



**- International Fund for Agricultural Development –  
– Scouting and Sharing Innovation in Western and Central Africa –**

**– IEC to eradicate the drying of cassava chips along roads –**

**I. Background**

**1. Name of innovation**

Information-education-communication (IEC) to eradicate the drying of cassava chips along tarred roads

**2. Country – Region**

Benin, Western Africa

**3. Organization**

Roots and Tubers Development Programme (PDRT)

**4. Who is the innovator?**

PDRT

**5. Actors involved**

- PDRT
- Technical and marketing advisors
- Women processors in the central, northern and south-eastern regions of Benin

**6. Implementation date**

December 2005

**7. Type of innovation**

Technological

**II. Key issues**

**8. Summary**

The IEC programme is intended to combat the drying of cassava chips along tarred roads, through awareness-raising sessions using various channels (group discussions, radio broadcasts, sketches, folklore events etc.) to show the social and economic consequences of consuming chips that have been dried in this way. The innovation is an alternative drying solution that gives a better quality of chip. It consists of a wooden structure, which may be fixed to the ground or movable, and is fitted with slats of sorghum or millet stalks or palm branches. Dimensions vary according to the quantity of chips to be dried and/or the user's financial resources. The prototype is 80-100 cm high, 120-150 cm wide (for ease of handling of the dried product) and 3-5 m long. Such a drying device can be set up by each processor at a minimal cost and can be reproduced as needed.

**9. What issues does the innovation address?**

- This innovation is proposed as an alternative to drying cassava and yam chips beside tarred roads in the northern, central and part of the south-eastern regions (the Nagot zone) of Benin.
- The innovation addresses not only health issues but also economic issues, and the impact can be seen in the four pilot villages where awareness-raising has been carried out.
- In these villages, most of the processors stopped drying chips along tarred roads immediately after the awareness campaign, and it is now observed that more than 60 per cent of the women reached by awareness-raising initiatives have changed their habits and adopted this innovation, adapting it according to their specific location. However, problems still remain at the village, regional and even departmental level, and actions are therefore anticipated to involve the mass media (television).
- It should be noted that the awareness campaign lasted only three months.

**10. Key success factors for replication**

- Sufficient awareness-raising among processors through radio broadcasts, sketches and songs on the phenomenon to be eradicated
- The willingness of processors to listen and the support of young people and men in making the drying device
- The local availability of the necessary plant material at low cost
- The similarity of the innovation to a traditional way of displaying produce on market stalls
- The demonstrations that accompanied the awareness campaigns

## 11. Main results

## 12. Target groups

- Young people
- Women processors
- Men

## 13. Difficulties encountered

- Some isolated processors are resistant to the innovation.
- The innovation could not be tried out in all the pilot villages for the PDRT's lack of funds.

## 14. Financial aspects

- Implementation of such an IEC campaign (awareness-raising and establishment of the drying device) costs about CFAF 20,000 per processor.
- The benefits are huge, for the innovation not only ensures consumers' health, but also produces better-quality chips that are competitive on the market at a cost-effective price.

## III. Technical summary

15. The very simple device uses local plant material. If awareness activities are well carried out, they have a sure impact on the target population.

### Materials

Wood gathered in the countryside

Tray made of palm branches or slats of sorghum or millet stalks

1-1.5 cm tacks depending on the thickness of the wood employed

### Dimensions

Height: 80-100 cm

Width: 120-150 cm

Length: 3-5 m

The structure can be fixed to the ground or be movable.

## IV. Follow-up

### 16. Key contacts

| Name | Organization | E-mail                                                       |
|------|--------------|--------------------------------------------------------------|
| PDRT | PDRT         | <a href="mailto:pdrtd@intnet.bj">pdrtd@intnet.bj</a>         |
| PDRT | PDRT         | <a href="mailto:pdrtdbenin@yahoo.fr">pdrtdbenin@yahoo.fr</a> |

### 17. Internet links

[pdrtd@intnet.bj](mailto:pdrtd@intnet.bj)

[pdrtdbenin@yahoo.fr](mailto:pdrtdbenin@yahoo.fr)

### 18. Key documents (document title + link or contact or other details)

*Rapport d'élaboration du Programme IEC pour lutter contre le séchage au bord des voies bitumées.* «Le séchage des cossettes sur les trottoirs des voies bitumées au Bénin: Analyse – diagnostic» [Report on development of the IEC programme to eradicate drying alongside tarred roads. "The drying of cassava chips on the pavements of tarred roads in Benin: Analysis – appraisal"]. PDRT.

*Rapport de formation du dispositif d'encadrement sur le Programme IEC pour réduire voire faire cesser la pratique de séchage des cossettes sur le goudron le long des trottoirs des voies bitumées au Bénin* [Report on the training mechanism regarding the IEC programme to reduce or eradicate the practice of drying cassava chips on pavements beside tarred roads in Benin]. PDRT.