

Horticulture value chain in Botswana & roles of the various stakeholders involved

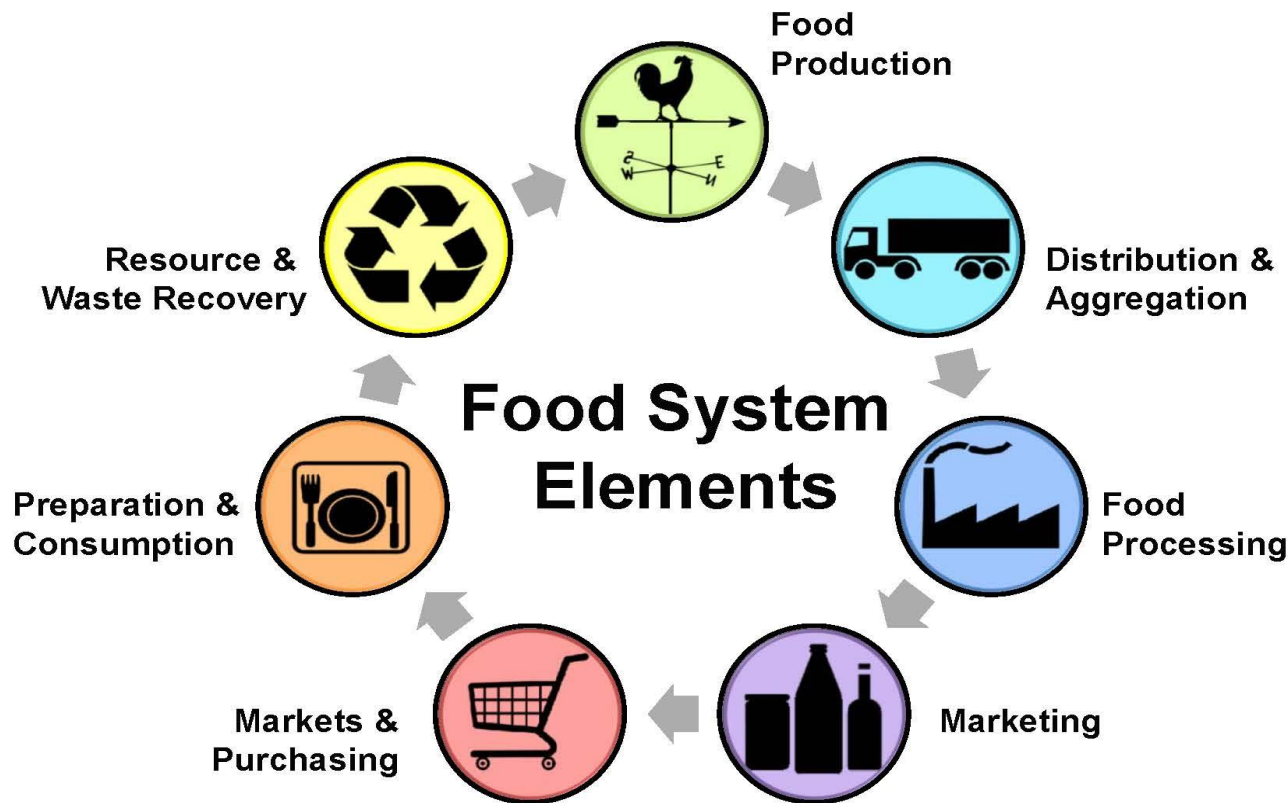


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International Technical Webinar, February 24th, 2021

Food systems & nutrition-sensitive agriculture



nutrition-sensitive agriculture: an approach that seeks to ensure the production of:

- **variety**
- **affordable**
- **nutritious**
- **culturally appropriate**
- **safe**
- **adequate quantity & quality** to meet the dietary requirements of populations in a sustainable manner.



Nutrition sensitive food systems: options for interventions



Consumer demand, food preparation and preferences

- Nutrition education and behaviour change communication
- Income generation for nutrition
- Nutrition-sensitive social protection
- School Food and Nutrition
- Nutrition-sensitive humanitarian food assistance

Food trade and marketing

- Trade for nutrition
- Food marketing and advertising practices
- Food price policies for promoting healthy diets
- Food labelling



Food production

- Diversification and sustainable intensification of agricultural production
- Nutrition-sensitive fisheries and livestock
- Biodiversity for food and nutrition
- Biofortification
- Urban and periurban agriculture

Food handling, storage and processing

- Nutrition sensitive post-harvest handling, storage and processing
- Food fortification



**Horticulture sector
value chain :
focus on agro-
processing**



Features of the Botswana horticulture value chain

- dominated by small, unprofitable farmers, who lack the resources to invest in modern farming technologies
- Lack of modern technology restricts the opportunity to expand the range and volume of produce
- MOA estimates suggest over 90% of farms are owned by farmers who are part-time & this reduces farm performance
- Inputs such as seeds, pesticides & fertilizers are almost entirely imported from South Africa
- Seasonality and large fluctuations of supplies leads to large variation in prices and wastage
- Almost 50% of land allocated to horticulture remains unutilized, reducing production potential
- There are significant fluctuations in production volumes & prices of FFV due to accentuated seasons and extreme weather conditions
- There is limited cooperation between farmers to coordinate production or group for marketing or purchasing



Partnerships & Collaborations

Botswana is currently collaborating with partners to collectively step up support to end hunger, achieve food security & improved nutrition and promote sustainable agriculture

- SUN Movement: 5 SUN networks exist even though they have not picked up momentum yet (Government, Civil Societies, Business/Private sector, research & academia, UN agencies)
- IFPRI through Compact 2025 initiative : Scoping study (overview of food security & nutrition) on-going. Results to be disseminated in June 2021



National Agro-processing(NAPro)



- Established in 2016 as a pilot horticultural products processing plant



Objectives

- **Main objective:** stimulate growth in the value chain of the horticulture sector
- development project to be operated as a commercially sustainable business
- demonstration model of a sustainable agro-processing enterprise to be replicated in Botswana as espoused by stakeholders
- The established plant & operations infrastructure also serve as an enabler and incentive for potential investment in the company to facilitate growth and expansion
- mitigating postharvest losses in the local horticulture sector
- restructuring & expanding market opportunities for local farmers
- development of internationally competitive agro-processing technology skills among citizens



The Partnership

- UNDP has partnered with the Private Sector and Government of Botswana to implement the **Business Supplier Development Programme (SDP)**
- The programme aims to create demand-based, market-driven opportunities for small and medium enterprises (SMEs) to increase their competitiveness while connecting them to larger markets locally as well as abroad
- **Uses the 6 stage SDP business methodology to ensure they can supply the Buyer with the goods to the standards required by the Buyer for local and regional markets**



Food production /farmers

- farmers not being motivated to diversify the agro-produce due to lack of markets
- some farmers not grading their produce
- limitation of technology & not using best farming practices
- produce crops on open field and do not have climate control equipment
- lack access to improved seed varieties, agro-chemicals
- no use efficient harvesting & harvest preservation methods and storage facilities to mitigate against seasonal variability of production
- low production output and perishability of farm produce



Processing /the plant

- Process limitations related to capacity on some of the installed equipment in relation to anticipated product off take
- Inability of the plant to absorb beneficially some of the quality grades/varieties or alternative produce thereby not being able to provide the farmer with a one stop shop for all horticultural produce potentially available
- With current capacity limitations, the plant still does not provide farmers with the optimal access to alternative and competitive markets that can cause them to expand their production
- Challenges with product quality



Market

- Limited resources to implement marketing plan
- Difficulties in penetrating the retail market
- Limited product offering affecting income generated to sustain the plant
- Competition from other brands(established) selling the same products
- Only one promotion strategy i.e. use of store merchandisers
- Wholesale Distributor channels too expensive (35% distribution costs on sale price)



Consumers

- Lack of information on consumer behaviour in Botswana
- Without such information we have limited understanding of consumer actions that drive them to buy and use certain products
- We also have limited understanding of the expectations of the consumer and what makes the consumer buy the product



Interventions

Farmers (production)



Training should provide answers to participating farmers as to:

what type of horticulture is feasible within limiting agricultural conditions of sensitivity to erratic & unreliable climatic conditions

cost effective technologies to adopt and

best cropping mix to give optimum economic returns under prevailing agro-ecological and market conditions

Quality control hinges on the cooperation of growers and buyers

The plant (processing)



- Productivity improvements that include:
 - Establishment of canning line & dried soups production
 - Establish on-site quality control lab.
 - Improving product availability (product certification, alternative product warehousing, implementing marketing plan)
 - Develop & implement operation systems & procedures
- incorporate an internal quality assurance system in the management structures.



Interventions cont.....



Market

- Diversification of market segments (institutional market)
- Funding secured for marketing activities
- Promotional materials

Consumers

- More product promotions in shops
- More consumer acceptance tests of products
- National product promotion i.e. **#pushaBW**



Finally

- Botswana is committed to improving nutritional status of the population
- strengthening agriculture-nutrition linkages is crucial
- The partnership has contributed to understanding of the issues affecting the horticulture value chains in Botswana
- harnessing the strengths and abilities of others from different corners of your ecosystem is one of the most strategic ways for businesses to scale their innovation and solve complex challenges/multi-sectoral
- Lessons learnt very useful & will be used for the development of future agro-processing facilities
- Investing in agriculture & food systems through public or private investment toward agro-processing can support goals of diversifying livelihoods & the economy

