



HQCF PROJECT

IITA IFAD HIGH QUALITY CASSAVA VALUE CHAIN PROJECT

*Enhancing the competitiveness of the High Quality Cassava
Flour Value Chain in Nigeria*

The activities regarding Output 4

- (a) Quantify the latent demand for, and quality characteristic of, cassava products required to substitute for cereal and other starch-based products in the manufacturing of selected food. feed and industrial products.
- (b) Investigate appropriate institutional arrangements for the efficient, effective, durable and equitable marketing of high quality and competitively-priced cassava products in Nigeria and for export (e.g. explore the need for the development of stocks and warehousing systems when and where deemed necessary).
- (c) Develop the capacity of bread bakers and other end-users of HQCF. Develop local capacities and knowledge sources for at least 10 bakers at five locations: Abuja (North Central); Kano (North West); Ibadan (Southwest); Port Harcourt (South South); Enugu (South East) to ensure they acquire requisite skills for their management. The capacity building will cover the following areas:
- (i) Awareness creation as to the central role as the link between the farmer and consumer in the value chain.
 - (ii) Quality control This will include training bakers on how to

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inspect raw materials (cassava and wheat flour, vegetable oil and other additives etc.) to ensure that only quality standard material as defined by “TA are used, carrying out checks on the process to ensure that the weights of the ingredients and temperature and time of baking are correct and inspection of the final product to ensure that no poor quality loaves are delivered to market.

(iii) Quality assurance which will include the whole production and distribution system, from the suppliers of important raw materials, through the internal business management to the consumer. This training will cover how to document the quality assurance systems to show that has responsibility for doing what and when.

(iv) The baking process; mixing flour, making dough primary fermenting process, secondary fermenting process, and the baking process, especially temperature regulation etc.

(v) Materials and Equipment fabrication of high quality low cost materials and equipment for use along the value chain; including equipment for making dough, kneading, slicing etc., cassava driers, peelers, slicers etc. This will require research to determine the most cost-effective equipment fabrication. Further, the training will cover maintenance of the equipment.

(vi) Storage/management of raw material; cassava flour, wheat flour, vegetable oil, all additives as well as the bread prior to distribution.

(vii) Cost benefit analysis of bread production, costing of raw materials, cost of labour, production costs, storage costs, and pricing. In all cases, the margin should be minimum 30%.

(viii) Product (bread) marketing, positioning of the product in the market place, segmenting the market, different advertising avenues, print media, mass media, leaflets etc.