**CONVERTING CASSAVA TO PREMIUM STARCH**

**Executive Summary**

**Innovation:**

This project focuses on converting cassava into premium starch, targeting the pharmaceutical and food processing industries. Leveraging the abundant cassava production in the Bono, Bono East, and Ahafo regions of Ghana, this innovation aims to create a high-value product to meet local and international demand for premium starch.

**Objectives:**

- Enhance the economic value of cassava.

- Provide a sustainable source of income for farmers by purchasing cassava from them.

- Generate employment opportunities, especially for women and youth in the Bono, Bono East, and Ahafo regions.

- Expand market reach to international territories, starting with Jamaica and exploring other European markets.

**Economic Impact:**

- Additional Income to Farmers: By purchasing cassava at a premium price, farmers can earn approximately 30% more per ton compared to selling raw cassava in local markets. For example:

- If the current price of raw cassava in local markets is $150 per ton, our project will purchase it at $195 per ton.

- Estimated Annual Increase: Assuming an average farmer sells 50 tons of cassava per year, their additional annual income could be around $2,250. This is a 30% increase from the $7,500 they would earn in local markets.

**Employment Opportunities**:

- Direct Employment: The project is projected to create approximately 1,200 new jobs across the Bono, Bono East, and Ahafo regions, focusing on employing women and youth. This includes roles in processing, quality control, packaging, and distribution.

- Women Employment: 60% of the new jobs (approximately 720) will be allocated to women, empowering them and promoting gender equality.

- Youth Employment: 40% of the new jobs (approximately 480) will be allocated to youth, providing them with sustainable employment and reducing youth unemployment rates.

- Indirect Employment: The project will also create indirect employment opportunities in related sectors such as logistics, marketing, and supply chain management. It is estimated that for every direct job created, 0.5 indirect jobs will be generated, adding another 600 jobs.

**Sustainable Development Goals (SDGs) Covered:**

1. SDG 1: No Poverty - By increasing farmers’ income and creating employment opportunities, the project helps reduce poverty in the Bono, Bono East, and Ahafo regions.

2. SDG 5: Gender Equality- By prioritizing employment for women, the project empowers them and promotes gender equality.

3. SDG 8: Decent Work and Economic Growth - The project creates decent employment opportunities and stimulates economic growth in the region.

**Raw Material Strategy:**

- In-Growers and Out-Growers Strategy: To ensure a consistent supply of raw materials throughout the year, the project will implement an in-growers and out-growers strategy. During the bumper season, the focus will be on maximizing production, while in the lean season, the focus will shift to sales.

- Community Engagement: The project is in talks with chiefs, opinion leaders, and cassava farmers’ associations in these regions to secure land for the in-growers and out-growers strategy.

**Market Expansion**:

- The project has already secured ready markets in Ghana and Jamaica for the export of premium cassava starch.

- Efforts are underway to explore additional markets in Europe, enhancing the project’s global reach and potential for growth.

**Conclusion**

Converting cassava into premium starch not only addresses a high-demand market but also significantly boosts the income of local farmers, creates substantial employment opportunities, and empowers women and youth in the Bono, Bono East, and Ahafo regions. By aligning with key Sustainable Development Goals, the project promises sustainable development and economic growth, making it a deserving candidate for at least $100,000 grant.