Contrasting Experiences in Cassava Commercialization in Malawi, Mozambique and Zambia

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Outline

1. Context
2. Malawi
3. Mozambique
4. Zambia
5. Conclusions
Africa’s cassava belt
Cassava as a food security crop

- Drought tolerance
- High yield
- Farm flexibility (can harvest over many years)
- Consumer substitution among food staples
- Seasonal and spatial price stabilization

Malawi cassava production
Mozambique cassava production

Zambia cassava production
Cassava as a commercial crop

Drivers of Commercialization

• Farmers motivated to diversify due to removal of govt. production & marketing subsidies
• High cost of maize production
• Changing weather patterns: recurrent droughts
  – Food security demands
• Increased institutional support
  – Value addition
  – Product development
Relative staple food prices

<table>
<thead>
<tr>
<th></th>
<th>Price cassava/price maize</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cassava belt</td>
<td>0.50</td>
</tr>
<tr>
<td>Dual staple zone</td>
<td>0.66</td>
</tr>
<tr>
<td>Maize belt</td>
<td>1.2</td>
</tr>
</tbody>
</table>

Translates into commercial opportunities
2. Malawi

Malawi: current commercialization

Fresh sales: 20% of total cassava production
Malawi: commercial growth

• Production increases  
  – even in non-traditional areas  
  – increasing volumes of cassava sold
• Non-food industries (starch)
• Bakeries and confectionaries substitute at least 10-20% wheat flour
• Small-scale processing (convenience foods)

commercial growth potential

Small processors produce <1% requirement

Livestock feed
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Northern Mozambique: current commercialization

Dried chips and flour
Southern Mozambique: current commercialization

Fresh cassava

Rale (gari):

Comercialization Trends

• Marketing linked to maize crop
  – More cassava marketed when maize crop was not good
Dual staple zones

Cassava and maize sell side-by-side
Maize and Dried Cassava Real Prices, Wholesale in Nampula (Mtn/kg, base Dec 2010)

Source: SIMA/MINAG 2011.

Commercial investors: large and small
Zambia: current commercialization

- Fresh cassava for human consumption
- Flour for food and non food industry
- Dried chips for feed, human consumption
### Commercial Trends Among Cassava-Growing Farm Households

<table>
<thead>
<tr>
<th>Cassava production</th>
<th>1990s</th>
<th>2000s</th>
<th>Difference</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households growing cassava %</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Cassava belt (3b)</td>
<td>92</td>
<td>96</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Mixed staple zone (3a)</td>
<td>46</td>
<td>54</td>
<td>8</td>
<td>17</td>
</tr>
<tr>
<td>Mixed staple zone (2b)</td>
<td>48</td>
<td>68</td>
<td>20</td>
<td>42</td>
</tr>
<tr>
<td>Maize belt (1 and 2a)</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>47</td>
</tr>
<tr>
<td>All Zambia</td>
<td>38</td>
<td>44</td>
<td>6</td>
<td>16</td>
</tr>
<tr>
<td>Quantity harvested kg/hh</td>
<td>kg</td>
<td>kg</td>
<td>kg</td>
<td>%</td>
</tr>
<tr>
<td>Cassava belt (3b)</td>
<td>1035</td>
<td>1216</td>
<td>181</td>
<td>17</td>
</tr>
<tr>
<td>Mixed staple zone (3a)</td>
<td>821</td>
<td>1266</td>
<td>445</td>
<td>54</td>
</tr>
<tr>
<td>Mixed staple zone (2b)</td>
<td>396</td>
<td>583</td>
<td>187</td>
<td>47</td>
</tr>
<tr>
<td>Maize belt (1 and 2a)</td>
<td>600</td>
<td>700</td>
<td>100</td>
<td>17</td>
</tr>
<tr>
<td>All Zambia</td>
<td>906</td>
<td>1155</td>
<td>249</td>
<td>27</td>
</tr>
</tbody>
</table>

Kanakantapa Cassava Processing Centre, Chongwe

Milling, store and office Units

Peeling Unit

Wet Processing Unit

Raised drying racks
Secondary food products

Moist, tasty fritters

Next Steps: Zambia’s Cassava Strategy in Brief

Objective 1
Target Markets and Requirements

Objective 2
Finance

Objective 3
Capacity building / Quality / Extension

Objective 4
Policy & enabling

Objective 5
Production Processing Commercialisation

Objective 6
R&D
Technology / Agronomic Support
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Differing cassava value chain structures

<table>
<thead>
<tr>
<th>Channel</th>
<th>Malawi</th>
<th>Moz.</th>
<th>Zambia</th>
<th>Nigeria</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Subsistence</td>
<td>73%</td>
<td>96%</td>
<td>90%</td>
<td>20%</td>
</tr>
<tr>
<td>2. Fresh sales</td>
<td>20%</td>
<td>2%</td>
<td>3%</td>
<td>20%</td>
</tr>
<tr>
<td>3. Dried foods</td>
<td>5%</td>
<td>2%</td>
<td>5%</td>
<td>45%</td>
</tr>
<tr>
<td>4. Feed</td>
<td>1%</td>
<td>&lt; 1%</td>
<td>1%</td>
<td>10%</td>
</tr>
<tr>
<td>5. Industrial products</td>
<td>1%</td>
<td>&lt; 1%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>
Opportunities

• Starch/Glue products
• Feed
• Composite flours (maize, wheat blending)
• Beer/wine
• Prepared foods (rale (gari), ateke, maheu, cheese bread, biscuits, fritters)
• Cassava leaves

Bottlenecks

• Policy bias against drought-tolerant cassava
• Limited scaling up processing technology in industries
• Quality (consistency, standards)
• On-farm handling and postharvest processing technologies
• Inadequate knowledge on right varieties for industrial needs
• Achieving critical mass of marketed volumes
• Price
• Market information and coordination
• Poor roads in production zones
• Pests and plant diseases
• Weak seed systems for improved varieties
Next steps

• Eliminate policy bias against cassava
• Product and processing technology development
  – Roots, leaves
• Food safety (harmonize to facilitate trade)
• Strengthen research
  – Disease tolerance
  – Early bulking; long-term in-ground storage
  – Starch/flour characteristics for processing industries
  – Nutrient composition of cassava leaf products
• Improve research, extension and private sector linkages
• Road investments

Thank you!

Zikomo, Obrigado!