

# C:AVA

## Cassava Adding Value for Africa



# About C:AVA

The Cassava: Adding Value for Africa (C:AVA) Project will develop value chains for high-quality cassava flour (HQCF) in Ghana, Tanzania, Uganda, Nigeria and Malawi. This will improve the livelihoods and incomes of at least 90,000 smallholder households as direct beneficiaries, including women and disadvantaged groups. It will promote the use of HQCF as a versatile raw material for which diverse markets exist.

**C:AVA is supported by a grant from the Bill & Melinda Gates Foundation**



## C:AVA focuses on three key intervention points in the value chain:

1. Ensuring a consistent supply of raw materials
2. Developing viable intermediaries acting as secondary processors or bulking agents in value chains; and
3. Driving market demand and building market share (in, for example, the bakery industry, components of traditional foods or plywood/paperboard applications).

Farmers and farmer/processors will be supported in production and primary processing activities through partnership with NGOs or other extension services. Business development and other specialists

will support intermediaries to meet the requirements of end users. End users will be supported technically in adopting HQCF.

It is anticipated that incomes of smallholder households will increase significantly over the life of the project. There will be additional benefits, including employment at the village and intermediary level, reduced raw material costs for end users, reduced need to import wheat (particularly relevant with increasing prices), development of the capacity to upgrade other similar food ingredient value chains, and, where comparative advantage exists, the opportunity to export HQCF.



The project is led by the Natural Resources Institute of the University of Greenwich, working closely with the University of Agriculture, Abeokuta, Nigeria; the Food Research Institute, Ghana; Tanzania Food and Nutrition, Tanzania; Africa Innovations Institute, Uganda; Chancellor College, University of Malawi; the International Institute of Tropical Agriculture; and a range of other partners.

## Project in brief

There are three main elements to the value chain. Activities at the **farmer/ farmer processor level** deal with the production and primary processing of cassava. Exact activities and the support that they require will vary by country and by location within country. Priorities will include ensuring a competitively priced supply of fresh cassava, supporting, where appropriate, farmer/processor group formation and the production of a semi-processed product. In some locations this semi-processed product could be dried cassava grits prepared from dried, grated cassava. Elsewhere, it



could involve the processing of grated, pressed fresh cassava that is supplied to larger scale drying operations. The project will specifically look to work with and support **intermediary processors and bulking agents** that play an important role in linking small-scale processors with **end-use industries**. These intermediary processors may be involved in drying, milling and packaging of HQCF. There are many potential end use industries whose confidence in using high-quality cassava flour will need building during implementation of the project. These end users include milling industries incorporating HQCF in wheat flour, food processing operations making composite flours, and the plywood and paperboard industries. The types of inputs to different parts of the value chain and the benefits obtained are summarised in the diagram.

The project team welcomes partnership with a wide range of organisations.

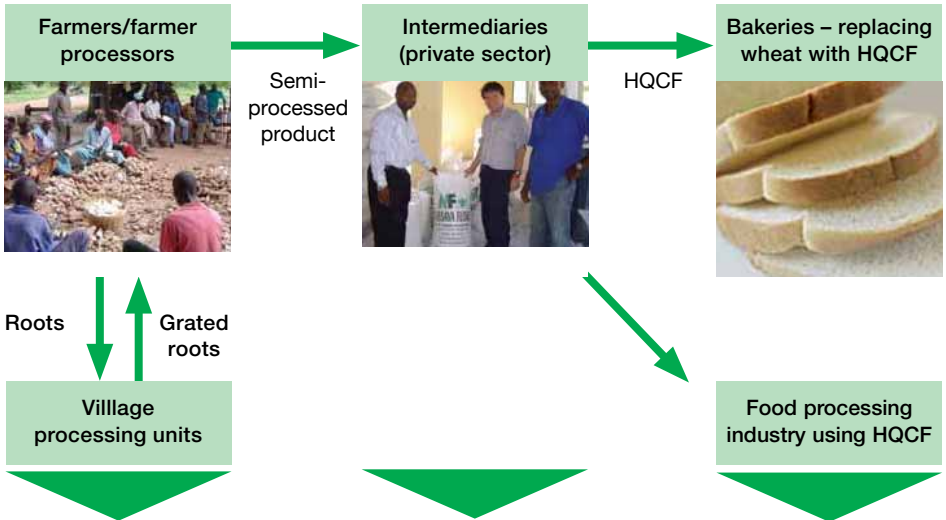


The value chain supported by the C:AVA project is detailed below:

## Main inputs

- Support farmer organisations
- Increase cassava productivity
- Support Village Processing Units
- Ensure quality
- Business development services
- Financial services
- Technical support in processing
- Ensure quality
- Technical support in adopting HQCF
- Financial services

## Value chain



## Benefits

### Rural areas

- Increased farmer incomes
- Employment

### Intermediaries

- Business opportunity
- Employment

### End-users

- Increased profitability
- Lower consumer prices
- Nationally
- Reduced imports

## Key contacts



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Photographs used in this leaflet give examples of cassava processing operations. Photographs were taken by C:AVA project team members during scoping studies. Use of a photograph does not imply a commitment to work with specific enterprises or endorsement of specific companies.



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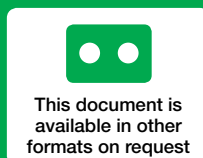
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