



From Training to Transformation: How TAAT's Orange-Fleshed Sweet Potato Initiative Sparked a Wellness Movement in Nigeria

Achievements at a Glance

- **1 Youth Entrepreneur Empowered**
- **4 Value-Added OFSP Products Developed**
(Flour, Crisps, Garri and Nutritious Meals)
- **100% OFSP-Based Products**
Rich in Vitamin A and Beta-Carotene with no artificial additives
- **Women Farmers Linked to Markets**
Creating new income and processing opportunities
- **Reduced Post-Harvest Losses**
Through the conversion of OFSP into shelf-stable products
- **National Quality Certifications Obtained**
NAFDAC, SON and FDA approvals secured
- **National Recognition Achieved**
Founder nominated for the Outstanding Food Processor Award at the Nigeria Food Summit

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A single training opportunity under the Technologies for African Agricultural Transformation (TAAT) programme transformed the life of entrepreneur Opeyemi Adebisi Aminat and led to PEMNIA WELLNESS, a thriving nutrition-focused enterprise that uses biofortified Orange-Fleshed Sweet Potato (OFSP) to combat malnutrition and create economic opportunities.

In 2022, Opeyemi participated in an OFSP production and value-addition training organised by the ENABLE-TAAT Youth in Agribusiness Compact led by IITA. Through mentorship, access to starter planting materials, product development support, and market exposure, she transformed a simple idea into a registered business producing OFSP flour, crisps, garri, and nutritious meals for schools, mothers, diabetic patients, NGOs, and health-conscious consumers.

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Transforming Nutrition and Livelihoods

PEMNIA WELLNESS is helping address Vitamin A Deficiency (VAD) while creating employment opportunities along the OFSP value chain. Through community awareness, farmer engagement, and value addition, the enterprise is improving nutrition outcomes and strengthening local food systems.

The TAAT Difference

«TAAT didn't just introduce me to OFSP; it gave me the tools, network, and confidence to build something that makes a difference.»

Today, PEMNIA WELLNESS is expanding its reach, empowering more women and youth, and positioning biofortified sweet potato products for wider markets across Africa—demonstrating how TAAT investments in youth agripreneurs can deliver lasting impacts on nutrition, jobs, and food security.

TAAT Impact: Turning a single training into a sustainable enterprise advancing nutrition, women's empowerment, youth employment, and agricultural transformation.



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