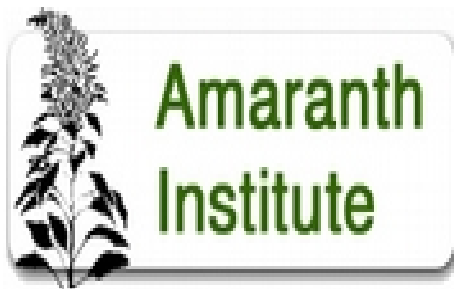




Amaranth Production, use of recipes and promotion in Zimbabwe

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Amaranth - A World of Opportunity 24-26 September 2015

Road Map

1. About CADS
2. Why the Amaranth Project?
3. Project Phases
4. Project Impact
5. Learning
6. Question and Answer

About CADS

1. Non governmental organisation registered in 2015
2. EU funded- Improving food, nutrition and income for 5000hs
3. EU funded-Conservation Agriculture and Capacity Building
4. Value addition, nutrition and income generation- over 60% women participants
5. FAO funded-Improved Livelihoods of 4300 Vulnerable Households through Market-Based Mechanisms
6. Putting Nitrogen Fixation to Work for 4000 Smallholder Farmers in Africa (N2Africa)
7. *Children First (USAID funded) Horticultural production at primary schools for income generation to support Orphans and Vulnerable Children (OVCs)*

Why the Amaranth Project?

- Commerce
 - *Need for alternative crops and species for smallholder farmers (state regulates price of Maize)*
 - *Potential for export markets and improved revenue*
- Production
 - *Fares well in conditions similar to those for maize or worse conditions*
 - *Yields comparable with those for maize (smallholder production)*
 - *Tolerates full sun, drought, high temperatures and low soil fertility*
 - *Easy to grow, harvest and cook*
- Nutrition
 - *Gluten-free, high in protein against high malnutrition in the country*
 - *High levels of magnesium, calcium, iron and fibre(anaemia girls and women)*

Project Phases

A Awareness Creation

- Provincial, district, and ward levels
- Community (10 wards)

B Capacity Building

- Identified and recruited trainer on amaranth
- Train-the-trainer conducted

C Implementation

- Identification of farmers
- establishment of demo sites
- distribution of inputs
- Production

D Post Production

- Product development (domestic and commercial)
- Market

Monitoring and Evaluation
Mainstreaming Gender, Nutrition, HIV/AIDS

Awareness Creation



Presentations to motivate for Amaranth

- Meetings with Ministries
 - *Agriculture*
 - *Health and Child Care*
 - *Environment, Water and Climate Change*
 - *Women Affairs, Gender and Community Development*
- One-on-one meetings with administrators
- Focus Group Discussions at community level
- Stakeholder meetings - Mobilisation
- Inception Workshops
- Negotiation of off-take agreements

Capacity Building

- Identified and recruited expert on amaranth
- Train-the-trainer sessions conducted
 - *Production*
 - *Post Harvest Handling and Storage*
 - *Value Addition*
 - *Nutrition*
 - *Gender, HIV/AIDS in relation to nutrition*
- Creation of Farmer Groups and Savings Clubs
- Training of Farmer Groups



Implementation



- Establishment of Pilot Phase
 - *Identification of trial farmers*
 - *Establishment of demo sites*
 - *Distribution of inputs*
 - *Production*
- Coaching and Mentorship Program
- Farmer Field Schools and Field Days
- Post Harvest Handling and Storage

D

Post Production



- Domestic Product Development
 - *To promote integration of amaranth into main diet*
 - *Recipe Book and Cooking Demos*
 - *Food Fairs and Festivals*
- Commercial Product Development
 - *Partnership with research institutions*
 - *Establishing Quality Standards*
 - *Setting parameters for scaling up production*
- Market development
 - *Product Testing*
 - *Prospect off-take agreements*
 - *Food fairs and festivals*

Yields

WARD	YEAR 1 YIELD	YEAR 2 YIELD
Mutoko	2,3 ton/ ha	2 ton/ ha
Mudzi	1,9 ton/ ha	1,7 ton/ ha



Yields



Project Impact



- Stakeholder buy-in and support
 - *Government Ministries*
 - *Research Institutions*
 - *Funding Partners*
 - *Private Sector*
 - *Smallholder Farmers*
- Group cohesion – smallholder farmers now enjoy economies of scale
- Improved income generation
- Diversification of diet
- Potential to address malnutrition

Stakeholder Buy-In



Diversified Diet



Project Impact

Recipes developed



Amaranth Pudding



AMARANTH BISCUITS



Amaranth Pies



AMARANTH SCONES



Amaranth Buns



Amaranth Drink

Project Impact

Potential export markets



- 1. In the absence of marketing off take agreements production remains low**
2. Stimulate demand on the local market
3. Trials on more varieties and seed multiplication
4. Link to developmental issues- malnutrition and food insecurity
5. Partnerships and collaboration-local and International
6. Explore export markets

Thank You