

Original Research Article

**FACTORS THAT INFLUENCES CONSUMPTION OF PROCESSED
SWEET POTATO PRODUCTS IN TANZANIA**

Abstract

The general objective of this study was to investigate and analyze the possibilities of improving market potential of sweet potato processed products through upgrading the chain in the small holder production system in Tanzania. Specific objectives included. To describe social economic factors affecting demand/consumption of various processed sweet potato products in the study area. The study was cross sectional in design and was conducted in Shinyanga and Mwanza regions. The study employed individual interviews, focused group discussions; review of relevant practical documents and discussions from a total of 30 surveyed households. The data collected was summarized using Statistical Package of Social Science (SPSS) windows versions 18.0, excel and content analysis. The, survey revealed that two factors mostly influences one to consume processed sweet potato were attractive packaging (51.0%) and nutritional value (34.7%). Other factors mentioned included; taste (95.0%), freshness (80.8%), shelf life (85.8%), texture (57.5%), economy (price) (57.5%), Nutritional factor (72.5%) and color (50.8%).

1.0 INTRODUCTION

1.1 Background Information

Agriculture is the backbone of Tanzania's economy (URT, 2003b). It provides employment to more than three quarters of its population, it accounts for 75% of its exports, and contributes almost 27.8% of Tanzania's Gross Domestic Product (GDP)(URT, 2011). Traditionally, the Tanzanian economy is heavily dependent on agriculture, which contributes significant share to the GDP and generates significant amount of the nation's foreign exchange earnings (MAFS, 2008). However, according to MAFS (op.cit) recently mining, tourism and services have been playing an increasingly active role. Approximately 3.5 million farm families cultivate about 4.5 million hectares of arable land. Crop yields are only 20% to 40% of their potential. However, fall in prices of traditional export crops reflected in a reduced contribution of export earnings by the agriculture sector from 60% in 1990s to 14.3 % in the year 2007.

Agriculture produces raw materials for the agro-processing industries in the country, the sector provides raw materials to food processes various agro food processing plant like (grain mills, plants which make fruit juices and jams etc.), sugar factories, cashewnut factories, coffee hulling plants and coffee roasting and processing factories, textile mills, paper mills, furniture workshops, breweries, tobacco factories etc. In addition to processing agricultural products to add value to them and to make them more readily usable, these factories provide employment to a substantial number of people (MAFS, 2004).

The sector is characterized by female intensive, meaning that women comprise majority of the labour force in agriculture (54%) (Nyomora *et al.*, 2012). Moreover Nyomora (op.cit) stated that there are over 15 million smallholder farmers in the country, more than seven million of whom are women. Mostly cultivate between one and three hectares, with limited access to modern technology, machinery and inputs. Most of the farmers work on subsistence basis and can be pushed easily onto poverty by weather fluctuations (drought or floods), biotic stress and other external shocks notably food price fluctuations. Other challenges include poor access to information, innovations, value added initiatives, improved varieties and good quality seeds. These had caused stagnant growth of agriculture sector in the last decades (growth stood at 4% per year since 2006) (NBS, 2012).

1.1.1 Sweet potato Production and Productivity

According to United Nation's Food and Agriculture Organization (FAO) (1990, 2011) reported that sweet potato (*Ipomea batatas* (L.) Lam) is a very important crop in the developing world and a traditional, but less important crop in some parts of the developed world.

According to the FAO statistics, 115 countries produced 106 569 572 tons of sweet potato in 2010. Majority of which came from Asia, with a production of 81 175 660 tons (FAO, 2012) which is 82.3% of global production. China alone produced 80 to 85 % of the total sweet potato production in the world while the remaining countries in Asia have the next highest production and then, followed by Africa and Latin America (Centro Internacional de la Papa, 2009). Furthermore, nearly half of the sweet potato produced in Asia is used for animal feed, with the remainder primarily used for human consumption, either as fresh or processed products. Because of its versatility and adaptability, sweet potato ranks as the world's seventh most important food crop after wheat, rice, maize, potato, barley, and cassava, as it constitutes a substantial source of carbohydrate and carotene (FAO, 2002; Nungo *et al.*, 2007 and FAO 2011).

Sub-Saharan Africa produces more than seven million tonnes of sweet potatoes annually, which constitutes 5% of global production (FAO, 2012). Likewise, in 2012 data African's top producers of sweet potato are Tanzania (3.6 million tonnes), Nigeria (3.4 million tonnes), Uganda 2.6 million tonnes), Ethiopia (1.2 million tonnes) and Rwanda (1.0 million tonnes) (FAO, 2012). Moreover, sweet potatoes play an essential role for food security, especially in those regions prone to drought and with poor soils like Shinyanga and Kagera in Tanzania (FAO, 2004). Likewise to Asians countries, in sub-Saharan Africa, the crop is cultivated for human consumption. African yield levels are quite low, about one third of Asian yields indicating huge potential for future growth.

Utilization of the crop is remarkably narrow in East Africa, the crop is most often consumed boiled or roasted in fresh form. In Tanzania vines are used as side food "*matembele*". Likewise in central Kenya vines are used to feed livestock particularly in areas where small-scale dairying in zero grazing management systems is well developed. They are also being used as starter feed and partial milk replacer for young calves (Orodhoet *al.*, 1995). The limited range of ways and availability of adapted processing technologies in which sweet potato is utilized in the region seriously undermine the potential benefits of the crop to farmers and consumers and other chain actors.

1.1.2 Sweet potato yield

In Tanzania sweet potatoes average yield is approximately 5.5 - 6 metric tons per hectare on dry weight basis. However the low yield in Tanzania as compared to more than 6 -8 tonnes per hectare in Zimbabwe (Mukunyadzi, 2009). Likewise, in Uganda, the orange-fleshed varieties yield up to 20 tonnes per hectare (80 bags per acre) (FAO, 2013). The study conducted by Tewe (2003) estimates of average sweet potato yield of 5 to 8 t/ha in Nigeria. However, estimated yields in the research stations vary from 40 to 70 t/ha for improved varieties. Low production in the country may be caused by many factors including susceptibility to pests and diseases, declining soil fertility, moisture stress, low level of crop husbandry management and poor accessibility to markets (Smith, 2004).

According to Gichuki et al. (2005) in Tanzania sweet potato is processed into two main products called “Michembe” (the roots are withered, cut into slices and dried) and “Matobolwa” (the root are boiled, sliced and dried) these products can last for 5 – 8 months. There are other products that can be have been prepared in Tanzania including cakes, chapattis, doughnuts, kalimati, flour, porridge and crisp. Literature on the use of root and tubers like a processed sweet potatoes product is scanty. “Michembe” and “Matobolwa”, flour and crisp “chips dume” are the main locally processed products derived from sweet potato (Mpagalile et al., 2007). However, there other products like “Kisamvu”, which is used as side food or condiment. These products look promising in broadening market potential for wider transect of the Tanzanian community especially in per-urban and urban areas where traditional food is now becoming popular. However, there is need for improvement in processing technology, quality and sensory attributes to improve their acceptability.

1.1.3 Sweet potato export potential in Tanzania

There is clearly high demand from Australia, Netherlands, United Kingdom, France, Belgium and Zimbabwe and their preparedness to pay higher prices for high quality sweet potato products. Still Tanzania needs to compete with other countries like Ghana, United States of America, China, Netherlands, Spain, Viet Nam and Egypt who are the major sweet potato exporters (ITC Trade Map, 2011).

However the foreign demand could be much higher than supply that this is more of a longer-term issue for discussion. Therefore, it is not surprising that Tanzania sweet potato farmers and the country itself are not currently preparing themselves to tap into this market. Tanzania has been exporting small quantities of sweet potato an average of net weight of 21 577 kg of fresh or dried, chilled or frozen from year 2003 to 2013 but with Free On Board (FOB) value of TZS 7 346 As discussed earlier challenges mention previous in this chapter must be addressed (TRA, 2013). Moreover, many growers and processors are not sufficiently aware of the export requirements and its implications for their sweet potato business. To sum up Tanzanian opportunities are clear-cut but most producers and processors have still a long way to match the markets demands.

1.2 Problem Statement

Sweet potato among the root and tuber crops, it is the only one that had a positive per capita annual rate of increase in production (Tewe, 2003). The crop has a high yield potential that may be realized within a relatively short growing season and an adaptability to a wide ecological range of 0 to 2000 meters above sea level and 300 N to 30oS (op.cit). Presently, it does not find much use as food in most parts of Africa except in Nigeria, Uganda, Ethiopia, Rwanda and Zaire, which accounted for higher percent of African sweet potato production in 2012.

Cognisant, promotion of root and tuber crops in most African countries is threatened by low prices of the crops and their products with the rising cost of labour and transportation, rural

farmers can hardly sustain their farming systems considering the insufficient returns from their harvest (Tewe *et al.*, 2003). It is, therefore, advantageous to diversify the use of root crops beyond those of the traditional food industry in African countries.

However what is not well known is the market potential for the processed sweet potato products beyond traditional ones like processing of produce to flour and crisp. Key actors in the value chain are not aware of the many value addition possibilities of sweet potatoes in Tanzania. Before investing in value addition of sweet potatoes, it is important to investigate market potential for sweet potato processed products. Therefore it is important to a factor that mostly influences one to consume processed sweet potato before investing to the crop.

1.3 Objectives

1.3.1 Overall objective

To investigate and analyze the possibilities of improving market potential of sweet potato processed products through upgrading the chain in the small holder production system in Tanzania.

1.3.2 The specific objectives of this study were:

To describe social economic factors affecting demand/consumption of various processed sweet potato products in the study area.

1.3.3 Hypotheses of the study

Social economic factors have no impact in demand of various processed Sweet potato products.

1.3.4 Research Questions

What are the social economic factors affecting consumption of various processed sweet potato products?

METHODOLOGY

2.1 Location of Shinyanga District

Shinyanga District is one of the eight districts in Shinyanga Region. The District lies between latitudes 3° 20' and 3° 55' south of the Equator and longitudes 31° 30' and 33° 30' east of Greenwich Meridian. The District shares boundaries with Kishapu and Shinyanga Municipal in the East, Kahama and Geita in the West, Kwimba and Mwanza in the North, and Nzega District in the South (URT, 2002).

2.2 Agricultural potential

Agriculture sector contributes about 15% to 20% of the council's internal revenue and provide employment to 70% of the total population (URT, 2002). The major food crops grown in District include maize, sorghum, paddy bulrush millet, sweet potatoes, legumes and cassava while cash crops are cotton, paddy and chickpeas (URT, 2002).The District depend on sweet potato as a reserve food when other crops fails. Similarly the crop serves as a source of income for the farmers.

2.3 Population

According to the 2012 Tanzania National Census, the population of the Shinyanga Rural District was 333 502 (162 134M) and 171 368(F) (NBS, 2012).

2.4 Location of Mwanza City

Mwanza City is located on the southern shores of Lake Victoria in Northwest Tanzania. It covers an area of 1325 km² of which 425 is dry land and 900 km² is covered by water. Of the 425 km² of dry land, approximately 86.8 Km² is urbanized while the remaining area consists of forest land, valleys, cultivated plains, grassy and undulating rocky hill areas (URT, 2002) (Fig 1- below).

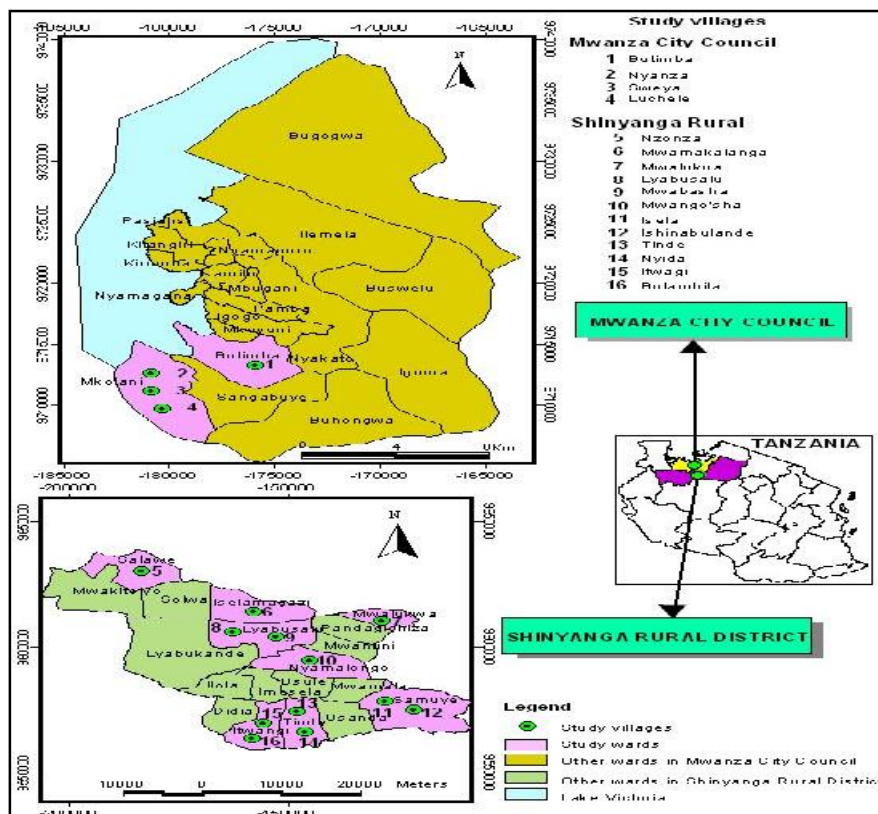


Figure 1: Map of the study area

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198 **2.5 Population**

199 According to the 2012 National Census, Mwanza City has a population of 706 453 (Nyamagana
200 Municipal 363 452 (177Female) and Ilemela Municipal 343 001 (178 283Female) people (NBS,
201 2012). The population density is 134 people per sq. km, being the second largest city in the
202 country after Dar- Es- Salaam.).The city was chosen based on the high population hence
203 products will fetch a good market.

204 Moreover, this study therefore focused in Lake Zone of Tanzania, because of high production
205 potential, climate, population and potentiality of local processing done as compared to other
206 regions in the country

207 **2.6 Sampling techniques**

208 Sweet potato produced within and around Shinyanga District, Mwanza reach consumers mainly
209 through direct producer to consumer sales or via retail outlets such as local market place, shops
210 and kiosks. This is because production of many of the agricultural products depends on crop
211 calendar. Stratified sampling was employed to obtain both medium and low income consumers.
212 The streets were strata. Therefore the consumers were selected by using stratified sampling, then
213 from each stratum 5 representative samples were selected by using systematic sampling. Hence
214 50 principal members/head of households were selected.

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217 **RESULTS AND DISCUSSION**

218 **3.1 Introduction**

219 **This section presents the results of the study:**

220 **3.2 Consumers reasons on the consumption of local processed food**

221 Regarding consumers' preferences on the consumption of local processed food. Results show
222 that consumers are well aware of processed products. The data form shows that most of the
223 interviewed sampled consumers used local made food products. The most frequently mentioned
224 (34.7 percent) reason by consumers for using these products is its nutritional value while (31.3%)
225 reported that they purchase local made sweet potato products because of not having enough cash
226 to by other processed imported products. When consumer attained a high level of literacy like
227 attaining post-secondary education influence their use of local made processed food due to its
228 nutritional importance. Other reasons are as shown in the Table 1. Having established that sweet
229 potato processed products are an important to consumers and contribute significantly to
230 consumption of food in the selected regions, we now turn our attention to the willingness to pay
231 of consumers for particular type of product. Survey data found that sampled consumers preferred

other popular processed products like Nutritional Flour (Lishe), sunflower cooking oil, mango pickle, peanut butter and dried rosella.

Personal observations and experience show that levels of income and education have influenced the perception of products. Ruteriet *al.*, (2009) argued that customer perceived value in Tanzania differ significantly from one processed food producer (industry) to another. Consumers are also willing to pay high for a product from a certain producers even if the functional quality of the product does not support the price paid. This situation helps the processor to create the market or consumer segmentation. Satisfied customers are always reluctant to look information from alternative suppliers.

Table 1: Consumers reasons that influence purchasing of processed sweet potato products

Factors	Percent
Nutritional value	34.7
No cash to buy alternatives	31.3
Not aware on imported products	17.0
Saves during off season	17.0
Total	100.0

3.3 Factors influencing consumer purchase of processed food

Experience suggests that it not necessarily that when an individual purchase a product will ultimately consume it. In contemporary society many factors such as influence of family members or market force such Television and radio advertisements can lead one to purchase a product. Hence in this survey it was sought to identify the factors influencing consumers' purchase of processed food. Table 2 below consumers mentioned attractive packaging (51%) and brand loyalty (12.1%) were the major factor for decision to purchase processed food products, other factors included advertisements, availability, price and shop loyalty as factors behind their decision to purchase processed food. It was further observed that only a few of processors have managed to develop some means for advertise their products. This is done through leaflets and contact cards.

Table 2: Factors influencing consumer purchase of processed food

Factors	Percentage
Advertisements	10.5
Availability	10.8
Price	10
Shop loyalty	5.6
Attractive packaging	51.0
Brand loyalty	12.1

3.4 consumption of processed sweet potato

The mean consumption of processed sweet potato products was 184.71kg, the Max was 1600kg. The crop usually sustains most of the households with fewer household size and low food demand hence they have something to consume during the whole year and the crop plays an essential role in food security, especially in those regions prone to drought and with poor soils like Shinyanga and Kagera in Tanzania (Mpagalile *et al.*, 2007 and FAO, 2004) (Table 3).

Other cost from farm clearing to transportation are as shown in Table 3. The crop rapidly is becoming a valuable source of cash income, as potatoes are increasingly used by food processing sector to meet the increasing demand of the fast food, snack and convenience food industries (FAO, 2010). The increased demand for processed products is itself a result of growing urban populations, rising incomes, diversification of diets and the substantial less time required. This data appealed that the produce is not able to sustain food need even for consumption purposes to lift the farmer to the next harvesting season because consumption is higher than what is harvested, hence it is common that majority of household becomes insufficiency in food. A household with food insufficiency offer their labour for other food or work for income as a coping mechanism; a situation that makes them become more vulnerable. However, poor and better-off farm households engage in off-farm commercial activities to reduce farming-related risks (Ellis and Mdoe 2002; Ellis and Freeman, 2002).

Table 3: Maximum, minimum and mean values

Variables	Shinyanga (R)
Farm clearing	
Maximum	4128
Minimum	2
Mean	557.19
Cost of ridge preparation (TZS)	
Maximum	60000
Minimum	5000
Mean	23133.3
Seed costs	
Maximum	4000
Minimum	100000
Mean	18383.1
Cost of weeding(TZS)	
Maximum	70000
Minimum	5000
Mean	1443.44

Cost of harvesting (TZS)	
Maximum	50000
Minimum	6000
Mean	24709.68
Cost of transportation (TZS)	
Maximum	5000
Minimum	1000
Mean	1398.91
Quantity consumed (Kg)	
Maximum	1600
Minimum	1
Mean	184.71

3.5 Volume, costs of production, volume sold, price per unit, revenue and margins

As discussed earlier in this paper, processors were doing processing at small scale levels due to several factors. Flour was the main processed products that processor produce in at least larger quantity. Table 3 shows that processors bought 10 – 50 bags (50Kg each) of raw materials for processing. Similarly the sell an average of 1 to 25 packs of (0.5kg to 2kg) at TZS 3000 to 5500 per kg. Moreover, processor accrued TZS 50 000.00 to 2 250 000.00 per annum from the sales of flour leave alone other products which are very minimal (Table 4).

Table 4: Descriptive statistics for the volume, cost, price and margin of producing flour from sweet potato

Variable	Min	Max	Mean
Volume of Flour produced in 2012/13	10	50	24.56
Cost of production	20000	30000	25312.50
Volume sold in targeted market	1	25	2.33

Price per unit sold	3000	5500	6122.22
Revenue accrued from sales of flour	300000	750000	612222.22
Total Cost incurred in production of flour	100000	875000	512222.22
Gross profit-flour	50000.00	400000.00	156111.11
Net profit-flour	50000.00	2250000.00	264166.66

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