

# Enhancing the Peanut Value Chain, from Processing to Marketing of Peanuts and Peanut Products



## Product Development, Processing and Marketing in Uganda (East Africa) and Ghana (West Africa)

Wojciech J. Florkowski, Anna Resurreccion, and Manjeet Chinnan



### Our Collaborators in Uganda:

Joseph Rubalema, Uganda Industrial Research Institute  
 Archileo Kaaya, Makerere University  
 Margaret Masette, National Agricultural Research Organization

### Our Collaborators in Ghana:

Dr. Emmanuel Owusu-Benoah, Country Coordinator  
 Dr. Daniel Sarpong, Department of Agricultural Economics and Agribusiness, University of Ghana-Legon  
 Dr. Agnes Budu, Department of Food Science, University of Ghana-Legon  
 Charles Diako, Food Research Institute, CSIR  
 George Anyebuno, Food Research Institute, CSIR

### Accomplishments and Currently Implemented Projects

- Socio-economic household surveys – Ghana and Uganda

#### Papers presented in 2011

Heboyan, V., W.J. Florkowski, D. Sarpong, A. Resurreccion and M. Chinnan. 2011. Vegetable, Fruit and Peanut Product Expenditure in Urban Households in Sub-Saharan Africa: The Case of Tamale, Ghana, Poster presented at the XIIIth Congress of the European Association of Agricultural Economists: Change and Uncertainty, Zurich Switzerland, ETH Zurich, August 30-September 2.

Florkowski, W.J., V. Heboyan, D. Sarpong, A.V.A. Resurreccion and M.S. Chinnan. 2011. Consumer Attitudes and Preferences for Peanut Product Attributes in Sub-Saharan Africa: An Evidence from Ghana (R) . Paper presented at the 52<sup>nd</sup> Annual Conference of the Food Distribution Research Society-FDRS, Portland, OR, October 15-19.

Florkowski, W.J., D.B. Sarpong, V. Heboyan, A.V.A. Resurreccion, and M.S. Chinnan. 2011. Differences in Fruit and Vegetable Expenditures in Households in Accra, Ghana- Constraints and Opportunities.

- Stabilized peanut butter – Makerere University, Uganda; Food Research Institute, Ghana
- Peanut chocolate spread – Food Research Institute, Ghana
- Sorting for aflatoxin free products – Food Research Institute, Ghana; Makerere University, Uganda
- Developing a Canned Peanut Soup Base – University of Ghana-Legon
- Development and processing of vitamin A fortified peanut butter – Uganda Industrial Research Institute
- Development and promotion of groundnut cookies – National Agricultural Research Organization, Uganda

### Expected Impact

- Aflatoxin-free peanut products in the marketplace
- Nutritionally-enhanced peanut products (vitamin A fortified peanut butter, nutritious peanut cookies, fiber-enhanced peanut butter)
- High quality peanut products (stabilized peanut butter, chocolate peanut spread, peanut soup base)
- Economic development through expanded entrepreneurship – number of entrepreneurs, increased production volumes
- Laboratory scale to pilot/commercial scale production
- From a single company to multiple companies
- From one city to a country and to a region (e.g., Kampala – Uganda – East Africa)

### Our Vision-

Commercialization of peanut products appropriate to consumers in respective regions

### Our Approach-

- Identification of peanut product, process and marketing through socio-economic survey of households representing current and future consumers of peanut products



Dr. Florkowski, UGA GP3MT Team member, with an enumerator and a respondent during the completion of a questionnaire collecting information for household and market survey in Tamale, Ghana.

- Identification of challenges and opportunities using the summary of survey data, information gathered from on-site visits and discussions with entrepreneurs, scientists, regulators, policymakers, and consumers
- Identification of industry partners (IPs) from the onset of the project



Industrial Partners for peanut products identified by UGA GP3MT Team in Uganda.

- Early engagement of industry partner in proposal development and project implementation as the essential condition of successful product commercialization
- Establishment of written protocols on roles of partners (researchers and industry personnel) via signed MOU to signal obligations and commitment of all collaborators to the final market commercialization of the developed peanut product
- Facilitating communication among all collaborators from all projects involving UGA-GP3MT



UGA GP3MT Team members and Uganda collaborators from Uganda Industrial Research Institute, Makerere University and National Agricultural Research Organization during the networking session in Kampala.

### Implementation of Collaborative Project

- Close cooperation between the researchers and the industry partners at all stages of the project activities to fast-track product commercialization
- Exclusive use of knowledge generated for a defined period of time to protect IPs competitive advantage
- Availability of techniques developed to other entrepreneurs after the expiration of exclusivity period

### Peanut processing plant in Lira, Uganda

This plant was commissioned by President Museveni of Uganda on Independence Day, October 9, 2011.



Plant Manager with Drs. Resurreccion and Florkowski, UGA GP3MT Team members, in front of the peanut processing plant; the color of the building was intentionally selected by Joseph Rubalema in the shade of peanut butter.



Dr. Chinnan, UGA GP3MT Team member, presents samples of peanuts with various degree of roast used in peanut products to Plant Manager and Joseph Rubalema, UIRI.



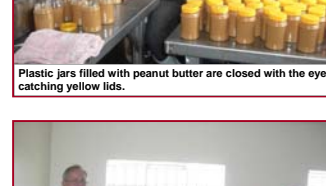
Grinding roasted peanuts into paste at Lira plant.



Filling jars with peanut butter at Lira plant.



Plastic jars filled with peanut butter are closed with the eye-catching yellow lids.



Drs. Florkowski and Chinnan, UGA GP3MT Team members and Joseph Rubalema, UIRI, in front of the boxes with peanut butter ready for shipping.



Project supported by Peanut Collaborative Research Support Program

