

Engaging the private sector in promoting value addition in the cassava value chain – TruTrade Case Study

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Presentation outline

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About SHA

- Self help Africa Is an international development agency working in 10 African countries across west Africa and East and southern Africa.
- SHA works with small holder farmers to increase food security, reducing inequalities in wealth creation and distribution.

Introduction

- Food insecurity remains a problem with approximately 10 million Kenyans facing chronic food insecurity at any given time.
- Micronutrient deficiency continues to be a problem with vitamin A deficiency affecting 80% of children below 5 years
- Nutrition-sensitive interventions are providing a sustainable approach to reducing undernutrition.

Intro...

- Agriculture-based innovations provide a leverage for high-impact cost-effective strategies for poverty reduction; building resilient livelihoods and improving food and nutrition security by promoting viable value chains and value addition.

The gap

- The demand for wheat flour based products are high in most households including those at the bottom of the pyramid (BOP) – poorer people.
- The price of wheat has risen by 11% over the last 5 years making wheat flour expensive, and thus prohibitively expensive for poor people

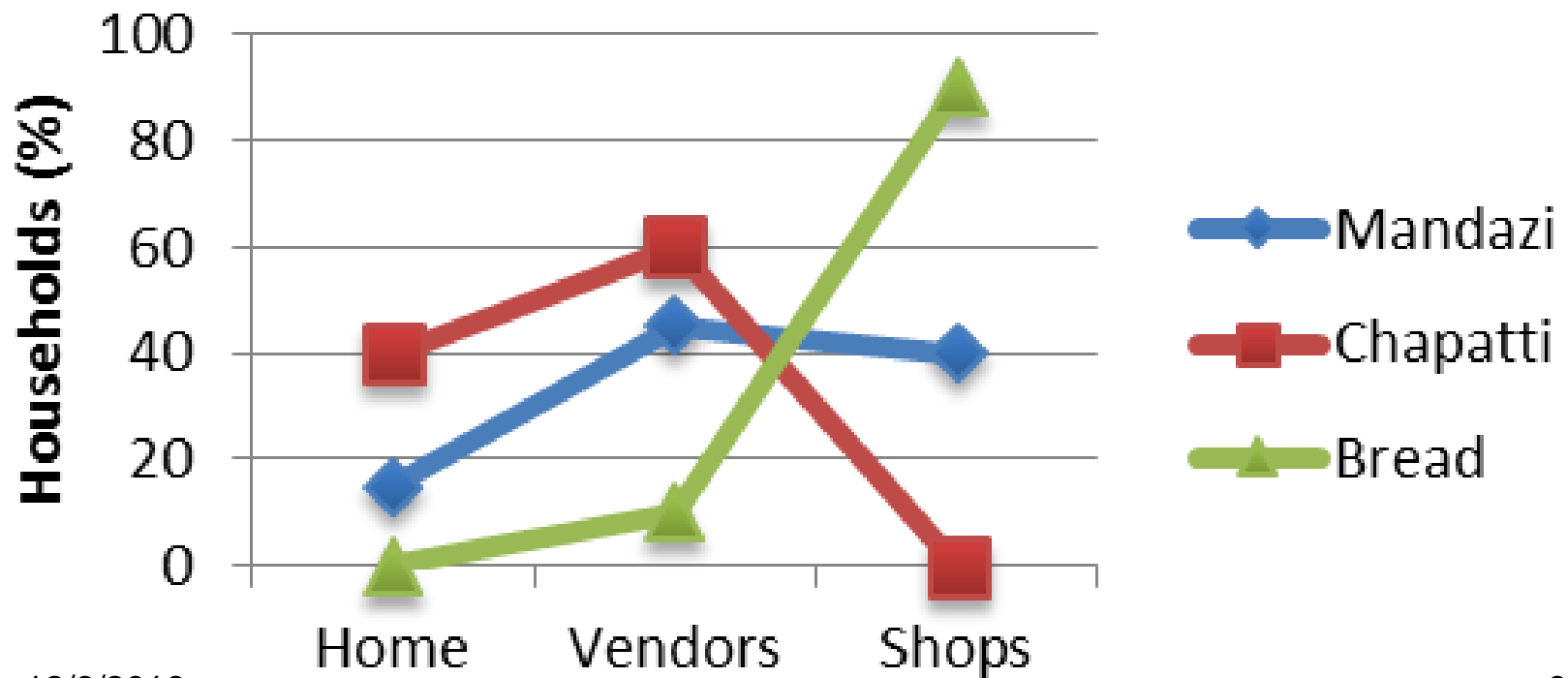
The gap cont...

- High cost of production of wheat and unpredictable weather patterns have resulted in more farmers looking into cassava production.
- Cassava is emerging as a crop that will potentially revolutionize food security
 - More adaptable to climate change
 - Can harvest as required
 - Can grow in poorer soils

- Self Help Africa is working with Tru trade and Bonde soko- an SME that is working towards developing affordable cassava based flour targeting the BOP in slum areas.

Market survey findings

Household Consumption of Wheat Based Baking Products



‘Cassangano’

- Cassangano is a cassava based wheat flour blend that is used for household baking. The ratio of wheat to cassava is 60:40.
- The development of this product was to meet the demand for wheat flour based products in the slum areas against the ever increasing price of wheat.

‘Cassangano’ cont...

- Cassangano is developed in accordance to KEBS standards and has been fortified with the necessary minerals and vitamins based on government fortification policy (vitamin A, B vitamins, Folic acid and Iron).
- It's a low cost alternative flour for use in the baking industry, therefore increasing access to quality flour.

Cassangano

- **Price-** the price of cassangano flour Kes 55-60 per kilogram of flour was competitive compared to other brands of wheat flour in the market whose price is on average Kes 70.

Cassangano.....

Taste and acceptability:-

Acceptability and Taste Scores for Cassangano Baking Flours by Location				
Acceptability/ Taste	A/ V.Good	A-/ Good	B+/ Good	B/ Fair
Location	Nakuru Kaptembwa Kisumu Nyalenda Nairobi Kiambu	Kisumu Mabanga Nairobi Mathare	Nakuru Kanyon Kisumu Nyamasaria Nairobi Kawangare	Nakuru Flamingo

Opportunities created by this partnership

- Increased opportunities for value addition by farmers including peeling, chipping and grading of the cassava - higher price for product.
- Increased business opportunities for women through their cooperatives - they sell the cassava with value add. A total of 746 farmers benefit (441 are women)

Opportunities cont...

- Increased knowledge and skills in nutrition and dietary diversity during production by intercropping cassava with other crops such as beans and groundnuts.
- Increased income to actors in the value chain such as vendors and processors (kiosks and local eateries)

Nutrition

- Nutrition education on dietary diversity has resulted in increased consumption of cassava in communities that have not traditionally been eating cassava in addition, sensitizing communities on consumption of other nutritious crops including legumes and pulses– potential to improve HH food security-

Challenges

- Cassava is grown at subsistence levels
- No ready off takers for the product
- Highly perishable within 24 hours and as such few people consume the product raw.

Conclusions

- Achieving reduction in food insecurity will require an integrated inter-sectoral approach for a greater and sustainable impact.
- Leveraging on the cassava to make a flour blend increases cassava demand & utilization and creates markets for farmers.

Cassava by-products



Thanks