



National Cassava Conference & Expo2023

CONNECTING BUSINESSES

COMMUNICATIONS AND PR/MEDIA REPORT

The Brief

Provision of PR and Communication services (Media Relations) for the National Cassava Convention 2023, including:

- Overall Conference Communications Plan
- Media relations for the conference



Summary of deliverables

	Deliverable	Output	% Achieved
Pre event	Communication strategy document	Communication strategy document	100%
	Press release document for approval	Approved press release	100%
	Announcement Press Release Distribution X1 Newspaper X4 News websites (Local and Regional)	<ul style="list-style-type: none"> • The Standard • Capital, BS Today, Daily Express, Uzalendo News, Milling ME, New Vision UG 	Print: 100% Online: 150%
	Opinion piece X1 National Paper	Replaced with People Daily article	100%
	Pre - Event Live Interview X1 local TV Interview	<ul style="list-style-type: none"> • 2 Interviews KBC & KTN 	200%
	Media invite for approval and design	Approved Media Invite	100%
	Send out media invite for booking Media list of journalists to attend	Media Attendance	100%
	Press release document for approval	Approved Press Release	100%
During event	Set up and coordination of press conference	Successful press conference	100%
	Send out the press release and push for coverage	Press release sent out	100%
	Manage media throughout the conference	Media managed throughout the event	100%
Post Event	Distribute event release Coverage: x2 TV x2 Newspapers x2 Radio x4 blogs (Local and Regional)	TV: KBC, GBS, KASS TV, Ramogi TV, Citizen Print: The Star, The Standard Radio: Capital, Milele FM, Radio Citizen Online: Capital, The Star, Business Now, Farmers Trend, Science Africa, Kilimo, Waza, Kenya news agency	TV: 250% Print: 100% Radio: 150% Online: 200%

Communication Plan

The team developed a detailed [communication plan document](#) to guide all conference communication to the various target audiences.

COMMUNICATION OBJECTIVES

To effectively communicate and promote the National Cassava Conference and Expo 2023 (NCCE), **increasing awareness, engagement and attendance** among stakeholders, including farmers, researchers, policymakers, industry professionals and consumers.

KEY MESSAGING					
Farmers	Consumers	Value-add Chain	Partners	Sponsors	Government
<p>Key Message</p> <p>Best farming practices: Profitable and sustainable weather-resistant crops</p> <ul style="list-style-type: none">• Cassava Production and productivity• Practical Research findings on cassava• Commercialization of cassava farming• Plant health management and Pest and disease management• Cross cutting issues: Nutrition, Gender, Capacity Building	<p>Key Message</p> <p>Versatility and importance of Cassava in daily life</p> <ul style="list-style-type: none">• Various uses of cassava beyond traditional consumption• Role and benefits of cassava in daily life	<p>Key Message</p> <p>Network and explore market expansion opportunities</p> <ul style="list-style-type: none">• New Market Opportunities• Consumer Preferences• Agro Processing and value addition• Industrial Starch Processing• Value chain financing• Exhibit at the conference	<p>Key Message</p> <p>Lasting collaborations with policymakers and the farming-support industry</p> <ul style="list-style-type: none">• Youth & ICT• Climate Smart technologies• Pre & Post-harvest technologies• Cassava Seed Systems• Mechanization in roots and tuber crops• Cassava breeding programs (Bio fortification)• Exhibit at the conference	<p>Key Message</p> <p>Engage and network with key industry players</p> <ul style="list-style-type: none">• Develop strategies to enhance market exposure• Showcase cutting-edge technologies and innovations• Expand professional networks within the cassava sector	<p>Key Message</p> <p>Emphasize the importance of cassava in food security and economic development</p> <ul style="list-style-type: none">• Bottom-Up Economic Transformation Agenda• Agriculture Sector Transformation and Growth Strategy• Trade policies and market regulations• Flour Blending Initiative• Flour Blend Kenya Standards• National Root & Tuber Crops Strategy

Invitation Letter

The team drafted an exhibitor and attendee [invitation letter](#) based of the key messages to be sent out.



Subject: Invitation to Participate in The National Cassava Conference and Expo 2023

The Ministry of Agriculture and Livestock Development (MoALD), KALRO and Self Help Africa through the support of the European Union in collaboration with other key development organizations and private agriculture sector actors invite you to attend and exhibit at the National Cassava Conference and Expo 2023 (NCCE) that will be held from the 24th - 26th of October, 2023 at the Safari Park Hotel, Nairobi, Kenya. The NCCE is a hybrid event that will bring together over 300 key stakeholders in the cassava value chain.

The 2023 conference themed, **"Spearheading Innovation and Technology for Cassava Sector Commercialization,"** will feature conversations around enhancing cassava production, productivity, and value addition. NCCE 2023 will be focused on four thematic areas:

1. Policy Development
2. Innovation & Technologies
3. Best Practice Dissemination, Learning and Scaling Up,
4. Processing, Product Development, Marketing and Financing

Cassava, with its resilience to moisture stress and higher productivity per hectare compared to cereal crops, plays a pivotal role in many economies. By promoting cassava consistently across the country, we aim to address food and nutrition security while significantly reducing the annual expenditure on imported staple food produce. This saving can be redirected towards essential social and economic development projects.

We take immense pride in inviting you to participate as an attendee and/or exhibitor at the conference, where you can showcase your cassava farm technologies, value chain products, affordable locally-made processing equipment, branding and packaging solutions, all while increasing your global visibility. Participating in this event will provide you with opportunities for market exposure, networking, sales, knowledge sharing, brand visibility, and valuable market research insights.

Participation in this event is free of charge, both for exhibitors and attendees.



This project is funded by
the European Union



Dear Exhibitor,

Thank you for your interest in participating in the National Cassava Conference and Expo 2023 (NCCE) happening from the 24th - 26th October 2023 at the Safari Park Hotel & Casino, Nairobi. The NCCE is a hybrid event that will bring together over 300 key stakeholders in the cassava value chain.

This conference is a tremendous opportunity for you to meet and reach out to leaders who are in the cassava value chain.

Being a conference exhibitor is an exciting way for your organization to have a visible presence at this conference. The NCCE will aid in creating positive public awareness on the importance of cassava in food and nutrition security and socio - economic development across the country.

Participation in the expo is free, with limited slots available.

Each exhibitor will get:

1. A demarcated 3m by 3m floor space in the expo hall
2. Exhibitor name label

Additional booth elements e.g booth branding, power, stand fabrication, display items is the responsibility of each individual exhibitor.

Exhibitor set up: 23rd October 2023.

Exhibitor take down: 26th October 2023.

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Earned Media

Pre- event Press release



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PRE-EVENT PRESS RELEASE

Kenya To Host National Cassava Conference To Enhance Productivity

The trade fair themed 'Spearheading Innovation and Technology for Cassava Sector' will aid in creating positive public awareness of cassava's importance in food and nutrition security, and socio and economic development across the country.

NAIROBI, Kenya, Oct 18 - Kenya is set to host the National Cassava Conference and Expo 2023 (NCCE) aimed at enhancing cassava production, productivity and value addition.

The trade fair themed 'Spearheading Innovation and Technology for Cassava Sector' will aid in creating positive public awareness of cassava's importance in food and nutrition security, and socio and economic development across the country.

The conference led by the Ministry of Agriculture and Livestock Development (MoALD), and Self Help Africa in collaboration with the European Union and other key development organizations, will be held on the 24th - 26th of October, 2023 at the Safari Park Hotel, Nairobi.

Self Help Africa Country Director Jo Ryan says enhanced cassava productivity in Kenya will save billions of Kenya shillings which are spent annually to import staple food produce and products for consumption and industrial use that could be retained in the country for social and economic development projects.

"There is a need for consistent promotion across the country through cassava Forums, Trade Fairs and exhibitions events, considering its resilience to moisture stress, higher productivity per hectare over cereal crop farming and importance in food & nutrition security," said Ryan

The conference will provide a learning platform for local, regional and international cassava value chain players, where they will showcase and demonstrate their latest technologies, products, and services as well as examine recent market trends and trade opportunities.

standards, procedures, protocols, and accreditations and identify areas of initial support to cassava actors as well as promote national branding of cassava and cassava products and increase awareness of consumption," he explained.

Cassava is the second most important root crop after the Irish potato grown throughout Kenya. It is a drought-tolerant crop that provides a basic diet for most rural households to address food insecurity and mitigate poverty.

Production of cassava in Kenya is mostly concentrated in a few agricultural ecological zones that include Western Kenya, the Coast and Eastern zones of the country. In these regions, cassava accounts for a greater percentage of the total cassava production in the country. According to the Ministry of Agriculture, about 60 per cent of cassava in Kenya is produced in the western region, 10 per cent in the eastern region, and 30 per cent on the Coast. Kenya currently produces 1 million tonnes of cassava, most of which is consumed locally, but the country has the potential to produce more than 3 million tonnes annually.

"Food and nutrition security and adequate employment remain a significant challenge in Kenya despite its enormous natural and human resources. With climate change, desert locusts, bird and armyworms invasion, migratory pests, emerging new crop diseases, the outbreak of the Covid-19 pandemic and unpredictable conflict outbreaks like the recent Russian invasion of Ukraine wreaking havoc on cereal food crop production and the world's food supply network, most Kenyan families are now finding it increasingly difficult to put food on their table," said Hon. Mithika Linturi, CS Ministry of Agriculture, adding that "The challenges are compounded by the impact of climate change such as the emergence of new pests and diseases such as fall armyworms and Maize Lethal Necrotic Disease hence the demand for a reliable and sustainable solution."

Cassava plays a vital role in the economies of many countries and is a good carbohydrate source. Cassava is a good source of dietary fibre and vitamin C, thiamin, folic acid, manganese, and potassium. It is the fourth most important food crop

in the world after maize, wheat and rice.

Kenya in 2019 developed the National Roots and Tuber Strategy to guide the development and production of the crop for industrial use in particular. It identifies tuber crops as an important source of food for humans and livestock, especially as climate change effects unfold.

ENDS



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Media Invite



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Media Invite Link

NCCE MEDIA INVITE

WHAT: The Ministry of Agriculture and Livestock Development (MoALD), and Self Help Africa in collaboration with the European Union and other key development organizations and private agriculture sector actors will be hosting the **National Cassava Conference and Expo 2023 (NCCE)**. There is a scheduled press conference about the Conference and Expo and its impact on the Agriculture sector after the opening ceremony.

WHERE: **The Safari Park Hotel, Nairobi, Kenya.**

WHEN: **24th October, 2023**

TIME: **8 am - 12 pm**

Cassava is the second most important root crop after the Irish potato grown throughout Kenya. It is a drought-tolerant crop that provides a basic diet for most rural households to address food insecurity and mitigate poverty.

Enhanced cassava productivity in Kenya will save billions of Kenya shillings which are spent annually to import staple food produce and products for consumption and industrial use that could be retained in the country for social and economic development projects.

The guests of honour at the conference will be CS Agriculture and Livestock Development Hon Mithika Linturi.

RSVP:

Please reserve your spot via email to: communication@gogagaexp.com

For more information:

For more information about speakers and event programme visit <https://nationalcassavacon.org/>
Kangethe Njoroge: 254 728 272978



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During Event Press Release



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PRESS RELEASE

Demand for Cassava in Kenya Exceeds Production by 200pc



NAIROBI, Kenya, Oct 24th - Demand for Cassava in Kenya has exceeded production making the country rely on imports from neighbouring countries to meet its consumption demand.

Speaking during the National Cassava Conference 2023, Self Help Africa Head of Programmes Peter Aluoch says demand for cassava has risen quickly in 2022 to 3 million Metric Tonnes (MT) compared to a production of 946,076 metric tones from an area of 61,592 hectares in 2022.

The demand is attributed to the expansion of Cassava utilisation beyond human consumption into use in animal feeds and starch for industries.

"In 2020, the country produced 898,110 MT of cassava from 61,754 ha translating to productivity of 14.54 tons/ha. This is lower compared to 16 - 24 tons/ha in China, Indonesia, and Thailand," Aluoch added.

In the East African region, Kenya is the least producer of Cassava as Uganda produces 4 million MT while Tanzania produces 8 million MT per year attributable to the lack of clean planting materials; unstructured markets; weak seed systems; and weak regulatory framework.

In Kenya, Cassava is mainly grown in coastal, Central and Western Kenya, production is mainly for food, income and livestock feed. Despite the importance, the yields obtained are far from the agronomic potential for this crop.

"The traditional production systems are failing to address household food security and income. In the Coastal region for example, cassava is considered an important food crop and production accounts for 30 percent of the total national production. In the Eastern region, production accounts for less than 10 per cent of the country's production," he added.

In the Western region Cassava is considered an important food crop and the production accounts for 60 percent of the total national production.

The latest data indicates that the average cassava farm yields are low, of approximately 7-10 MT/Ha compared to the research yield potential of about 50 MT/Ha of fresh cassava tubers.

During Event Press Conference

The team prepared and managed a press conference with several media houses represented including: Citizen TV, Ramogi TV, KBC, GBS, KASS,



KBC interview



KBC News



KTN interview



GBS TV Africa



KASS TV



Ramogi TV



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Citizen TV - Kilimo Biashara



People Daily

25th October [page 15](#)

PRODUCTION



Cassava demand outstrips production, leading to imports

Production: Kenya's demand for cassava has surpassed domestic production, leading to imports to meet consumption needs, experts have said.

Speaking during the National Cassava Conference 2023, Peter Aluoch, head of programmes at Self Help Africa said the quick rise in cassava demand to 3 million metric tonnes (MT) in 2022, compared to a production of 946,076 MT from 61,592 hectares in the same year is telling.

This surge in demand is attributed to the expanded use of cassava in animal feeds and starch for industries.

"In 2020, the country produced 898,110 MT of cassava from 61,754 hectares translating to productivity of 14.54 tons/ha. This is lower compared to 16 - 24 tons/ha in China, Indonesia, and Thailand," Aluoch noted.

per year attributable to the lack of clean planting materials; unstructured markets; weak seed systems; and weak regulatory framework.

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Traditional production

"The traditional production systems are failing to address the household food security and income. In the Coastal region for example, cassava is considered an important food crop and production accounts for 30 per cent of the total national production. In the Eastern region, production accounts for less than 10 per cent of the country's production," he added.

Huge demand

Cassava is mainly grown for food, income, and livestock feed. However, the yields are far from the agronomic potential for the crop, as the demand is huge.

Despite its importance, Kenya lags behind other East African countries in cassava production due to various factors, such as a lack of clean planting materials, unstructured markets, weak seed systems, and a weak regulatory framework.

Kenya is the least producer of Cassava in the region as Uganda produces 4 million MT while Tanzania produces 8 million MT

In Western region Cassava is considered an important food crop and the production accounts for 60 per cent of the total national production.

The average cassava farm yields are low, around 7-10 MT/ha, compared to a research yield potential of about 50 MT/ha of fresh cassava tubers. Concerns have been raised about the substantial import bill on food, despite Kenya's fertile land and resources. Initiatives are underway to promote various crop varieties suited to local conditions and address seed quality issues to boost production. China.

- Noel Wandera

The Standard

26th October



Demand for cassava now exceeds production

» Demand for cassava rose quickly in 2022 to 3 million Metric Tonnes compared to a production of 946,076 metric tonnes from an area of 62,592 hectares.

» The demand is attributed to the expansion of Cassava utilization beyond human consumption into use in animal feeds and starch for industries.

GERARD NYILI, MARCOB

Demand for Cassava in Kenya has exceeded production making the country rely on imports from neighbouring countries to meet her consumption demand.

Speaking during the National Cassava Conference 2023, Self Help Africa Head of Programmes Peter Aboch says demand for cassava rose quickly in 2022 to 3 million Metric Tonnes compared to a production of 946,076 metric tonnes from an area of 62,592 hectares.

The demand is attributed to the expansion of Cassava utilization beyond human consumption into use in animal feeds and starch for industries.

"In 2020, the country produced 608,000 MT of cassava from 62,754 ha translating to productivity of 9.58 tons/ha. This is lower compared to 16-24 tons/ha in China, Indonesia, and Thailand," Aboch added.

In the East African region, Kenya is the lead producer of Cassava as Uganda produces 4 million MT while Tanzania produces 8 million MT per year attributable to the lack of clean planting materials; unstructured markets; weak seed systems; and weak regulatory framework.

In Kenya, Cassava is mainly grown in coastal, Central and Western Kenya, production is mainly for food, income and livestock feed. Despite the

importance, the yields obtained are far from the agronomic potential for this crop.

The traditional production systems are failing to address the household food security and income. In the Coastal region for example, cassava is considered an important food/crop and production accounts for 30 percent of the total national production. In the Eastern region, production accounts for less

than 10 percent of the country's production," he added.

In Western region Cassava is considered an important food crop and the production accounts for 10 percent of the total national production.

Latest data indicates that the average cassava farm yields are low, of approximately 740 MT/ha compared to research yield potential of about 500 MT/ha of fresh cassava tubers.

State Department Crop Development and Agricultural Research Principal Secretary Paul Mwangi raised concerns over the huge import bill on food.

"We are still importing food despite the fact that we have fertile land and resources. We have challenges in food security and the commercialization of the same. The government has put up a model to promote such and every crop grows in Kenya. We need to discuss on how to make it easy to sell the excess of the other plant," he added.

HTA), says to increase the growth of Cassava, high quality cassava seeds will be critical in increasing production in Kenya.

"We need a new high yielding variety of seeds that are resistant to viruses. Right now, we are working with SIDA on the Cassava Seed Tracker. This will improve traceability of seeds and will make it easy to tell the source of the other plant," he added.

The Conference and Expo which started on Monday has brought together over 250 exhibitors and over 3000 participants which started on Tuesday, will end on Thursday.

 **In Kenya, Cassava is...**
www.nationalcassavaexpo2023.com



The Star

26th October



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NEWS BUSINESS

DIVERSIFICATION

Kenya roots for cassava production to cut over dependency on maize imports

Cassava is the second most important root crop after Irish potato grown throughout Kenya



Kenya recently hosted a National Cassava Conference to enhance productivity as the country seeks to diversify its staple food away from maize.

This as the country's maize dependency increases amid low production, forcing perennial costly import that has largely contributed to the high cost of living.

Maize production is estimated at 3.2 million tonnes, up from the new estimate of 2.9 million tonnes in 2022-23, compared to an annual demand expected to hit 3.9 million tonnes.

The trade fair themed 'Spearheading Innovation and Technology for Cassava Sector', expected to aid in creating positive public awareness of cassava's importance in food and nutrition security, and socio-economic development across the country.

Led by the Ministry of Agriculture and Livestock Development (MoALD), and Self Help Africa in collaboration with the European Union and other key development organisations, the summit was held from October 24 to 26 at Nairobi's Safari Park Hotel.

Self Help Africa country director Jo Ryan says enhanced cassava productivity will save Kenya billions which are spent annually to import staple food produce and products for consumption and industrial use, that could be retained in the country for social and economic development projects.



Cassava displayed for sale at a local market /FILE

gricultural ecological zones that include Western Kenya, the Coast and Eastern zones of the country.

In Kenya, cassava accounts for greater percentage of the total cassava production in the country.

According to the Ministry of Agriculture, about 60 per cent of cassava in Kenya is produced in the western region, 10 per cent in the eastern region and 30 per cent on the Coast.

Kenya currently produces 1 million tonnes of cassava, most of which is consumed locally, but the country has the potential to produce more than three million tonnes annually.

According to Agriculture CS Mithika Linturi, food and nutrition security and adequate employment remain a significant challenge in Kenya, despite enormous natural and human resources, hence the demand for reliable and sustainable solutions.

Cassava plays a very important role in the economies of many countries and is a good carbohydrate source. It is also a good source of dietary fibre as well as vitamin C, thiamin, folic acid, manganese and potassium.

It is the fourth most important food crop in the world after maize, wheat and rice. Kenya in 2019 developed the National Roots and Tuber Strategy to guide the development and production of the crop for industrial use in particular.

The trade fair provided a learning platform for local, regional and international cassava value chain players, where they will showcase and demonstrate their latest technological products, services as well as examine recent market trends and trade opportunities.

Cassava is the second most important root crop after the Irish potato grown throughout Kenya.

Nevertheless, it provided a platform that will facilitate the establishment of linkages to increase in-

vestment in the cassava value chain through a combination of government partnerships and private sector engagement," he added.

"This will sought to link and accelerate the development of affordable trading standards, procedures, protocols and accreditations; identify areas of initial support to cassava actors as well as promote national branding of cassava and cassava products and increase awareness in-

security and poverty mitigation.

Production of cassava in Kenya is mostly concentrated in a few ag-

3.2M

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BILATERAL TIES

Austria targets labour to foster trade relations with Kenya

MELINDA KIRWA / Austria is now eyeing the Kenyan labour market to feed into its challenge of skills shortage, with key interest in the ICT, nursing, as well as tourism and hospitality sectors.

On Monday, Austria's Federal Minister for Labour and Economics Martin Kocher held bilateral talks with President William Ruto on enhancing labour migration, increasing trade volumes and expanding markets for Kenya's agricultural products.

Kocher who was in the company of 24 Austrian businesses said the meetings have shown the momentum of the bilateral relations from both countries.

Speaking during the celebrations of the Austrian National Day in Nairobi, he further noted that they have seen a perfect match of skills in the sectors they are interested in.

"Tourism is an area that is depen-

dant on highly skilled workers and working together in the exchange of skills these workers are important as part that goes beyond tourism," he said.

Kocher also said Austrian companies in Kenya value the business environment in the country, how they are treated and the dedicated workers and staff.

On her part, labour CS Florence Bore said Austria continues to be a key partner in various sectors that include trade and investment, education, health, and agriculture.

She said the conclusion of the MoU on economic cooperation between the two countries will enhance relations in key priority areas of labour mobility, innovation, green technology, infrastructure development, and agro-processing.

"Kenya-Austria relations remain visibly progressive through deliberate, collective action in sectors such as

health diplomacy, water, education and climate action," Bore said.

She further noted that Austria considers Kenya as the hub for the East African region as this was highlighted by the signing of the Kenya-Austria framework of agreement for financial corporation on August 2, 2023.

The agreement is set to unlock over 40 million euros (Sh 6.37 billion) of funding to Austrian companies wishing to invest in Kenya," Bore said.

Some of the areas to be financed

include education, health care, and

digitalisation of services.

Bore commended Austria on its support in the Kenyan education sector by providing scholarships and exchange programmes to students in areas of science, ICT and social sciences.

She also applauded Austria for its support in the health sector by

spearheading the implementation of the mother and child unit at Kenya National Hospital (KNH).

On Tuesday, Austria and Kenya signed a 6.1 million euros (Sh 972.5 million) investment to finance the implementation of phase 2 which is vital in improving neonatal, paediatric and maternal health," Bore said.

for the unit. The project was initiated

in 2019 when Austria invested five million euros (Sh 797.1 million) to facilitate the execution of phase 1.

"We look forward to the finalisation of phase 2 which is vital in improving neonatal, paediatric and maternal health," Bore said.



Austrian Federal Minister for Labour and Economics Martin Kocher and labour CS Florence Bore during the Austrian National Day celebrations in Nairobi on October 23/ HANDOUT



Capital Business



National Cassava Conference & Expo 2023
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NAIROBI, Kenya, Oct 18 – Kenya is set to host the National Cassava Conference and Expo 2023 (NCCE), aimed at enhancing cassava production, productivity, and value addition.

The trade fair themed 'Spearheading Innovation and Technology for Cassava Sector' will aid in creating positive public awareness of cassava's importance in food and nutrition security and socio-economic development across the country.

The conference, led by the Ministry of Agriculture and Livestock Development (MoALD) and Self Help Africa in collaboration with the European Union and other key development organisations, will be held on October 24–26, 2023, at the Safari Park Hotel, Nairobi

Self Help Africa Country Director Jo Ryan says enhanced cassava productivity in Kenya will save billions of Kenyan shillings, which are spent annually to import staple food produce and products for consumption and industrial use, that could be retained in the country for social and economic development projects.

"There is a need for consistent promotion across the country through cassava Forums, Trade Fairs and exhibitions events, considering its resilience to moisture stress, higher productivity per hectare over cereal crop farming and importance in food & nutrition security," said Ryan.



The Star

THE
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OPINION

SPORTS

BUSINESS

COUNTIES

SIASA

SASA

DIVERSIFICATION

Kenya to root for cassava to cut dependency on maize

Cassava is the second most important root crop after Irish potato grown throughout Kenya.

In Summary

- Cassava is the fourth most important food crop in the world after maize, wheat and rice.
- Kenya in 2019 developed the National Roots and Tuber Strategy to guide the development and production of the crop for industrial use in particular.

Read The E-P

MOST POPULAR

1 Iconic Hilton
53 years ope



Tajirika cassava is drought resilient and doing well in drought-stricken Ganze constituency, Kilifi county.

Image: ALPHONCE GARI

Kenya recently hosted a National Cassava Conference to enhance productivity as the country seeks to diversify its staple food away from maize.

This as the country's maize dependency increases amid low production, forcing perennial costly import that has largely contributed to the high cost of living.

Maize production is estimated at 3.2 million tonnes, up from the new estimate of 2.9 million tonnes in 2022-23, compared to an annual demand expected to hit 3.9 million tonnes.

Milling Middle East & Africa



No.1 Grains Industry Magazine & Website for Africa & the Middle East

Kenya to host National Cassava Conference and Exhibition 2023 to promote production

October 23, 2023



KENYA – Kenya is set to host the National Cassava Conference and Exhibition 2023 (NCCE), aimed at enhancing cassava production, productivity, and value addition on October 24-26, 2023, at the Safari Park Hotel, Nairobi.

Themed 'Spearheading Innovation and Technology for Cassava Sector' the trade fair is spearheaded by the Ministry of Agriculture and Livestock Development (MoALD) and Self-Help Africa in collaboration with the European Union and other key development organizations.

Cassava is the fourth most important food crop in the world after maize, wheat, and rice. It is the second most important root crop after the Irish potato grown throughout Kenya.

It is a drought-tolerant crop, providing a basic diet for most rural households to address food insecurity and mitigate poverty.

However, the Ministry of Agriculture data shows that Kenya currently produces 1 million metric tonnes of cassava, most of which is consumed locally, despite the country's potential to produce more than 3 million metric tonnes annually.

Production is mostly concentrated in a few agricultural ecological zones that include western Kenya 60%, the coast 30%, and the eastern 10% zones of the country.

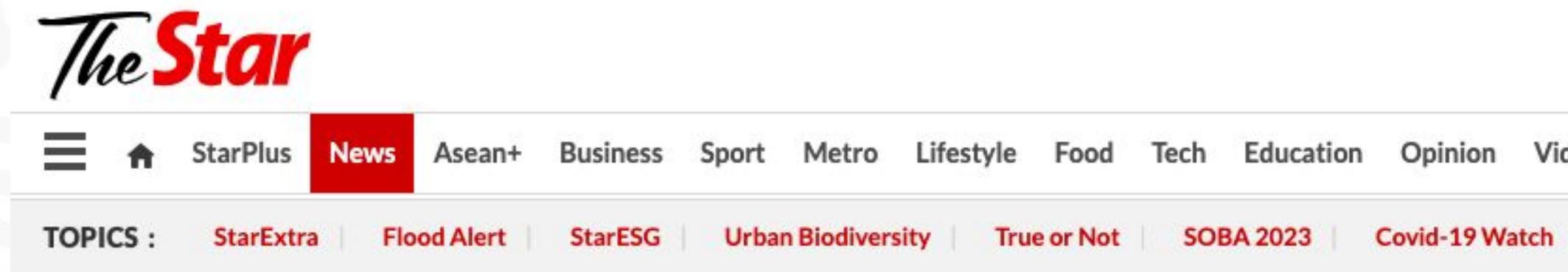
Jo Ryan, Country Director of Self-Help Africa said that the forthcoming trade fair will aid in creating positive public awareness of cassava's importance in food and nutrition security and socio-economic development across the country.

On his part, Mithika Linturi, CS Ministry of Agriculture welcomed the move adding that with climate change, desert locusts, bird and armyworms invasion, migratory pests, and emerging new crop diseases wreaking havoc on cereal food crop production, cassava is a superfood.

According to Ryan, enhanced cassava productivity in Kenya will save billions of Kenyan shillings, which are spent annually to import staple food produce especially maize following the diminishing productivity due to climate change.

The conference will provide a learning platform for local, regional, and international cassava value chain players, where they will showcase and demonstrate their latest technologies, products, and services, as well as examine recent market trends and trade opportunities.

The Star



The Star logo in red and black. Navigation menu: StarPlus, News (highlighted in red), Asean+, Business, Sport, Metro, Lifestyle, Food, Tech, Education, Opinion, Video. Topics: StarExtra, Flood Alert, StarESG, Urban Biodiversity, True or Not, SOBA 2023, Covid-19 Watch.

Cassava experts meet in Kenya to boost production

By PETERMUTAI



WORLD

Wednesday, 25 Oct 2023

2:12 AM MYT

NAIROBI, Oct. 24 (Xinhua) -- Kenyan cassava experts on Tuesday began a three-day meeting in Nairobi, the capital of Kenya, to seek ways of boosting production of the country's second most important food tuber crop.

The National Cassava Conference and Expo 2023 (NCCE), which is aimed at enhancing cassava production, productivity and value-addition, gathered more than 1,000 experts and 150 exhibitors from across the country.

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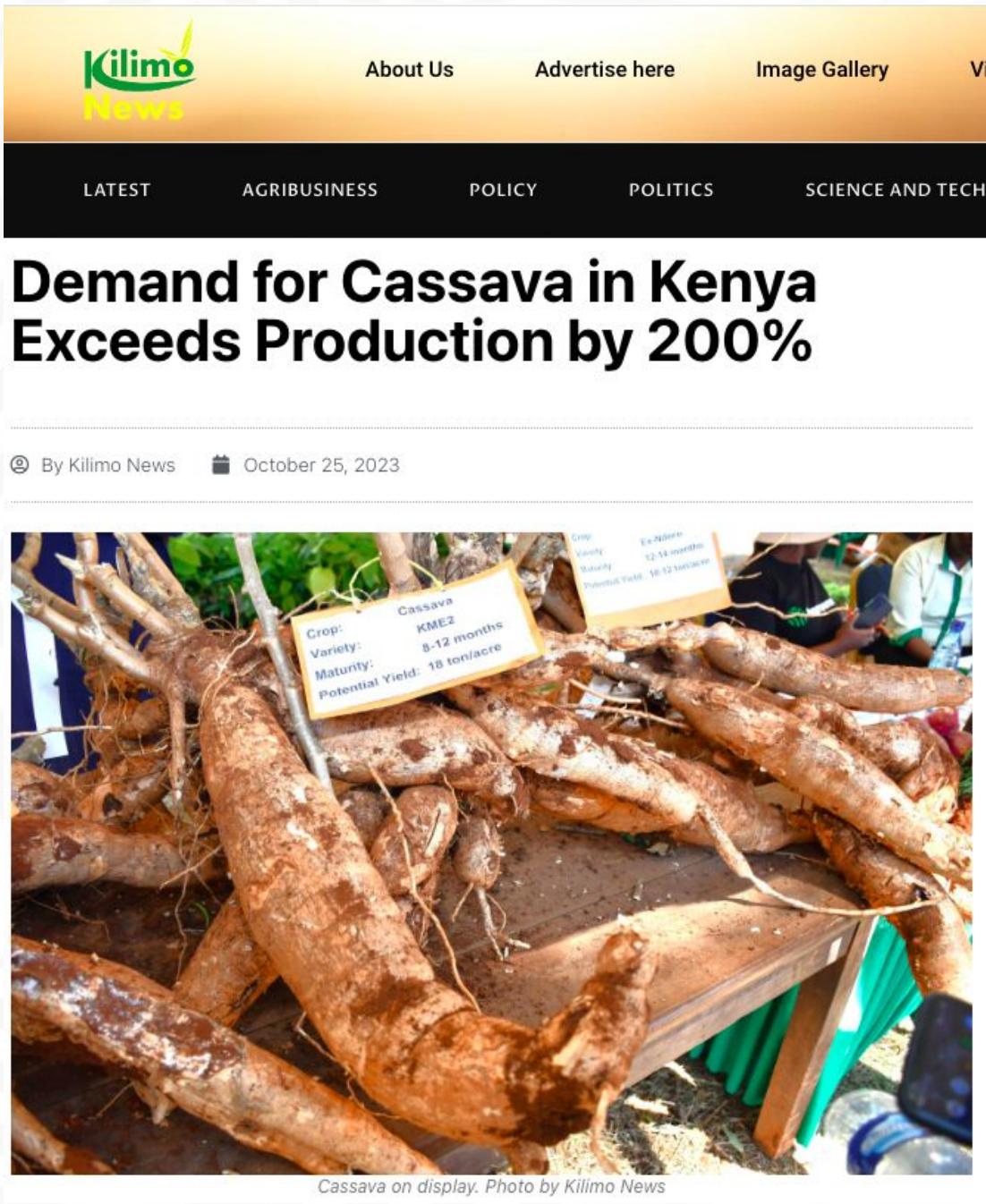
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Kilimo News



The screenshot shows the Kilimo News website. The header includes the logo 'Kilimo News' and navigation links for 'About Us', 'Advertise here', 'Image Gallery', 'Video', 'LATEST', 'AGRIBUSINESS', 'POLICY', 'POLITICS', and 'SCIENCE AND TECH'. The main headline is 'Demand for Cassava in Kenya Exceeds Production by 200%'. Below the headline is a photo of cassava roots on display, with a caption: 'Cassava on display. Photo by Kilimo News'. The photo shows a pile of cassava roots with a label that reads: 'Crop: Cassava KME2 Variety: 8-12 months Maturity: Potential Yield: 18 ton/acre'. The label also includes 'Exhibit 12-Months Potential Yield: 18-22 tonnes'.

By Kilimo News | October 25, 2023

Demand for Cassava in Kenya Exceeds Production by 200%

The demand is attributed to the expansion of Cassava utilization beyond human consumption into use in animal feeds and starch for industries.

"In 2020, the country produced 898,110 MT of cassava from 61,754 ha translating to productivity of 14.54 tons/ha. This is lower compared to 16 – 24 tons/ha in China, Indonesia, and Thailand," said Aluoch.

In the East African region, Kenya is the least producer of Cassava as Uganda produces 4 million MT while Tanzania produces 8 million MT per year. This is attributed to the lack of clean planting materials, unstructured markets, weak seed systems and weak regulatory framework.

Demand for Cassava in Kenya has exceeded production making the country rely on imports from neighbouring countries to meet its consumption demand.

Speaking during the National Cassava Conference 2023, Self Help Africa Head of Programmes Peter Aluoch says demand for cassava has risen quickly in 2022 to 3 million Metric Tonnes (MT) compared to a production of 946,076 metric tonnes from an area of 61,592 hectares in 2022.

The demand is attributed to the expansion of Cassava utilization beyond human consumption into use in animal feeds and starch for industries.

"In 2020, the country produced 898,110 MT of cassava from 61,754 ha translating to productivity of 14.54 tons/ha. This is lower compared to 16 – 24 tons/ha in China, Indonesia, and Thailand," said Aluoch.

In the East African region, Kenya is the least producer of Cassava as Uganda produces 4 million MT while Tanzania produces 8 million MT per year. This is attributed to the lack of clean planting materials, unstructured markets, weak seed systems and weak regulatory framework.

Business Today

Kenya is set to host the National Cassava Conference and Expo 2023 (NCCE) aimed at enhancing cassava production, productivity and value-addition. The trade fair themed *Spearheading Innovation and Technology for Cassava Sector* will help in creating positive public awareness for cassava in food and nutrition security as well as a catalyst for socio and economic development.

The conference led by the Ministry of Agriculture and Livestock Development (MoALD), and Self Help Africa in collaboration with European Union and other key development organizations, will be held on the 24th – 26th of October, 2023 at the Safari Park Hotel, Nairobi.

Self Help Africa Country Director, Mr Jo Ryan, says enhanced **cassava production** in Kenya will save billions of Kenya shillings spent annually to import staple food produce and products for consumption and industrial use that could be retained in the country for social and economic development projects.

"There is a need for consistent promotion across the country through cassava forums, trade fairs and exhibitions, considering its resilience to moisture stress, higher productivity per hectare over cereal crop farming and importance in food & nutrition security," said Mr Ryan.

"It will also provide a platform that will facilitate the establishment of linkages that increase investment in the cassava value chain through a combination of government partnerships and private sector engagement," he said.

≡ BUSINESS TODAY

 KALU MENGÖ

Oct 18, 2023

Food Security: Kenya Kicks Off a National Cassava Revolution

Kenya to host National Cassava Conference to enhance productivity



NEWS

Production of cassava in Kenya is mostly concentrated in a few agricultural ecological zones that include Western Kenya, Coast and Eastern zones. (Photo: NAADS)

New Vision - Uganda

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Cassava experts meet in Kenya to boost production

Oct 26, 2023

The National Cassava Conference and Expo 2023 (NCCE), which is aimed at enhancing cassava production, productivity and value-addition, gathered more than 1,000 experts and 150 exhibitors.



NAIROBI - Kenyan cassava experts on Tuesday began a three-day meeting in Nairobi, the capital of Kenya, to seek ways of boosting production of the country's second most important food tuber crop.

The National Cassava Conference and Expo 2023 (NCCE), which is aimed at enhancing cassava production, productivity and value-addition, gathered more than 1,000 experts and 150 exhibitors from across the country.

In his opening remarks, Paul Rono, principal secretary of the State Department for Crop Development and Agricultural Research in the Ministry of Agriculture and Livestock Development, said it is unfortunate that Kenya imports cassava despite having fertile and arable land.

Rono said Kenya is embracing high-quality seeds to promote cassava production to meet challenges in food security and commercialization internally. "We are looking at ways of initiating the application of high-quality cassava seeds to promote production to reduce imports," he told the participants.

Cassava, which is the second most important root crop after the Irish potato grown throughout Kenya, is a drought-tolerant crop that provides a basic diet for most rural households to address food insecurity and mitigate poverty.

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NAIROBI, Kenya, Oct 25 – Kenya is relying on cassava importation from neighboring countries to meet high demand for the food product locally.

Self Help Africa Head of Programmes Peter Aluoch says local demand for cassava grew to 3 million metric tonnes (MT) in last year, below production of 946,076 MT under 61,592 hectares.

The tuber crop pent-up usage is linked to the expansion of cassava utilization beyond human consumption into use in animal feeds and starch for industries.

"In 2020, the country produced 898,110 MT of cassava from 61,754 ha translating to productivity of 14.54 tons/ha. This is lower compared to 16 – 24 tons/ha in China, Indonesia, and Thailand," Aluoch says.

In the East African region, Kenya is the least producer of cassava, as Uganda produces 4 million MT while Tanzania produces 8 million MT per year, attributable to the lack of clean planting materials, unstructured markets, weak seed systems, and a weak regulatory framework.

In Kenya, cassava is mainly grown in coastal, central, and western Kenya for food, income, and livestock feed.

Despite its importance, the yields obtained are far from the agronomic potential of this crop.



L-R: Leonard Kubok, Deputy Director, State Department of Crop Development, Ministry of Agriculture, Self Help Africa Programmes Director Peter Aluoch, PS State Department Crop Development and Agriculture Research and Self Help Africa Country Director Ms Jo Ryan during the official opening of the National Cassava Conference & Expo 2023.



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Kenya News Agency



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Food Experts: Cassava Demand Exceeds Production

BY KNA1 OCTOBER 26, 2023 CATEGORIES: Counties, Editor's Pick, Food Security, Nairobi

0

Food experts have revealed that the demand for cassava in Kenya has exceeded production, making the country rely on imports from neighbouring countries to meet its consumption demand.

Speaking during the National Cassava Conference 2023 in Nairobi, State Department for Crop Development and Agricultural Research Principal Secretary (PS) Paul Rono raised concerns over the huge import bill on food.

"We are still importing food despite the fact that we have fertile land and resources. We have challenges in food security and the commercialization of the same," Rono lamented.

He, however, confirmed that the government has put up a model to promote each and every crop grown in Kenya, an agenda which is aligned with the discussion in the forum during the conference.

The PS directed the department in charge of crops, KALRO and KEPHIS to move with speed in the next three months to make sure that all the varieties of crops are identified, classified, and the information cascaded to relevant stakeholders so that the government can promote farmers.

At the same time, Self Help Africa Head of Programmes Peter Aluoch said that the demand for cassava had risen quickly in 2022 to three million metric tonnes (MT) compared to a production of 946,076 metric tonnes from an area of 61,592 hectares in 2022.

"In 2020, the country produced 898,110 MT of cassava from 61,754 ha, translating to a productivity of 14.54 tonnes/ha. This is lower compared to 16–24 tonnes/ha in China, Indonesia, and Thailand," stated Aluoch.

He disclosed that in the East African region, Kenya is the least producer of cassava, as Uganda produces 4 million MT while Tanzania produces 8 million MT per year, attributable to the lack of clean planting materials, unstructured markets, weak seed systems, and a weak regulatory framework.

According to Aluoch, cassava is mainly grown in coastal, central, and western Kenya; production is mainly for food, income, and livestock feed. Despite its importance, the yields obtained are far from the agronomic potential of this crop.

"The traditional production systems are failing to address household food security and income. In the coastal region, for example, cassava is considered an important food crop, and production accounts for 30 per cent of the total national production. In the Eastern region, production accounts for less than 10 per cent of the country's production," Aluoch explained.

Aluoch added that in the Western region, cassava is considered an important food crop, and its production accounts for 60 per cent of the total national production.

He also cited the latest data, which indicates that the average cassava farm yields are low, at approximately 7–10 MT/ha, compared to the research yield potential of about 50 MT/ha of fresh cassava tubers.

Meanwhile, Adolfo Cires, Programme Manager, Finance and Private Sector Development, The European Union Delegation to the Republic of Kenya, said that under the present economic crisis, which includes the COVID-19 pandemic, the war in Ukraine and resulting food and energy crises, surging inflation, debt tightening, as well as the climate emergency, and underfunding for research, development, and transfer of technology for cassava, this will continue to limit the development and application of better agronomic practices.

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High-Quality Seeds to Improve Kenya's Cassava Production

By Joyce Ojanji

As Kenya grapples with a soaring demand for cassava, which has surpassed local production levels by a staggering 200%, the government is making an effort to ensure that the country becomes self-sufficient.

Paul Rono, Kenya's Principal Secretary of the State Department for Crop Development and Agricultural Research, Ministry of Agriculture and Livestock Development, said that the government is embracing high-quality seeds to promote cassava production to meet challenges in food security and commercialization internally.

He was speaking during the National Cassava Conference and Expo 2023 (NCCE) in Nairobi, Kenya's capital where he noted that despite the country's potential to produce three million tonnes of cassava annually, it only produces one million tonnes.

According to Peter Aluoch, the Head of Programmes at Self Help Africa, last year alone, Kenya's demand for cassava reached a staggering three million metric tonnes (MT). This demand far outstripped local production, which amounted to just 946,076 MT grown across 61,592 hectares.

Aluoch noted that Kenya lags behind other East African countries in cassava production. While Uganda produces four million MT annually and Tanzania yields eight million MT, Kenya's output remains significantly lower. This disparity can be attributed to various factors, such as the lack of clean planting materials, unstructured markets, weak seed systems, and a deficient regulatory framework.

"Cassava cultivation in Kenya is predominantly concentrated in coastal, central, and western regions. Farmers in these areas rely on cassava not only for sustenance but also as a source of income and livestock feed. However, despite its vital role, the current yields fall far below the crop's agronomic potential," Aluoch explained.

Morag Ferguson, a Crop Germplasm Scientist and Molecular Breeder at the International Institute of Tropical Agriculture (IITA), emphasized the critical role of high-quality cassava seeds in boosting production.

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Vacancies

Ghana could use cassava to transform economy

Cassava demand in Kenya exceeds production by 200 percent

Kenya is relying on cassava imports from its neighbors to meet the high domestic demand. Peter Aluoch from Self Help Africa says local demand for cassava grew to 3 million tons last year, below Kenya's production level of 946,076 tons. "In 2020, the country produced 898,110 tons of cassava from 61,754 ha translating to productivity of 14.54 tons/ha. This is lower compared to 16 – 24 tons/ha in China, Indonesia, and Thailand," Aluoch says.

In the East African region, Kenya is the least producer of cassava, as Uganda produces 4 million tons while Tanzania produces 8 million tons per year, attributable to the lack of clean planting materials, unstructured markets, weak seed systems, and a weak regulatory framework.

"The traditional production systems are failing to address the household food security and income. In the Coastal region for example, cassava is considered an important food crop and production accounts for 30 percent of the total national production. In the Eastern region, production accounts for less than 10 percent of the country's production," he added.

Ghana could use cassava to transform economy

According to Deputy Director of Agriculture, Directorate of Crop Services of the Ministry of Food and Agriculture, George Prah, cassava can generate much more revenues if more attention is paid to the crop. He claims there is huge demand for cassava and its derivatives for the local and international markets.

Prah recently said Ghana was self-sufficient in cassava as it could produce 22 million tons of cassava a year, which was mostly the edible type and for consumption. He added that the government had

The demand for cassava grew to 3 million metric tonnes (MT) in 2022, below production of 946,076 MT under 61,592 hectares.

According to Self Help Africa Head of Programmes Peter Aluoch, this has led to reliance on cassava importation from neighboring countries to meet the high local demand for the food product.

The cassava usage is linked to expanding cassava utilization beyond human consumption into use in animal feeds and starch for industries.

"In 2020, the country produced 898,110 MT of cassava from 61,754 ha, translating to 14.54 tons/ha productivity. This is lower compared to 16 – 24 tons/ha in China, Indonesia, and Thailand," Aluoch says.

Kenya is the least productive country in East Africa regarding cassava production; Uganda produces 4 million MT annually, while Tanzania produces 8 million MT.

Cassava Demand Exceeds Production By 200 Per Cent In Kenya

26 Oct, 2023 | 09:18 AM • By [Nancy Marende](#)



Cassava Demand Exceeds Production By 200 Per Cent In Kenya

In Summary

- The demand has led to the reliance on cassava importation from neighboring countries to meet the high demand for food products locally.

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AGRICULTURE

Why cassava demand in Kenya is twice the current production

October 24, 2023 / business now

Demand for Cassava in Kenya has exceeded production prompting the country to rely on imports from neighbouring countries to meet consumption demand.

Speaking during the **National Cassava Conference 2023**, Self Help Africa Head of Programmes Peter Aluoch says demand for cassava has risen quickly in 2022 to 3 million metric tonnes compared to a production of 946,076 metric tones from an area of 61,592 hectares in 2022.

The demand is attributed to the expansion of Cassava utilisation beyond human consumption into use in animal feeds and starch for industries.

"In 2020, the country produced 898,110 MT of cassava from 61,754 ha translating to productivity of 14.54 tons/ha. This is lower compared to 16 – 24 tons/ha in China, Indonesia, and Thailand," Aluoch said.

In the East African region, Kenya is the least producer of Cassava as Uganda produces 4 million MT while Tanzania produces 8 million MT per year attributable to the lack of clean planting materials; unstructured markets; weak seed systems; and weak regulatory framework.

In Kenya, Cassava is mainly grown in coastal, Central and Western Kenya, production is mainly for food, income and livestock feed. Despite the importance, the yields obtained are far from the agronomic potential for this crop.

"The traditional production systems are failing to address the household food security and income. In the Coastal region for example, cassava is considered an important food crop and production accounts for 30 percent of the total national production. In the Eastern region, production accounts for less than 10 percent of the country's production," he said.

In Western region Cassava is considered an important food crop and the production accounts for 60 percent of the total national production.



Left to right: Leonard Kubok, Deputy Director, State Department of Crop Development, Ministry of Agriculture, Self Help Africa Programmes Director Peter Aluoch, PS State Department Crop Development and Agriculture Research and Self Help Africa Country Director Ms Jo Ryan during the official opening of the National Cassava Conference and Expo 2023.

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Editor's Pick Events

National Cassava Conference and Expo 2023

By Anita Nkirote October 19, 2023

103 0

Are you a part of the cassava value chain? Don't miss your chance to shine at the National Cassava Conference and Expo for FREE! Exhibit your products and solutions to a worldwide audience of cassava enthusiasts, from farmers to policymakers. Seize this golden opportunity to expand your business and connect with the cassava community. Register TODAY!

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Farmers Trend



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The Cassava Farming Conundrum: Kenya's Reliance on Imports Amidst Rising Demand

By FarmersTrend | October 25, 2023 | Cassava farming, Farming News | 0 Comment

Kenya is relying on cassava importation from neighboring countries to meet high demand for the food product locally.



L-R: Leonard Kubok, Deputy Director, State Department of Crop Development, Ministry of Agriculture, Self Help Africa Programmes Director Peter Aluoch, PS State Department Crop Development and Agriculture Research and Self Help Africa Country Director Ms Jo Ryan during the official opening of the National Cassava Conference and Expo 2023/COURTESY

Self Help Africa Head of Programmes Peter Aluoch says local demand for cassava grew to 3 million metric tonnes (MT) in last year, below production of 946,076 MT under 61,592 hectares.

The tuber crop pent-up usage is linked to the expansion of cassava utilization beyond human consumption into use in animal feeds and starch for industries.



This project is funded by the European Union



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Daily Express



HOME NEWS BUSINESS EDUCATION SPORTS WORLD OP-ED

KENYA

National Cassava Conference & Expo to enhance productivity and value addition

By The Daily Express [Twitter](#) [Email](#)

Thursday, October 19, 2023



The Ministry of Agriculture and Livestock Development (MoALD) in Kenya together with Self Help Africa will next week host the National Cassava Conference and Expo 2023 (NCCE) with emphasis on enhancing cassava production, productivity and value addition.

The conference, titled 'Spearheading Innovation and Technology for the Cassava Sector,' will take place from October 24 to 26, to aid in creating positive public awareness of cassava's importance in food and nutrition security and socio-economic development across the country.

The European Union and other important development organizations are also helping to organize the conference.

Self Help Africa Country Director Jo Ryan said that the move is set to save Kenya monies that are spent annually to import staple food produce and products for consumption and industrial use that could be retained in the country for social and economic development projects.

"There is a need for consistent promotion across the country through cassava Forums, Trade Fairs and exhibitions events, considering its resilience to moisture stress, higher productivity per hectare over cereal crop farming and importance in food & nutrition security," said Ryan in a statement released to newsrooms on Thursday.

Uzalendo News



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Business

Kenya To Host National Cassava Conference To Enhance Productivity

By John Mutiso - October 19, 2023



Kenya is set to host the National Cassava Conference and Expo 2023 (NCCE) aimed at enhancing cassava production, productivity and value-addition.

The trade fair themed *Spearheading Innovation and Technology for Cassava Sector* will help in creating positive public awareness for cassava in food and nutrition security as well as a catalyst for socio and economic development.

The conference led by the Ministry of Agriculture and Livestock Development (MoALD), and Self Help Africa in collaboration with European Union and other key development organizations, will be held on the 24th – 26th of October, 2023 at the Safari Park Hotel, Nairobi.



This project is funded by
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Cassava experts meet in Kenya to boost production

Source: Xinhua Editor: huaxia 2023-10-25 02:12:45



NAIROBI, Oct. 24 (Xinhua) -- Kenyan cassava experts on Tuesday began a three-day meeting in Nairobi, the capital of Kenya, to seek ways of boosting production of the country's second most important food tuber crop.

The National Cassava Conference and Expo 2023 (NCCE), which is aimed at enhancing cassava production, productivity and value-addition, gathered more than 1,000 experts and 150 exhibitors from across the country.

In his opening remarks, Paul Rono, principal secretary of the State Department for Crop Development and Agricultural Research in the Ministry of Agriculture and Livestock Development, said it is unfortunate that Kenya imports cassava despite having fertile and arable land.

Radio

- Radio Citizen
- Milele FM
- Capital FM



Paid Media

Media Partnership Management

We worked hand-in-hand with the RMS Team to plan and guide on all media-related activities for the partnership including:

- Kenya's Gold Talk show (this changed to the Citizen Day Break Show)
- Promo Video
- Twitter Spaces Conversations
- Social Media posts sharing

Media Partnership Management - Proposal Selection

Pre event –Talk Show

Before the event we propose to have a talk show that will seek to create awareness about the cassava conference scheduled for 24to 26th Oct 2023

We propose to have the Talk Show on Kenya's Gold which is Citizen TV's premier agricultural show.

1 week before the event -Spot Ads

Spot ads will be used to create awareness for the event and call up for people to turn up in large numbers

- 1 30" Spot per day 9:00am -12:55pm for 7 days
- 1 30" Spot per day 7:35pm -8:55pm for 7 days
- 1 30" Spot per day 10:00pm -11:00pm for 7 days

Duration: 1 week

Media Partnership Management - Proposal Selection

Other additional value

- Editorial support in our news bulletins

Duration: once

Activation

An activation on Radio Citizen will have the presenters talk about the event in detail as per the approved brief from client.

Value

- 3 presenter mention 4:00pm –8:00pm for 3 days
- 3 spots ROS or 4 classifieds for 4 days
- 3 promos ROS or 4 classifieds for 4 days

Social Media

	Discounted Rate
Citizen TV Facebook	2 posts per day Monday to Sunday

Twitter Spaces Value

1 and a half hours

3 days Social media amplification on FB & Twitter before the space.

hosted on Citizen Digital website & Space converted into a podcast, Shared with client

Day Break Show - Link



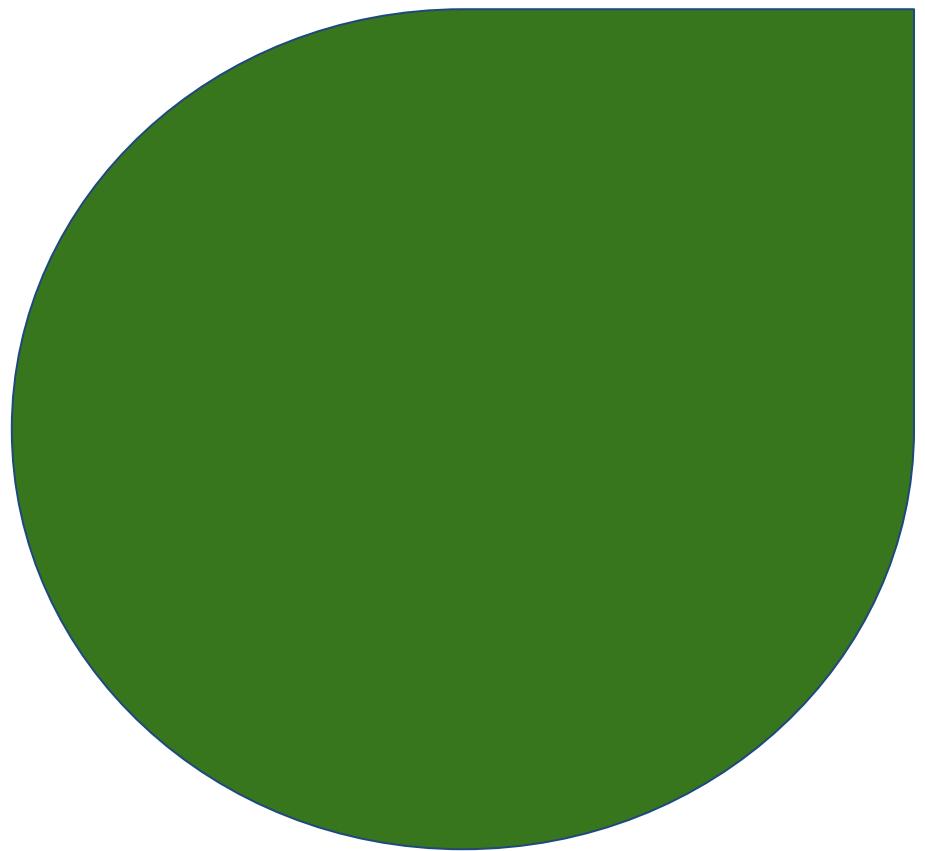
Promo Video



[Promo Video](#)

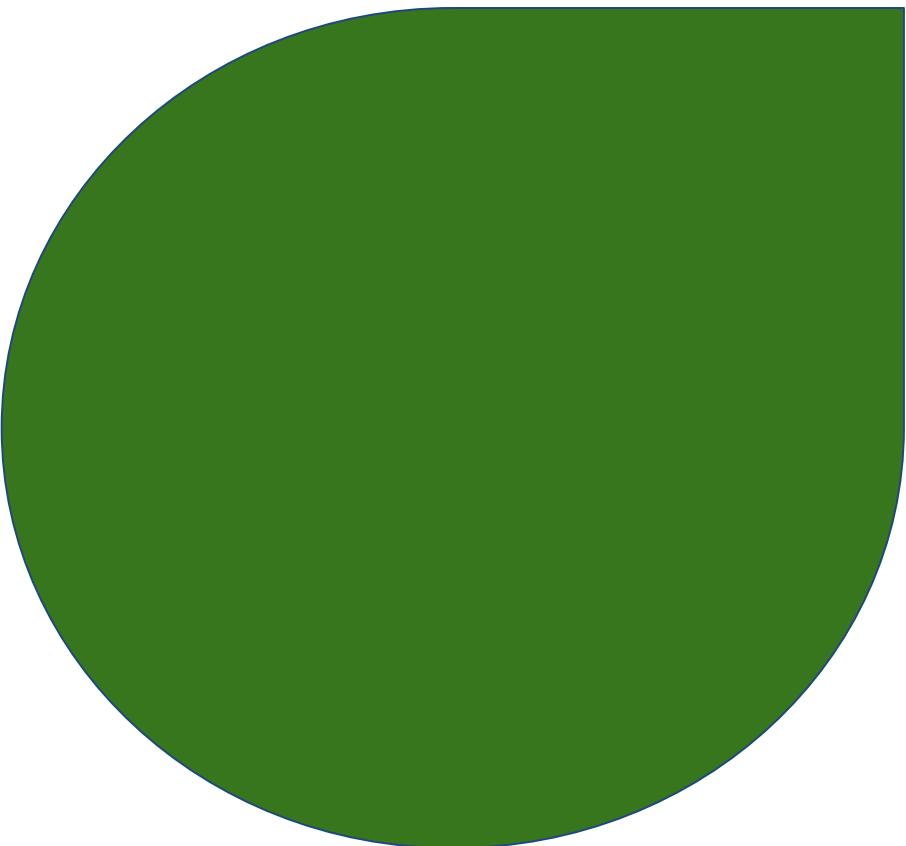


Spot Ad - Radio



Citizen TV Spot Ad

Radio Ad - Radio Citizen



Radio Citizen Spot Ad

Editorial Support

[Link](#)



The expo, led by the Ministry of Agriculture and Livestock Development (MoALD) and Self Help Africa, will be seeking to create positive public awareness of the importance of cassava as a food in bolstering national nutrition, security and socioeconomic development across the country. Image: Agriculture CS Mithika Linturi in a file photo.



This project is funded by
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A screenshot of the Citizen Digital news website. The header features the "Citizen Digital" logo with a red and green icon. Below the logo are several navigation links: NEWS, WANANCHI REPORTING, BUSINESS, SPORTS, ENTERTAINMENT, EXCLUSIVE VIDEOS, SPONSORED, COUNTY, INTERNATIONAL, POLITICS, BIZARRE, TOP NEWS, ELECTIONS 2022, and INFOGRAPHICS.

Kenya To Host National Cassava Conference

By [Maria Njoroge](#)

 Published on: October 19, 2023 12:26 (EAT)

Kenya is set to host the National Cassava Conference and Expo 2023 (NCCE) which is aimed at enhancing cassava production, productivity and value addition.

The conference, titled 'Spearheading Innovation and Technology for the Cassava Sector,' will take place from October 24 to 26.

Organized by the Ministry of Agriculture and Livestock Development (MoALD) and Self Help Africa, the expo will aim to raise public awareness about the importance of cassava as a food in improving national nutrition, security, and socioeconomic development throughout the country.

The European Union and other important development organizations are also helping to organize the conference.

Self Help Africa Country Director Jo Ryan said that the move is set to save Kenya monies that are spent annually to import staple food produce and products for consumption and industrial use that could be retained in the country for social and economic development projects.



Citizen TV editorial



Live Link



Twitter Spaces - Link

Spearheading Innovation and Technology for Cassava Sector Commercialization

TwitterSpaces @CitizenTvKenya

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Director Crop Systems,
KALRO

HOST

CLAUDE MUNDE

Date
Tue
24th
Oct
8PM

www.citizen.digital



Citizen TV Kenya @citizentvkenya · Oct 24
...
#XSpaces: Cassava has been treated like an orphaned crop. It has been ignored, but people go back to it when times are tough because it is resilient - Peter Okoth

Citizen TV Kenya Host
Cassava farming In Kenya:Spearheading tech for commercialisation
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Citizen TV Kenya @citizentvkenya · Oct 24
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#XSpaces: Cassava farming: Recycling of seeds has affected production - Peter Okoth

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#XSpaces: There are over 50 varieties of cassava, but not all are in the market because of demand and other factors - Peter Okoth, Self Help Africa

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Kenya to host National Cassava Conference to enhance productivity
ow.ly/C8qZ50PYu3j



12:36 PM · Oct 19, 2023 · 27.5K Views

16

20

85



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Social Media Posts



A photograph of four women in a cassava field. Three women are in the foreground, focused on processing green cassava leaves. They are wearing colorful traditional dresses. The woman on the far left is wearing an orange top and grey skirt. The woman in the center is wearing a yellow top and green patterned skirt. The woman on the right is wearing a green top and blue patterned skirt. A fourth person's arm is visible on the right side of the frame. The background shows more cassava plants and trees. The post includes the National Cassava Conference & Expo 2023 logo in the top right corner.

Citizen TV Kenya
October 20 at 4:00 PM · [See post](#)
#AD

The countdown continues! The National Cassava Conference & Expo is on October to 26th. Cassava holds the key to economic development and food security. Join us at Safari Park Hotel and be part of t change.

Secure your spot here: [... See more](#)

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Top fan Edusei Poku



A photograph of various cassava products. In the foreground, there are two containers of yellow cassava chips. Behind them are several bags of cassava flour. One bag is labeled "TANGAKONA APMART composite cassava flour" and another is labeled "UNGA BORA WA MUHOGO NA MTAMA". In the background, a dark-colored dog is visible. The post includes the National Cassava Conference & Expo 2023 logo in the top right corner.

Citizen TV Kenya
October 22 at 9:30 AM · [See post](#)
#AD

The National Cassava Conference & Expo on October 24th - 26th promises to be full of discovery and growth in the cassava industry. Your future in cassava begins here. Get your ticket now: [... See more](#)

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Top fan Mercy Gachura Value addition way to go

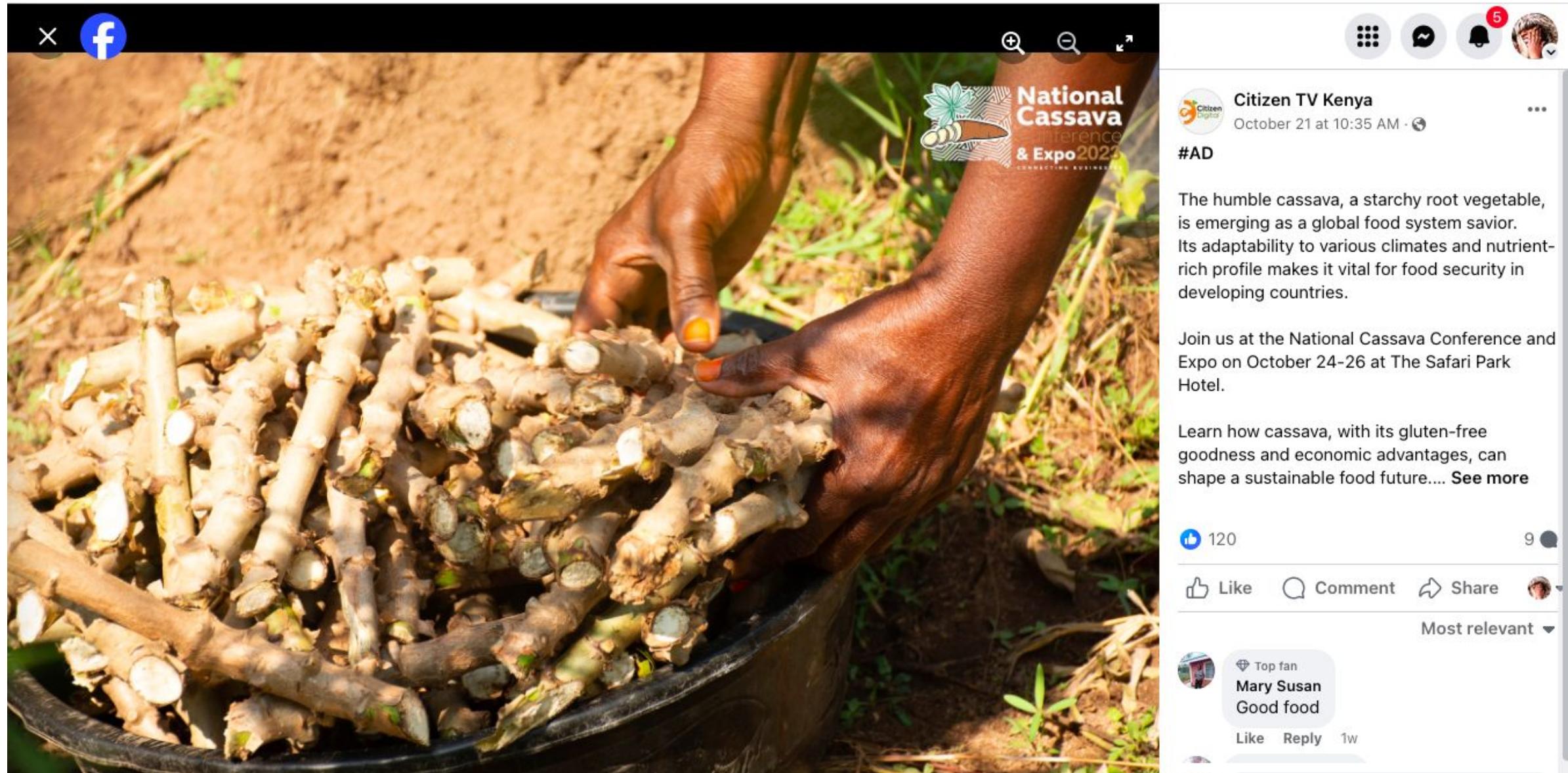
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Social Media Posts



National Cassava Conference & Expo 2023

The humble cassava, a starchy root vegetable, is emerging as a global food system savior. Its adaptability to various climates and nutrient-rich profile makes it vital for food security in developing countries.

Join us at the National Cassava Conference and Expo on October 24-26 at The Safari Park Hotel.

Learn how cassava, with its gluten-free goodness and economic advantages, can shape a sustainable food future.... [See more](#)

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Good food

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