



TOAM NEWS BULLETIN

OUR CHAMPION OF THE WEEK

Mrs. Salama Hussein Makame is a member of Tindini farmer group Unguja kuu (ward) in Zanzibar. The group and specifically Mrs. Salama are engaged in fruits and vegetable farming since early 1990s. Before KCOA project she was engaged in conventional farming such as using chemical fertiliser and pesticides for disease and insect control/ management. She experienced negative impact from using conventional farming which include high cost of inputs, deteriorated health soil, contamination of vegetable hence loose valuable market to community and existed tourist hotels. All these lead to loss of income to buy alternative food and to improve livelihood of her household.

Mrs. Salama was one of the identified KCOA project Multiplier in Zanzibar, she attended training organised by TOAM under KCOA project which enabled her to acquire organic knowledge on, seed source, soil and plant health management, PGS and marketing which she believes will transform her agriculture practice through reducing cost of production (inputs), easy access to inputs, and produce vegetables which will be healthier and access potential markets.

A major experience for her is the increase in production of vegetable where by household and



community members liked the quality, which led to request from community members on making BOKASHI and use in their plots as well.

Mrs. Salama (Centre) selling her organic products at Zanzibar Organic Open Market.

Sustainable Agriculture Tanzania (SAT) informs all farmers, producers, stakeholders on the launch of **Organic Now** where by entrepreneurs in Tanzania who are passionate about bringing traceable products to local market, to grab the opportunity by applying and attending training program for farmers and enterprises on organic agriculture labelling, organic certification branding, food safety and marketing, product development and sales, packaging and many more.

Training sessions will be conducted by experts with guest speakers and exposure visits to inspire enterprises from different areas.



organic now!

An initiative to grow the Tanzanian organic market

Entrepreneurs in Tanzania
Are you passionate about bringing organic, traceable products to local markets?

Exciting news – The launch of **Organic Now!** Brought to you by:





SUSTAINABLE AGRICULTURE TANZANIA
KAZI YETU

A training program for farmers and enterprises on:

- organic agriculture
- organic certification
- food safety
- product development
- packaging
- labeling
- branding
- marketing
- sales
- and more

Training sessions conducted by experts, with guest speakers and exposure visits to inspiring enterprises in Dar es Salaam.

Improve your products & strengthen your supply chains

Apply on kilimo.org