



Australia Awards



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA

CREATE CHANGE

Australia Awards – Africa

2017 Agribusiness Short Course Award

# PEANUT BUTTER IN ZAMBIA



## **PARTICIPANT: MUMA BWALYA MUNANSANGU**

Muma Bwalya Munansangu is a development specialist working for the Citizens Economic Empowerment Commission, a government agency aimed at providing broad based empowerment to citizens. Her role primarily involves facilitating market linkages, policy advocacy and regulatory assessment for business growth. Her focus is on unlocking the growth potential of the SME sector through business development support and the implementation of empowerment initiatives. Her experience includes performance monitoring for results, project strategy and development of smallholder agriculture along various value chains, whilst ensuring the uptake of women and youth in job creation and ensuring their effective participation in the economy.

**Muma with a groundnut farmer**



## AUSTRALIA AWARDS – AFRICA AGRIBUSINESS SHORT COURSE

Australia Awards – Africa, delivered under the Australia Aid program managed by the Department of Foreign Affairs and Trade, are prestigious scholarships offered by the Australia Government to individuals who have the greatest potential to drive development in their country and become leaders in their chosen field.

The Agribusiness Short Course Award, designed by UQ International Development (UQID), provides learning experiences to enhance

participants' ability to engage with and influence challenges regarding sustainable economic development in their home country, profession, workplace and community. Participants develop a Reintegration Action Plan (RAP) which details a unique project outlining an area of change that they will address when returning to their organisation. These projects are devised with the expert knowledge and learnings gained from the course and enable to the Course Leader, UQID and Australia Awards to monitor and provide feedback during various stages of the project.

## CONTEXT

Groundnuts are a staple Zambian food, often eaten raw, roasted or boiled, but also processed into peanut butter. This is added to infants' mealie porridge, which is consumed daily by most children under 5; made into sandwiches for school children, and used in main meals mixed with vegetables and staples like Nshima and Samp. Imports have been growing, yet products from countries like South Africa are using Zambian groundnuts. Hence there is an opportunity for expanding domestic production, and so alleviating rural poverty, as well as improving nutrition because groundnuts are a source of protein, edible oils, energy, minerals and vitamins. Muma's project investigated a local peanut butter value chain to understand consumer preferences and market trends as well as the material and information flows and relationships across the chain from farmers to shoppers. This analysis led to recommendations for improving the chain's competitiveness by creating value and reducing waste.

## HOW CONSUMER RESEARCH LED TO CRITICAL CONTROL POINTS OF VALUE

"My consumer research found that the most influential product attributes are taste, consistency of the mixture, colour, nutritional value/protein content and how well packaged it was, especially no leakage or dents on the container. Interestingly, price was not very influential, with shoppers remaining brand loyal even when alternatives were on sale at lower prices, with some consumers choosing the 'It's Wild' brand because it supports both wildlife conservation and smallholder farmers."

"Next, I traced which activities along the chain were most important in creating these attributes." These Critical Control Points of Value are shown in Table 1.

## VALUE CHAIN RECOMMENDATIONS

Based on her analysis, Muma developed a range of recommendations, and then prioritised them on the basis of impact and difficulty. An illustrative selection is shown in Table 2.

## HOW THE COURSE BENEFITED MUMA

"By walking an entire organic value chain in Australia, we got insights into the softer aspect of how value chains thrive: communication; trust; strength of relationships between actors; the importance of succession planning; and engaging chain members for effective collection of data. It set a benchmark for me for value chain development for Zambia."

Table 1: Critical Control Points of Value

Product Attribute	Critical Activities	Responsible Chain Members
<b>Taste</b>	Improve the seed variety	Input Supplier
	Proper drying methods	Producer
	Careful sorting to reduce waste	Producer/Processor
	Ingredients to be mixed properly	Processor
	Roasting groundnuts to the right standard	Processor
<b>Consistency</b>	Grinding to achieve the desired texture	Processor
	Ensure adequate mix to avoid separation of ingredients	Processor
<b>Color</b>	Good seed variety	Input Supplier
	Well roasted groundnuts	Processor
	Proper mixing of ingredients to maintain good colour	Processor
<b>Nutritional Value</b>	Ensure adequate land preparation with good nutrients	Producer
	Supply of the right chemicals e.g. inoculants, lime	Input Supplier
	Good certified seed	Processor
	Good harvest techniques	Producer
	Aflatoxin Management	Producer/Processor/Retailer
	Certification of processed product	Processor/Retailer
	Adherence to food and safety standards	Processor/Retailer
	Good storage for a prolonged shelf life	Processor/Retailer
	Ensure a good shelf-life	Processor/Retailer
<b>Packaging</b>	Packaging	Processor
	Good handling to minimise spillage and container deformation	Input Supplier/Processor/Retailer
	Ensure good sealing to avoid spillage	Processor
	Ensure supply of good quality container	Input Supplier

"Our sessions on public speaking, pitching and gender mainstreaming have been very helpful in building my leadership skills."

"In Ghana, we conducted a rapid Value Chain Analysis ourselves, which exposed us to the realities of doing this in a developing country, and I gained experiences that I have replicated in my own country."

"Successfully completing my own in-country project meant research, research and more research! The lessons and practical experiences provided during the course provided a lot of advice to assist me, and I learnt that the importance of understanding what consumers want and are willing to pay more for is as relevant in Zambia as it was in Australia."

Table 2: Recommendations

Impact	Difficulty		
	LOW	MEDIUM	HIGH
HIGH	<ul style="list-style-type: none"> <li>Improved transportation and storage of peanut butter</li> <li>Import better seed</li> <li>Construct drying podiums</li> <li>Improved mixing of peanut butter</li> <li>Eliminate sprinkling of water during shelling</li> </ul>	<ul style="list-style-type: none"> <li>Construct storage sheds in central locations for ease of collection</li> <li>Use mechanised equipment for production e.g. use of animals to plough, to reduce labor inputs</li> </ul>	<ul style="list-style-type: none"> <li>Introduce controlled production to ensure throughout the year produce. i.e. greenhouses</li> <li>Research high yielding seed varieties</li> <li>Seed multiplication of certified seed for more accessibility</li> </ul>
MEDIUM	<ul style="list-style-type: none"> <li>Post-harvest handling for aflatoxin management training</li> <li>Improve packing and seals</li> <li>Tighten onsite supervision and security</li> </ul>	<ul style="list-style-type: none"> <li>Provide government extension services support based on value chain principles</li> <li>Introduce new contract buying framework</li> </ul>	<ul style="list-style-type: none"> <li>Awareness campaign on quality and food safety certification systems</li> <li>Establish a farmer organisation/cooperative</li> </ul>
LOW	<ul style="list-style-type: none"> <li>Capacity building on managing agriculture as a business</li> <li>Training on best farming practices</li> <li>Establish stocking rate reporting mechanisms</li> </ul>	<ul style="list-style-type: none"> <li>Provide funding to agro- dealers for the sale of certified seed</li> <li>Introduce appropriate low cost, water efficient irrigation techniques e.g. treadle pumps</li> </ul>	<ul style="list-style-type: none"> <li>Construct roads in the rural areas</li> </ul>
	<b>Do it now (short term)</b>	<b>Do it soon (medium term)</b>	<b>Do it later (long term)</b>