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## Make it Grow! Horticulture for Sustainable Economic Development in Zanzibar



**MAKE IT GROW!** aims to sustainably strengthen the horticulture value chain in Zanzibar to increase households' incomes and improve food security.



### KEY INFORMATION

**Sector:** Agriculture

**Lead Partner:** Trias Tanzania

**Other Partners:** Tanzania Horticultural Association (TAHA),  
Andreas Hermes Akademie (AHA)

**Budget:** EUR 5 000 000

EU Contribution: EUR 4 500 000

**Duration:** 2020 - 2024

### BACKGROUND

30.04 % of the population of Zanzibar lives below the basic needs poverty line and food security remains a significant concern. Women are particularly disadvantaged with less education and access to income opportunities and lower participation in public leadership.

The horticulture sector is held back by a number of challenges such as a lack of agronomic, entrepreneurial knowledge and skills amongst farmers, poor post-harvest techniques, lack of access to credit and sub-optimal market linkages.

At the same time, Unguja and Pemba have great potential for further development of the horticulture sector thanks to fertile soil, sufficient rainfall and proximity to promising markets. Unlocking this potential is the goal of this project.



## AGRI-CONNECT

Supporting Value Chains for  
Shared Prosperity



## PROJECT DETAILS

- Train 6,600 farmers in Good Agricultural Practices making use of demo-plots and Community-Based Facilitators.
- Research on pests and diseases and post-harvest losses.
- Market research, market linkages and dissemination of market information.
- Agri-business training for 3,300 farmers using the AHA's BJUS methodology.
- Business support for 50 traders and processors using the Trias' BDS cycle methodology.
- Formation and strengthening of 165 savings and credit groups and linkage of value chain actors to Savings and Credit Co-operative Societies (SACCOs).
- Lobby and advocate to reduce obstacles for the horticulture sector.
- Strengthen the capacity of ZBS (Zanzibar Bureau of Standards) to develop and implement horticulture standards.
- Together with the Department for Food Security and Nutrition, promote seed-kits for kitchen gardens, sensitise 6,600 horticulture producer households about nutritious diversified diets and hygienic practices in food preparation.
- Organisational development of TAHA: Implement Trias' gender road map trajectory; improve TAHA's Digital Information System (TIS) and support change management and leadership.

## PARTNERS



## CONTACTS

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## EXPECTED RESULTS

The project expects to achieve the following three results:

1. Strengthened, more profitable and sustainable horticulture value chains characterised by higher productivity of horticulture farms, less post-harvest losses (PHL) and functional linkages amongst value chain actors.
2. Increased consumption of nutritious and diversified diets and application of hygienic practices in food preparation amongst the beneficiaries.
3. Strengthened organisational capacity of the Tanzania Horticulture Association (TAHA) to support and represent the horticulture sector in Tanzania.

Targets for the end of the project (2024) include:

- Average household income amongst the target beneficiaries increased by at least 25%.
- Number of people who are employed by horticulture beneficiaries increased by at least 25%.
- Minimum dietary diversity amongst women and children increased by at least 25%.
- Productivity per acre of selected crops increased by at least 50%.
- Average Post-Harvest Losses for selected crops reduced by 50%.
- 70% of farmers are applying at least 70% of the (crop specific) Good Agricultural Practices.
- At least 60,000 people are using TAHA's digital marketing system.
- At least 50 % of horticulture value chain actors have access to financial services.
- Horticulture standards have been developed by ZBS and are operational.
- Average score of the nutrition KAP (Knowledge Attitudes and Practices) survey increased by 25%.
- At least 50% of targeted females are TAHA members.



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