



FUNDED BY THE
EUROPEAN UNION



AGRI-CONNECT

Supporting Value Chains for Shared Prosperity in Coffee, Tea and Horticulture

The EU funded **AGRI-CONNECT** programme will improve the lives of **150,000 smallholders** in the **Southern Highlands of Tanzania and Zanzibar**. It will contribute to inclusive economic growth, private sector development and investment, job creation and improved food and nutrition security.

AGRI-CONNECT will focus on the following areas:

- ➔ Supporting better policies for an enabling environment and more private sector investments
- ➔ Developing value chains by improving production, processing and marketing
- ➔ Connecting farmers to markets by investing in rural road rehabilitation
- ➔ Raising awareness and advocating for behaviour change for good nutrition practices



The programme connects farmers to markets, supports behaviour change for good nutrition practices, promotes women and youth employment and climate smart agriculture.

AGRI-CONNECT is founded on 6 guiding principles:



1 Supporting better policies for an enabling environment



2 Improving production, processing and marketing

3



Connecting farmers to markets



4 More investment by SMEs

5

Promoting women and youth employment and climate smart agriculture



6

Behaviour change for good nutrition practices



Sustainable Agriculture is key in both national and regional programmes supported by the EU in Tanzania. At national level, the 11th European Development Fund National Indicative Programme (NIP) identified Sustainable Agriculture as one of three focal sectors in Tanzania.

To complement AGRI-CONNECT, the EU's regional programme in the East African Community (EAC), the **Market Access Upgrade Programme (MARKUP)**, assists small and medium-sized enterprises (SMEs) in Burundi, Kenya, Rwanda, Tanzania and Uganda to upgrade their production in coffee, tea and spices, while facilitating access to European markets.

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globally supports its partners in achieving the objectives of the **EU Green Deal**, the **EU Circular Economy Action Plan**, and the **Farm to Fork** - and **Biodiversity Strategy**. All these interventions are geared towards unlocking the potential of agricultural value chains and positively transforming the livelihoods of rural communities.

Agriculture remains central to Tanzania's industrialisation as it provides markets for industrial products and raw materials for industries as well as creating job opportunities.

Women and youth stand to greatly benefit particularly from developments in the horticulture, coffee and tea sectors, with the potential to attract industry which will boost employment, reduce imports and generate foreign investments in Tanzania.

The **Agriculture Sector Development Programme (ASDP II)** and the **Zanzibar Strategy for Agricultural Development** are the policy frameworks that guide the EU's support to the agriculture sector in Tanzania.



PROJECTS FUNDED UNDER THE AGRI-CONNECT PROGRAMME

The **AGRI-CONNECT programme** (2019-2024) supports a number of projects which contribute to inclusive and sustainable development of the coffee, tea and horticulture value chain for better incomes. All these interventions are geared towards unlocking the potential of these value chains in positively transforming the livelihoods of rural communities.

ENABLERS AND BUSINESS ENVIRONMENT TECHNICAL ASSISTANCE

provides policy research and outreach combined with active policy advisory activities and in-service training, mentoring and formal trainings along the value chains.

PASSPORT TO COFFEE EXPORT (PACE)
promotes sustainable and inclusive sector development through a robust export-oriented coffee value chain by 2023.

**EMPOWERING WOMEN AND YOUTH
IN HORTICULTURE PRODUCTION
AND MARKETING (KIBOWAVI)**
contributes to inclusive economic growth, private sector development and job creation in the horticulture sector.

**BUILDING INCLUSIVE AND COMPETITIVE
HORTICULTURE BUSINESSES IN
TANZANIA'S SOUTHERN HIGHLANDS**
aims to improve the performance of the horticultural sector, the inclusion of smallholder farmers, and contribute to job creation and nutritional security in Tanzania's Southern Highlands.

ZANZIBAR VALUE WEB, HORTICULTURE AND INCOME GROWTH (VIUNGO)
aims to unlock the potential of the horticulture value chain, increase the value and volume of high-quality products to markets, and promote inclusive economic growth in Zanzibar.

SMALLHOLDER COFFEE DEVELOPMENT PROJECT IN TANZANIA'S SOUTHERN HIGHLANDS (CODE-P)

contributes to inclusive and sustainable development of the coffee value chain in Ruvuma, Mbeya and Songwe regions of Tanzania.

**TO CERTIFICATION AND BEYOND:
MARKET ACCESS FOR SUSTAINABLE
COFFEE, HORTICULTURE AND
TEA FROM TANZANIA**
assists producers and value chain actors in complying with Voluntary Sustainability Standards.

**IMPROVING INCOME AND NUTRITION
OF SMALLHOLDER TEA FARMERS IN
SOUTHERN TANZANIA**
fosters sustainable livelihoods, nutrition, and gender equality among tea farming families in southern Tanzania.

**MAKE IT GROW! HORTICULTURE FOR SUSTAINABLE
ECONOMIC DEVELOPMENT IN ZANZIBAR**
aims to sustainably strengthen the horticulture value chain in Zanzibar to increase households' incomes and improve food security.

EUR 100 million
of EU funding

EUR 5 m
Improved sector enablers and the business environment

Value chain development for coffee, tea, & horticulture

EUR 12 m

Support to private sector agro-businesses projects in coffee, tea and horticulture nationwide

EUR 32 m

Support to small-scale farmers production, value addition and marketing in Zanzibar and the Southern Highlands

EUR 48 m

Rural roads improvement in the Southern Highlands through TARURA

Through sector budget support and Technical Assistance, **EUR 48 million** has been allocated to AGRI-CONNECT to enhance market access for coffee, tea and horticulture produce through the improvement of rural roads in the Southern Highlands.

EUR 2 m
Awareness and knowledge of good nutrition practices increased

EUR 1 m
Audits, evaluations and visibility