



Commercial potential of traditional and specialty food products in Africa



RURAL INFRASTRUCTURE AND
AGRO-INDUSTRIES DIVISION

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25 years work on agro-industries
development in Africa



The promotion of traditional food products.

Problem of commercialisation of agriculture in a strongly competitive globalized market.

Small producers don't stand a chance with products that are produced on a large scale.

Specialty foods or drinks, very specific and unique, are an opportunity for alternative agro-industrial development.

Small countries and historical local areas can become renown for unique products - the *One-Village-One-Product (OVOP)* concept.

Appeal to people's sense of culture and history - exploiting a unique competitive edge.

Many traditional foods are of high nutritional value, and are worthwhile to be saved from extinction.

**Chikanda in Zambia
a meat analogue from the chikanda tuber and groundnuts.**

Ms Bernhilda Kalinda



**Wonjo in The Gambia
a soft drink form the hibiscus flower.**

Ms Amie Jallow-Jatta



**Ntoba Mbodi in Congo-Brazzaville
fermented cassava leaves.**

Ms Emma Kaoudi



Ogiri in Nigeria
a condiment from fermented pumpkin seeds.

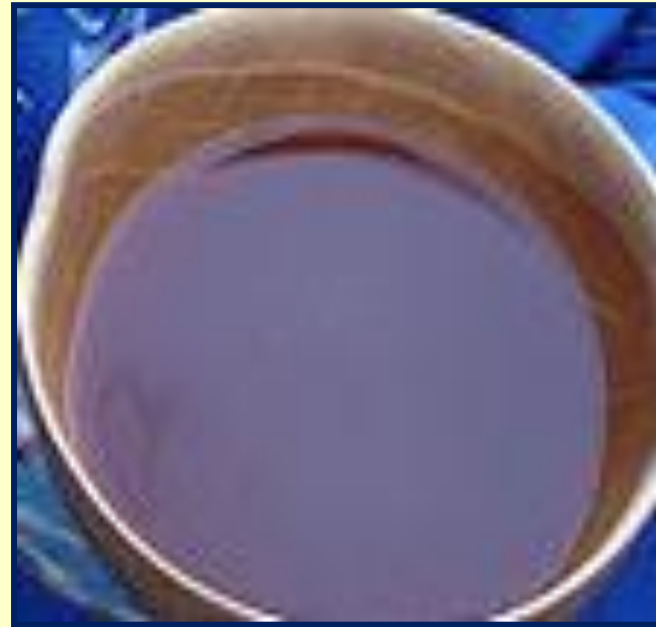
Dr. Ayodele Olorunda



Palmwine in Ghana
fermented juice from the bark of the oilpalm.

Pito in Ghana
a malted beverage from millet.

Mr Michael Boateng



Chikanda in Zambia
a meat analogue from the chikanda tuber and groundnuts



Tuberous orchid plant that belongs to the family Orchidaceae and genera Disa spp.

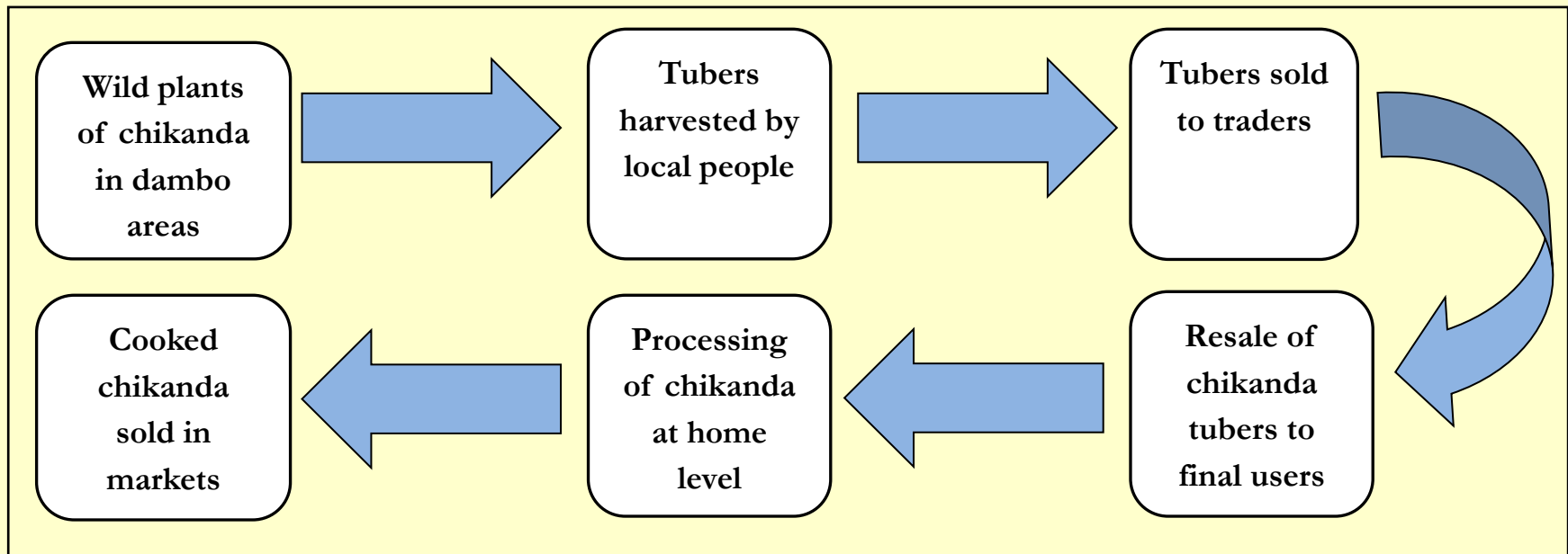
Wild plant that grows in swampy areas of northern Zambia.

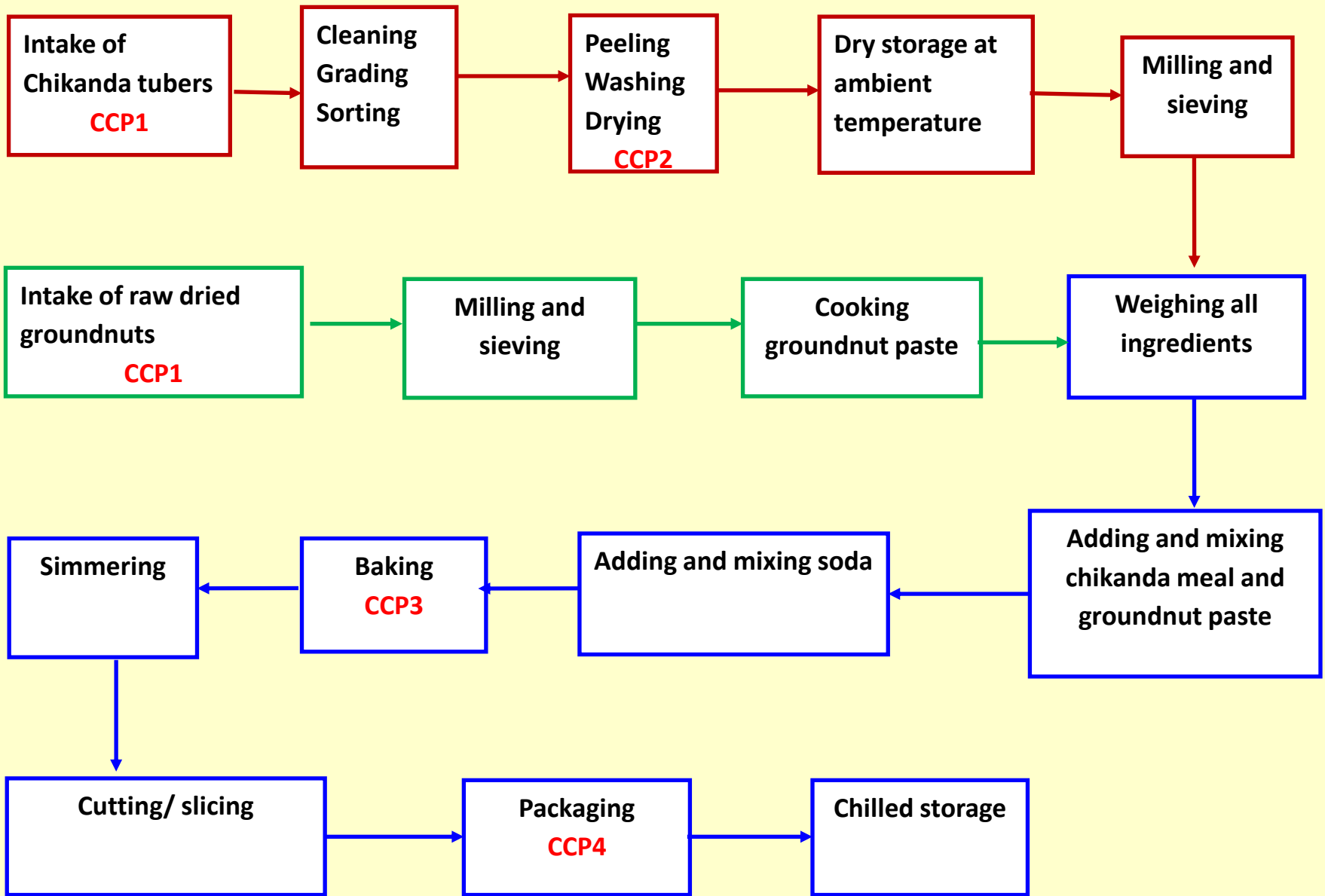
Rich in carbohydrates, protein, calcium and minerals

**Chikanda in Zambia
a meat analogue from the chikanda
tuber and groundnuts**



Highly informal market.





STRENGTHS	WEAKNESSES
High nutritional value of cooked chikanda	New process, no set up factory (lack of expertise)
Simple process and availability of equipment locally	Poor GMP at home scale level
Easy propagation of chikanda tuber	No formal trained staff in Chikanda process
Sizeable tuber harvested in about 3 months	Lack of knowledge and structured market
Raw material and ingredient available locally	
Profitability of the process	
Local knowledge of product quality and process	
OPPORTUNITIES	THREATS
Ease of scaling up the process	Competition from local crops due to high cost of the chikanda tuber compare to other cereal and tubers
Awareness on the profitability	Lack of good market information
Source of income for rural population	Poor and inadequate infrastructural facilities
Available source of finance for new business	Lack of propagation of the tubers
Institutions to carry out r&d	Absence of incentive promotions of SMEs
Consumer, supermarket, restaurant markets available	
Well appreciated food with high nutritional value	

Items	Quantity (kg)	Unit cost (US\$ per kg)	First year costs (US\$)
Raw Material			25 238
Chikanda Peeled tuber	9 000	1.54	13 824
Dried Groundnut	16 800	0.67	11 290
Baking Soda, salt, chili, water	100	1.25	125
Operating supplies			105
Packaging			499
Utility			1 099
Transport costs			1 920
Maintenance costs			700
Salaries & wages			17 702
Rent			6 911
Administrative expenses			472
Total costs			54 646

"African polony"



Description	First year (US\$)
Sales	94 464
Operating expenses	54 646
Depreciation	5 182
Interest on loan	5 778
Income taxes (35%)	0
Net Profit	28 858
Net profit/Sales	31%

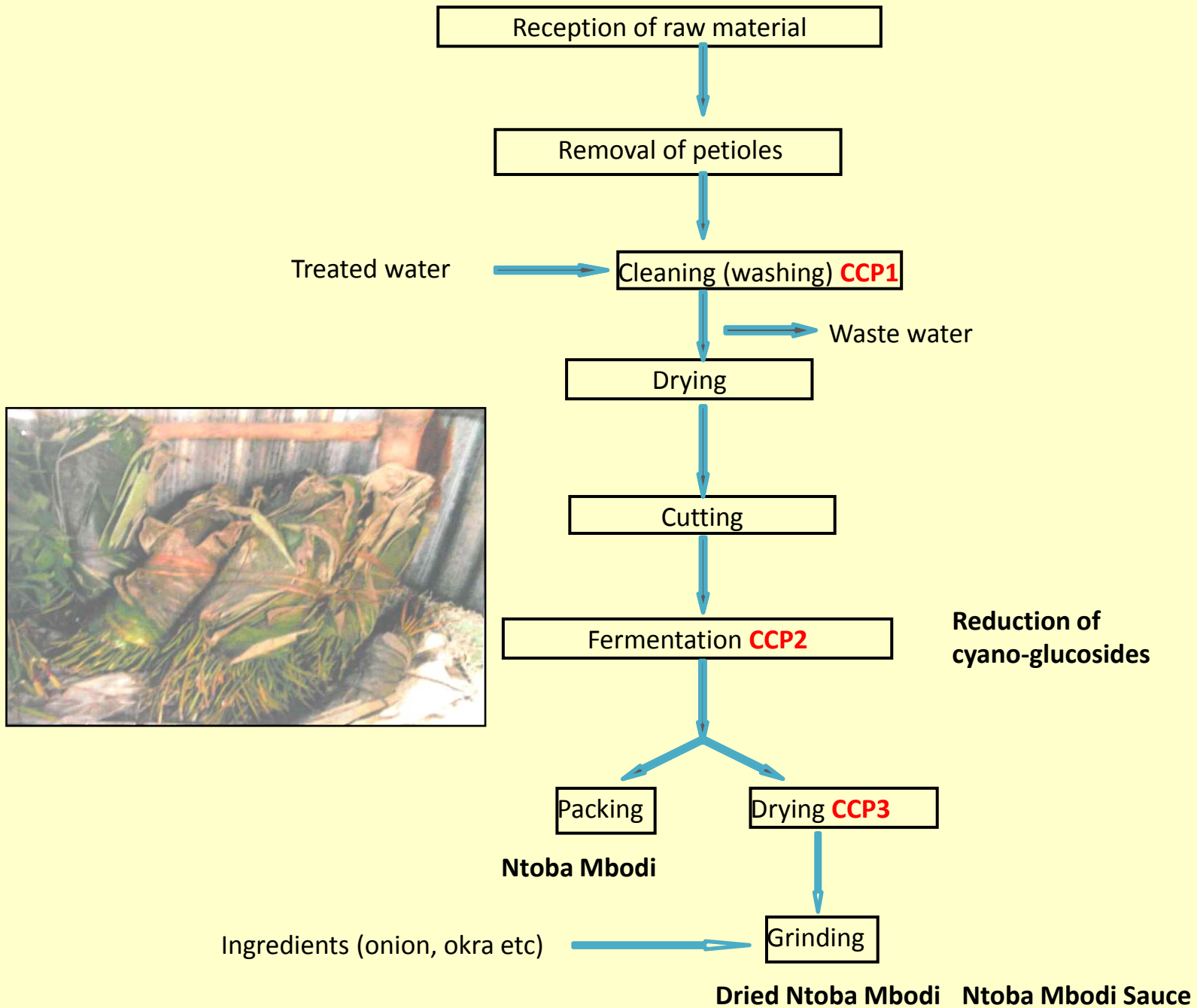
**Ntoba Mbodi in Congo-Brazzaville
Fermented cassava leaves**



Cassava (Manihot esculenta) cultivated on all Congolese regions

Roots are basic staple food.

Leaves are rich in proteins (17-34%), fibres (16 -26%), minerals and vitamins.



STRENGTHS	WEAKNESSES
High nutritional value as opposed to cassava roots	No set up factory (lack of expertise)
Simple process and availability of equipment locally	Poor GMP at home scale level
Wide-spread and large-scale propagation	No formal trained staff
Raw material and ingredient available locally	Lack of structured market and market information
Local knowledge of product quality and process	
OPPORTUNITIES	THREATS
Ease of scaling up the process	Poor and inadequate infrastructural facilities
Source of income for rural population	Absence of incentive promotions of SMEs
Institutions to carry out r&d	Fresh leaves have high variation in price
Consumer, supermarket, restaurant markets available	
Well appreciated food with high nutritional value	

Items	Quantity	Unit	Unit price (US\$)	Total costs (US\$)
Ntoba Mbodi sales	8 071	kg	1.05	8 475
Fresh cassava leaves	8 112	kg	0.35	2 874
Water	33 800	litres	0.01	411
Packaging				
Main packaging	252	pack	0.2	51
String	216	pack	0.10	22
Polyethylene bag	8		0.41	3.2
Salary and wages	2		607.29	1 215
Knives	2		1.62	13
Bowl	2		5.06	10
Total production cost				4 596
Net profit				3 879
Net profit/Sales				46%

THANK YOU



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