Opportunities for Business Support Service Providers in E-CVPP

Farm Concern International - (FCI) has implemented many projects across Africa, with a vision to realize commercialized African households, hence increase incomes and improve livelihoods. Among these projects is the Cassava Village Processing Project (CVPP), implemented for three years in Kenya and Tanzania.

This project involved 54,000 farmers in 214 commercial villages. A key result was increased yields per acre (from 5MT to 9MT). The project also enabled village based seed multipliers to produce a total of 40,013,000 improved cassava cuttings and in the process, smallholder farmers in the Commercial Villages - (CVs) gained revenues of up to USD 26,622,623.2 (KES 2,644,600,000) from cassava-related trade. In a nutshell, the CVPP generated frontline evidence of the massive market potential for cassava as a mainstream raw material in leading food, feed and industrial market segments in East Africa.

This tremendous success created the need to scale up the project to target more farmers, while at the same time enhancing the sweet potato value chain. This led to a new three year project titled 'Expanded-Cassava Village Processing Project - (E-CVPP),’ with a view to increase smallholder farmers’ productivity and market access for cassava and sweet potatoes in the target areas of Kenya and Tanzania. The project is funded by the Alliance for Green Africa Revolution - (AGRA).

The E-CVPP aims to strengthen the capacity and efficiency of farmer organizations to inclusively produce and market collectively through commercial villages, promote use of agronomic best practices and quality inputs for increased market-led cassava and sweet potatoes production and to also link cassava and sweet potato smallholder farmers to markets.

Opportunities for Business Service Providers

In the implementation of this project, participation of various Business Support Service Providers will be highly critical. The 75,000 targeted farmers and 100 seed multipliers targeting to produce over 40million improved cassava cuttings will require
numerous business support services in various levels.

**Opportunities for Business Support Service Providers in E-CVPP**

- Transporters have an opportunity to provide transport services to the 75,000 farmers as well as the 10,000 seed multipliers.
- Financial institutions have an opportunity to introduce their products, and directly contribute to the farmers' financial literacy which will enable them to manage incomes more efficiently. The project will also be promoting a savings culture and therefore, financial institutions will provide a savings platform. In addition, some farmers may need credit to expand production as well as processing of cassava and sweet potatoes.
- Agro input suppliers have a significant business opportunity involving a target market of 75,000 farmers in 265 commercial villages, who also produce other crops, besides cassava and sweet potatoes that require various inputs like fertilizers, certified seeds and agrochemicals.
- Investing in E-CVPP will be rewarding considering the fact that Cassava and sweet potatoes are the industrial crops for the future in Africa owing to their ability of surviving the effects of climatic changes.