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TANZANIA AGRICULTURE PRODUCTIVITY PROGRAM (TAPP) QUARTERLY REPORT #1

October - December 2009

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The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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FACT SHEET: PERFORMANCE AGAINST PMP INDICATORS

Name of the Implementing Agency: Fintrac Inc.	Reporting Period: Q1: October - December 2009					
Local Address: TAPP c/o TAHA P.O. Box 15035 House #49 Kanisa Road Arusha Tanzania	Home Office Address: Fintrac Inc. 3077 Kronprindsens Gade 72 St Thomas, USVI 00802					
Project Title: Tanzania Agriculture Productivity Program	Target regions: Arusha, Moshi/Hai, Lushoto, Morogoro, Coast and Zanzibar.					
Cooperative Agreement/Contract #: EDH-I-07-05-00007-00	Sub-contract/sub-grantees: Tanzania Horticultural Association (TAHA) TAHA Fresh Handling Ltd. (TFHL)					
Period of Project: (Start and End Dates) October 19, 2009 – October 18, 2014	Related Program Area and Elements of the Operational Plan: 1. Agricultural Sector Productivity 2. Trade and Investment					
Planned Life of the Project: \$35,490,000	Amount Obligated to Date: \$3,129,985				Pipeline: \$0	
Principal Target Beneficiaries: Tanzanian Smallholder Farmers	Major Counterpart Organizations: TAHA, Ministry of Agriculture					
Indicators:	Baseline FY09	Target FY10	Q1 FY10	Q2 FY10	Q3 FY10	Q4 FY10
<i>Percent change in rural income of targeted population</i>	0	10	n/a			
<i>Number of rural households benefiting directly</i>	0	5,000	0			
<i>Percentage of households participating that are vulnerable</i>	0	5	0			
<i>Percent change in yield of targeted crops</i>	0	10	n/a			
<i>Number of public/private partnerships formed</i>	0	25	0			
<i>Value of new client and counterpart investment</i>	0	1.0 M	0			
<i>Number of new technologies adopted</i>	0	5	0			
<i>Number of new products and/or markets identified</i>	0	3	0			
<i>Number of people receiving agriculture sector productivity training</i>	0	21,300	0			
<i>Number of policy reforms supported</i>	0	1	1			

1. EXECUTIVE SUMMARY

The USAID/Tanzania Agriculture Productivity Program (TAPP) started in October 2009 in six areas of Tanzania. The program has already helped the horticulture and floriculture industries. Interventions have ensured that a flower farm would continue to operate and employ more than 300 workers and a vegetable exporter who was forced to stop supplying European markets was able to restart exports because of TAPP. Just in this short period TAPP has seen the many opportunities to transform Tanzania's horticulture sector and benefit thousands of rural family members.

TAPP has taken the opportunity to forge closer links to both the Tanzania Horticulture Association (TAHA) and TAHA Fresh Handling Ltd. (TFHL) by establishing the program management office in the TAHA compound. Considerable progress has already been made to support TAHA. The establishment of a steering committee consisting of TAHA board, Fintrac, USAID and a Ministry of Agriculture, Food Security & Cooperatives (MAFC) representatives gives a much broader scope of interested parties contributing to the operational aspects of the organization. This will give rise to more frequent contact with those organizations and a greater understanding between parties. The composition of the TAHA board itself has also been amended to include representatives from all classes of membership. Smallholders in particular were appreciative of this amendment, as they felt that they were inadequately represented under the original structure of the board.

Discussions have been held with TFHL members and its board regarding the use of the Financial Crisis Initiative funds. An understanding was reached in principle as to how the funds can be used; it is subject only to the ratification of a draft Partnership Agreement by TFHL Board.

Discussions with several prospective international partners from both the public and private sectors have given rise to a number of significant concept notes, which emphasize the rehabilitation of the Tengeru Horticultural Research and Training Institute (HORTI-Tengeru). AVRDC is one such prospective partner, and aims to focus on food security issues. The notes also address TAPP's belief that women and youth must be empowered with knowledge and business skills to significantly improve the well-being and livelihoods of rural families and fully express the horticultural potential of Tanzania. Meetings are to be held with MAFC to ensure that they are in agreement with the thrust of the proposals.

Agreements have been reached with Kilimanjaro Impact Tanzania (KIT) and the women's groups associated with the Mailer Farm complex to continue the development and use of the existing facilities and to provide technical assistance to the organizations so that they can diversify their production and improve profitability.

TAPP representatives have visited major exporters of vegetables based in Kenya such as Homegrown Ltd. and Everest Enterprises Ltd. The exporters have agreed to cooperate with TAPP to further the expansion of the export industry in Northern Tanzanian. TAPP assistance for these exporters would be contingent upon them joining TAHA and committing to the establishment of packhouses within Tanzania. The packed product would then be exported within the TFHL framework using JRO. The companies have agreed, their only stipulation being the availability of minimum tonnages that would justify the capital expenditure involved with the packing facilities.

Cooperation with other international and national donor-funded projects has started with the understanding that all major program initiatives involving TCCP, International Institute of Tropical Agriculture (IITA) and other funded activities would be discussed before activities are finalized to determine whether co-funding of projects could occur to create greater impacts on the industry.

TAPP has met with several prospective partners in the HIV/AIDS area of involvement and has discussed several potential initiatives that will ensure that this component of the program will meet the ambitious targets that have been set.

2. INTRODUCTION

2.1 PROJECT DESCRIPTION

The USAID/Tanzania Agricultural Productivity Program (TAPP) is a 5-year initiative supported by the American people through the United States Agency for International Development (USAID) to increase smallholder farmer incomes through enhanced productivity and improved domestic and export marketing of agricultural products.

2.2 GOALS AND OBJECTIVES

The long-term impact of the project is sustainable increases in rural incomes and increased institutional activity in the public and private sector, which would enable effective transference of technology and business skills to farmers and ensure food security along with higher nutritional standards. Efforts to address the impact of HIV/AIDS on rural communities will run through all proposed activities, and there will be an emphasis on encouraging women and youth groups to become aware of the potential of horticulture as a business. Agroforestry initiatives will be included in the project and good agricultural practices (GAPs) will guide all cropping programs, ensuring that the environment will be protected and enhanced.

2.3 GEOGRAPHICAL FOCUS

TAPP will be active in areas of the country that are of high importance to the horticultural industry. This includes Northern Tanzania, the Eastern Arc, Coastal regions, Morogoro and the Isles of Zanzibar. The program is centered in Arusha and field staff members are based in:

- Arusha
- Karatu
- Moshi
- Lushoto
- Morogoro
- Dar es Salaam
- Unguja Island (Zanzibar)



2.4 TARGET CROPS

The program focuses on crops with high potential in the following three principal areas of interest:

1. Income generation

Crops that create income for smallholder farmers include vegetables for local, regional, and export markets, flowers that can be used in value-added bouquets for export, vegetables and fruit for processing, spices including cardamom, cloves, cinnamon, black pepper, and vanilla, cashew nuts, and, finally, African Bird's Eye (ABE) chilies for local food processors and export. Crops that have high potential for income generation that have not been fully commercialized in Tanzania such as sweet potato and passion fruit will be strongly emphasized, and the production of high quality vegetables for the hospitality trade will be promoted.

2. Food security

Staple foods for household consumption will include vegetables and fruit, with emphasis on improving productivity and reducing waste that occurs through poor postharvest handling and logistics. Crops in this category will include potatoes, tomatoes, kale, cabbage and bananas.

3. High Nutritional Value

Nutritional deficiencies are common in children in Tanzania and are particularly problematic for people affected by HIV/AIDS. Although high in nutritional value and well adapted to rain-fed agriculture, many traditional crops have been ignored in recent years. Indigenous vegetables such as amaranth, African eggplant, nightshade and Ethiopian mustard have beneficial nutrients. Together with leaves of other commonly grown crops such as sweet potato and squash, these will be promoted through the program's "positive gardening" initiative, which will be aimed at rural, poor communities and those living with HIV/AIDS. Root and vine crops such as orange-fleshed sweet potatoes and butternut squash have high income generating potential and significant nutritional benefits. TAPP will develop these by emphasizing their nutritional qualities as well as their commercial possibilities.

2.5 PROJECT START-UP

TAPP started in October 2009. During the first quarter, the local project staff was selected and have since received two weeks of intensive training to ensure that agronomic, postharvest and other technical skills were updated and adopted using a "training of trainers" 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 TAHA, the project has established its offices in the compound housing TAHA's headquarters. Collaboration with TAHA has already started and a formal partnership agreement is soon to be finished.

2.6 COMMUNICATIONS AND REPORTING

Both the TAPP intranet Web site, www.fintrac.com/tapp, and the TAPP public Web site, www.tanzania-agric.org, were established during the reporting period and will be updated regularly.

The TAPP Monitoring and Evaluation/Performance Monitoring Plan (PMP) was finalized and submitted. The PMP highlights TAPP's causal model for achieving the goal of increased incomes for small farmers and points to a selection of indicators and corresponding targets to measure progress

against anticipated results. A combination of standard output indicators and custom outcome indicators were presented to accurately measure program impact. Additionally, Year 1 work plans for TAPP, HIV/AIDS and FCI components were finalized and submitted to detail specific activities that will be undertaken to achieve the proposed targets.

3. PRODUCTIVITY

3.1 REGIONAL ACTIVITIES

Early activities focused on project start-up, establishing the program office in Arusha and fielding staff. Field operations in every region where TAPP will operate will begin in early 2010 following the deployment of staff.

A number of input suppliers, including irrigation equipment manufacturers, agrochemical and fertilizer distributors and seed marketing companies have been approached, and several potential non-funded partnership agreements are ongoing. These will be finalized in the first quarter of 2010.

3.1.1 Northern Tanzania

TAHA Chairman of the Board Coleman Ngalo introduced TAPP Program Director Jim Vernon to the regional commissioner of Arusha, who was presented with an overview of TAPP and its planned activities. The commissioner welcomed the program and assured the team that regional and district officers will support TAPP's endeavors in the Northern areas of Tanzania.

A concept note has been drafted for a formal partnership with AVRDC, HORTI-Tengeru, IITA and TAPP to assist AVRDC and IITA in developing new technologies and community support programs that will closely involve HORTI-Tengeru staff and a number of the facilities of that institute. Additionally, negotiations between HORTI-Tengeru and a private investor have taken place to support an initiative to use the investor's tissue culture laboratory at the training institute, with the objective of forming a public/private partnership. TAPP will provide support to HORTI-Tengeru that will enable the organization to resume its role of providing technical assistance and training to farmers in Northern Tanzania. Both concept notes have been shared with the MAFC as discussion documents to ensure that the proposals are in line with the ministry's vision and plans for HORTI-Tengeru.

TAPP team members made several visits to the USAID-supported operation at Mailer Farm to establish relationships with the grower groups and with KIT. Possible interventions have been identified to assist the groups with diversifying their crop program for crop rotational purposes as well as for additional income generation. TAPP is proposing to establish a smallholder summer flower production program at the farm and has reached out to other donor-funded organizations to determine whether such a program could be jointly implemented.

Technical advice was provided to a smallholder vegetable exporter, Homeveg Ltd. that allowed suspended shipments to European markets to resume. Adverse weather, inadequate coldstore facilities and an incomplete understanding of the disease affecting the crop led to an importer rejecting several Homeveg shipments upon arrival in Europe. Vegetable exports from the Tanzanian-owned and operated company were eventually terminated. TAPP assistance in the field and at the packhouse helped to resolve the issues, however, and after assurances were given to the importer, export activities resumed and continue without further quality problems.

Technical assistance was also provided to growers associated with the Floresta project, a prospective TAPP partner. The TAPP program director visited two Floresta sites in Moshi and Muranga and introduced them to the program. In Moshi, he also took the opportunity to visit the district

commissioner's office and to meet with district agriculture officers to advise them of the program and determine how TAPP could support them at the district level.

3.1.2 Lushoto

Initial contact was made with the DALDO in regard to an agricultural resource center that is being established there. A site visit by the program director in conjunction with TAHA is scheduled for February 2010 to determine what training resources could be provided by TAPP to assist the farmers who will use the center. Contact was also made with the Business and Technology Incubator Center at the University of Dar es Salaam, Lushoto, to provide cooperative assistance to that center also if warranted.

3.1.3 Morogoro

During the reporting period, TAPP provided technical manuals to a new export grower with 200 hectares of land, who will continue to receive technical assistance and market linkages from TAPP. The program has also identified several growers operating in the region who require technical assistance and has selected sites for demonstration farms, which will be established in the first quarter of 2010.

3.1.4 Coast

TAPP's interventions in the region will initially be aimed at fruit products for export, and will also involve African Bird's Eye (ABE) chili, an export crop suitable for smallholders that currently has an undersupplied international market. Mango production and marketing has also been discussed with several parties and meetings have been held with the CFC-Horticulture Outgrowers Scheme for Export in regard to cooperation in developing the export market for mangos. Commercial export of the crop is limited by supply of quality fruit and quarantine issues. Interventions are planned to address both issues in early 2010.

Additionally, the company Bagamoyo Fruits Ltd. wishes to produce up to 150,000 pineapple plants to supply an order to Europe. This initiative has been incorporated into the concept note regarding HORTI-Tengeru (mentioned in the Northern Tanzania section) to rehabilitate and use the tissue culture laboratory to produce the plants.

An agreement has been reached with the National Bank of Commerce (NBC) to help establish a project for smallholders under the bank's Corporate and Social Responsibility program. This will be implemented on the coast and in other areas to assist socially disadvantaged groups such as the disabled and those affected by HIV/AIDS. It will also introduce the bank to commercial opportunities in the horticulture/agriculture industries that the NBC acknowledges it has overlooked in the past due to the risks associated with such involvement.

3.1.5 The Isles of Zanzibar

VSO, a UK-based organization helping 900 farmers grow local market fruits and vegetables, has expressed interest in working with TAPP and an agreement has been reached in principle to train farmers in harvest and postharvest management. Losses due to postharvest problems are the most serious constraint to achieving reasonable returns for the VSO-assisted farmers. A recent report from the Food and Agriculture Organization (FAO) showed that growers experience a 49 percent loss in

mangos on Unguja Island between harvest and sale, while more than 30 percent is lost in bananas on Pemba Island due to postharvest issues. The initial focus for staff on the isles will be on production. TAPP has approached the author of the FAO report, who has experience in the area, about potential collaboration on this intervention.

3.2 CROPS

Interventions carried out during the first quarter focused on export crops. Growers of fine beans, mange tout and sugar snap peas were helped to resolve quality issues and technical advice was provided to a flower grower who experienced cash flow problems due to the global financial crisis and issues with farm management. These interventions were successful. The growers were able to continue exporting and have retained importer confidence in their products. In the case of the flower farm, changes in financial management resulted in an increase in employment of 45 labor units.

TAPP agronomists inspected organically grown local vegetable crops from farmers being assisted by the Christian nonprofit organization Floresta, and some changes to nursery management and planting were suggested, as productivity was being compromised by poor techniques. Simple technologies such as the use of netting covers over nursery beds, the trimming of roots that were too long at planting, and the avoidance of shallow planting holes that lead to “J” rooting were some of the growing techniques shown to the growers.

3.3 TECHNOLOGIES

TAPP staff provided technology-based assistance to Homeveg Ltd., an exporting company, to prevent losses in transit. Inadequate postharvest temperature control management resulted in the development of fungal disease in the packed product. Consequently, the company’s consignments were rejected in Europe. TAPP’s program director inspected the coldstores, recommended changes to product positioning and handling, and introduced rudimentary forced air cooling systems. TAPP also purchased data-loggers for the group for more effective product temperature monitoring from the field to the point of export. TAPP’s environmental manager visited the grower groups supplying Homeveg in order to assist with field operation activities to improve product temperature control and alleviate fungus problems at all levels of production. Working in conjunction with the buyer, TAPP staff suggested that the packing style for export-bound French beans should be changed from a whole bean to a trimmed product, reducing the risks of developing disease. Higher prices were offered by the buyer for the new product line and export has resumed with no further rejections in the market.

4. FOOD SECURITY

TAPP believes that income generation is key to achieving food security. Increasing land productivity and diversification will provide income generating opportunities and increase the availability of and access to nutritional foods. Consequently, all proposed TAPP interventions will achieve, either directly or indirectly, food security in Tanzania.

Specific activities to enhance food security are being coordinated by field managers, who are assessing the needs of rural families in their respective areas and formulating action plans relevant to the problems being encountered.

Several input suppliers of hybrid seeds and other agricultural commodities are ready to collaborate with TAPP. Demonstrations planned to show farmers the benefits of these technologies will have a positive influence on food security for Tanzania.

The concept note prepared by AVRDC also contains activities based on traditional vegetables, which will provide a greater volume of products available for home consumption along with nutritional benefits in rural communities.

5. MARKET AND TRADE DEVELOPMENT

Discussions with TAHA regarding the need for better market information for smallholder farmers determined that there is a definite need for such data to be generated and disseminated as widely as possible. A marketing and information officer is to be funded by TAPP and the ToR for the position has been drafted and aims to introduce a system of real-time availability of market prices via cell phone. This, coupled with TAHA's plan to produce monthly bulletins to provide export data for growers, should provide a more reliable conduit for necessary business information for growers and processors, allowing them to make informed decisions about their products.

Trade promotion has been a feature of TAHA's assistance to the industry in the past, primarily focusing on flowers and high-value fruits such as berries. TAPP believes that there is a need now to develop market opportunities for smallholder produce and is encouraging the participation of TAHA in trade promotions. The aim is to develop opportunities for small and medium enterprises (SMEs) in the organic spice industry and in niche markets of high-value vegetables and processed fruit products that use smallholder produce as base ingredients. Emphasis will be placed on the development of export opportunities. Discussions are ongoing, and the possible training and promotional events are being analyzed to determine the best opportunities for such assistance.

Regional trade opportunities are also being evaluated and TAPP was successful in providing market linkages between an exporter and buyers of produce required in the Democratic Republic of Congo (DRC). Other possibilities for trade to this area are being explored further.

The current system of marketing onions from Northern Tanzania to Kenya has had a negative impact on farmers' returns, as they are not organized into selling groups of sufficient size, so they are unable to dictate prices for their produce. A concept has been put to the National Bank of Commerce (NBC) to assist with the establishment of a grading and marketing center where farmers can amalgamate produce and offer a uniformly graded product of good quality in sufficient volumes to be able to negotiate better prices. This concept has been accepted in principle by the NBC, and discussions will be held with growers to determine whether this approach would be of interest to them. NBC has also expressed an interest in entering into agricultural lending, which was considered too high risk for the bank in the past. The bank would now be prepared to consider financing of vehicle purchases for entrepreneurs to engage in produce transport if TAPP would aid in identifying market opportunities for such activities and provide assistance via market linkages for the groups who will have produce to sell in Kenya and elsewhere.

6. OTHER CROSS-CUTTING THEMES

6.1 HIV/AIDS

TAPP has a fully integrated approach to combating the threat of HIV/AIDS. As with all beneficiaries, vulnerable populations will be engaged in income generating agricultural activities, trained in HIV/AIDS awareness and prevention, and engaged in workplace prevention programs. For those people living with HIV/AIDS, labor saving technologies are being introduced as well as new agricultural products with high nutritional value. A highly experienced program manager for the HIV/AIDS component of the project has been appointed and planned activity areas and targets for the first year's interventions have been established. TAPP believes that the priority should be for those affected by HIV/AIDS to have the same quality of life and income generating opportunities as other segments of society. The program will be introducing the concept of positive gardening to those impacted, either directly or indirectly as caregivers, by HIV/AIDS.

6.2 GENDER ISSUES & YOUTH

The difficulties experienced by women in Tanzania regarding their business involvement are well documented, and many projects have been initiated to alleviate this adverse circumstance. In addition, Tanzania's youth have not been properly served by the government or society. The program will empower women and youth with knowledge and business skills and incorporate them in all appropriate project activities. The importance of involving women and youth has been discussed with a number of women's groups and other organizations, and the concept has been welcomed at all meetings, giving a degree of confidence to TAPP management that the approach is appropriate.

Following a meeting with TAPP, a concept note specifically referring to this aspect of social empowerment was drafted during the reporting period by the director of AVRDC. A segment of the document is quoted below:

The migration of young people from rural areas to cities in search of jobs is not a new phenomenon in Tanzania. Sadly, many migrants never find employment, or are unable to raise the capital needed to set themselves up as small-scale traders. For them, urban life becomes a nightmare. They live in unsanitary conditions without proper housing or regular meals that provide adequate nutrition. High youth unemployment leads to increased crime, prostitution, and the spread of sexually-transmitted diseases and drugs. Angered that the dividends of relative economic growth do not seem to reach them, the youths often turn to desperate acts of violence that can destabilize communities, deter prospective investors, and threaten fragile economic growth.

To provide employment opportunities and mitigate negative social consequences, urban unemployed youth could be taught how to produce vegetables to meet the rising demand for high quality produce for both fresh consumption in the cities and the nascent processing industry. For example, it is unacceptable that the tomato processing industry has to resort to importing tomato for processing into paste when Tanzania has the potential to meet the

demands. The (proposed TAPP/AVRDC/IITA/HORTI-Tengeru) project will especially focus on gender issues and strengthen the role of young women through training in vegetable production and marketing. Access to land is an issue. Producers need small areas of land with secure tenure arrangements to produce good harvests and generate income to sustain their families. Creating community gardens would provide urban farmers with stable access to land. However, without adequate production and business skills, investments cannot yield a profitable and sustainable return.

TAPP management concurs with the concerns expressed above and plans to develop the themes contained in the concept note in the form of joint partnership plans with several Government of Tanzania (GoT) departments, AVRDC, IITA and NGOs with a defined track record in this area, subject to the agreement of the GoT.

TAPP's southern region production manager met with the Tanzania Association of Women Leaders in Agriculture and Environment (TAWLAE). The program manager appointed to lead TAPP's HIV/AIDS activities is also a member of that association. 144 groups have been identified as possible program beneficiaries with TAWLAE and activities with a number of these groups are expected to begin during the first quarter of 2010. Finally, TAPP has held initial discussions with WAMA to define potential cooperation with farming projects for smallholder women farmers.

6.3 ENVIRONMENT

The need for vigilance in interventions carried out by TAPP to ensure a positive impact on the environment is acknowledged in all activities proposed under the program. An initial IEE is under way and the PERSUAP required under the contract has commenced. Several meetings have been held with input suppliers and consultants to the industry and the information required for the report is being generated. Both the IEE and the PERSUAP will be completed by the end of the next quarter.

As mentioned earlier, TAPP will also be partnering with Floresta, which has a defined interest in agroforestry, to develop this and other areas of mutual interest.

7. PARTNERSHIPS AND CAPACITY BUILDING

In an effort to reach out to the widest pool of potential partners, an advertisement was placed in national newspapers calling for expressions of interest in partnerships. This introduced TAPP to a number of organizations that were originally not included in the project's concept list of potential partners. Discussions with a number of organizations that responded to the advertisement are continuing.

TAHA and TFHL

Considerable emphasis has been placed on establishing relationships with TAHA and TFHL to determine how TAPP can best assist their operations. As detailed in the Executive Summary, a steering committee has been set up to guide the interaction between TAPP and TAHA. The framework for partnership has been agreed to and will be formally presented to USAID for approval in January 2010, following the approval of the Grants Under Contracts (GUC) manual.

A proposal by TAPP was also put to the TAHA board prior to its AGM recommending a change in the structure of the board. The change would help give all stakeholders in the association representation on the board. The recommendations were adopted and the board composition has been amended from four members to seven. Additional board members are to represent smallholders, associate members including input suppliers, and other interested parties such as ministry or donor organizations.

TFHL is reviewing operations in light of reduced airfreight volumes brought about by the global financial crisis. Changes may include other freight options for the company to accommodate growers. TAPP recommended a professional review of the business models of TFHL and TAHA. This suggestion was accepted by the TAHA executive director and a consultant is currently being sought to undertake this review.

TCCP

The Tanzania Cluster Competitiveness Program has both a horticulture component and a food processing activity, which are complementary to TAPP activities. Discussions with project staff and their technical advisor are in progress, with the possibility of establishing a system of cooperation between TCCP and TAPP. Since proposals are formulated by both organizations, TCCP and TAPP will review them jointly to assess the potential for collaborative interventions.

HORTI-Tengeru

Discussions have been held with HORTI-Tengeru to determine how the institute could become more effective as a service provider for farmers. Negotiations are ongoing, and meetings have been arranged at senior levels within the MAFC to develop these initiatives during the first quarter of 2010.

A proposed public/private partnership with the company Genetic Technologies Ltd. has been discussed with HORTI-Tengeru senior staff and a concept note has been drafted and forwarded to MAFC as a document for discussion.

Homegrown Ltd.

In an effort to identify and expand market potential for Tanzania's growers, TAPP's program director traveled to Kenya to gauge Homegrown's commitment to developing the industry in Tanzania. The company has a commercial arrangement with Kilimanjaro Impact Tanzania (KIT) and has given an assurance that they will continue to support the work of the smallholder farmers associated with KIT. Homegrown plans to expand the outgrower schemes in Northern Tanzania with increases in current products and expansion into new product lines, for which TAPP will provide technical assistance. Homegrown was advised that assistance offered by TAPP would be contingent on the company becoming a member of TAHA and showing a commitment to adding value to produce grown in Tanzania. It was also suggested that Homegrown develop a packing shed operation in Tanzania. They would then use TFHL as the freight handler and Kilimanjaro Airport as the export point for the produce. Homegrown has accepted the criteria and will implement the plans once a critical mass of 40 tons per week is assured.

Everest Enterprises Ltd.

Everest Enterprises Ltd. (EEL) is a major Kenyan company involved in exporting vegetables to Europe and elsewhere. They have had an uncertain start to their Tanzania operation, as a large investment in a farming joint venture is in doubt. They are seeking now to commence a smallholder operation in the Kilimanjaro region. Following discussions in Kenya, TAPP has offered to assist in the formation of smallholder groups and to initiate GLOBALGAP certification for those groups. The program has stipulated the same conditions for involvement as were arranged with Homegrown and EEL has accepted them.

Africado Ltd.

This is a company with 70 hectares of avocados, funded in part by African Agriculture Capital. The company is interested in an outgrower scheme for the fruit, with 15,000 trees available for planting in April 2010. TAPP has been in negotiations with the company to assist in establishing the outgrower scheme, and have linked Everest Enterprises Ltd. as a possible producer of vegetables to be intercropped on the nascent avocado plantations. Discussions continue with both parties to establish the modalities of a cooperative agreement.

8. PLANNED ACTIVITIES

Many proposed activities have been mentioned in earlier sections of this report. The main focus for TAPP management is to embed field and support staff into their locations and link them to the previously identified partners and organizations that approached us after the contract was awarded.

Involvement with the respective ministries of the GoT and the regional and district officials in the areas of TAPP operation is of paramount importance to the success of the program. Endeavors in the field will be concentrated on establishing positive relationships with these organizations.

The TAPP work plan calls for the establishment of a number of partnership agreements for both funded and non-funded operations in the first quarter of 2010. Program management will be working to solidify these agreements.

The program will seek short-term technical assistance (STTA) from experienced personnel able to assist TAPP in meeting program objectives in the next quarter and subsequent reports will be produced.

ANNEX I: PROGRESS AGAINST WORK PLAN

TAPP Work plan

Activity	Year 1 (FY 2010)												Deliverable/ Units	To Date	
	O	N	D	J	F	M	A	M	J	J	A	S			
1 Program Administrative Activities															
Start-Up Activities															
1.1	1												1	Personnel fielded	1
1.2		1											1	Grants manual	1
1.3		1											1	Websites launched	1
1.4													1		1
1.5													1		1
1.6													1		1
Communications & Reporting															
1.7					1								1	Report submitted	
1.8			1										1	Plan submitted	1
1.9						1							1	Submitted	
1.10				1	1	1	1	1	1	1	1	1	9		1
1.11				1			1			1			3		
1.12				1								1	2	Work plan approved	1
1.13													0		
2 Project Monitoring & Evaluation Activities															
2.1				1											1
2.2				1											1

TAPP Work plan

Activity		Year 1 (FY 2010)											Deliverable/ Units		To Date	
		O	N	D	J	F	M	A	M	J	J	A				S
2.3	M&E Plan / PMP developed and submitted				1										PMP submitted	1
2.4	Baseline data on program clients collected															
2.5	Follow-up indicator data collected and verified															
2.6	Performance indicator review											1	1	1	Review session	
2.7	Success stories produced and disseminated						2	1	1	1	1	1	1	8	Success stories	
3 Component 1: Increased Commercial Productivity, Improved Postharvest Handling and Quality Assurance																
3.1	Productivity partners identified; agreements prepared and approved					3	6	3						12	Partnership agreements	
3.2	Farmer groups/producer associations identified/formed and assisted					10	20	30	30	30	30	30	30	210	Farmer groups	
3.3	Demonstration farms established						10	15	15	15	15	15	15	100	Demonstration sites	
3.4	Agricultural productivity training through field days & workshops (production, postharvest, NRM, etc.)						1,050	2,250	3,000	3,375	3,375	3,750	4,500	21,300	Training participants	
3.5	Technical assistance visits to farmer groups/producer associations for technology transfer					50	100	100	250	500	500	500	500	2,500	Visits	
3.6	Crop production guides produced and distributed						8	4	4	4				20	Production guides	
3.7	Training on responsibilities and best practices for all stakeholders in outgrower schemes							2	2	2	2	2		10	Stakeholders trained	
3.8	Rapid assessment of key postharvest constraints for target crops; critical interventions identified and prioritized					2	2	2						6	Assessments	
3.9	Postharvest technologies introduced to reduce postharvest losses and improve product quality				1	1	1	1	1					5	Postharvest technologies	
3.10	Technical assistance to packhouse and coldstore facilities														Visits	

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Activity		Year 1 (FY 2010)												Deliverable/ Units	To Date	
		O	N	D	J	F	M	A	M	J	J	A	S			
4 Component 2: Market Systems Enhancement & Improved Integration of Producer Groups																
4.1	Identification of potential new horticultural crops/products and markets						1	1	1	1	1			5	Products/markets	
4.2	Training to producer groups in business skills (recordkeeping, business planning, etc.)						20	30	30	30	30	30	30	200	Producer groups	
4.3	Market information products produced and disseminated to client groups									1	1	1	1	4	Market information products	
4.4	Introduce cell phone-based market information system									1				1	Market information system	
4.5	Local and regional market producer/buyer linkages established between farmer groups and buyers						10	15	15	15	15	15	15	100	Linkages	
4.6	Farmer groups assisted to achieve GLOBALGAP certification							5	5	5	5	5	5	30	Farmer groups	
4.7	Support development of local certification capability - ("train the trainers" program; direct support to private certification companies)															
4.8	Support to Establish National GLOBALGAP Technical Committee															
5 TAPP Component 3: Institutional Capacity Building																
5.1	Steering Committee Established to provide technical direction to TAHA			1										1	Steering committee	1
5.2	Partnership agreement signed with TAHA to provide expanded service to members and enhance sustainability				1									1	Agreement signed; activities implemented	
5.3	Partnership agreement signed with TAHA Fresh to maintain flights out of JRO and enhance sustainability				1									1	Agreement signed; activities implemented	
5.4	Partnership agreement with Floresta to facilitate market linkages and improve business skills						1							1	Agreement signed; activities implemented	

TAPP Work plan

Activity		Year 1 (FY 2010)												Deliverable/ Units		To Date
		O	N	D	J	F	M	A	M	J	J	A	S			
5.5	Partnership agreement with Horti-Tengeru to implement positive gardening, rehabilitation of tissue culture facilities, training of employees						1							1	Agreement signed; activities implemented	
5.6	Partnership agreement signed with KIT to diversify product base and increase use of USAID investment in postharvest facilities						1							1	Agreement Signed; Activities Implemented	
6 Component 4: Cross-Cutting Enabling Environment Activities (Environmental Management, Policy Development, Gender Issues and Youth, BDS)																
Environmental Management																
6.1	Training in safe use of pesticides and fertilizers following accepted GAP protocols					250	550	750	850	850	850	850	1,125	6,075	Training participants	
6.2	Training on environmental management & climate change mitigation/monitoring practices (field days & workshops)						250	500	750	850	850	850	850	4,900	Training participants	
6.3	Development of training materials for distribution to project clients and partners														Training materials	
Policy Development																
6.4	Identify the key constraints influencing the effective operation of the horticulture value chain															
6.5	Policy development and lobbying activities supported through TAHA				1	1	1	1	1	1	1	1		8	Policy-related activities	
Gender Issues and Youth																
6.6	Sensitization of farmer groups and other agricultural entities to the importance of equal participation of women in decision making roles and income generation activities															
6.7	Activities targeting the integration of youth into the horticulture industry through development of business and production skills						12	12	12	12	12	12	12	84	Training events	

TAPP Work plan

Activity		Year 1 (FY 2010)												Deliverable/ Units	To Date	
		O	N	D	J	F	M	A	M	J	J	A	S			
Business Development Service																
6.8	Identify areas of intervention to improve business services to the horticulture sector															
6.9	Technical assistance and training to off-farm MSMEs to improve operational efficiency (extension focus on key existing intermediaries for small farmers – packers, suppliers, middlemen, brokers)							2	2	2	2	2	2	12		

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