

Stakeholders in Tanzania have identified 6 intervention packages with catalytic impact across multiple NEOAS strategic objectives for food systems transformation

1.  1.  2.  3. Foster investments across EOA supply chain
4.  4.  5.  6.

Intervention package 3 Expand market access for farmers



Package goal

Improved incomes and market access for smallholder farmers and mobilization of market actors as drivers for food system transition.



Overall package intervention

Expand training and tools for affordable guarantee systems and development of local and regional markets for EOA products.



Why this intervention?

Market availability and access are vital incentives for farmers practicing EOA. The growing market potential for EOA products has not been fully harnessed as a driver for farm transition. The business volume for EOA products is still low relative to the required investments and the potential benefits at scale. Certification costs are high and limited market access, particularly for smallholder farmers. Collective certification of smallholders and Participatory Guarantee Systems (PGS) are effective strategies that benefit many smallholder farmers. Upscaling of these approaches will be a major driver for upscaling transition to EOA.

Upscaling EOA also requires the development of viable local and regional markets, including improvement and promotion of the East African Kilimohai “living agriculture” label for EOA products; strengthening of selected value chains and value chain actors; and improving extension services on EOA regarding market access strategies, particularly for smallholder farmers.



Impact on broader goals

This intervention will have a positive impact on the achievement of the UN Sustainable Development Goals, including multiple outcomes prioritized in the Tanzania Agricultural Master Plan: Food and nutrition security (SDG 2-3), reducing poverty (SDG 1) improved farm yields, productivity and job creation (SDG 8), and improved sustainability, climate resilience (SDG 13) and nature-smart practices and systems (SDG 14).

Thus this intervention contributes directly to the achievement of flagship objectives in Tanzania’s Agricultural Master Plan, in particular core elements of flagships 4 and 6 (Increasing smallholder incomes by scaling upstream and downstream market linkages and improving market access and grower groups for smallholders); Flagships 11 and 12 (improving an enabling environment for digital solutions and extension support for smallholder market access).

This intervention for market access achieves NEOAS objectives in SO12, Increasing the business and trade volumes of EOA Products in the national, regional and international markets, but is also prioritized because of its cross-cutting contribution to achieving multiple NEOAS objectives, including improved incomes, job creation and food security, as well as specific objectives related to development of EOA value chains (SO6); and compliance with Standards and Certification of EOA products at affordable cost (SO5).

The intervention is aligned with the “Market Development” and “Systems-Level Implementation” levers identified by the RAFT collaboration, by developing participatory guarantee systems, fostering territorial market systems, and increasing capital, capacity, and technical assistance for transitioning farmers.



Priority actions requiring multi-year investments

- Expand training of smallholder farmers in Participatory Guarantee Systems (PGS) giving access to local and regional markets.
- Spread best practices in the development of local markets and expanding the use of EOA products in public procurement.
- Develop PGS labeling and promote PGS and East African Kilimohai Organic label on local and regional markets.
- Expand training and tools for affordable grower group certifications for smallholders accessing global markets.
- Build the capacity of the EOA coordination unit to support certification, PGS, and labeling actions.



Cost

Stakeholders have estimated the cost for the initial implementation of the priority actions in this intervention package is 400,000 USD for the 2025-2027 period (to be validated by the Implementation Task Force). This cost is part of the estimated budget for the strategic objective “Increase the business and trade volumes of EOA Products in the national, regional and international markets (SO12)”, which is 3.2 million USD for the entire implementation period 2025-2030.



Stepping stones (Short-term initiatives that can jump-start this strategic area)

- Map current PGS and Grower Group initiatives and best practices, and design strategy for upscaling to national coverage.
- Currently, the number of PGS groups nationwide is 134 (103 certified, 31 under development). PGS group membership comprises smallholder farmers owning an average of 0.5-2 acres, mainly engaged in vegetables, fruits, spices, cereals, and sunflower value chains. NGO projects have supported the formation and development of the existing PGS groups. There is a strong need for strengthening the existing PGS groups and documenting lessons and best practices as a basis for a strategy for upscaling these powerful tools nationwide.

Stepping Stone Initiative cost: 135,000 USD.



Who will be implementing this intervention

TOAM will take the lead in this intervention, coordinating member organizations and other stakeholders in a nationwide upscaling of market access for smallholder farmers practicing or transitioning to ecological organic agriculture.



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