



East West Seed International Introducing Southeast Asia's popular high nutrition crop Kangkong in Benin



ENGAGEMENT IN THE VALUE CHAIN



Leafy legume Kangkong is highly popular in Southeast Asia's BoP market. 2SCALE started a pilot to introduce Kangkong in Benin and build a sustainable value chain to enrich BoP consumers' diet.

- Type of engagement: market creation/inclusive channels/product development
- Period: 2014 - 2016
- Result: A vast demand for Kangkong is being build. Over 1000 consumers have been sensitized and reached.
The demand is continuous and the farmers are requesting more inputs.

“At the moment the production of watermelon is more profitable, we do however continue growing Kangkong since it is very nutritious, healthy and therefore popular amongst the more rich BoP consumers”

2SCALE Farmer in Grand-Popo, Benin



Context

Kangkong is a legume native to Southeast Asia. BoP consumers in this region highly appreciate the crop since it is highly nutritious and affordable. Kangkong is easy to grow but needs to be accepted in the Benin market. Together with Dutch company East-West Seed International (EWIT) 2SCALE piloted a project to introduce Kangkong to West Africa; specifically in Benin and through exports to Nigeria.

The pilot consists of various stages: 1) assessing the adaptability of Kangkong to West Africa's climate and soil, 2) sensory tests to determine flavour aspirations of consumers, 3) promoting Kangkong, 4) assessing consumers' perceptions towards Kangkong, and 5) developing the ideal marketing mix to serve the BoP market.

Ultimately the goal is to establish a competitive business for low-income farmers, distributors and consumers in the Grand-Popo area, and to increase access to nutritious and profitable food crops for these groups.

Results

The cropping test has been successful. As expected the leafy legume adapts well to West Africa's climate. The blind sensory test indicated that the consumers appreciate the flavour and a promotional campaign through radio, posters and flyers reached thousands of consumers. Consumers appeal to the diversification of their diets and the nutritional character of the product. Distribution of Kangkong is done by local sellers and traders. By the end of 2015 more than a thousand consumers bought Kangkong and this is expected to grow to at least 15000 in 2016.

Future

The current challenge for the next growing season is to set up a sustainable supply of inputs. The farmers are demanding more inputs since sales are good and consumers are sensitized. For the coming year the supply will be improved and the marketing mix will be optimized for rural, urban and export markets.

Le kangkong
(*Ipomoea aquatica*)

Le kangkong (*Ipomoea aquatica*) est une plante herbacée, annuelle ou pérenne à tige lisse, succulente, creuse de la famille des Convolvulacées. Les feuilles de kangkong peuvent se consommer crues ou cuites.

Le kangkong est riche en vitamines et nutriments essentiels pour la santé nutritionnelle humaine.

100 grammes de kangkong contient :

- Plus de 90 g d'eau,
- 3 g de protéine,
- 5 g de glucides,
- 1 g de fibres,
- 81 mg de calcium,
- 3,3 g de fer,
- 4000 à 10000 IJL de vitamine A
- 30 à 130 mg de vitamine C.

Avantages sur la santé :

- ◆ Réduit le taux de glycémie
- ◆ Empêche l'indigestion et la constipation
- ◆ Améliore la santé des yeux et de la peau
- ◆ Stimule l'immunité du corps
- ◆ Préviend le Cancer
- ◆ Stimule le sommeil
- ◆ Guérit les diarrhées chroniques

Disponibles auprès des maraichers de Grand-Popo. Contacts : 96 06 45 84 / 95 06 67 42 / 01 22 10 20 95 - Email : taali@syaboo.fr

Sponsors : IAP INNOVATION CENTER, FDC, etc.

Radio commercials in combination with information leaflets sensitized consumers and created a market demand for Kangkong in rural and urban Grand-Popo.