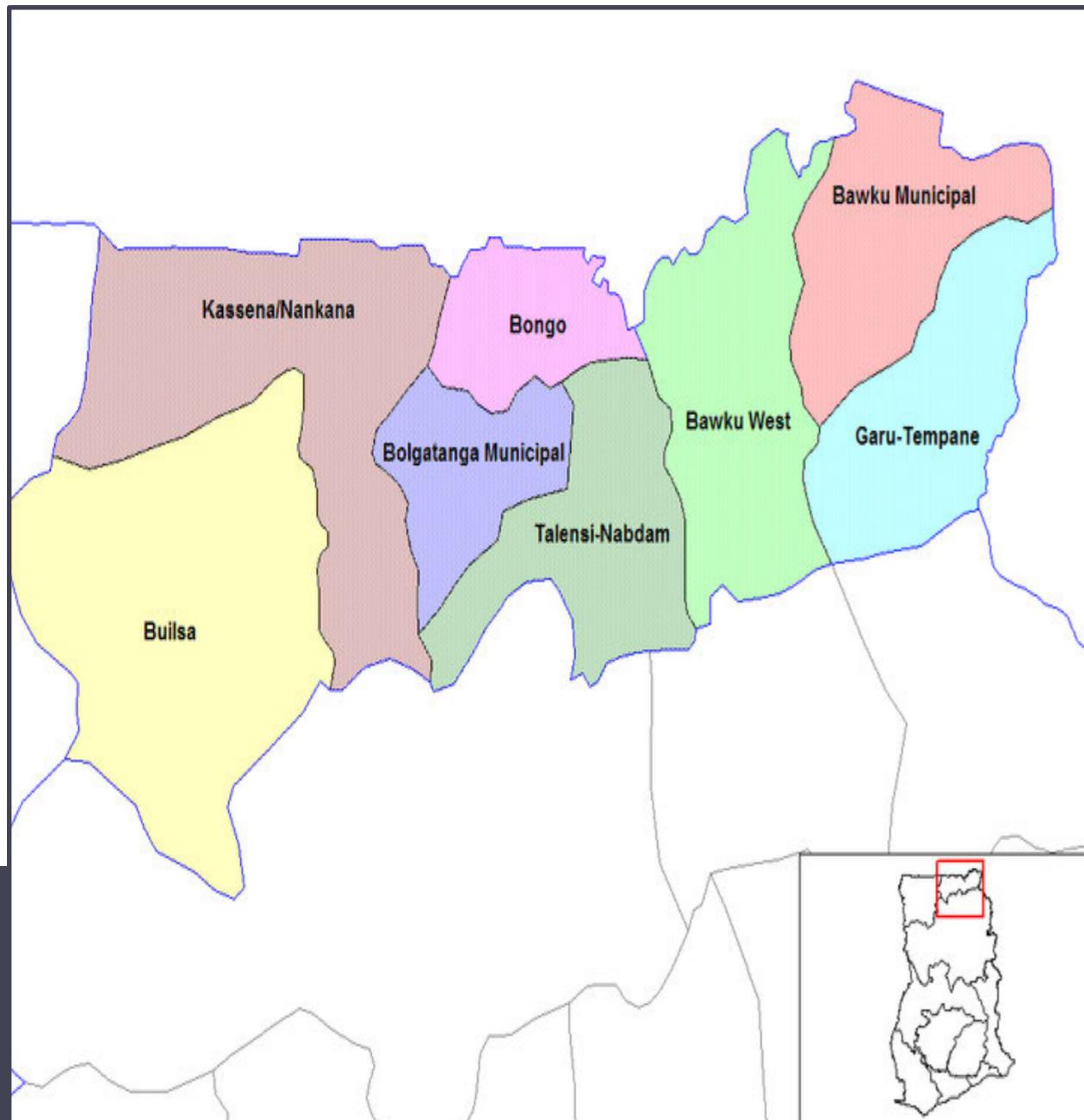
# Jumpstarting Orange Fleshed Sweet Potatoes

**iDE**



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# 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.





Thank

You