



Made in Tanzania

Production, processing and exporting

French beans, Snow peas and Avocados

EAT: FRESH

East-Africa, Tanzania: a Farmers' Roadmap of Expanding Successful Horticulture

EAT: FRESH is a Public Private Partnership project implemented in the horticulture value chain of the Southern Highlands in Tanzania. The purpose of the project is to make the Iringa and Njombe regions viable sources for the production of three high-value horticulture crops: French beans, snow peas and avocados. This will be done by investing in farmer organization development, agro-logistics, eco-friendly fertilizer and linkages with export markets.

Context

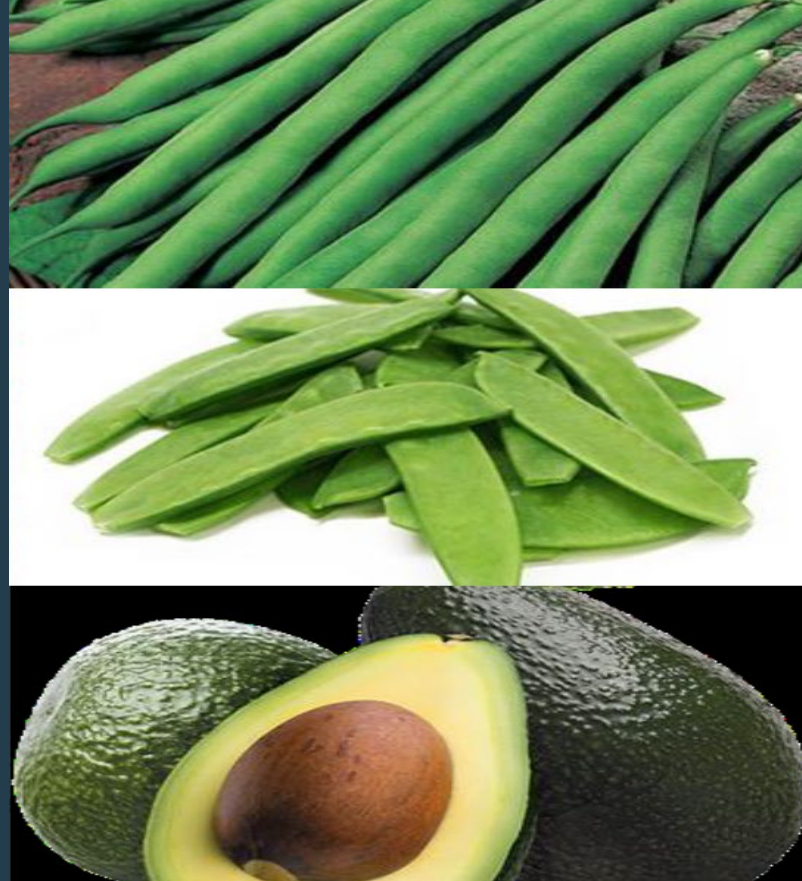
The Southern Highlands – in particular the Iringa and Njombe regions – hold the highest long-term potential for horticulture growth in Tanzania. However, the horticulture value chain in these regions is currently not set up as a fully organized industry ready for export. Farmers' production and productivity levels are low, lands and soils are inefficiently managed, private sector agribusinesses source low quantities from smallholder farmers which do not meet export market demands, and government is not able to invest in local agro-logistics improvements.

Sector-wide approach

EAT: FRESH links inclusive business and socio-economic development with improved infrastructure and agro-logistics. Farmer organizations, private sector and government collaborate in developing the Southern Highlands as a hub for production and export of three high-value horticulture crops: French beans, Snow peas and Avocados. By doing so, EAT: FRESH realizes a sustainable socio-economic impact on smallholder farmers' field operations, land use management, post-harvest handling and agribusiness development.

Based on the results of the project's Inception Phase – in which the partnership assessed 12 Agricultural Marketing Co-Operative Societies (AMCOS) with a total membership of 2,253 smallholder farmers, analyzed farmers' agronomic training needs and knowledge gaps, conducted a soil study and fertility survey – the partnership defined a training plan on the development of AMCOS, the agronomy and cultivation of French beans, Snow peas and Avocados, and the management of soil fertility, soil productivity and fertilizer use.

“Farmer organizations, private sector and government collaborate to develop the Southern Highlands as a hub for production and export of three high-value horticulture crops: French beans, Snow peas and Avocados”



Project implementation

Practical field trainings takes place through demonstrations at four pre-selected FRESH-hubs. For example, the use and added value of eco-friendly fertilizer for horticulture crops – a new product that is sustainably developed and locally marketed by the partnership – is actively demonstrated at the FRESH-hubs. As such, the FRESH-hubs are a key instrument to support the 2,253 smallholder farmers in reaching higher productivity, lower post-harvest losses and increased income.

“The FRESH-hubs are a key instrument to support the 2,253 smallholder farmers in reaching higher productivity, lower post-harvest losses, and increased income”

In parallel, EAT: FRESH invests in agro-logistics, cold chain infrastructure and processing hardware. Trucks and collection centres improve the efficiency of the collection of fresh produce whereas improved cold room storage and increased sorting and grading capacity allows for more efficient processing and packaging. As a result, an increased volume of produce is exported from Tanzania to international markets.

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Public Private Partnership

EAT: FRESH is implemented by TechForce Projects BV (lead partner), GBRI Business Solutions Ltd, Stichting Agriterra, Guavay Company Ltd and National Economic Empowerment Council.

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More information

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