



HORTICULTURE VALUE CHAIN IN TANZANIA

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PRESENTATION OVERVIEW

- ABOUT TAHA
- HORTICULTURE IN TANZANIA
- CHALLENGES
- NATIONAL INITIATIVES
- STRATEGIC AREAS OF FOCUS
- CONCLUSION



ABOUT TAHA

- Established in 2004 and became operational in 2005
- TAHA – an apex private sector association representing the Horticulture industry in Tanzania- a voicing platform for issues concerning horticulture in the country
- TAHA was established with the aim of promoting and developing horticulture and addressing the general and specific needs of its members.



VISION AND MISSION

VISION

“A vibrant, prosperous and sustainable horticultural production in Tanzania”

MISSION

“To promote the Horticulture sector in Tanzania to become more profitable, sustainable, and participate more effectively in the development of the country”



Strategic Objectives (Sos)

TAHA has four main Sos:

1. Lobbying and Advocacy- govt and donors,
2. Technical Support– projects, trainings, seminars, shows, etc
3. Information dissemination– media, researchers, govt, consultants, etc
4. Promotion– in and outside Tanzania



HORTICULTURE IN TANZANIA

- Horticultural industry has been one of the most dynamic agriculture sub-sectors of the region's economy over the last 10 years.
- It is the fastest growing agriculture subsectors and has registered tremendous growth in the past four years.
- Growth rate is 8-10% per annum (past 3 years)
- Earning the country more than USD 354 million per annum. Target is USD 1 billion

EMPLOYMENT CREATION



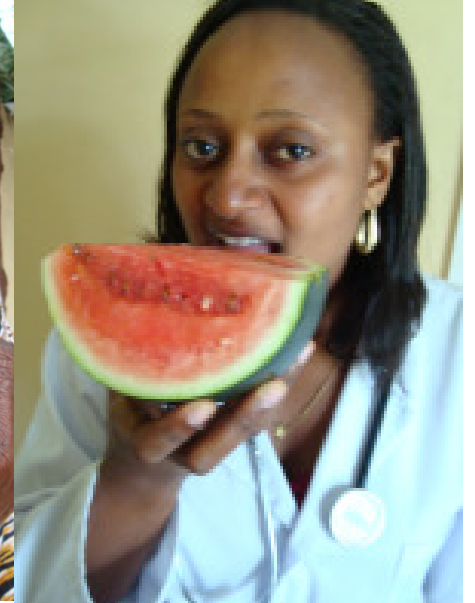
Employs about 450,000 Tanzanians, majority being women (about 65-70%)



HORTICULTURE IN TANZANIA

- The industry largely depend on smallholder farmers, with export of fruits and vegetables alone being 70% dependent on farmers with land holding less than 2ha.

HORTICULTURE IN TZ.....



Horticulture contributes significantly to food security, nutrition improvements and economic growth.



TANZANIA COMPERATIVE ADVANTEGES

- Good favorable climate
- Vast arable land (44 million per ha.) and fertile soils located at different altitudes/temperatures from temperate to tropical.
- Stable economy
- Political will
- Competitive labor costs



PRODUCTION AREAS

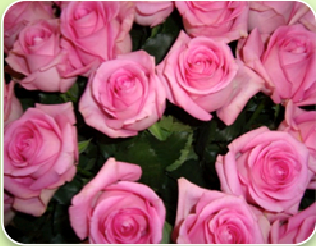
- Southern highlands- Morogoro, Iringa, Mbeya, and Ruvuma
- Northern corridor- Arusha, Kilimanjaro, Tanga and Manyara regions.
- Coastal zone: Coast regiona and Zanzibar



Main horticultural crops (FV)

- Vegetables: high volume: tomatoes, cabbages, onions, carrots, round potatoes, etc
 - High value- baby corns, baby carrots, green (French) beans, and mangetout,
- Spices from Zanzibar
- Fruits: mangoes, oranges, jackfruit, apples, avocados, pineapples, passion, bananas, etc.

Our Products – Fresh and Processed



FLOWERS

Roses, Gerbera, Aster, Lisianthus, Gysphilla, Cuttings, Flower Seeds and much more



FRUIT

Raspberries, Mango, Avocado, Passion, Pears, Apples, Pineapple, Orange, Banana and much more



VEGETABLES AND SPICES

Beans, Mangetout, Carrots, Onions, Kale Cabbage, Tomatoes, Potatoes, and more



MAIN MARKETS

- Local markets – both low and high segments
- Regional markets – EAC and SADC
- Produce destined for domestic and EAC regional markets account for about 80-90% of total sector volumes, while exports abroad account for about 10-20%.
- High value export market to Europe – high value vegetables.
- Other markets, Middle East



CHALLENGES

- Law and unequal capacities in quality management, production techniques, and regulatory services
- Limited produce quality and safety assurances
- Poor traceability systems
- Post harvest losses- in domestic market more than 40% is lost and 10% losses in export sectors.
- Transport and unreliable electricity supply
- Inadequate market support infrastructure
- Financial constraints.



NATIONAL INTERVENTIONS

- Tanzania Horticultural Development Strategy (2012-2021)
- On going development projects- USAID, Dutch Government, World Bank/CCP, EU, BEST-AC
- Regional project on standards compliance.



Strategic Focus

- Enhancing the PPP
- Establishment of market support infrastructure-
Tanzania Fresh Service Network
- Development and upgrading of the industry MIS
- Establishment of the input credit revolving schemes
for farmers
- Targeted horticulture investment promotion
- Technical support services



CONCLUSION

- The role of the Private and Private sector in horticulture development.
- It is important to note that agriculture revolution will only come about by commercializing and modernizing the sectors.
- Private sector- central role to play
- Government- facilitation role thereby formulating and promoting the right policies
- PP- agree on the common agenda, move together, understand each other, build that mutual trust for win win benefits.



NELSON MANDELA

“We ask ourselves, who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God, that is within us. Its not just in some of us, its I everyone!”



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