

Soya ni Pesa

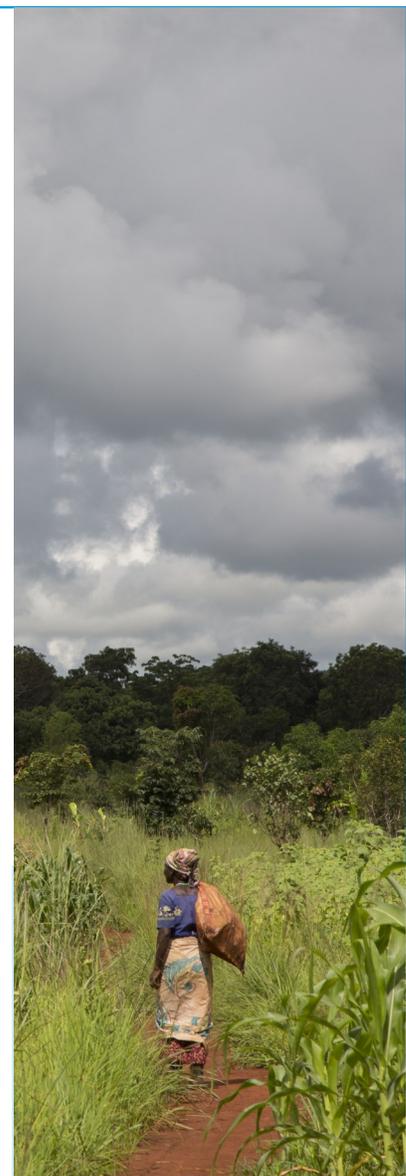
LAUNCHING THE TANZANIA SOYBEAN DEVELOPMENT PLATFORM

In collaboration with the International Institute of Tropical Agriculture (IITA), CRS convened the 3rd Soybean Stakeholder Meeting from May 13-14, 2015 in Dar es Salaam. (Full report [here](#)). The theme of the meeting was “*Launching the Tanzania Soybean Development Platform.*” Government organizations, research institutions, private companies and NGOs discussed the formation of the Soybean Development Platform and achievements made by various stakeholders on soybean subsector development. Strategies to address the challenges associated with subsector development were also included in the discussion, which includes registration and supply of improved seed varieties, fertilizers and inoculants, and marketing and financing.

Dr. Jackson Nkuba, a representative of the Permanent Secretary of the Ministry of Agriculture, Food Security and Cooperatives, officially launched the platform. The platform was created with the objectives to: facilitate linkage between actors and stakeholders in the soybean value chain; support an enabling environment for smallholder farmer engagement in the soybean subsector; promote sharing of knowledge and experience among actors and stakeholders; facilitate lobbying and advocacy on policy-related issues; and design and implement activities of common interest.



Dr. Jackson Nkuba (3rd from left) and meeting participants at the launch of the Soybean Development Platform



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BRINGING HOPE TO RURAL TANZANIA

Charles Thomas Mbonde, 72, lives with his wife in Lipokera, Songea Rural district in the Ruvuma Region. Mbonde has ten children; nine are married adults, and the youngest is in secondary school. Mbonde is a member of the Kiula farmers group in his village and has been participating in the Soya ni Pesa project for three consecutive years. He depends on agriculture to earn a living and was already growing soybeans on three acres before the project started, but was not using improved techniques. In the 2012/2013 season, the first year of the project, Mbonde harvested 900 kilograms (kg) of soybeans and sold 825 kg through collective marketing facilitated by Soya ni Pesa for TZS 660,000 (~USD330). Mbonde explained that when farmers in his village sold individually to middlemen they were paid 150 to 250 TZS per kg, but with the collective sale, they received four times that amount. The following season, Mbonde cultivated three acres; but as the crop was affected by heavy rainfall, he harvested only 700 kg and decided to sell 660 kg for TZS 500,000 (~USD250). He used the income to pay school fees and improve his kitchen. In 2014/2015, he applied improved soybean production techniques taught by Soya ni Pesa, such as proper spacing and timely planting and weeding. He was able to increase

“It was my first time to receive such a big amount of money for three years; with middlemen we sell in small quantities and the amount of money we used to get at one time was small. When I received this lumpsum amount, at first I started realizing that through this program, soybean will make my dreams come true. I did not have a good house, so I spent some of the money to construct a house which has kitchen, veranda, and corrugated iron sheets. I installed solar power. I feel so happy because at this age I didn’t expect to have a nice house with lights. For over 70 years, I have been living in darkness. It is unbelievable; here I am in this house enjoying it with my wife. I give my appreciation to Soya ni Pesa project because I was not able to do all this while I was young and I could not have afforded it at my age; but I managed to do it with facilitation of Soya ni Pesa.”

PROMOTING HERMETIC STORAGE

CRS and its implementing partners are disseminating the Purdue Improved Crop Storage (PICS) technology (hermetic bags) in collaboration with Purdue University and local government actors in 42 districts reaching 3,400 villages and 250,000 farmers. PICS technology reduces the need for chemical fumigants and is cost effective. It can address storage needs at household level and be used at bulking centers. About 30% of the technology promotion was conducted in the regions where Soya ni Pesa is implemented.

production to 1100 kg on three acres. He sold 1,050 kg for TZS 794,325 (~USD395). Much of the money went to purchasing and installing solar power in his house. He used the rest for malaria treatment for his wife, who fell seriously ill.





From left: V. Mugittu (MUVEK MD); Mrs. Temu (MUVEK Board member); the Guest of Honor, Mrs. A. Njombe (holding up the eggs); Dr. Omoro (ILRI-TZ); Ms. N. Mrema (CRS); and Mr. Dennis Mbangulla (MUVEK)

MUVEK LAUNCHES KUKAYA EGG BRAND

In August 2015 MUVEK officially launched its KUKAYA EGG Brand. The aim of the launch was to inform stakeholders and the general public about the new egg brand in town. It also aimed at promoting the model employed by MUVEK to introduce rural farmers to commercial poultry production. The launch was attended by Mrs. Anuciata Njombe, the Director of Livestock Production and Marketing at the Permanent Secretary of the Ministry of Livestock Development and Fisheries. In her speech, Njombe commended the work that MUVEK and CRS have been doing to improve lives of people in rural areas through establishment of small poultry enterprises. She said market assurance is a major issue that most farmers want when engaging in production activities. The launch was also attended by chick producers, farmers' representatives, Village Agriculture and Livestock Officers (VALEOs), District Veterinary Officers (DVOs), Champion farmers, CRS staff, trainers and the media.

MUVEK expanded the egg market base through the introduction of KUKAYA EGG Brand. They have increased the number of customers to whom they supply eggs from four in July 2015 to fourteen in August 2015. Most of these customers are located outside city centers and operate mini supermarkets.

SOYA NI PESA SO FAR

- **126 demonstration plots** and **3,765 farmers' trials** were established and used to educate farmers on improved soybean production techniques and technologies.
- **403 producer groups** have been organized with 9,248 members (3,535 women), trained on improved soybean production and supplied with inputs for trial and selection of best performing varieties.
- CRS facilitated the bulking and selling of **1,905 MT of soybeans**, generating approximately \$885,000 revenue to 4,941 farmers (38% women).
- **2,278 poultry enterprises** have been established (1,595 are owned by women). They generated a revenue of approximately \$146,000 from sale of eggs and cocks.
- **755 SILC groups** have been organized with 15,639 members (70% women). Value of members' accumulated savings: \$512,000; value of disbursed loans: \$457,000.



SOYBEAN PROMOTION AT NANE-NANE SHOW

Soya ni Pesa, through its partners Caritas Songea and WOPATA, facilitated the participation of farmers in Nane Nane exhibitions (agricultural fairs) in Morogoro and Songea. Farmers shared information about soybean, obtained market information and connected to markets. The exhibitions are organized nationwide and provide a venue for people to learn about agricultural techniques, increase marketing of agro products and create linkages between actors. More than 500 people visited the project's soybean demonstration plot and booth. WOPATA won third place among NGOs who participated in the show.

VIST BY MARKETING REPRESENTATIVES

The project helped farmers' marketing representatives to locate buyers in Dar es Salaam and other parts of the country through market exposure visits. Eight farmer representatives from Songea (four), Njombe (two) and Morogoro (two), traveled with three project coordinators from the respective partners to Dar es Salaam, Morogoro, Mbeya and Njombe to gain exposure to different market structures and opportunities. The team met traders from Tandale market and Kimara feed supplies located in Dar es Salaam, as well as processors in Dar es Salaam (Riyami Millers and Tanzania Breeders), Morogoro (International Tanfeeds Ltd.) and Njombe (Matembwe Village Company). During these meetings farmers met with potential buyers, negotiated and agreed on prices and quantity of soybeans and discussed contracts and payment methods. Demand from buyers was higher than the farmers' current supply, but farmers were able to start building long-term relationships. The team also went to Mbeya and met with maize farmers who are successfully conducting collective marketing. In Mbeya the team visited two Agriculture Marketing Cooperative Societies (AMCOS) to learn how the farmers are using storage facilities through the warehouse receipt system to facilitate trade. Farmers discovered that they are facing common challenges including delayed payment by buyers and price volatility. Despite these challenges, the team learned that improved storage management is helping farmers to access loans equivalent to the amount of maize stored at the facility. The team also learned that involving farmers in each step of the negotiation process and maintaining transparency are key steps to addressing challenges such as price volatility.

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