

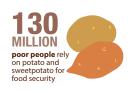


As the largest employer in the world **agriculture** is **critical to turning the tide against poverty.** At the International Potato Center (CIP), we work along each link of the value chain to develop opportunities from getting planting materials of highly productive and nutritious varieties into the hands of farmers to looking at multiple uses of the plant itself for diversified diets and income.



AGRICULTURE AND POVERTY STATISTICS









Papa Andina: Mining the Past Reaps Plentiful Opportunities

In Peru, the birthplace of the potato, abundant native potatoes were seen as a poor man's food. CIP teamed up with 20 organizations to promote innovations that benefit smallholder farmers and make the market chain more competitive.



20+
product lines

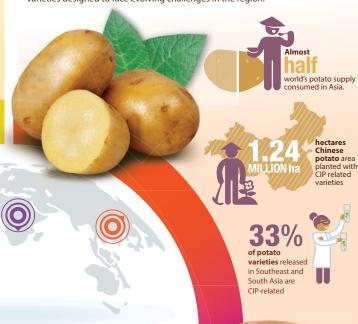


from chips to mashed potatoes developed with small and large manufacturers



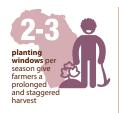
Modern Potato Varieties Relieve Burden on Hunger, Poverty in Asia

With a population of 4.436 billion and growing, Asia faces a tremendous food security challenge. Climate change coupled with poor agricultural practices require modern high producing varieties designed to face evolving challenges in the region.



Rwanda: From Overlooked Root to Model Crop

When CIP introduced Orange Fleshed Sweetpotato (OFSP) into the Rwandan market it was not a government promoted crop. Now a seed system developed through CIP trained Decentralized Vine Multipliers (DVMs) supply OFSP planting materials across Rwanda and branded OFSP stalls can be found in shops and markets across the country.





3-5 tons traditional



OFSP: Diverse Uses, Diverse Opportunities

Beta-carotene rich OFSP not only provides a nutritional infusion that fortifies families against Vitamin-A Deficiency it offers multiple uses for consumption and commerce.







<3 months post planting leafy greens ready for consumption at 90 days roots can be eaten