

Case Study

Scaling Up Orange-fleshed Sweetpotato for Nutrition and Incomes

Simon Heck

International Potato Center (CIP)

Process of Scaling OFSP

Rigorous evidence

Technology foundation (varieties)
Efficacy studies (bioavailability)
Effectiveness studies (scalability)



Engaging Drivers

Public health investment
Market demand
Agricultural productivity



Technical support

Supply chain development
Training and standards
Monitoring and assessments



Fostering learning

Elements of Scaling OFSP

Product



Delivery approach

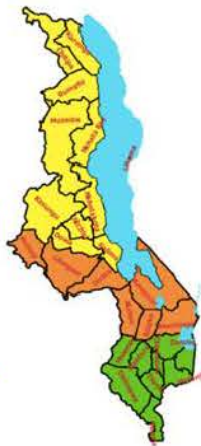
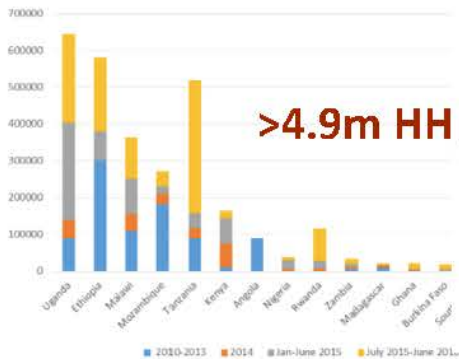


Monitoring



Coverage

Partnerships





Transitions

- **From public health investment to commercial viability**
 - Engaging the food industry
 - Investment facilitation
 - Capturing fresh markets for the poor
- **Feedback into continued technology development**
 - Breeding product profiles
 - Diversified utilization
- **OFSP +**
 - Harnessing the food system context