

## SUB-THEME: COMMERCIAL SUSTAINABLE SEED SYSTEM

### Building scalable, sustainable sweetpotato seed distribution channel and potential business models for sweetpotato seed entrepreneurs in Uganda and Tanzania Abstract code: CSS014

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#### Justification of the study

- Adoption of Sweetpotato improved varieties low due to several factors; one of the factor is inefficient seed distribution channel or seed delivery pathway or seed supply chain
- Traditionally, sweetpotato traded with free of costs. However, farmers pay for sweetpotato vine when they do not have access to irrigation or space for conserve vine
- Largely sourced from own-saved seed or neighbour farmers which creates chances of accessing disease
- The scientific experiment concluded that if root producers have access to Sweetpotato Quality Declared Seed (QDS) from trained seed multipliers who have access to sweetpotato Early Generation Seed (EGS), root producers can reduce cost of production per unit of production which will increase chances of getting more profits
- Venturing into sweetpotato seed business adds value addition to the existing root and silage business by maximizing existing natural resources without any additional costs in production

#### Creates values

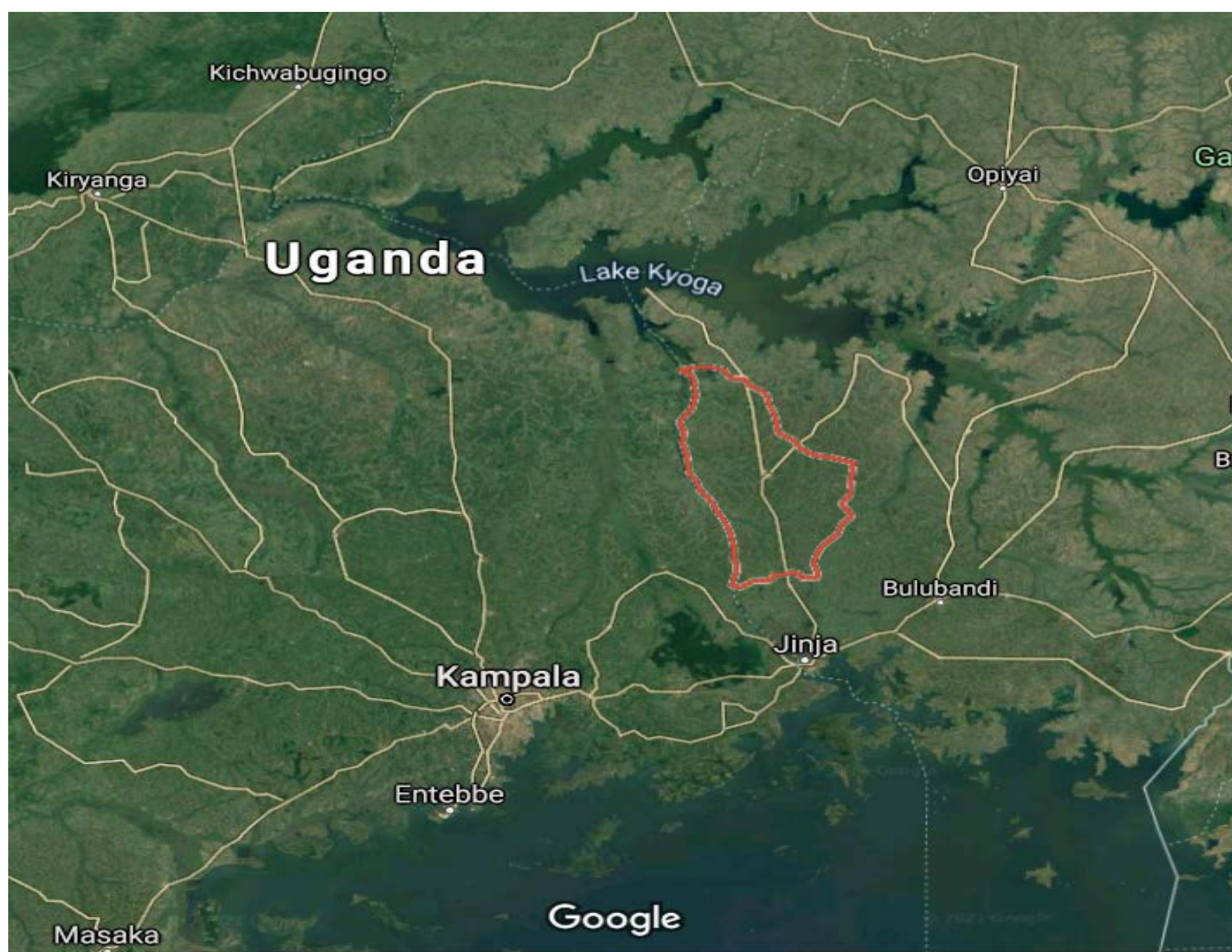


#### Research Questions

- What are the major market preferred variety(s) in the target geographical areas?
- Does seed supply chain actors are connected along the value chain for major market preferred variety(s)?
- What is the potential business model for sweetpotato seed business and why?



#### Study Area: Eastern Uganda - Kamuli district



#### Bukombe district, Tanzania



- Out of 100% of plot, 75% of plot for root and remaining 25% of plot for rapid multiplication of vine
- Or increase area under vine production if there is a increase on vine sales



#### Current Business model

- vine sales from root production
- surplus production given it away to neighbour farmers for free or throw away
- A bag of vine is a sales unit but the price is same for all types of varieties but it fluctuate based on market demand

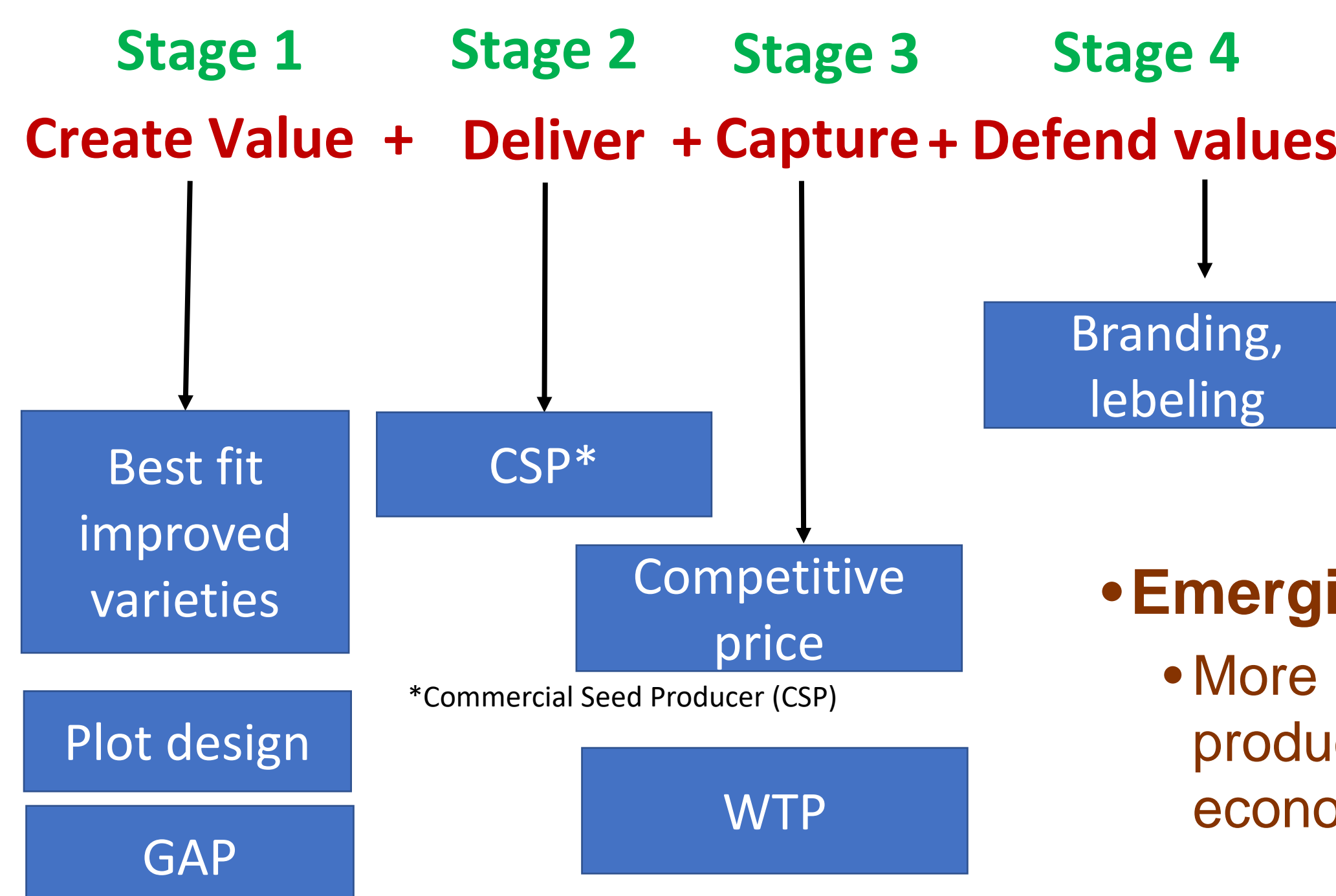
#### Issues

- Disconnection between EGS and vine/root producers for market preferred variety(s)
- Lack of awareness about improved/released varieties among farmers
- Cultural behaviour of exchanging sweetpotato vine for free

#### Lessons learned

- There is a need show case EGS production, seed producers association, regulators and its importance of linking to CSPs
- Certification process needs to be strengthen to create a trust among value chain actors
- There is a strong connection between root sales and purchase /or WTP on quality planting materials, need for vertical integration approach

#### Potential Business model



Competitive price @ UGX 10,000 PER BAG  
Market price: @UGX 10,000 PER BAG

#### Emerging issue:

- More awareness required on GAPs for vine and root production and its implications on agronomic and economic benefits;
- Educating CSPs on the movement of cleaned seed along with seed value chain and its implications on root production
- Strong presence of vertical integration for sweetpotato - Root market a key determinant of varieties and scale for seed production- SG project limited to seed



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