



PELUM Tanzania



Progress Report 2013

Country Coordinator
PELUM Tanzania
Old Dar es Salaam Road
Kigurunyenbe Mizambarauni
Plot No. 445,
P.O. Box 390,
Morogoro, Tanzania
Tel/Fax: +255 23 261 3677
E Mail: info@pelumtanzania.org; Website: www.pelumtanzania.org

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Acronyms

ACT	Anglican Church of Tanzania
ADP	Actions for Development Programs
AICT	African Inland Church of Tanzania
AIDS	Acquired Immunodeficiency Syndrome
AGM	Annual General Meeting
AMCOS	Agriculture Marketing Cooperative Society
BRAC	Buhemba Rural Agriculture Centre
CAADP	Comprehensive African Agriculture Development Program
CARITAS	Confederation of Roman Catholic Relief, Development and Social Service Organization
CBOs	Community Based Organizations
CSOs	Civil Society Organizations
DAICO	Department of Agriculture, Irrigation and Cooperatives
EED	<i>Evangelischer Entwicklungsdienst</i>
GMOs	Genetic Modified Organisms
HIV	Human Immunodeficiency Virus infection
IADO	Isangati Agricultural Development Organization
IECA	Ileje Environmental Conservation association
IRDO	Integrated Rural Development Organization
LAC	Laela Agricultural Centre
MAFC	Ministry of Agriculture Food Security and Cooperatives
MOs	Member Organizations of PELUM Tanzania
MRHP	Mwanza Rural Housing Program
MVIWATA	Mtandao wa Vikundi vya Wakulima Tanzania
MWAKAUMU	Muongano wa Vikundi vya Wanawake Mufindi
NGOs	Non-Governmental Organizations
PELUM	Participatory Ecological Land Use Management
PME	Participatory Monitoring and Evaluation
PMO-RALG	Prime Minister's Office Regional Administration and Local Government
SHILDA	Southern Highlands Livestock Development Association
SMECAO	Same/Mwanga Environmental Conservation Organization
TABIO	Tanzania Alliance for Biodiversity
TAGRODE	Tanzania Grass Roots Oriented Development
TTEJF	Tanzania Trade and Economic Justice Forum
UMADEP	Uluguru Mountain Agricultural Development Project
VEO	Village Executive Officer

1.0 Introduction

1.1 Background information

Participatory Ecological Land Use Management (**PELUM**) **Tanzania** is a network of Civil Society Organizations (CSOs) working with smallholder farmers and livestock keepers in promoting participatory ecological land use management in Tanzania. Founded in 1995 by five members, the network has grown to the current 33 Member Organizations (MOs) that are legally registered CSOs spread in 16 regions of Tanzania Mainland. The network head quarters is based in Morogoro Municipal, Morogoro region with the membership spread all over Tanzania Mainland.

PELUM Tanzania is one of the ten (10) Country Working Groups forming the regional and bigger network called PELUM Association which has its head quarters in Lusaka, Zambia with members in Eastern, Central and Southern Africa region. The other Country Working Groups are PELUM Uganda, PELUM Kenya, PELUM Rwanda, PELUM Lesotho, PELUM Botswana, PELUM South Africa, PELUM Malawi, PELUM Zambia and PELUM Zimbabwe. Members of the Association have come together to facilitate learning, networking and advocacy in ecological land use management. The members of PELUM Association comprise of International NGOs, National and Local NGOs and Community Based Organizations (CBOs) and Networks who work towards the livelihood improvement of the small scale farmers. PELUM Association was launched in October 1995 with initiation 25 pioneer organizations which has grown to over 250 members in the region.

The core business of PELUM Tanzania is promoting sustainable agriculture with the use of the following strategies and tools: Strengthening the capacity of its MOs especially through organizing own training workshops related to the concept of sustainable agriculture; Document and communicate information related to sustainable agriculture and land use; Facilitate networking of MOs and Farmer Organizations for promoting sustainable agriculture; Advocate for sustainable ecological land use; and PELUM Tanzania institutional and organizational development for promoting sustainable agriculture and ecological land use.

PELUM Tanzania does not work directly with the smallholder farmers; instead it works through MOs. PELUM Tanzania target groups are the MOs while the beneficiaries are the smallholder farmers and livestock keepers supported by these MOs. In 2013, PELUM Tanzania MOs supported over one million smallholder farmers and livestock keepers in promoting sustainable agriculture.

1.2 Vision and Mission statements

PELUM Tanzania envisions: Organized, vibrant and prosperous smallholder farming communities deriving their livelihoods from sustainable ecological land use.

The **Mission of PELUM Tanzania** is: To facilitate the process of sustainable development with large emphasis on ecological land use management through building the capacity of Member Organizations working with smallholder farming community by networking, documentation, lobbying and advocacy, and mainstreaming of gender, HIV/AIDS and climatic change.

1.3 Specific Objectives of PELUM Tanzania

- i. Build and strengthen the capacity of its members in sustainable agriculture and ecological land use management.

- ii. Facilitate networking of member organizations and farmer organizations.
- iii. Documentation and communication for promoting sustainable agriculture and ecological land use management
- iv. Advocate for and with member and farmer organizations in promoting sustainable agriculture and ecological land use management at local national and international levels.
- v. Collaborate with local, national and international public and private organizations and institutions, pursuing aims and objectives similar to those of PELUM Tanzania.

1.4 Mandate

PELUM Tanzania is mandated to promote Ecological Land Use Management (elum) practices for improved livelihoods among smallholder farmers in Tanzania through networking, capacity building, documentation and communication and advocacy.

1.5 Projects implemented in 2013

In achieving its mission, PELUM Tanzania is implementing various projects related to the promotion of sustainable agriculture and ecological land use management. Specifically, the main projects implemented in 2013 were:- (i) Documentation and Communication for Promoting Local Innovations and Governance in Sustainable Agriculture; (ii) Empowering smallholder farmers in Eastern Africa to access agro-markets; and (iii) Innovation Africa (Food security Project).

Main sources of fund for Year 2013 activities were: Bread for the World; ETC Foundation; Ford Foundation through PELUM Uganda and PELUM Tanzania own income.

This progress report presents both PELUM Tanzania Programme Activities and Organizational Development progress for the period of 1st January to 31st December 2013 as well as the associated results/achievements, challenges and lessons learnt.

2.0 Program Activities

2.1 Capacity Building

Build and strengthen the capacity of member and farmer organizations in relation to sustainable agriculture.

Two main activities were implemented under capacity building in order to Build and strengthen the capacity of member and farmer organizations in relation to sustainable agriculture. These activities were related to agro-market development; and mainstreaming HIV/AIDS in sustainable agriculture as detailed hereunder:

- i. PELUM Tanzania organised a one week workshop on mainstreaming HIV/AIDS in sustainable agriculture. The training workshop was participated by staff from 21 MOs and the Secretariat. In total, the workshop was participated by 27 staff from 20 PELUM Tanzania member organizations as well as PELUM Tanzania Secretariat. Member organizations that were represented in this workshop were: Anglican Church of Tanzania (ACT) Mara, Vi Agroforestry, Mwanza Rural Housing Program (MRHP), Mtandao wa Vikundi vya Wakulima Tanzania (MVIWATA), Uluguru Mountain Agricultural Development Project (UMADEP), Actions for Development Programs (ADP) Mbozi, TUSHIRIKI, Confederation of Roman Catholic Relief, Development and Social Service Organization (CARITAS) Kigoma, CARITAS Mbeya, Laela Agricultural Centre (LAC), TRACE, Tanzania Grass Roots Oriented Development (TAGRODE), Integrated Rural Development Organization (IRDO), Same/Mwanga Environmental Conservation Organization (SMECAO) FUND, Isangati Agricultural Development Organization (IADO), Ileje Environmental Conservation association (IECA), Muungano wa Vikundi vya Wanawake Mufindi (MWAKAUMU), Southern Highlands Livestock Development Association (SHILDA), INADES Formation Tanzania, and Buhemba Rural Agriculture Centre (BRAC). This workshop was an opportunity for participants to share experiences, clarify understanding of what it meant by “mainstreaming”, learn new tools and methods, and strengthen the member’s network to provide mutual support and guidance. The style of the workshop was highly participatory, with all participants taking responsibility for sharing their experiences and contribute to the institutional understanding of what exactly mainstreaming HIV and AIDS into the sustainable agriculture means based on-the-ground experiences. The concept of HIV mainstreaming vis a vis HIV interventions was clarified into three aspects to make it more clear and easily understood by various actors and these are:
 - ‘AIDS work’ is used to denote work directly focused on AIDS prevention, care, treatment, or support – work that is distinct, and implemented separately, from other existing development and humanitarian work. For example, behaviour-change projects, and home-based care programmes.
 - ‘Integrated AIDS work’ is used to mean AIDS work that is implemented along with, or as part of, development and humanitarian work. The focus is still on direct AIDS prevention, care, treatment, or support, but with the difference that the work is conducted in conjunction with, and linked to, other projects, or within wider programmes. For example, awareness campaign through agriculture programmes.
 - ‘Mainstreaming AIDS internally’ is about changing organisational policy and practice in order to reduce the organisation’s susceptibility to HIV infection and its vulnerability to the impacts of AIDS. The focus is on AIDS and the organisation. It has two elements: AIDS work with staff, such as HIV prevention and treatment; and

modifying the ways in which the organisation functions; for example, in terms of workforce planning, budgeting, and ways of working.

- Mainstreaming AIDS externally' refers to adapting development and humanitarian programme work in order to take into account susceptibility to HIV transmission and vulnerability to the impacts of AIDS. The focus is on core programme work in the changing context created by AIDS. For example, an agriculture project which is adjusted to meet the needs of vulnerable children and teachers.

It was made clear that, generally, Mainstreaming is a process that can be applied to different issues, it demands action in three distinct areas: Assessment; Analysis; and Action. Mainstreaming is not a "one size fits all" type of process since it demands consistent, deep and genuine engagement with all aspects and actors in the development process so that HIV and AIDS is assessed, analysed and responded to in the programme as a whole, with everyone playing their allotted tasks.

One of the training outputs was that, the Country Secretariat has started the process of reviewing its HIV/AIDS workplace Policy as the knowledge gained in the workshop helped in identifying that the current policy is out of date.



- ii. PELUM Tanzania continued piloting PESA Agro-enterprise marketing model with UMADEP and ADP Mbozi. The model strengthened the capacity of member organization staff and smallholder farmers in agro-marketing. ADP Mbozi is working on sesame value chain with two Agriculture Marketing Cooperative Society (AMCOS) involving 306 farmers (64 female; 242 male). While UMADEP is working on Poultry value chain involving 68 farmers (46female; 22male). In total the pilot involved 374 farmers, of these female were 110 while male are 264.

2.2 Documentation and Communication

Documentation and communication for promoting sustainable agriculture and ecological land use management.

Through documentation and communication, PELUM Tanzania shares key lessons, successful stories, case studies and approaches in promoting sustainable agriculture with the local and global community for the purpose of improving smallholder farmers' livelihoods. In 2013, documentation and communication activities were related to printing of booklets; and management of website. Through publications, PELUM Tanzania was able to reach 450 people as detailed below:

- i. A total of 500 copies of a booklet on the production of local maize seeds were printed. This publication is in Kiswahili and it guides farmers step by step on the production of local maize seeds. The publication gives farmers all fundamental basic principles in the production of maize seeds by using sustainable means, that is local seeds, compost manure and local botanicals in the production and preservation of maize seeds. This covers farm preparation, isolation distances, planting, weeding, pests and diseases control, soil fertility management, harvesting, threshing and seeds storage for use and/or sell in the following farming season.

The booklet was produced based on the long time experience of member organizations in the promotion of local maize seeds production. Specifically, the publication presents experiences on local maize seeds from INADES Formation Tanzania, AICT Shinyanga, IRDO, LAC and ADP Mbozi. Thus at least one staff from each of these MOs participated fully in developing this publication, coordinated by PELUM Tanzania.

A total of 450 copies of booklet have been disseminated to PELUM Tanzania Member Organizations where each member received 10 copies for disseminating to farmers. Three farmer groups that produce local maize seeds (Zyatwanga-supported by ADP Mbozi; Sogea Ntembo and Amkeni msia-supported by IRDO) also received copies of the publications for increasing their knowledge and skills on maize seeds production. These booklets are meant for enhancing farmers skills and knowledge in local maize seeds production. The booklets are also expected to increase the number of smallholder farmers that will be producing local maize seeds hereby ensuring smallholder farmers access to quality maize seeds.

- ii. PELUM Tanzania website (www.pelumtanzania.org) continued to be used for information sharing, communication and increasing the visibility of PELUM Tanzania network as it contains informations on PELUM Tanzania main activities as well as members contacts. PELUM Tanzania publications can be accessed on its website clicking on the following link: http://pelumtanzania.org/pelum/?page_id=4610 .
- iii. Through emails, the Secretariat shared with MOs information related to call for proposals, people looking for internship and institutions/organizations looking for partnership. From call for proposal sharing, two member organizations submitted proposals and each succeeded to be awarded a grant worth US\$ 150,000.
- iv. PELUM Tanzania also disseminated to members and farmers the publications on Utawala wa Kidemokrasia; Katiba Mpya na Serikali za Mitaa. These publications have contributed a lot in raising farmers and villagers' awareness on good governance. These publications were received from Policy Forum; PELUM Tanzania is a member of Policy Forum.

2.3 Networking

Facilitate networking of member and farmer organizations at national, regional and international levels for experience sharing and learning in promoting sustainable agriculture and ecological land use management.

Networking between member and farmers organizations and with partners at national and international levels was done through learning visits, and participation into national and international forum. Details of the networking events in 2013 are provided hereunder:

- i. PELUM Tanzania organized one day learning visit on for farmers from ADP Mbozi and IRDO. During the visit farmers got an opportunity to meet Zyatwaga group at Ibembwa Village, Mbozi District in Mbeya region and learned different aspects related to local maize seeds production including: preparation of compost manure, preparation and application of local botanical insecticides, proper storage of seeds, cooperation, and participation in group activities. The main participants of this learning visit were farmers accompanied by agriculture extension officers. The visits involved 24 farmers (13f, 11m), Ward Extension Officers, staff from PELUM Tanzania and ADP Mbozi, and one Village Executive Officer (VEO). Generally the learning visit was participated by 32 people of whom 17 were male and 15 female.



- ii. Another learning visit was organized to one of the implementers of PESA Agro-marketing Model namely Itindi AMCOS in Galula ward, Chunya District. Supported by ADP Mbozi, Itindi AMCOS is implementing the PESA Model on sesame value chain. The learning visit aimed to strengthen the capacity of MOs and smallholder farmers on agro marketing development through the PESA

model, ultimately targeting replication of the PESA Model. The participants of the learning visit were two farmers and one staff from five Member Organizations namely: LAC, CARITAS Mbeya, IADO, ADP Mbozi and IRDO. After learning from the PESA Model achievements, lessons learned and challenges, farmers were highly impressed by the collective marketing, an approach that gives farmers the power to bargain and to control supply of their produce.

As a result of this learning visit, farmers supported by LAC who participated in the visit have mobilized fellow farmers, managed to establish and register one cooperative society as a step towards adopting the PESA Model.

2.4 Lobbying and Advocacy

Facilitate campaign, lobbying and advocacy for ecological land use and sustainable agriculture.

PELUM Tanzania is lobbying and advocating for and with smallholder farmers for food security; fair and reliable market; seed security, land rights, transparency, and policy and legal framework in favour of smallholder farmers all aiming at promoting sustainable agriculture and ecological land use management. In 2013 lobbying and advocacy activities involved:

- i. A total of 500 copies of a booklet on campaign, lobbying and advocacy were printed. The booklet is in Kiswahili and it guides farmers step by step on how to carry out effective advocacy for their interests. The publication gives farmers all fundamental basic principles and elements for effective advocacy and on how to engage with policy and decision makers. The publication guides farmers from the initial stage of the identification of the advocacy issue, its analysis to the presentation of the advocacy message to the policy and decision makers. Based on ten years plus of PELUM Tanzania experience in advocating with and for smallholder farmers, this publication is prepared with practical and vivid case studies and examples from PELUM Tanzania MOs. Over 480 copies of booklet have been disseminated to MOs and farmers where each member received 10 copies for disseminating to farmers. These advocacy booklets guide the smallholder farmers to effectively identify respective advocacy issues and present the issues to the respective authorities in a non violent manner with the aim of having the issues addressed in the Local and Central Government plans and budgets.
- ii. A publication on: *Is Government Doing Enough to support Agricultural Development in Tanzania? A Review and Analysis of Agricultural Sector Budget Trends and Outcomes in Tanzania at National and Local Government Levels (FY 2003/04 – FY 2012/13)* was produced in which a total of 300 copies of the publication were printed. This publication presents budget analysis and utilization at both national as well as local government levels. In summary, this publication shows the policy and decision makers that: Since 2001/02 the agricultural budget in Tanzania has generally been increasing gradually in nominal and real terms. This is more in response to Comprehensive African Agriculture Development Program (CAADP) commitment. However, the increment is on the recurrent budget. For example, in 2000/01 recurrent budget for Ministry of Agriculture Food Security and Cooperatives (MAFC) was 39.5% and by 2008/09 it had reached 82.4%, before it dropped to 59.0% in 2011/12. On the contrary, development budget was 60.5% in 2000/01 and had dropped to 41.0% in 2011/12. Data from the Appropriation Account Books of MAFC indicate that there is a deficit between approved budget and disbursed fund from treasury. For example, between 2000/01 and 2007/08 the deficit ranged between 6 and 49%. Examination of agricultural performance suggests a positive relationship between increase in agricultural spending and annual growth rate for agricultural value added. Countries that spent

at least 10% of their budgets to agriculture have improved annual growth rates in agriculture value added. The publications are used as the source of information in PELUM Tanzania campaign on increasing agriculture budget allocation to at least 10% of the national budget as per maputo Declaration of 2003.

- iii. A total of 1000 copies of the advocacy posters were printed and disseminated to farmers, MOs and other stakeholders. Over 500 copies of the posters have been disseminated to various stakeholders. The message in the posters is in Kiswahili: Serikali ya Tanzania timiza ahadi yako, Ongeza bajeti ya Kilimo ifikie angalau asilimia 10 ya bajeti ya taifa kwa ajili ya uhakika wa chakula na kipato. In English it means: Tanzanian government, make Agriculture work, increase its budget to at least 10% of the national budget for food and income security. The message in the poster is reminding the government of the Maputo Declaration where African Heads of States committed themselves to allocate at least 10% of their national budget to agricultural sector. The posters also raise the awareness of farmers and other stakeholders on the government commitment to increasing agricultural budget allocation.
- iv. PELUM Tanzania organised dialogues at district and region level all aiming at advocating for smallholder farmers' access to fair and profitable agro-markets. The themes of the dialogues were the district crop cess paid by smallholder and regular burn of food export and import of tax free rice, how smallholder farmers and business people affected and what should be done respectively. The district level dialogues involved sesame producing farmers (3male, 2female) members of Itindi AMCOS with the Chunya District Agriculture , Irrigation and Cooperatives Office (DAICO), Cooperative Officer, and Trade Officer), staff from ADP Mbozi (2) and one from IRDO. In this dialogue, farmers were influencing for the crop cess to be reduced from the current 3% to 1%. The policy dialogue on regular ban on food export and importation of tax free rice involved women rice farmers from MVIWATA (Mbarali), Three (3) rice traders from Uyole rice market and Mbarali rice market, Two (2) local government representatives (trade officers), one staff each from ADP Mbozi, IRDO, IADO, CARITAS Mbeya, TUSHIRIKI and IECA, and the media. In total there were 24 participants.
- v. Based on the review and analysis of market related policies in Tanzania, a total of 500 copies of the publication titled: **Barriers to trade for smallholder farmers in Tanzania: A review and analysis of agricultural market related policies** were printed and over 400 copies disseminated to PELUM Tanzania members, DAICO in 9 District Councils, MAFSC, Prime Minister's Office Regional Administration and Local Government (PMO-RALG), Office of the Parliament of Tanzania and 4 (four) Agricultural and Livestock Research Institutes.
- vi. PELUM Tanzania continued with the Anti Genetic Modified Organisms (GMOs) campaign by raising awareness using leaflets, DVDs and Analysis of Biosafety Regulations. On behalf of Tanzania Alliance for Biodiversity (TABIO) and other TABIO members, PELUM Tanzania organized a dialogue on GMOs and Tanzania Biosafety Regulations with the members of the Parliamentary Standing committee on Agriculture, Livestock and Water for awareness creation and seeking support in advocating against GMO and against removal of the strict liability clause in the Tanzania Biosafety Regulations.

2.5 Participatory Monitoring and Evaluation

Monitoring and evaluation of PELUM Tanzania activities was conducted through: Field visits; backstopping mission; stakeholders' workshops; e-mailed questionnaires to MOs; Phone calls to post workshop participants; two Board meetings; Annual General Meeting (AGM); voluntary feedback from beneficiaries of PELUM Tanzania activities; Staff and Management meetings; tracking media coverage both electronic and print media. Information presented in section 4 below is a result of this Participatory Monitoring and Evaluation (PME) using these methods and tools presented here.

3.0 Organizational Development

3.1 Staffing

On 1st January 2013, the number of PELUM Tanzania Secretariat staff was three but in April 2013 one program Officer was recruited. As at 31st December 2013, the number of the Secretariat staff was four (4).

3.2 PELUM Tanzania Governance

PELUM Tanzania Board meeting and AGM were held accordingly. In those meetings, decisions and directions on various issues related to PELUM Tanzania program activities and organizational development process were made. More specifically:

- The Board recruited the one Program Officer
- The Board participated in PME through reviewing, commenting and making decisions on PELUM Tanzania narrative and financial reports.
- The Board approved the budget and annual plan for the Year 2013
- The Board successfully prepared the 15th AGM
- The 15th AGM endorsed the membership of ECOAGRO FACILITY and endorsed the membership cessation of Heifer Project Tanzania.
- The 15th AGM approved PELUM Tanzania Progress and Financial report for the Year 2012.



The Board visit to MOs in Iringa and Mbeya Regions

PELUM Tanzania Board visited members in Iringa (Caritas Iringa, TAGRODE, SHILDA, and MWAKAUMU) and Mbeya (TUSHIRIKI, Caritas Mbeya, IADO and ADP Mbozi) with the purpose of familiarization with members' activities, learning and strengthening the network. The visit also aimed at consulting members on improving the performance of PELUM Tanzania as a network as well as strengthening member's commitment to the network including membership fee payment accordingly.

One of the outputs from this visit was that two members whose membership was to cease in 2013 due to unpaid membership fee for three consecutive years, managed to pay part of the unpaid membership fee and could not cease the membership.

3.3 PELUM Tanzania Membership

As of 31st December 2013, the number of PELUM Tanzania Member Organizations was 33 organizations.

3.4 Sources of Fund and Expenditure

Sources of fund used for implementing various PELUM Tanzania programme as well as organizational development activities for 2013 were: Bread for the World/EED; Ford Foundation through PELUM Uganda; Swiss Aid Tanzania and PELUM Tanzania own income. The total income for Year 2013 was TZS 235,663,162.00 while the expenditure was TZS 237,582,631.00. The difference between income and expenditure was possible as there was an opening balance from 2012 surplus.

4.0 Achievements, Challenges and Lessons Learnt

4.1 Achievements and Success

- i. Farmers are becoming more and more vibrant and organised. Following a study visit to Itindi AMCOS, as a result farmers supported by LAC have established a cooperative society for facilitating collective marketing.
- ii. Through information sharing, members have succeeded diversified their sources of funding by getting new sources. TAGRODE and INADES Formation Tanzania secured fund from UNDP.
- iii. PELUM Tanzania MOs and collaborators have been using PELUM Tanzania research and analysis findings in supporting their policy engagement. For example a workshop to bring into light the policy related opportunities, and gaps in the market environments of a smallholder farmer in Tanzania given the East Africa Common Market arrangement that was organized by Tanzania Trade and Economic Justice Forum (TTEJF). The findings of the Market policy analysis was used as the reference during the w/shop.
- iv. PELUM Tanzania MOs participating in the implementation of PESA Agro-marketing Model facilitated linkage between farmers and other important actors with relevance to the chosen subsector hereby developing a closer relationship between farmer organizations, the local government authorities, buyers, and service providers in value chain development.

4.2 Challenges

- i. Ever changing policy and legal framework at national, regional and international levels. Most of the policies, laws and protocol are reviewed and/or changed simultaneously and so fast making it not easy to track the process and participate for the benefit of smallholder farmers and sustainable agriculture. However, PELUM Tanzania is making use of its partners, collaborators and action oriented organizations and institutions to ensure that it participates in those changing processes as much as possible for the promotion of sustainable agriculture.
- ii. There is an international move of eliminating smallholder farmers' traditional right to seed (multiply, save, sell and share seeds) at any expense. The move is technically designed to ensure that national, regional and international seeds legally frameworks are not in favour of smallholder farmers' right to seeds. Organizations like PELUM working with smallholder farmers should collaborate and work in partnership at national, regional and international levels in advocating for farmers rights including rights to seeds.
- iii. PELUM Tanzania limited financial resources are preventing the organization from performing to its full capacity and potential. The organisation has employed the Programs Manager whose one of the main roles will be resource mobilization.

4.3 Lessons learnt

- i. Farmer to farmer learning draws more attention, interest and excitement to act and creates confidence amongst farmers. Farmers normally courageously put into practice what they learn during farmer to farmer learning forums. Therefore, in order to promote sustainable agriculture practices, farmer to farmer learning by seeing should be given high priority.

- ii. The rural community has high interest on issues related to the utilization of their fund set for various development activities. Thus, financial transparency and accountability can be used as one of the strategies in mobilizing the rural community for effective participation in various development activities at the village level including participation into village planning process as well as Village Assembly. However, participation in community development activities increases when the community is well informed of their roles and rights as well as the roles and responsibilities of their respective leaders.
- iii. When well informed and empowered, the rural community can use the existing legal frameworks to hold their duty bearers accountable especially when the duty bearers are irresponsible.
- iv. Strategic partnership and networking is key to facilitating and advocating for pro smallholder farmers access to markets. Building strong farmer organizations is an important step in facilitating farmer's access to market and supporting them to advocate for themselves. It is also important to note that facilitating farmer's access to market involves mapping of actors; building meaningful engagement in order to come up with an informed and clearly defined business opportunity; and strategy that analyses roles of each actor for mutual gain.

Case studies

Case study 1: Farmers find Local chicken subsector rewarding more than seasonal farming

For the so long, local chicken has been considered as a women subsector, like in many other parts of the country, in Msowero and Kitete wards this had also been the case. This is because local chicken had very low contribution to the family income. Men could not consider it as an important income generating activity. No efforts were made to increase and improve production, no initiatives for market linkages were made between buyers, local producers and other chain actors. Chicken were left to depend on themselves. No one imagined the potential it has reserved.

After attending trainings on local chicken subsector value chain by Uluguru Mountain Agricultural Development Project (UMADEP), **Mrs. Agnes Shayo** had taken into consideration the question of subsector cost benefit analysis and the importance of developing a business plan as guide for farming as a business. She then had the thought that local chicken production for commercial purpose may bring in more profit than cultivation of crops mostly maize, paddy and sunflower. Then, **Mrs. Agnes Shayo** decided to sell this idea to her husband **Mr. Shayo** trying to convince him to engage into local chicken production as the means of raising household income apart from depending much on seasonal crop farming. Finally she succeeded to convince him and later they came up with a family business plan which indicated that local chicken production for commercial purpose can outweigh the profit from crop cultivation by four times higher.

With local chicken subsector, **Mrs. Agnes Shayo** has now been able to produce and sell an average of 48 to 60 chickens in a month for the price of 9000 TSH per chicken. Selling an average 432,000 to 540,000TSH and deducting 100,000 TSH as an average cost to raise those chickens from chicks stage. **Mrs. Agnes Shayo** admits to now being able to receive an average income of 332,000 to 440,000 TSH per month using one incubator. This amount of money is more than three times an average of 1 to 1.5 million TSH which they get as revenue per season after selling the harvests. In addition, **Mr. Shayo** agreed that local chicken business is worthier than investing in crop farming. He continued to say, chicken production can be run from home, and hence it allows time for someone to do other businesses. **Mr. Shayo** and his wife are now planning to expand their local chicken business.

Mr. Shayo adds that, farming has been their business for the so long. But rainfall is nowadays unpredictable. He says “there are years with drought and there are years with floods too,” he continues “for two seasons my three acre farm was flooded and all the plants were carried away, I could get nothing”

Mrs. Agnes Shayo is one of the women members of Ufukumu group in Msowero ward. Ufukumu Group is one of the seven (7) groups in Msowero and Kitete Wards all with a total of (60 women and 54men) members as the beneficiaries of the project “optimizing income of local chicken smallholders” which is implemented by UMADEP and funded by Oxfam. It is along this project where PESA Model was piloted from January 2013 to February 2014 with interventions focusing on strengthening strategic alliances between small scale local chicken producers, potential buyers and other relevant value chain actors were implemented.

With PESA Model interventions, Farmers have been able to identify and develop contact with potential local chicken buyers from Dar es Salaam, Chalinze and Dumila. Offering rewarding prices ranging from Tsh 7500 to 20000 Tsh per chicken, which is much higher than 5000 to 9000 Tsh before, these buyers have stimulated the need for farmers to keep more chickens to be able to take the advantage of the identified market demand. By now these farmers in Dumila and Msowero are keeping an average of 100 chickens per household as compared to the situation before where there

were hardly 15 chickens per household. Now there are close relationships developing between farmers and other chain actors such as the input (food and medicines) suppliers, ward and District livestock officers

PESA Model stands for PELUM and ESSAF Model; it is a Marketing Model which was developed during phase two and piloted during phase three of the project “Empowering Smallholder farmers in Eastern Africa to access agro-markets”. Here the concept of ‘marketing model’ is differentiated from ‘market model’ with the former referring to processes of disposing off products to consumers and the later referring to tools used for policy impact analysis (Croppenstedt, et. al. 2007)

This project was implemented by Participatory Ecological Land Use Management (PELUM) and the East and Southern Africa Small Scale Farmers Forum (ESAFF) with support from the Ford Foundation Eastern Africa through PELUM Uganda. The project was facilitated by PELUM Country chapters in four (4) East African countries namely Uganda, Kenya, Tanzania and Rwanda. PELUM Tanzania implemented the project with two Member organizations namely ADP Mbozi and UMADEP. While UMADEP piloted the model on local chicken in Kilosa District, ADP Mbozi piloted the model on sesame value chain with Itindi Agricultural Marketing Cooperative Society (AMCOS) in Chunya and Kamsamba AMCOS in Kalambo Districts.

Case study 2: Collective Marketing: Farmers forging their way to fair and profitable agro markets.

On their way back home from the learning visit to Itindi Agricultural Market Cooperative, as representative farmers served by Laela Agricultural Centre (LAC) from Kavifuti Village in Laela ward in Rukwa district, Mr. Charles Mbalazi and Mrs. Rehema Paskari had their mission intact as learning from the visit.

Following this study visit the two farmers from Kavifuti village in Laela Ward were able to take an initiative of selling the idea to their fellow farmers in the group about forming an Agricultural Marketing Co operative to take the advantages of collective marketing. Mr. Charles Mbalazi said “they decided to share the idea with other three farmer groups which are also served by LAC in the village in order to facilitate them so that together they can form a co operative. He continued “the need to have one voice and power to negotiate for better prices of their produces. And again to be able to tap various advantages that come with the cooperative such as easy access to loans for farmers is what motivated them to mobilize their fellow farmers into forming their own AMCOS”. The AMCOS was formed and registered on 30th of December 2013 with a name KAVIFUTI AMCOS LTD. There are a total of 120 members where by women are 30 and men are 90. The members admit that the AMCOS has helped them to easily access markets for their produces (maize, beans and sunflower). It has also helped them to have power in price negotiations. As the AMCOS they are now planning also to engage in the business of agro inputs and implements.

This was a one day in country learning visit to one of the PESA Model pilot beneficiaries, farmer’s Agricultural Marketing Cooperative called Itindi AMCOS in Galula ward, Chunya District. The visit was organized by PELUM Tanzania and coordinated by ADP Mbozi. This visit was conducted on 27th of September 2013. Participants to this learning visit were two farmers and one staff from five member organizations namely: LAC, Caritas Mbeya, Isangati Agricultural Development Organization (IADO), ADP Mbozi and (IRDO).

The learning visit was one of the activities under the project “Empowering Smallholder farmers in Eastern Africa to access agro-markets” in which PESA Model was piloted. PESA Model stands for PELUM and ESSAF Model in facilitating access to market for smallholder farmers. This is a Marketing

Model which was developed during phase two and piloted during phase three of the same project. The concept of 'marketing model' is differentiated from 'market model' with the former referring to processes of disposing off products to consumers and the later referring to tools used for policy impact analysis (Croppenstedt, et. al. 2007)

It is during this visit when farmers and staff from PELUM Tanzania MOs in Mbeya and Rukwa regions were able to appreciate and exchange a farmer's level practical experience of PESA Model pilot on sesame value chain. The practice of collective marketing, an approach that helped farmers to gather resources, increase production and the bargain power in engaging with other chain actors in the sesame subsector impressed and interested all the visiting participants. Visiting participants admitted that they would take the learning back home for sharing and implementation.

Experts do much of the facilitations/trainings and demonstrations with a certain thinking that farmers will adopt. The level at which experts teach may differ with the circumstances and conditions that determines farmers level of understanding and engagement. One thing to learn from this visit is that farmer can easily learn with the language and situation of their fellow farmer. Farmer to farmer learning facilitates confidence and courage. This will also determine their initiative to live the learning.

This project was funded by Ford Foundation through PELUM Uganda and it was implemented by PELUM Country chapters in four (4) East African countries namely Uganda, Kenya, Tanzania and Rwanda. PELUM Tanzania implements the project with two Member organizations namely ADP Mbozi and UMADEP. While ADP Mbozi is piloting the model on sesame value chain with Itindi AMCOS in Chunya District and Kamsamba AMCOS in Kalambo District, UMADEP is piloting the model on local chicken in Kilosa District.

Case study 3: Engaging women in family financial management proves paying

Being a sesame farmer for about 6 years, Mr. Askophu M. Mwansongole (member of Itindi AMCOS) admits to recognize the importance of involving women in financial management. Sharing his experience, Mr Askophu said "women play a big part in agricultural production yet they have been left behind the derived benefit after the produce has been sold".

He said "with my wife we had been producing sesame for years" Mr. Askophu admitted to get enough money after selling the produce but the money was used for luxuries; he used to spend time drinking with his friends in Groceries until all the money was finished. All that time there have been no developments at his house and family.

Mr. Askophu added "After the awareness creation by ADP Mbozi on the importance of gender involvement and engagement starting at family level, I dared to take the advice. I decided to then let my wife be in charge of the cash after selling the produce." When His wife supported his advice to open a bank account, they opened a bank account with CRDB Bank Mbalizi branch in Mbeya region. They then kept their money in the account after selling the produce. The money could now be withdrawn and used after prior consultation with his wife.

Since then Mr. Askophu admitted to seeing progress in his family. They have managed to save money that they used to buy iron sheets worth of 480,000/= TSH to replace the grasses roof, they also bought a motorbike worth of 2,000,000/= TSH, and they can now pay school fees of 40,000/=TSH annually without any difficult. Mr. Askophu confirmed that, without women involvement, money is being spent in the bars for drinking and enjoying beers with friends as it was his case before.

The awareness creation on the importance of gender involvement and engagement starting at family level was one of the activities in PESA Model pilots which was under the project “Empowering Smallholder farmers in Eastern Africa to access agro-markets”.

PESA Model stands for PELUM and ESSAF Model in facilitating access to market for smallholder farmers. This is a Marketing Model, which was developed during phase two and piloted during phase three of the same project. The concept of ‘marketing model’ is differentiated from ‘market model’ with the former referring to processes of disposing off products to consumers and the later referring to tools used for policy impact analysis (Croppenstedt, et. al. 2007).

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