

Abstract

This paper interrogates some of the beliefs about production and consumption of sweet potato in general, and orange fleshed sweet potato (OFSP) in particular, using both descriptive and exploratory factor analysis and data collected from farmers in Tanzania. It finds that contrary to beliefs, sweet potato production and consumption is significant to growers and farmers value some key attributes such as yield, taste, storability of the roots and nutritional benefits. It therefore concludes that the negative beliefs about sweet potato are unfounded. The paper discusses the implications of the findings.