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-Bennoah, Department of Agricultural Economics and Agribusiness, University of Ghana-Legon
Dr. Daniel Sarpong, Department of Agricultural Economics
Dr. Agnes Budu, Department of Food Science, University of Ghana-Legon
Charles Diako, Food Research Institute, CSIR
George Anyeabu, Food Research Institute, CSIR

Accomplishments and Currently Implemented Projects
• Socio-economic household surveys – Ghana and Uganda

Papers presented in 2011


• 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, 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
• Nutritiously-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)

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
• 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

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

Measurement of Impact
• From one city to a country and to a region (e.g., Kampala – Uganda – East Africa)
• From a single company to multiple companies
• Laboratory scale to pilot/commercial scale production

Our Vision:
Commercialization of peanut products appropriate to consumers in respective regions

Our Approach:

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)

Measurement of Impact
• From one city to a country and to a region (e.g., Kampala – Uganda – East Africa)
• From a single company to multiple companies
• Laboratory scale to pilot/commercial scale production

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
• 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

Expected Impact
• Aflatoxin-free peanut products in the marketplace
• Nutritiously-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)