

# **Trip Report - Catholic Relief Services Project TZ 40**

**Iringa, Tanzania September 18 to October 1**

**Volunteer – Thomas H. Kimmell**

## **Section 1.1**

The assignment title – “Vegetable farming as a business” number TZ-40 in the villages of Tanangozi and Sadani approximately 25 km from the city of Iringa. The hosts for the assignment were the respective villages and the overarching coordination group MUVI. The assignment resulted in two classes; the first conducted over 4 days with the village of Tanangozi September 15-18 the second with the village of Sadani September 19, 21 and 22<sup>nd</sup>. In both cases we were fortunate to secure classrooms in the local schools. On Monday, September 21<sup>st</sup> we met with Wilma Mwaikambo Mtui, Project Coordinator Iringa, and staff of MUVI to brief them on our plan of action. Total days involved with recipients’ were 8 days.

### **Section 1.2.1**

First objective was to explain the “principals of farming as a business”. Discussed the concepts of risk, planning and record keeping and the resulting benefits and problems. A complete **chart of accounts** was laid out on a blackboard and the class as a group filled in each of the expense items based on a class selected acreage size ( 1 acre) and crop (fresh market tomatoes). The chart of accounts itemized the amount spent each month of the tomato growing season. The expected yield quantities and selling price were estimated to get an income total. The profit or loss was then reviewed to see what changes could have been made to change or improve the outcome. The importance of daily record keeping was stressed. The Tanangozi group got very involved in this process and explored a full range of possibilities (described in the section 1.3 Action Plan).

### **Section 1.2.2**

Marketing/Sales always is an objective introduced by farmers,” how can I sell my produce at a higher price”. In this exercise we took the information from the chart of accounts and analyzed how, by looking at the whole sales chain and viewing it from each link in that chain’s prospective, we might find selling advantages at the farmer level. Time and crop shifting, cooperative selling, negotiating each segment of the sale to get advantages, taking on services usually provided by others (Cooperative activity), contacting more brokers, collectively selling through those brokers, selling some product to a broker (lower grade) while reserving the best

quality produce for open market sales, establish relationship with packing process firm, area branding, and negotiating everything.

### **Section 1.2.3**

Understanding basic accounting and record keeping, supply and demand and the role of a cooperative organization was the third objective in the Scope of Work. In this area we started at the general level and worked downward to what an individual farmer might do. We covered topics like SWOT, marketing 4 P's, Personality traits when in a selling situation, non-verbal tips in identifying peoples thoughts, credit, bookkeeping principals and meaning of words before getting down to such things as the class writing a simple contract.

### **Section 1.3**

#### Village of Tanangozi Goal #1

*Recommendation:* Village association will negotiate with new tomato Processor

*Specific Action:* Define terms with Processor on quality, price, delivery, terms, % of crop committed, and credit availability.

*Responsible Person:* Village committee will nominate a specific individual for Marketing

*Time Frame:* This person will be identified by October 9, 2015 with Processor negotiations to be started no later than October 25, 2015

#### Village of Tanangozi Goal #2

*Recommendation:* The village association will contact multiple brokers (up to 10) to get collective favorable terms.

*Specific Action:* Try to stimulate competition among brokers to get village participates better terms – seek to increase price, quality selection (could villagers retain highest quality for retail sales), credit terms, and schedule. The village will control a higher volume and quality of produce encouraging the brokers to bid against one another.

*Person Responsible:* Madkati, Village Chairman

*Time Frame:* October 20, 2015

#### Village of Tanangozi Goal #3

*Recommendation:* Establish a group within the Village to explore how the Tanangozi brand of tomatoes can be established and recognized.



*Specific Action:* Brainstorm ideas on how to market Tanangozi tomatoes and present these ideas to the village members for action.

*Responsible Person:* The marketing person who will be selected by October 9, 2015 will be in charge of creating a marketing committee with of at least 3 members.

*Time Frame:* A plan of action will be presented within one year to the general membership.

Village of Sadani: the village of Sadani is significantly less organized than Tarangozi Village. There is little cohesiveness among the farmers and little leadership being shown. The farmers function independently with no coordination of selling or marketing except through the affiliation with MUVI. The information was received more passively by the Sadani farmers as many of the attendees did not grow tomatoes. The concepts were accepted but no collective action was planned. Literature availability on how to grow various crops would be valuable since the extension efforts of the government seemed to be lacking. Major recommendation for Sadani village would be for the active tomato growers to organize an association or if leadership is lacking seek to join the farmers in Tanangozi (geographically nearby).

### **Section 1.3**

Two classes were conducted 4 days of business training in the Village of Tanangozi and 3 days of training in the Village of Sadani. Each class had individuals that did the whole term and also individuals who attended one or two sessions. Attendance was taken each day listing who attended that day along with their occupation and phone number. The average attendance per day:

Tanangozi – 12 persons total average with 2 females per day

Sadani – 7.3 persons total average with 2 females per day

No one from MUVI attended the classes.

### **Section 1.5**

Male and female attendees participated equally in the class give and take. The Village of Tanangozi had stronger leadership in the group chair Madati A. Madati and the village chairperson. These two individuals would guide the subject matter if an impasse was met. A couple of cultural events happened during the days the classes were held, a Muslim holiday and the presence in Iringa of a President candidate. Class size was reduced on both of these days.

## **Section 1.6**

Preparation time prior to arrival in Tanzania was about 40 hours. Creating and laying out a logical business oriented program took the most time. A chart of accounts was developed and translated into Swahili so it could be used as a handout after the information was developed by each class.

## **Section 1.7**

None – unsure who hosts were. Was it the villages themselves? Or was it MUVI? The villages both pitched in and found class rooms in the local primary school which was a great assist. The availability of a blackboard was a real plus in conducting the course. The villages also exhorted their fellow farmers to attend, this increase attendance the second day of each class.

## **Section 1.8**

The SOW was accurate in its information. The people of Sadani village were farmers growing a variety of crops, only about 20% were tomato farmers.

## **Section 1.9**

- The questions I got most frequently were, where can I find extension help and how do I sell my produce at a higher price. My class addressed the selling question but not the extension one.
- Credit had a stigma that it shouldn't have. If credit use is bad, most of the world's farmers are in trouble. I think that what the growers were saying is that there is no reasonable source of funds outside of individual lenders whose rates are very high. A government or NGO loan guarantee to conventional banks would go a long way toward getting the farmers beyond the subsistence level.
- I had time on my hands as I taught in the late afternoon after the farmers had worked their fields. Two classes a day to geographically close villages would be ideal, one in the morning and one in the afternoon.
- Dunston who acted as translator in Iringa did an exceptional job.

## **Section 2.0**

**PR release information :**

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**Asheville, NC area volunteer travels to Tanzania to share skills with local farmers.**