Cassava: Adding Value for Africa

3rd Annual Review

Follow-on from Strategy Refresh

Kola Adebayo

29 March, 2011

Strategy refresh timeline

- 2nd Annual Report submitted in April, 2010
- Comments from BMGF received in June, 2010 calling for a meeting with Ag. Program Officer in July 2010
- Main inputs into strategy refresh made in August-October, 2010

  - Kola's trip round project countries

  - Russell's visit to Uganda

  - Sherry's visit to Ghana

  - Multiple sessions at NRI with and without Russell
- Preliminary comments received in November, 2010
- Final agreement received in December, 2010

Refreshed overarching purpose of grant

To develop sustainable value chains for non-traditional end uses of cassava, most notably for High Quality Cassava Flour (HQCF). This will improve the livelihoods and incomes of more than 70,000 beneficiaries (of which more than 67,500 smallholders) including smallholder farmers members of village processing units and workers in processing factories across five countries by March 2013

Refreshed Project Foci

- Focus on distinct country strategies
- Establish viable and commercially sustainable value chains for HQCF
- Broaden the scope to include closely related cassava products
- Focus activities at the market/intermediary end of the value chain to reinforce the market pull to benefit significant numbers of small-holders
- Adapt management approach to more carefully deliver the distinctive requirements in each country
- Extend monitoring and evaluation work to capture benefits throughout the value chain associated with the establishment or rehabilitation of flash/artificial dryers

Tanzania

- Activities are being closed out in a responsible sustainable manner
- Work with other donors to share knowledge
- Link C:AVA groups to on-going projects as well as form linkages with identified intermediary and end-use clients
- Exit strategy is to assist current processing groups to increase their drying capacity to meet demand

Uganda

- Tailor identified demand and sun-drying processing capacity of the identified farmer/ processor associations
- Maintain product quality
- Focus country until 2012 (as initially planned)
- By 2012 it is anticipated that a sustainable value chain to the biscuit manufacturers will have been established

Malawi

- Work with processing associations at their sites to ensure efficient sun drying operations and the supply line for fresh roots
- Facilitate linkages between farmers and flash dryers, ensuring the availability of advice on wet-cake processing and agronomic practices where needed
- Support the introduction of flash dryers as cost-effective means of producing high quality products to meet industry needs
- Support end users in the adoption of HQCF
- No cost extension to March, 2013

Ghana

- Instant *agbelima* will be included where they are equally or more profitable
- No cost extension to March 2013 will allow service providers to continue support to their CPGs and ensure that new planting material is efficiently distributed to groups and individuals committed to supplying the CPGs
- Support the introduction of flash dryers as cost-effective means of producing high quality products to meet industry needs
- Increase value of LPG to support enhanced utilisation of existing bin drying capacity
- Support end users in the adoption of HQCF

Nigeria

- Support end users in the adoption of HQCF
- Develop business case for upgrading of existing flash dryers.
- Support upgrade flash dryers
- Service providers will be requested to implement a no cost extension till 2013 to continue support to processing groups interested in production of instant *fufu*.
- Experiences and lessons learned will be shared among service providers across states where flash driers become active

Changes to Budget

- Shifting emphasis from PO1 to PO2 and an increase in PO3 to support market uptake of the product
- Extending the project life by 12 months
- Increasing focus on three countries (Nigeria, Ghana, and Malawi), scaling back activities in one (Uganda) and exiting another (Tanzania)
- Reduction on the overall project budget by 6-9% of initial budget, subject to full redemption of the recoverable costs
- While management costs stay constant from the old budget to the new budget, travel and M&E costs have been reduced.

If we deliver on our targets...

- The cost per beneficiary within project life is $161 when research costs are not taken into account. With the anticipated additional growth in beneficiaries to 2014 (Project life + 1 year), and at no additional cost to the project, the cost per beneficiary will be reduced to $119 per beneficiary as the project supported processing capacity is taken up

Vision of success by country

- In Tanzania, increase in incomes of 1,319 direct beneficiaries (farmers, processors, and employees) by the end of 2011 and support farmer processing groups to deliver enough HQC grits and HQCF
- In Uganda is that by April 2013, 4,990 farmers, processors and employees of the three cassava processing associations will benefit directly by about $113/annum per beneficiary.
- In Malawi is that by 2013, about 4,697 farmers, processors and employees of three companies directly benefit from contributing fresh roots, wet cassava cake and labor to the newly established HQCF value chain with an average return of $110/annum per beneficiary
- In Ghana will be that by April 2013, more than 18,122 farmers, processors and employees of 11 cassava processing enterprises will benefit directly by about $118/annum per beneficiary.
- in Nigeria will be that by April 2013, more than 39,500 farmers, processors and employees of flash drying units will benefit directly by about $142/annum per beneficiary.

Thank you!