

SWEET POTATO INVESTMENT PROFILE

Sandor Pike

Director – Agricultural Services Unit,
MICAFA

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INTRODUCTION

- Sweet potato is one of seven world foods with an annual production of more than 100 million metric tonnes per year. Hence sweet potato is essential to combat world hunger as well as a source of income for especially the rural population.

Health Benefits & Uses

A Sweet Potato a Day Keeps the Doctor Away

- Rated the most nutritious of all tubers.
- Rich source of anti-oxidants for protection against heart disease, stroke, cancer and delaying the progression of Alzheimer's disease
- Very good source of Vitamin B6, Vitamin C and Manganese.
Sweet Potato is the key ingredient in one of Jamaica's traditional delicious pudding. Also, the tuber can be baked, boiled or fried.

Why Invest in Sweet Potato?

- High demand in both local and export market
- It is adaptable to Jamaica's ecology
- Great foreign exchange earner
- Agro processing opportunities

All Island Estimates of Sweet Potato Production By Quarter, 2010 to 2015

Quarter	Kilogram						Total Quarterly Prod.
	2010	2011	2012	2013	2014	2015	
January to March	7,463,500	9,397,500	10,488,500	8,905,000	11,234,200	10,726,000	58,214,700
April to June	8,495,500	10,074,000	11,050,800	11,477,300	12,522,800	12,639,000	66,259,400
July to September	10,452,900	11,933,800	10,907,800	12,555,800	7,220,700	7,401,000	60,472,000
October to December	8,100,200	10,685,600	9,717,600	11,285,900	8,433,800	9,769,000	57,992,100
Total Annual Prod.	34,512,100	42,090,900	42,164,700	44,224,000	39,411,500	40,535,000	

Table 1: Sweet Potato Production, Area Reaped & Yield Per Hectare By Parish, 2013 to 2014

	2014			2013		
Parish	Area Reaped (Hectares)	Yield (kg/Hectare)	Production (kg)	Area Reaped (Hectares)	Yield (kg/Hectare)	Production (kg)
Kgn. & At.						
Andrew	29.2	15,610	455,800	30.3	16,000	462,700
St. Thomas	39.1	15,840	619,500	38.9	17,300	622,400
Portland	26.4	16,120	425,600	28.2	19,500	466,500
St. Mary	79	19,360	1,529,400.00	82.9	16,700	1,731,600.00
St. Ann	222.4	16,320	3,630,200.00	243.3	14,500	4,276,400.00
Trelawny	71.5	14,750	1,054,500.00	88.8	16,000	1,293,400.00
St. James	32.5	15,430	501,400	34.1	16,300	510,900
Hanover	28.6	16,000	457,600	30.1	16,800	470,900
Westmoreland	130	16,360	2,126,700.00	134	16,500	2,213,200.00
St. Elizabeth	672.1	15,100	10,136,600.00	746.2	18,000	11,945,800.00
Manchester	751.8	18,130	13,626,700.00	819.71	16,000	15,497,100.00
Clarendon	170.2	16,300	2,775,100.00	192.5	16,500	2,995,200.00
St. Catherine	111.3	18,620	2,072,400.00	92.2	18,849	1,737,900.00
Total	2364.1		39,411,500	2561.21		44,224,000

Table 1: Sweet Potato Export (kg) By Destination, 2010 to 2015

Sweet Potato Export (kg) By Destination, 2010 to 2015						
Kilogram						
Destination	2010	2011	2012	2013	2014	2015
United Kingdom	837,345	704,748	832,545	815,889	690,050.90	709,766.50
Canada	346,961	349,829	502,190	579,080	510,993.80	516,474.80
Cayman Islands	9,130.50	387,48.8	70,696	88,794.80	66,019	94,345
Other countries	5,112	1,022.60	510	882	23,064.40	0
Total	1,198,549	1,094,348	1,405,941	1,484,646	1,290,128.10	1,320,586.30

Cost of Production-Farmgate Margins, 2010 to 2013

Year	Cost of Production	Farmgate Price	COP/Farmgate Margin (%)
2010	45.3	84.79	87.2
2011	29.7	84.3	183.8
2012	23.3	80.59	245.9
2013	38.2	92.5	142.1
2014	Unavailable		

Table 2: Sweet Potato Export Value (\$US) By Destination, 2010 to 2015

Sweet Potato Export Value (\$US) By Destination, 2010 to 2015						
US\$						
Destination	2010	2011	2012	2013	2014	2015
United Kingdom	1,671,656	4,385,108	1,651,788	1,854,161	1,319,295.80	1,711,249
Canada	687,433	732,448	980,475	1,325,064	1,051,657.00	1,304,660
Cayman Islands	25,067.00	230,647	174,398	202,359.80	133,121	196,810
Other countries	8,250	1,653.00	747	1,631	20,247.50	0
Total	2,392,406	5,349,856	2,807,408	3,383,216	2,524,321.60	3,212,719

**Sweet Potato Export Trend by Destination
2010 to 2014**

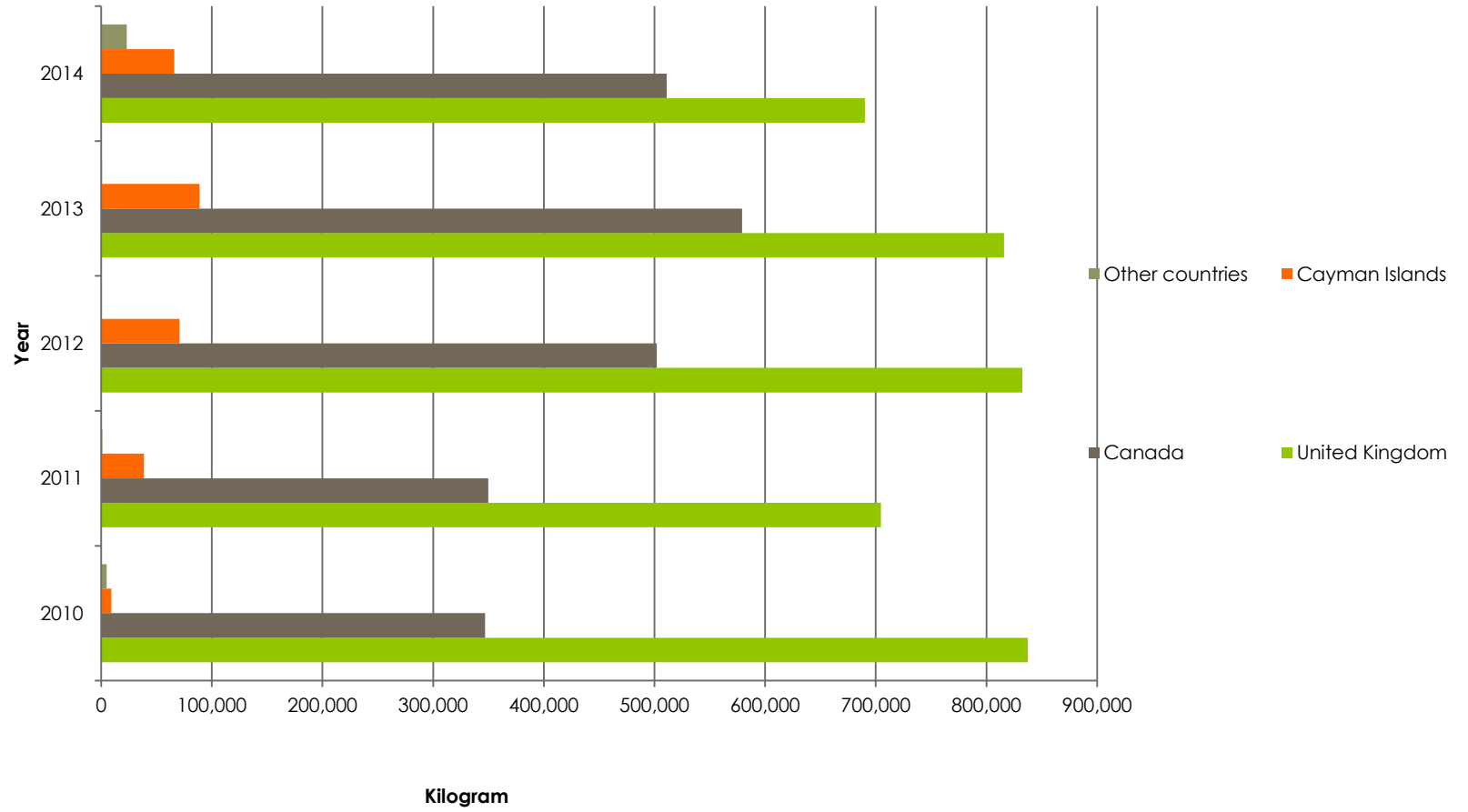


Table 3: All Island Estimates of Sweet Potato Production By Quarter, 2010 to 2015

Quarter	Kilogram						
	2010	2011	2012	2013	2014	2015	Total Quarterly Prod.
January to March	7,463,500	9,397,500	10,488,500	8,905,000	11,234,200	10,726,000	58,214,700
April to June	8,495,500	10,074,000	11,050,800	11,477,300	12,522,800	12,639,000	66,259,400
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October to December	8,100,200	10,685,600	9,717,600	11,285,900	8,433,800	9,769,000	57,992,100
Total Annual Prod.	34,512,100	42,090,900	42,164,700	44,224,000	39,411,500	40,535,000	

Table 4: Sweet Potato Export as a Percentage of Production, 2010 to 2015

Year	Production	Export	Export as a % of Prod.	Local consumption %
2010	34,512,100	1,198,549	3.47	96.6
2011	42,090,900	1,094,348	2.6	97.4
2012	42,164,700	1,405,941	3.33	96.67
2013	44,224,000	1,484,646	3.36	96.64
2014	39,411,500	1,290,128	3.27	96.73
2015	40,535,000	1,320,586	3.26	96.74