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TANZANIA AGRICULTURE PRODUCTIVITY PROGRAM (TAPP) QUARTERLY REPORT # 12



July - September 2012

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Tanzania Agriculture Productivity Program (TAPP)

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Cover photo: USAID-TAPP agronomist Stephen Mruma demonstrating tomato trellising and drip irrigation at a field day on Chumi Hussein's farm in Mikumi, Morogoro. Photo by Fintrac Inc./Kate Granger

Back cover photo: Agronomist Nyamesija Nyakeko in Mikumi, Morogoro. Photo by Fintrac Inc./Kate Granger

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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 (USAID) or the United States government.

EXECUTIVE SUMMARY

USAID-TAPP is working to increase smallholder income, improve nutrition, and expand markets. In FY12, most key project targets were either met or exceeded. Project achievements to date include:

Productivity

- USAID-TAPP has worked with 13,427 rural households across Tanzania and the Isles of Zanzibar, meeting the target of 13,000 households by the end of FY2012.
- More than 72,000 participants have benefitted from USAID-TAPP sponsored trainings on agricultural sector productivity training, health, nutrition and business management, exceeding the project target by more than 123 percent.
- 11,803 hectares of smallholder farmland are being cultivated using improved technologies thanks to trainings and technical assistance provided by USAID-TAPP, which far surpasses the established project target of 9,500 hectares.
- Over the life of the project, farmer yields have increased an average of 46 percent; to achieve our annual goal of an average yield increase of 55 percent, USAID-TAPP will continue introducing higher yielding technologies and inputs to reach the desired target.
- Over the life of project, project farmers have earned an average profit of \$1,665 a year (gross margin) from growing nutritious horticultural crops and spices. This number decreased somewhat from last year's reported gross margins due to improved evaluation methodologies.

Market and Trade Development

- 12 new value-added products have been introduced to smallholder farmers including high-value vanilla, organic spices, and processed mango sauces and jams.
- 546 producers' organizations and business and trade associations have received capacity-building assistance and support, which exceeds the annual target of 520 organizations.
- 641 farmers are Global GAP certified to ensure export quality of their produce, surpassing the annual target of 350 certified project farmers.
- Primary partner TAHA passed a rigorous pre-award assessment by USAID staff and is in place to become only the second organization in Tanzania to receive direct USAID funding, which will support activities to develop the horticultural sector across the country.

Crosscutting Themes

- 34,839 people have participated in trainings on HIV/AIDS education and prevention sponsored by USAID-TAPP, exceeding the project target by 252 percent.
- 3,988 individuals benefited from home and community gardens established by the project, which surpasses the project target of 1,400 home and community gardens.

The current status of all project indicators is presented in the Annex section of this report.

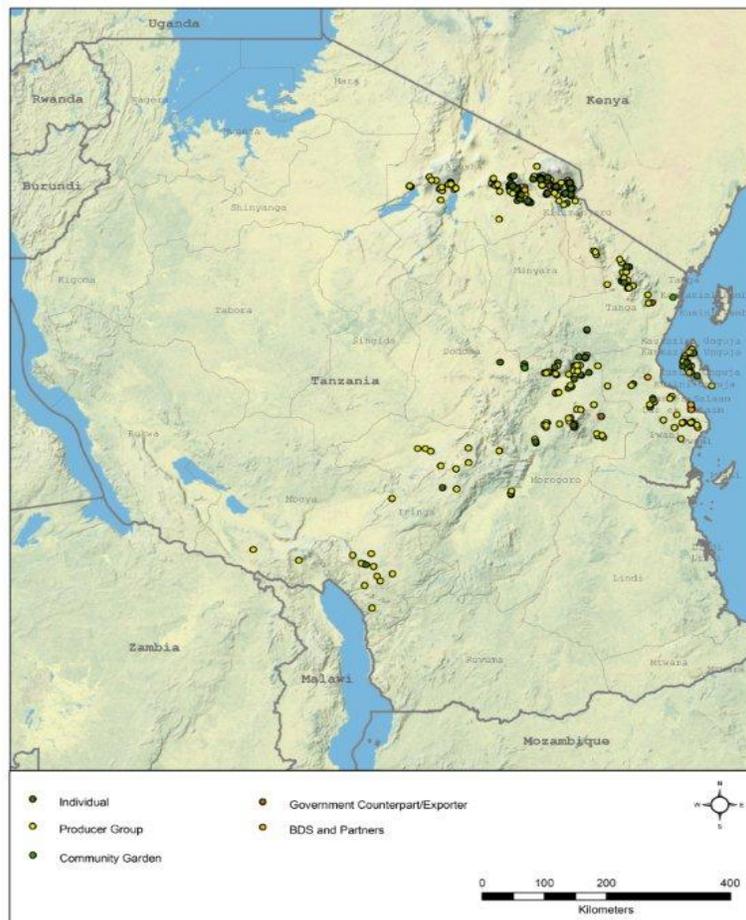
INTRODUCTION

PROJECT DESCRIPTION

The Tanzania Agricultural Productivity Program (TAPP) is increasing smallholder farmer incomes through enhanced productivity and improved domestic and export marketing of agricultural products. It is a five-year program supported by the American people through the United States Agency for International Development (USAID) and is part of Feed the Future, the US government global hunger and food security initiative.

GOALS AND OBJECTIVES

The overall goal of USAID-TAPP is to raise rural incomes, improve nutrition, and expand markets. The program will benefit 19,000 rural families by effectively transferring technology and business skills to farmers, attaining sustainable increases in rural incomes, and enhancing institutional capacity in the public and private sectors. Efforts to address the impact of HIV/AIDS in rural communities are integrated into activities and there is a strong emphasis on encouraging women and youth to better understand the potential of horticulture as a business. The principles of good agricultural practices (GAPs) guide all cropping programs to ensure that the environment will be protected and enhanced.



I. PRODUCTIVITY

To date, USAID-TAPP staff has trained 13,585 unique participants (45 percent women, 55 percent men) on topics relating to income generation, health and nutrition, and improved markets in Tanzania and the Isles of Zanzibar.

I.1 TRAININGS

This quarter, the Annual Nane Nane Farmers Day Exhibitions were held in Arusha, Morogoro, Mbeya, and Dodoma to highlight the rich contribution farmers make to Tanzanian society and culture. Each year, up to a half million people celebrate this national holiday by attending Nane Nane's agricultural fairs, demonstrations, and trade shows not only to honor the country's farmers, but also to provide those farmers with critical information for improving their livelihoods. For the third year, USAID-TAPP was invited to develop 200 meter squared demonstration plots in both Arusha and Morogoro where field staff grew a variety of fruits and vegetables using the project's recommended technologies and good agricultural practices, including using hybrid seeds, starter solution, seedling trays, raised beds, drip irrigation, correct plant spacing, and trellising. As a result of their efforts, USAID-TAPP was awarded Nane Nane's First Prize in Technology Transfer for the second year in a row, establishing an exciting record of excellence at Tanzania's leading agricultural event. In addition, potential commercial partners, including Monsanto, East African Seeds, Balton, and Rijk Zwaan approached staff about working together to provide affordable seeds and other inputs to smallholder farmers participating in USAID-TAPP.

In addition to this national award celebrating USAID-TAPP's achievements in training smallholder farmers, 16,368 project beneficiaries participated in training events hosted by USAID-TAPP field staff this quarter, 4,642 of whom were unique training participants.

Training Participants* by Region				
REGION	Jul	Aug	Sep	Total
Arusha	182	1,566	497	2,245
Dar es Salaam	40	0	0	40
Kilimanjaro	132	856	0	988
Morogoro	2,413	2,408	1,268	6,089
Pwani	327	246	45	618
Tanga	0	0	131	131
Zanzibar	526	204	116	846
Iringa	497	330	969	1,796
Njombe	1,621	571	562	2,754
Mbeya	554	134	173	861
Grand Total	6,292	6,315	3,761	16,368

*Total, not unique, training participants.

These training events included both one-on-one technical assistance and group field days facilitated by project and partner agronomists. Each event focused on providing farmers with the skills necessary to improve productivity, expand markets, and improve household health and nutrition.

Specifically, USAID-TAPP field agronomists provided training and technical assistance to smallholder farmers to implement a core package of simple, affordable technologies, which have been proven to reduce crop loss, increase overall yields, and improve crop quality. These recommended technologies include the following:

- **Good Land Preparation Practices**, including careful plot selection, land preparation, and soil amendment, improve soil structure, resulting in improved productivity and product quality.
- **Hybrid Seeds** are improved varieties that increase yields by to 100 percent more than traditional open-pollinated seeds, ensuring maximum seed germination and plant yield.
- **Seed Trays** ensure that the right amount of soil and water is used when germinating plants, reducing seedling loss and producing strong, healthy seedlings for planting.
- **Proper Plant Spacing** prevents plants from competing for light, water, and nutrients while still maximizing yields on even the smallest of plots.
- **Raised Beds** provide plants with light, airy soil that offers better access to water, air, and nutrients, ensuring healthy root development and strong plant growth.
- **Plant Trellising** raises fruit and vegetable crops off the ground to decrease crop losses due to rot, blight, and disease; trellising also improves pest management and harvest practices.
- **Integrated Pest Management (IPM)** is the practice of systematically monitoring pest levels, identifying outbreaks early, and using a combination of natural, mechanical, and chemical controls to manage pest populations; IPM not only improves both the quantity and quality of production, but also reduces needed investment in expensive pesticides.
- **Irrigation Systems**, especially water-conserving drip irrigation, greatly reduce farmer reliance on unpredictable rains and ensure more reliable, sustainably managed production.



Photo by Fintrac Inc.

USAID-TAPP agronomists demonstrate how to use a pressure gauge to measure adequate water pressure for a drip irrigation system at a field day in Mikumi, Morogoro.

The impact of implementing these technologies on smallholder farmers is significant. For example, Chumi Hussein of the Twiyawe Farmers Group has a one-acre farm in Mikumi, Morogoro with fertile soil, available water, and easy access to the road. In spite of this, he still struggled to make sufficient

income for him and his family. After learning about good agricultural practices from a USAID-TAPP field day in April 2012, he obtained a loan and invested TZS 10M (US\$ 6,329) in improved seeds, drip irrigation, and trellising materials for tomato production on his one-acre plot. By using these technologies, Hussein has increased his production by 400 percent and his income has increased from TZS 8M (US\$ 5,063) to TZS 30M (US\$ 18,987). Because his farm is visible from the road, Hussein's neighbors frequently stop by to ask him about the new technology he is using. USAID-TAPP agronomists are planning another field day in Mikumi to encourage broader adoption of good agricultural practices.

Rajabuj Massawe, a smallholder farmer in Jitegemee Farmers Group of Lushoto, Arusha produced 5 tons of tomatoes on only 600 meters squared of land using USAID-TAPP's recommended practices, including: hybrid seeds, starter solution, correct plant spacing, trellising systems, drip irrigation, plastic mulch, selecting plants by size, and live barriers. From this harvest, Massawe earned TZS 5M (US\$ 3,164), an increase of 900 percent. With this considerable increase, he first paid school fees for his two children to go to school. With the remaining income, Massawe was able to purchase a truck to transport not only his produce, but also his neighbor's produce, to market, thereby adding value to his farm business.

These farmers are only two of the 13,229 unique project beneficiaries who received training in good agricultural practices from USAID-TAPP staff this fiscal year. In total, 1,650 of these smallholder farmers invested US\$ 1M of their own funds in new technologies, resulting in US\$ 2.77M in incremental sales and US\$ 1,032 in gross margins for the average farmer. In all, these farmers are implementing good agricultural practices to increase their productivity and profitability, but are also revitalizing Tanzania's agricultural sector from the bottom up.

1.2 TECHNOLOGIES

As stated above, USAID-TAPP continually advocates and demonstrates a core package of recommended technologies to all beneficiary farmers. These technologies range from the basics, such as raised beds and proper spacing, where no additional investment is required, to more advanced technologies, such as hybrid seeds and drip irrigation that may require some investment on the farmer's part. Through trainings in business skills, USAID-TAPP helps farmers analyze the costs and benefits of all technologies so that they can make informed investment decisions.

One of the key new technologies introduced this quarter was improved breeding stock for orange-flesh sweet potato (OFSP). OFSP has been bred to provide increased Vitamin A, a key nutrient in cognitive development, strong immune systems, and the prevention of premature blindness. In Tanzania, white flesh sweet potato is a staple crop and USAID-TAPP is working with partners to promote OFSP among both producers and consumers for its improved nutritional qualities.

On September 13, 150 farmer group representatives and 25 stakeholders from organizations including USAID, Tanzanian Ministries of Agriculture and Health, Helen Keller International, SAGCOT, Tanzanian Export Association, and Tanzania Food and Nutrition Center attended an OFSP field day hosted by USAID-TAPP partner Buturi Investments Ltd. on their commercial farm in Kimbiji, just outside Dar es Salaam. Buturi began preparing for the field day as far back as April, planting different varieties of both orange and white-flesh sweet potato using USAID-TAPP recommended technologies such as raised beds, starter solution, and proper plant spacing. In addition, Kibaha Research Station in Tanzania, which spent the past two years improving plant vigor and removing viruses from the seed stock, provided improved vine varieties.



Photo by Fintrac Inc.

Nutritionists from Kibaha Research Station prepare orange-flesh sweet potato chips for attendees to taste at the field day in Kimbiji, Dar es Salaam.

During the day-long event, farmers compared the yields from both orange and white-flesh varieties and saw that the orange-flesh varieties produced as well as or better than the white-flesh. Attendees also had the opportunity to taste the different varieties over lunch when nutrition specialists from Kibaha Research Station prepared tasting dishes with each of the varieties. By the end of the event, the variety performance of OFSP had been demonstrated, farmers were trained in good agricultural practices for producing OFSP, and traders were eager to bring the new product to market. To encourage further production, USAID-TAPP will provide all farmer attendees with enough OFSP vines to plant one-quarter of an acre at the beginning of the planting season in March 2013 so that participating farmers can demonstrate the variety to their farmer groups and produce more seed stock for their local areas.

This quarter, improved tissue culture for 5,800 Grand Enanine banana suckers were also provided to six smallholder farmer groups in Arusha, Zanzibar, Kibaha, Morogoro, and Mbeya, representing almost 100 farmers. Imported from South Africa, the banana culture was bred clean of viruses and diseases and therefore could be planted in much higher densities than local varieties—1,400 plants per acre as opposed to the 100 plants per acre normally planted in these areas. This high density planting with drip irrigation will increase production tenfold, and will provide Tanzanian farmers on the whole with a source of clean seed stock from which to propagate new suckers to distribute to more farmer groups.

Drip irrigation is another technology that is crucial to the consistent production of high-quality horticultural products, and USAID-TAPP's demonstrations of this recommended practice have motivated smallholder farmers throughout the dry southern regions of Tanzania to make the investment in order to see improved yields and incomes. For example, this quarter 7 farmers of Mvanda Farm in Iringa invested TZS 4M (US\$ 2,531) in drip irrigation for their one-acre plot and expect to earn TZS 15M (US\$ 9,494) thanks to this investment. In addition, two farmers in Mbeya have already installed drip

irrigation, while 10 more of their neighbors on 21 total acres of land have prepared their land, have cash in hand, and are simply waiting for supplies to arrive. With demand for drip irrigation increasing throughout the region thanks to USAID-TAPP interventions, the project is also working with agrodealers to increase the supply of critical inputs through the existing value chain.

2. MARKET AND TRADE DEVELOPMENT

2.1 EXPORT

The goals of USAID-TAPP are twofold: to increase farmer yields and improve their incomes. Our annual evaluation clearly demonstrates that farmer yields are increasing steadily thanks to the introduction of good agricultural practices and recommended technologies by USAID-TAPP agronomists (the average increase in yields is 45 percent), so USAID-TAPP is now moving to the next phase of the project by concentrating on its second goal of improving farmers' access to markets in order to allow them to sell their produce at the best possible prices.

One aspect of this is training, certifying, and linking project farmers to produce high-quality produce for export markets. For example, 403 smallholder farmers were Global GAP certified this year. However, in addition, USAID-TAPP must develop the capacity of local exporters to identify and access appropriate markets for Tanzanian goods in Europe, Middle East, and the United States. This quarter, USAID-TAPP continued to work with commercial partners to increase the presence of Tanzanian horticultural products including mange tout, sugar snaps, fine beans, avocado, French beans, and orange-flesh sweet potato in international markets.

For example, USAID-TAPP's partnership with Rungwe Avocado Company Ltd. is expected to result in 5,000 smallholder farmers in Mbeya and Njombe trained in good agricultural practices and 510 additional hectares brought into production using USAID-TAPP's package of recommended technologies. Rungwe has already trained 2,000 of those farmers, 1,000 of whom are now Global GAP certified for export production. This month, Rungwe translated these investments into market success when they increased their avocado exports to European markets from one shipping container last year to six containers in March, representing 133 tons of avocados exported to UK buyer Mack Multiples, with a projection of 30 containers in 2013.

USAID-TAPP partner Africado Ltd. has provided up to 1,000 smallholder farmers with over 30,000 grafted Hass avocado trees, equivalent to 141 new hectares of avocado and enough to produce 3,000 tons of avocados for export sale through Africado's outgrower scheme. USAID-TAPP has also provided Africado with four agronomists to establish demonstration plots and train farmers to produce Hass avocados to international export market standards. As a result of this intervention to supply smallholders with planting material and technical assistance, farmer incomes are expected to increase by 100 percent; and the avocado industry as a whole has benefitted from increased seedling production, improved grower standards, and a more consistent product supply for exporters.

Also, USAID-TAPP partner Natural Extracts Industries (NEI) is working with 150 farmers to produce high-value vanilla for export markets. After helping farmers to finance the purchase of improved vines through village community banks, NEI partnered with USAID-TAPP to train farmers on good agricultural practices and recommended technologies for high-quality vanilla production. As a result of this intervention, these smallholder farmers are now earning an additional TZS 600,000 (US\$ 360) annually—while this may seem like a modest income, these farmers are growing vanilla vines in tiny areas of often unused land, so these earnings are in addition to income from staple and horticultural crops grown on their farms; also, vanilla production is consistent throughout the year, providing farmers with a steady income even during the lean months of the year before their regular harvest. As NEI continues to develop its export networks in the EU and US, production will increase and farmer incomes will continue to improve.

2.2 DOMESTIC

One of the most critical steps in improving access to domestic markets this quarter was to reach out to agricultural traders and brokers throughout Tanzania to connect them directly to farmers. On July 6th, USAID-TAPP hosted a field day for 15 major wholesale traders from the largest markets at Kariakoo, Temeke, and Ilala to see for themselves how much farmers are producing using the project's recommended technologies and the resulting improvement in product quality. In addition, project staff discussed the idea of the traders working directly with farmers to plan their production so that the traders will not have to employ brokers to find produce at harvest-time, rather they will know exactly where to go and how much produce to expect.

The traders attending the field day recognized this as a win-win situation for both themselves and farmers, and agreed to the following partnership with USAID-TAPP: each trader will nominate a smallholder farmer group with whom to partner, and the project will provide recommended technology inputs, including seed trays, trellising materials, and drip irrigation for up to one acre of production. After the first harvest, the trader will have a clear demonstration of the quantity and quality of the produce supplied, and they will invest an equal amount in the same farmer group. This partnership will connect over 20 farmer groups directly to traders, increasing marketing opportunities for farmers and further developing local market networks in Tanzania. With the harvest now underway, partnerships between traders and farmers are beginning to be established to facilitate sales of tomatoes and peppers.

USAID-TAPP's goal of improving market linkages was also promoted at a second event this quarter, a field day to encourage input suppliers to expand operations into currently unserved areas of Tanzania. In early August, an input supplier attended a farmer field day facilitated by USAID-TAPP agronomists. After participating in demonstrations of recommended technologies, farmers were eager to purchase the necessary supplies to implement these changes on their own farms, and the attending supplier quickly sold out of his entire stock. As a result, USAID-TAPP has been investigating ways to start more formal relationships with input suppliers so that farmers can access the materials they need to improve their productivity.

On August 22nd, USAID-TAPP hosted a workshop in partnership with international input supply companies Seed Co. and Triachem to discuss smallholder farmers' critical lack of access to inputs,

technical assistance, and finance with 25 key actors from Tanzania and throughout East Africa. Participants included international supply companies Bayer, Syngenta, Monsanto, and RijkZwaan; potential finance providers National Microfinance Bank (NMB), Cooperative Rural Development Bank (CRDB), and Vodacom; and development agencies USAID, DFID, and Oxfam.

The outcome of this meeting was a formal partnership with both companies to develop a chain of farm service centers for smallholder farmers in unserved areas, concentrating in the SAGCOT area. These centers will provide access to inputs, finance, crop insurance, and marketing opportunities for farmers in some of the most rural, yet potentially productive, areas of Tanzania by building on a number of initiatives already on the ground, including market collection points introduced in 2010. By placing input suppliers, agronomists, and demonstration areas at these sites, USAID-TAPP will add value to a previously funded program, and formal partnerships with Seed Co. and Triachem are being prepared in order to move this program forward.

In addition to transforming some of these collection sites into farm service centers, 11 other sites are already staffed with six junior agronomists who provide training, technical assistance, and commercial development activities to 11 farmer groups, representing almost 1,020 smallholder farmers in Morogoro, Iringa, Njombe, and Mbeya. Additional sites will continue to be developed with farmer services in the coming fiscal year.

3. OTHER CROSSCUTTING THEMES

3.1 HIV/AIDS

This quarter, 846 individuals were trained in HIV/AIDS awareness and prevention, for a total of 7,053 individuals trained throughout the year. The program is working to integrate messages of HIV/AIDS education and prevention into agricultural extension activities. USAID-TAPP is also providing capacity-building assistance to HIV/AIDS NGO partners to increase their ability to provide agricultural extension and economic strengthening services along with traditional psycho/social support services.

One organization that has partnered with USAID-TAPP to incorporate agricultural activities in their approach to HIV/AIDS prevention is Haruma AIDS Concern and Care (HACOCA). HACOCA provides prevention, care, and support services to those both infected and affected by HIV/AIDS in Mvomero, Morogoro, one of the areas of Tanzania hardest hit by HIV/AIDS. In partnership with USAID-TAPP, HACOCA provides more than 300 orphans and vulnerable children (OVCs) with agricultural training to improve food security for themselves and their caregivers.

One of group HACOCA is reaching is the Upendo Children's Club in Tungi, Morogoro, which provides OVCs with gardening skills to help them grow the crops they need to eat balanced, nutritious meals. USAID-TAPP provides the organization with trained agronomists and nutritionists who teach the children production skills for growing vegetables in home plots or sack gardens, including raised beds, seedling trays, drip irrigation, and fertilization. Upendo member Elizabeth Ulazi said, "Upendo Club has taught me how to grow different vegetables, and now I have my own home garden to grow fresh

amaranth leaves, Chinese cabbage, and eggplant for my family—now we can eat a balanced meal! My thanks to USAID-TAPP and HACOCA for this training.”

In addition, HACOCA also provides nutrition classes, life skills training, and psychological services to participating children. As a result, not only are the children improving their nutritional status, but many are growing enough produce to sell the surplus and raise the household income. These children are just a few of the 738 OVCs that have received agricultural training and support through USAID-TAPP partners this year; however, HACOCA’s success in incorporating agriculture and nutrition into its HIV/AIDS programs has received nationwide attention, and the organization is now expanding its successful model to new districts in the Morogoro region.

3.2 GENDER ISSUES & YOUTH

The number of women farmers has increased this quarter, with 1,532 unique women farmers receiving technical assistance and training from USAID-TAPP staff. The participation of these farmers in project activities brings USAID-TAPP’s percentage of women farmers up to 45 percent of all project beneficiaries.



Photo by Fintrac Inc.

Members of the Upendo Women’s Group in their tomato greenhouse where they have already harvested 5 tons of tomatoes to sell in Dar es Salaam.

One example of the project’s impact on women farmers is the the Upendo Women’s Group in Lushoto, Tanga. This year, Upendo’s 10 members built two greenhouses with USAID-TAPP support to grow tomatoes and sweet peppers year round to sell. USAID-TAPP field staff trained the women in good agricultural practices, including hybrid seed varieties, starter solution, fertilization, drip irrigation, and trellising, and as a result they have harvested 5 tons of tomatoes from 200 square feet and 3 tons of sweet peppers from 120 square feet so far this quarter. With these improved

yields, the Updeno Women’s Group earned TZS 5M (US\$ 3,165) compared to TZS 1M (US\$ 635) from field production last year, and they reinvested TZS 2M (US\$ 1,265) into their business, while still having enough to distribute earnings of TZS 300,000 (US\$ 190) to each member. With their new production system, this group of women can now grow year-round and are looking forward to increasing yields and incomes even more.

4. PARTNERSHIPS AND CAPACITY BUILDING

4.1 TANZANIA HORTICULTURAL ASSOCIATION

This quarter, project counterpart Tanzania Horticultural Association (TAHA) passed a rigorous pre-award process to become only the second organization in Tanzania to be awarded direct funding under USAID Forward. Leading up to the assessment, USAID-TAPP worked closely with TAHA staff to ensure that the necessary administrative, operational, and financial systems were in place, and supported individual training for the executive director, program manager, and program accountant to build TAHA's capacity to the required level. By the time the assessment was conducted in August, TAHA was fully prepared to undergo USAID's evaluation of their ability to manage a US\$ 4M award for the development of the horticultural industry in Tanzania. At USAID's request, TAHA will continue to develop its financial management systems in order to ensure compliance with USAID funding regulations, and expects to receive its first financial obligation in October 2012.

TAHA also became the official host of the Tanzanian National Technical Working Group, a group of food producer and retailer organizations developing a national food quality guidelines and industry standards (in particular, Global GAP certification), as well as address specific local adaptation and implementation challenges. As host, TAHA will facilitate the development of a regional program to improve Global GAP certification capacity through auditor training and certification of smallholder farmer groups. This project is already funded by Trade Mark East Africa, and is a pilot project for ongoing funding from the European Union to improve export standards of horticultural products.

4.2 NEW PARTNERSHIPS

USAID-TAPP developed potential partner fund awards with two commercial enterprises this quarter. As mentioned earlier in the report, both Seed Co. and Triachem are in the award process for partnerships to supply farm service centers with recommended inputs. Seed Co. is the leading seed supplier in Africa, providing breeding, production, and distribution of certified crop seeds to farmers in 15 southern African countries. Based in Zimbabwe, it has been operating in Tanzania since 2010 and is expanding services significantly throughout the country. Triachem Ltd. is one of the oldest independent agrochemical distributors in Tanzania, distributing quality chemicals, fertilizers, seeds, and other inputs from companies like Bayer, Dow Agro, and Syngenta. Both of these partners will collaborate with USAID-TAPP to provide a consistent and affordable supply of inputs to the farm service centers and both will provide their products to the centers on consignment, thereby reducing the risk to local agrodealers. Through their combined efforts, these two partners will incorporate at least 5,000 farmers into commercial production activities.

In addition, partnerships are currently being developed with the Mango Growers' Association of Tanzania (AMAGRO) and women's food drying cooperatives across the country. There are over one hundred women's cooperatives throughout Tanzania focused on food drying and processing businesses. These women are adding value to local produced horticultural products, but often lack the skills and equipment to produce a high quality product for sale. Through this partnership, USAID-TAPP would provide technical assistance to these women's groups to promote the production of better varieties

more suited to processing, improving production techniques through use of recommended technologies, improving processing techniques to result in higher quality products, developing better packaging and storage methods, and identifying new markets for the final products. This partnership is expected to result in up to 1,500 new project beneficiaries. AMAGRO has represented the mango industry for a number of years, and USAID-TAPP previously supported AMAGRO to provide its members guidance on pruning, agronomy, and farm business skills. This new partnership will build upon these achievements in mango production to increase the availability of improved varieties, organize farmers to consolidate their product, and develop new market opportunities. Two thousand farmers are expected to benefit from this partnership.

4.3 CAPACITY BUILDING

This quarter, USAID-TAPP provided capacity-building training for its active partners. USAID-TAPP collaborated with business development specialists from John Deere to train project partners Africado and Business Planet on business diversification, expansion, and outgrower management. In addition, John Deere provided them with individualized support in developing alternative business models to create new products, minimize waste, and maximize income; for example, John Deere recommended that Africado consider minimizing losses by processing low-grade avocados for oil. USAID-TAPP partner ZAPHA+ and potential partner CARITAS also received training on work and budget planning in order to prepare them to develop implementation and expenditure plans for their specific partnerships. Finally, the project conducted seven capacity assessments for partners Business Planet, Buturi Investment Ltd., Evergreen Commodities, Mcharo Organic Agriculture, Natural Extract Industries, Nsombo, and Tanhort, to identify gaps in partner skills and plan needed trainings for the upcoming quarter.

In addition to partner training, USAID-TAPP has supported infrastructure improvements to increase partner capacity for buying, processing, and exporting horticultural products grown by project beneficiaries. The most notable success this quarter is Arusha Blooms, which has quadrupled its shipping and packaging capacity thanks to a USAID-TAPP partnership that allowed them to rebuild their cold storage and packing facility. By rebuilding the superstructure, staff facilities, and terrazzo floor, as well as investing in new equipment such as bigger refrigerators, Arusha Blooms now has the capacity to pack and ship up to 12 tons of fine beans per day. They have already increased their raw product intake to 10 tons per day and continue to grow. As a result, while other large-scale fine bean buyers leave the market during periods of oversupply, Arusha Blooms now has the capacity to continue to buy from smallholder farmers and export to



Photo by Fintrac Inc.

Employees at Arusha Blooms pack fine beans from local smallholder producers for export.

Kenya for processing when demand is low. In addition, international produce buyer Finlays recently identified Arusha Blooms as a primary producer in Tanzania and has begun buying and exporting fine beans from Arusha Blooms' 70 smallholder farmers throughout Europe.

ANNEX I: PERFORMANCE AGAINST PMP INDICATORS

Name of the Implementing Agency: Fintrac Inc.	Reporting Period: Q11: July – September 2012
Local Address: USAID-TAPP c/o Plot No. 85(2) Mwandamo 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, Lushoto, Morogoro, Coast, Zanzibar, and SAGCOT
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
Principal Target Beneficiaries: Tanzanian Smallholder Farmers	Major Counterpart Organizations: TAHA, Ministry of Agriculture

Indicator Name	FY2012				2012 Achieved	2012 Target	Achieved to Date	Target to Date	Units
	Q1	Q2	Q3	Q4					
Number of rural households benefiting directly from USG intervention	236	64	1,568	929	2,797	3,000	13,585	13,000	Rural Households
Gross margin per hectare for commodities targeted by USG assistance* ¹				1,032	1,032	1,396	1,665	1,396	\$US
Percentage change in yield* ²				44	44	30	45	30	Percent
Number of individuals who have received USG supported short-term agricultural sector productivity training	3,621	2,071	2,895	4,642	13,229	4,440	73,333	32,240	Individuals
	2,229	1,051	1,874	3,110					Male
	1,392	1,020	1,021	1,532					Female
									Not Specified
Number of addition hectares under improved technologies or mgmt. practices as a result of USG assistance* ³				2,885	2,885	1,500	7,697	6,500	Hectares
Number of farmers, processors and others who have adopted new technologies or management practices as a result of USG assistance* ⁴				1,650	1,650	3,000	10,659	13,000	Farmers
Value of new client and counterpart investment ⁵	0.044	0.038	0.469	0.453	1.004	2	2.084	4.00	US\$ Million

Indicator Name	FY2012				2012 Achieved	2012 Target	Achieved to Date	Target to Date	Units
	Q1	Q2	Q3	Q4					
Value of incremental sales (collected at farm/firm level) attributed to FTF implementation* 6				2.77	2.77	7.51	2.77	7.51	US\$ Million
Number of new value-added products introduced 7	0	0	6	5	11	1	17	7	Products
Number of users accessing Market Information Systems	15	591	0	2	608	4,000	796	4,500	Users
Number of firms receiving capacity-building assistance to export	2	3	0	0	5	6	69	85	Firms
Number of producers' organizations, water user associations, trade and business associations, and CBOs that benefitted directly in this reporting year from USG assistance	11	4	62	39	116	120	551	520	Organizations/Associations
Number of public-private partnerships formed as a result of USG assistance	0	4	2	1	7	3	30	38	PPPs
Number of organizations undergoing capacity assessments as a result of USG assistance	11	8	64	40	123	123	581	558	Organizations
Number of policy reforms supported	2	1	0	0	3	1	10	3	Reforms
Number of beneficiaries with access to home or community gardens	3,314	0	0	0	3,314	400	3,988	1,400	Beneficiaries
	2,411								Male
	903								Female
									Not Specified
Percentage women/youth membership in producer organizations 8	46/21	72/6	32/9	37/**	36/10	55/25	45/29	55/25	Women/Youth
Number of certified farmers	0	0	403	0	403	150	641	350	Farmers
Number of the targeted population reached with individual and/or small group-level HIV prevention interventions based on evidence and/or meet the minimum standards required	1,575	510	4,122	846	7,053	4,000	34,978	9,695	Participants
	1,014	204	2,758	488					Male
	561	306	1,364	358					Female
									Not Specified

Indicator Name	FY2012				2012 Achieved	2012 Target	Achieved to Date	Target to Date	Units
	Q1	Q2	Q3	Q4					
Number of the targeted population reached with individual and/or small group-level HIV prevention interventions that are primarily focused on abstinence and/or being faithful, and are based on evidence and/or meet the minimum standards required	0	52	80	25	157	1,000	5,414	2,325	Training Participants
		8	27	11					Male
		44	53	14					Female
									Not Specified
Number of eligible OVCs provided with a minimum of one CORE care service	0	0	62	676	738	300	1,005	1,300	OVCs
			21	149					Male
			41	151					Female
				376					Not Specified
Number of households with at least one OVC/MVC provided with a minimum of one economic opportunity/strengthening support	267	0	72	428	767	300	767	300	OVCs/MVCs
Number of vulnerable households benefiting directly from USG assistance	0	0	36	428	464	153	910	655	Households
Number of baseline or feasibility studies (FCI)	n/a	n/a	n/a	n/a	n/a	n/a	7	5	Studies
Number of institutions with improved Management Information Systems as a result of USG assistance (FCI)	n/a	n/a	n/a	n/a	n/a	n/a	267	1	Institutions

* Annual report indicator

** No data available

¹ Crops considered in calculation for FY2012 include: cabbage, cassava, eggplant, green beans, okra, sweet pepper, tomato, black pepper, cacao, and cinnamon

² Crops considered in calculation for FY2012 include: cabbage, cassava, eggplant, okra, sweet pepper, and tomato; BL for all crops from NBS National Sample Census of Agriculture 2007/2008 except sweet pepper which is from TAPP data

³ 59% of farmers implementing technologies with average area under technology of 0.36 ha

⁴ 59% of farmers implementing technologies

⁵ \$163,706.02 from partners and producer groups + \$82,287.06 from individual farmers

⁶ Average baseline gross sales \$693.70; average FY2012 gross sales \$897.25

⁷ Mango jam, mixed fruit jam, mango pilipili sauce, mango zado sauce, mango juice

⁸ FY2012 youth percentage only calculated from Q1-Q3



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