

Commercializing Sweetpotato

- A means to enhance it's declining marketability



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Important crop in Asian countries

Little importance given to the crop in the past

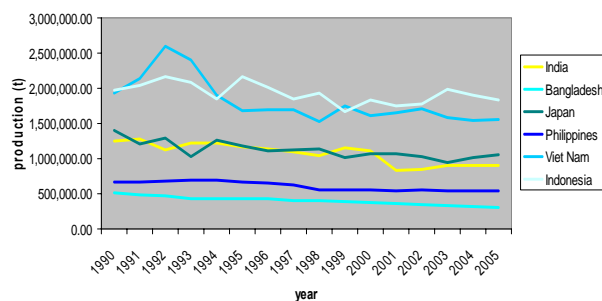
"Poor man's or poor peoples crop"

Used mostly as a vegetable or boiled
or as a confectionary product

HOWEVER

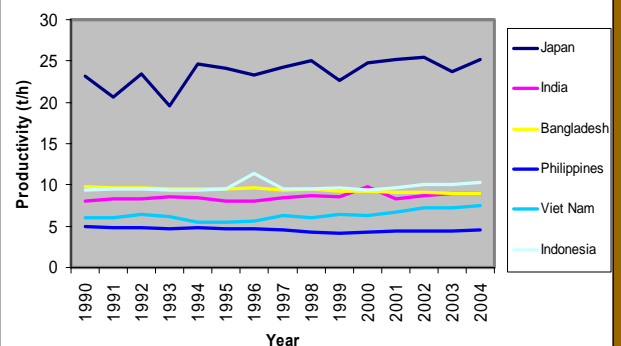
The **potential** for its use as a
specialized crop should be recognized

Production of Sweet Potato in Selected Asian Countries



FAO Statistics - 2005

Productivity in Selected Asian Countries



FAO Statistics - 2005

From Crop production

The way forward:



Is through processing & market development

- By developing demand through processing and adding value
- By looking for new products - Diversification
- By developing awareness of the crop's potential
- By forming processing and value addition associations or groups
- By linking with **private sector** small and medium scale industry initially
- By moving to large scale commercialization with industrial products and scaling up
- By linking with credit and banking organizations
- By getting to know business management

Many uses for sweetpotato



Fresh consumption

Nutrition

Food products

- Canned
- through flour

Food substitute

Animal feed

Starch

Bio Fuel

Creating Markets by Commercialization



Fresh consumption

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Commercialization

Semi Commercialization

Private sector linkage

Creating a demand for the raw material

Fresh consumption



Food substitutes

- Varietal characteristics and consumption preferences
- Export to ethnic markets in foreign countries from Asia into the middle east

- Substitute for potato in the bakery industry in Sri Lanka

Nutrition:



Production of Baby food

Canning of OFSP cubes


Fresh or processed consumption

Home processing
Cottage industry
Semi commercial processing

Creating awareness of the nutrition of OFSP



Processed food products and diversification

Home or cottage industries tomedium and then >>>> 

commercial enterprises

Creates a demand for sweetpotato raw material

Increasing marketability of the crop through value addition

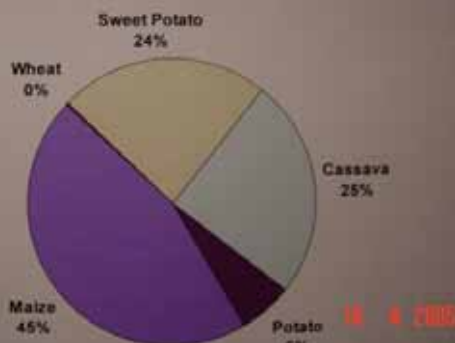
Numerous products are possible and are marketable



Targeting consumer groups with diversified products

Creates a conditions for further up scaling of the enterprise to a commercial scale

Asia Starch Production 21 million tons/year



Sweetpotato starch in Asia

-In China, sweetpotato starch utilization by the noodle industry has grown sharply over the past several years.

- The rapid expansion of starch utilization in Asia has enhanced market demand for tropical root and tuber crops, especially cassava and sweetpotato.



- Starch is processed into glucose syrups and chemicals through enzymatic, microbial and chemical processes.

Starch and Bio-Fuel Industries.

Best opportunity for commercialization

Higher requirement and demand for Quality Raw material

- organized cultivation
- better quality raw material
- timely availability of raw material
- organized agro-industry
- contract growing

Increased employment opportunities

Higher income for farmers from sale of raw material or primary processing

Important considerations

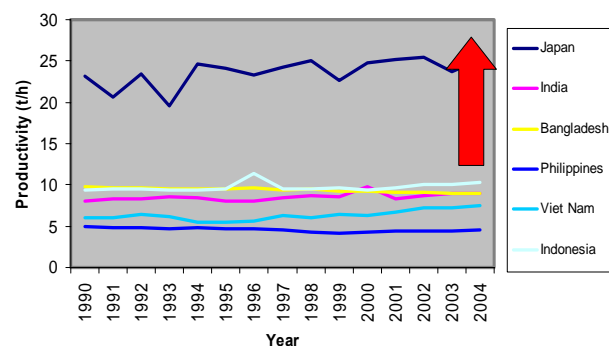
- Environment
- Social costs
- operational safety

Outcomes from commercialization

Scale up commercial operations

- Crop improvement: better varieties and higher yields (t/h)

Productivity in Selected Asian Countries



FAO Statistics - 2005

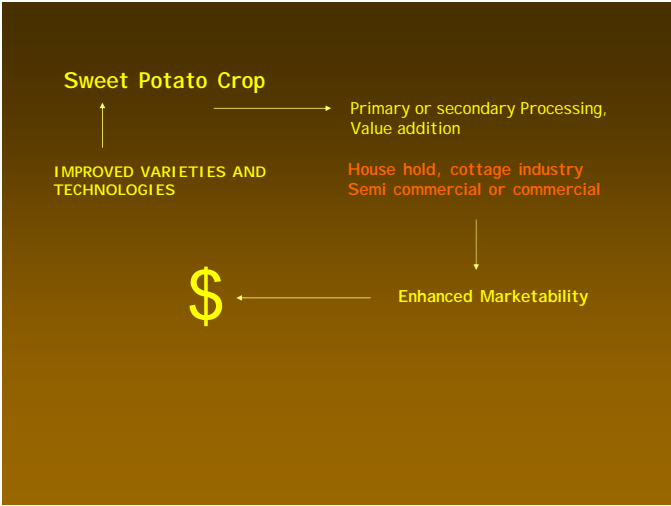
Outcomes from commercialization

Scale up to commercial operations

- Crop improvement: better varieties and higher yields (t/h)
- Integrated crop management and better crop production technologies
- Higher income generated for resource poor farmers as requirement and demand for Raw material increases
- Better employment opportunities created
- Improved livelihoods of farmers from overall sale of produce
- LINKS WITH THE PRIVATE SECTOR

Concerns

- Environment
- Social costs
- operational safety



Thank you !