

The impact of PPD in the fresh cassava roots value chain and current mitigation measures in Uganda: *Perspectives and actions of value chain actors*

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Research
Program on
Roots, Tubers
and Bananas



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Expanding Utilization through Research
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Introduction

- **Cassava = second most important staple**
- **60% (grow); 90%(consume)(EAAPP, 2011)**
- **Snack, main meal**
- **DD increasing esp urban**
- **Major employer to women & men, youths**
- **About 90% new releases “sweet var”**
- **New generation cash provider**
- **“fast food” equivalent for esp mass mkt**
- **1 of 10 priority crops for ASSP**
- **1 of 4 crops with national platform**
- **Potential limited by PPD**



Introduction *cont.*

- **PPD** research still limited in terms of impact, response in current dynamic markets
- Need to further understand PPD issues in Uganda *to provide and support demand driven solutions*



Materials and Methods

- *Approach Value chain*
- *multi-stage sampling*
 - *purposive – 2 locations – why? Major supply points for FCR (Masindi axis vs greater kabarole axis (kyegegwa/kyenjojo)*
 - *Stratified according to actor*
 - *Random within value chain nod*
- Desktop reviews
- **Interviews**
- **Participatory market chain analysis**
- **Observations along VC**



Materials and Methods cont...

- *sample size total = 309*
- *Farmers = 105*
- *Rural assemblers = 7*
- *Wholesalers = 20*
- *Retailers = 118*
- *Consumers = 67*
- *Spread btn supply points and major consumption location – mainly Kampala city*



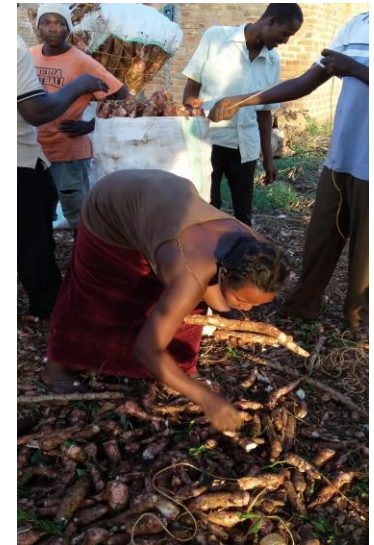
Results

- *general :*
 - *entire chain driven by PPD considerations*
 - *chains very efficient and fast to reduce losses*
 - *all actors affected but suffer diff ways*
 - *More visible and serious at retail level and consumer (taste poor)*



Results continued

- **Farmer level :**
 - **low bargaining power**
 - **Low prices (double push (distinguish) btm productivity and PPD)**
 - **seen in ways chain is organized**
 - **payment after uprooting**
 - **Farmer quickly transfers prod to buyer**
 - **Margins – farmer gets 5 – 9% of final price**
 - **Impact: low investments, low productivity, vicious cycle of poverty**



Results continued

- **Rural assembler :**
 - **occur where buyer fails to show up**
 - **losses up to 50 - 80% when they occur**
 - **Very rare tho**
- **mitigation measurers:**
 - **quickness in activity**
 - **Timing – done in afternoon**
 - **Covers the roots with leaves**
 - **Leaves the soil on roots**



Results continued

- *Rural assembler :*
 - payment after packaging and loading
 - Quickly transfers to wholesaler



Results wholesaler

- *wholesaler level :*
 - *usually orders*
 - *losses up to 50 - 80% when they occur*
 - *Very rare*

Results retail

- *retail level :*
 - *highest burden*
 - *losses both (physical and econ)*
 - *Econ higher (btn 90 % - 95%)*
- *Response to avoid*
 - *less volumes over time (experience)*
- only buys what can sell*
 - *Try to create shade*
 - *Soak unsold*
 - *Reduce price (day 2 price reduces by btn 40 – 60%)*

Results retail cont....

- *retail level :*
 - *continuous cutting off edges to show freshness Vs loss*
 - *Hence physical loss sets in fast*
 - *Accelerated economic loss due to injury*



Our dream



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***More fresh cassava with longer
shelf-life on shelves***

Appreciation :

IFAD

EU

CIP

Thank You

