

# Impact Of Biofortified Cassava Sensitization on The Utilization and Commercialization in Cross River State in Nigeria

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***Abstract- Micronutrient deficiency is one the world's leading global health issue. According global nutrition report 2018, 2billion people suffer from micronutrient deficiency globally. In cross state cassava production and processing has expanded over years. State committee on nutrition Cross river state in partnership with GAIN on the CBC project carried out a 4days sensitization workshop across 8 LGAs namely Calabar municipal Calabarsouth,Akpabuyo,Biase,Yakurr,Obubra,Ikom and Etung.150 cassava producers /processor were identified, mobilized and sensitized on nutritional benefits of cultivating Provitamin A cassava including stem multiplication techniques, uses and GAP. 75bundles of provitamin A cassava stems was shared to 150 participants for cultivation and multiplication to increase spread of variety. Quantitative and qualitative data was gotten through observation, interviews and focus group discussions with stakeholders and analyzed using a graph After 18months, results suggest awareness across the value chain actors has moved from low to medium. Sensitization effort has increased purchase of the stems as ADP alone as documented has linked farmers to 18000 bundles and 1500 bundles have been supplied across the State through the bio fort association for cross river***

## I. INTRODUCTION

Micro nutrient deficiency is one the world's leading global health issue. It has been estimated that around 2billion people suffer from micro nutrient deficiency globally (Global Nutrition report 2018) The emergence of bio fortification of food crops which is gaining popularity and involves breeding food crops using conventional or transgenic methods, to increase micro nutrient content is one of the several

interventions established to reduce and possibly eradicate micro nutrient deficiency.

In cross state cassava production and processing has expanded over the years. Cassava is widely produced across the 3 senatorial districts. Unfortunately, this conventional white fleshed cassava is not rich in micro nutrients pro vitamin A in order to address the double burden of malnutrition (Talsa., etal 2017).

## II. METHODOLOGY

Cross river state committee on food and nutrition {SCFN) in partnership with GAIN on theCBC project carried out a 4days sensitization workshop across 2 senatorial districts covering8 LGAs namely Calabar municipal, Calabar south, Akpabio Biase, Yakurr, Obubra, Ikomand Etung.A total of One Hundred and Fifty (150) cassava producers and processor were identified, mobilized and sensitized on nutritional benefits of cultivating Pro vitamin A cassava including stem multiplication techniques and GAP (good agricultural practices).

A total of 75bundles of provitamin A cassava stems were shared to these participants for cultivation and subsequent multiplication to increase spread of the variety across the State.

Further training was organized 11months later for producers and processors on utilization and financial literacy. Quantitative and qualitative data were derived through observation, interviews, and focus group discussions with key stakeholders and analyzed using a graph as seen below.

### III. RESULT

After 18 months post-sensitization, results suggest that awareness across the value chain actors has moved from low to medium. Sensitization effort has increased the purchase of the stems as the Agricultural Development Programme (ADP) alone as documented has linked farmers to 18000 bundles and 1500 bundles have been supplied across the State through the biofortification association for cross river state.

### CONCLUSION

The rise in demand for pro-vitamin A cassava and its products is due to the impact of sensitization carried out in the 8 LGAs. There is an observed increase in stem purchases in the last 18 months from ADP. This trend is poised to impact micronutrient sufficiency.

National nutrition programs, partners, civil society groups, and organizations should increase awareness and sensitization to value chain actors in unreached LGAs across the state to foster the commercialization of biofortified crops and consumption.

### ACKNOWLEDGMENT

1. Cross river state planning commission, Nutrition Department, Calabar, Nigeria,
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### REFERENCES

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