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Monthly Update – December 2009

Tanzania Agriculture Productivity Program

FROM THE PROGRAM DIRECTOR

Karibu! Welcome to the first issue of the “TAPP Update”, a monthly publication of the Tanzania Agriculture Productivity Program (TAPP), an initiative supported by the American people through USAID. Fintrac Inc. is proud to be implementing this important program and is pleased to share program activities and news through this publication.

TAPP is partnering with the Tanzania Horticulture Association (TAHA), building on the important work they have accomplished in recent years on behalf of the horticulture industry. Our goals are ambitious:

- Increase the incomes of more than 25,000 smallholders
- Establish Tanzania’s horticulture industry as a regional and global powerhouse

We are confident of success.

We have secured a highly skilled and committed project team and started negotiating partner agreements with local producer groups and allied enterprises to jumpstart productivity.

In a short time, we have mobilized resources for a flower grower; advanced partnership negotiations, including for a nascent public private partnership; and established linkages with a cold store facility and with a vegetable exporter.

Please enjoy the *TAPP Update* and don’t forget to visit our Web site at www.tanzania-agric.org.

Jim Vernon, Program Director
Tanzania Agriculture Productivity Program

PROGRAM BACKGROUND

TAPP is a 5-year program to increase smallholder farmer incomes through enhanced productivity and improved domestic and export marketing of agricultural products. The long-term impact of the project is sustainable increases in rural incomes and food security with higher nutritional standards.

The project focuses on six geographical areas, with interventions that include training in good agricultural practices (GAPs) to improve yields that generate large volumes of produce for fresh and processed local, regional, and international markets. Crops include vegetables, fruits, spices, nuts, indigenous vegetables and smallholder flowers. The project has planned a



Photo by Fintrac Inc.

TAPP is working at this cooperative farm in Arusha to improve production and introduce new crops.

Tanzania Agriculture Productivity Program Increased incomes through enhanced productivity

TAPP is a 5-year program to increase smallholder farmer incomes through enhanced productivity and improved domestic and export marketing of agricultural products.

Contact TAPP at tapp@fintrac.com or visit www.tanzania-agric.org for more information on upcoming activities and to receive copies of monthly bulletins and success stories.

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unique crop focus tailored for each area to maximize income increases and nutrition:

- **Arusha:** Smallholder flowers, spices, fruit and vegetable for export and regional markets; processed vegetables for substitution of imported products.
- **Moshi/Hai:** Smallholder flowers, agroforestry, spices, passion fruit and vegetable (conventional and organic) for export and local markets.
- **Lushoto:** Smallholder vegetables and fruit for local market; passion fruit for local, regional and export markets; organic spices (cardamom, cinnamon, cloves, black pepper) for export.
- **Morogoro:** Vegetables for both local and regional markets; pineapples, passion fruit for processing.
- **Coast:** Processed fruit (mango, pineapple, passion fruit); root crops (sweet potatoes); spices (chilies, vanilla, ginger); cashews (for export).
- **Zanzibar:** Cloves, fruit and vegetables for the hospitality industry and local markets, vegetables and spices for micro- to small-scale processors.



Photo by Fintrac Inc.

Members pose from the Tanzania Agriculture Productivity Program

TAPP will directly benefit more than 25,000 farmers and their families by engaging them in improved agricultural practices that generate income and are environmentally sustainable. Efforts to address the impact of HIV/AIDS on rural communities run through all proposed intervention plans, and encouraging women and youth groups to view horticulture as a business opportunity will be a feature of TAPP initiatives.

PROJECT START UP

TAPP started key operations in October 2009. Within the first month, the majority of the local project staff was selected and they have since received two weeks of intensive training to ensure that agronomic, postharvest and other technical skills were updated and adopted through a “training of trainers” methodological approach. Training also included M&E sessions to ensure effective performance management based on tangible results.

As part of its commitment to develop a strong partnership with the Tanzania Horticultural Association (TAHA), the project has established offices in the compound housing TAHA’s headquarters. Collaboration with TAHA has already started and our formal partnership agreement will be finalized next month.

PROGRAM NEWS AND ACTIVITIES

- **Crops for KIT cold store facility to be expanded.** TAPP is committed to supporting Kilimo Impact Tanzania, to assist smallholders in Usa River where USAID funds have built a cold store and packhouse. Farmer groups, primarily women, are growing produce for HomeGrown, a large exporter sending the group’s beans, peas and baby corn to supermarkets in Europe. TAPP will introduce new crops to fully utilize these facilities in an example of how USAID can synergistically build on its investment. It will also enable a valuable crop rotation as part the project’s GAP package to be implemented.
- **Valentine’s Day market season a reality for flower growers.** TAPP is working with flower growers, providing technical assistance and mobilizing rapid resources to enable a successful Valentine’s Day market season. TAPP will work alongside TAHA to support and help strengthen the flower industry.
- **Farm supervisors participate in TAHA training.** TAPP helped individuals from farmer groups take advantage of TAHA’s training of farm supervisors for business development skills, general farm management, supervisory skills, and financial and personnel management. Program partners helped identify more than 20 farm supervisors, who participated in the training with support from TAPP.
- **U.S. Ambassador and Mission Director to visit TAPP.** On January 21, TAPP will host US Ambassador to Tanzania Alfonso E. Lenhardt and USAID/Tanzania Mission Director Robert F. Cunnane on their first program tour. They will visit a TAPP partner, tour a cold store facility and talk to growers collaborating with the program.