

# Project Document

**FINAL APPROVED VERSION**

<b>Country</b>	Tanzania
<b>Project ID</b>	TA 2/17/01
<b>Project short title</b>	Marketing
<b>Project full title</b>	Increasing the marketing capacity of smallholder farmer organizations
<b>Project partner(s)</b>	<p>Key Service Providers:</p> <ul style="list-style-type: none"> <li>- Sustainable Agriculture Tanzania (SAT)</li> <li>- Tanzania Organic Agriculture Movement (TOAM) – TBC</li> <li>- AMSHA Institute of Rural Entrepreneurship (AMSHA) – TBC</li> </ul> <p>Beneficiary partners:</p> <ul style="list-style-type: none"> <li>- Kikundi Mwavuli Masasi (KIMAS)</li> <li>- Masasi Community of Organic Agriculture (MACOA)</li> <li>- Masasi Banana Marketing Association (MABAMA)</li> <li>- Nanyumbu Development Foundation (NADEFO)</li> <li>- Uhifadhi Mazingira Kazamoyo (UMIKA)</li> <li>- Shirikisho la Asasi za Kilimo Hai Masasi (SHAKHAM)</li> <li>- Masasi Women Development Association (MAWODEA)</li> <li>- Mtwara Society Against Poverty (MSOAPO)<sup>1</sup></li> </ul>
<b>Duration, Start date</b>	4 years / June 2017 to June 2021
<b>End date</b>	
<b>Global impact</b>	<p>This project contributes to<sup>2</sup>:</p> <ul style="list-style-type: none"> <li>- SW Strategic goal 1: Poor small-holder farming families in rural regions are to have access to regular, secure, and varied food all year round thanks to ecological farming practices.</li> <li>- SW Strategic goal 2: The living conditions of poor small-holder farming families in rural regions are to be improved thanks to additional sources of income.</li> </ul> <p>Cross-cutting goal 2: Improvements are to be achieved within the working environment and areas of interventions of SWISSAID and its partners to the role of women, their living conditions and co-</p>

<sup>1</sup> Mtwara Society Against Poverty (MSOAPO) has supported the creation of two new farmer-based organizations, TUVAMO and MUUNGANO, which have become new Beneficiary Partners. Following significant capacity improvement, MSOAPO has become an Implementing Partner. This is why the total of Beneficiary Partners has moved from 8 in 2017 to 9 in 2018.

<sup>2</sup> As from 2019, SWISSAID has a new Overall Strategy 2019 - 2024; hence the Overall Outcomes this project will contribute to are **Overall Outcome 1:** Sustainable rural livelihoods of SWISSAID beneficiaries improved; **Overall Outcome 2:** Effective, evidence-based advocacy of civil society organisations in SWISSAID's strategic areas built and **Overall Outcome 3:** Capacities of civil society organisations strengthened to deliver their respective mandates more effectively.

Project ID: TA 2/17/01

determination. Men are to take their responsibilities seriously within the process of equality.

Country outcome(s): This project contributes to<sup>3</sup>: Outcome 1

1. Country Outcome 1: Improved sustainable livelihood for smallholder farmers, with a particular focus on poor farmers, women and youth.
2. Cross-cutting themes of Gender mainstreaming and youth integration

### Project Overall Budget

Funding	Tanzania Shilling (TZS) Exchange rate: 2,200	CHF
<b>Total Resources Required</b>	799,254,186	363,297
<b>Local Contribution</b>	0	0
<b>Third Party Contribution<sup>4</sup></b>		
<b>SWISSAID Contribution</b>	799,254,186	363,297
<b>Project development budget</b>	0	0
<b>Total amount approved by SWISSAID</b>	<b>799,254,186</b>	<b>363,297</b>

	Approved by	date	TZS	CHF	Rates
<b>Development phase</b>			-	-	
<b>Implementation phase</b>	PAC Switzerland	06.06.2017 <sup>5</sup>			
AWP 1 (2017)	PAC Switzerland	06.06.2017	167'764'910	76'257	2200
AWP 2 (2018)	PAC Switzerland	16.02.2018	208'794'843	90'780	2300
<b>AWP 3 (2019)</b>	<b>HoD CH / MC TA</b>	<b>11.04.2019</b>	<b>372'140'299</b>	<b>161'800</b>	<b>2300</b>
AWP 4 (2020, estimation)			99'806'325	45'367	2200
AWP 5 (2021, estimation)			86'286'325	39'221	2200
<b>Total (incl. Dev. Phase)</b>			<b>934,792,702</b>	<b>413,426</b>	

**Planned audit(s)** 2019 (first audit) => postponed to 2020  
2021 (end of project audit)

### Planned external evaluation

**Code SDC sector:** 61

<sup>3</sup> As from 2019, SWISSAID Tanzania implements its new Country Programme 2019 – 2024; this project will contribute to **Country Programme Outcome 1**: Improved sustainable rural livelihoods of smallholder farmers; and **Country Programme Outcome 3**: Improved livelihood and leadership for beneficiary women.

<sup>4</sup> As from September 2018, approx. 50% of the AWP 2018 has been funded by the Liechtenstein Development Service (LED).  
The AWP 2019 is planned to be funded by LED (approx. 31%) and Ambassade de France (approx. 69%).

<sup>5</sup> The finalised overall project budget was approved on 27 June 2017.

### **Brief Project Description**

Building on its experience with past SWISSAID interventions in the Mtwara regions, this project aims to enhance the marketing and business planning capacity of eight beneficiary partners over the period 2017 – 2021. These eight beneficiary partners comprise overall around 6000 small holder farmers located within the districts of Masasi, Masasi town, Nanyumbu and Mtwara rural. With the expected outcome to *improve smallholder farmers' capacity to generate net income through productive agro-ecological value chains*, this project contributes to reaching the Country Programme Outcome 1: *Improved sustainable livelihood of smallholder farmers, with a particular focus on poor farmers, women and youth*. This project will be implemented in close synergy with other projects focusing on farmers' production through diversified agro-ecological farming and institutional strengthening.

Its core outputs and activities include:

**Output 1:** Increased volume of production

- **Core Activity 1.1:** *Data management*

**Output 2:** Increased access to market information

- **Core Activity 2.1:** *Market analytics*
- **Core Activity 2.2:** *Buyers-Producers networking*

**Output 3:** Increased access to market

- **Core Activity 3.1:** *A selling point and a warehouse at SWISSAID office in Masasi*
- **Core Activity 3.2:** *Value addition on the produce*

**Output 4:** Organised marketing collectivities

- **Core Activity 4.1:** *Marketing Committees to support Collective Marketing*
- **Core Activity 4.2:** *Marketing strategy and business plans*

**Output 5:** Increased understanding of agroecology in the public

- **Core Activity 5.1:** *Marketing campaign and promotion for ecological produce*
- **Core activity 5.2:** *Participatory Guarantee Systems (PGS) certification.*

This project will be implemented in most part directly by SWISSAID Tanzania. We however also collaborate with Sustainable Agriculture Tanzania (SAT) for the training on marketing for ecological produce and, if retained as a service provider in this project, the AMSHA Institute of Rural Entrepreneurship (AMSHA) for further capacity building in entrepreneurship and marketing in agriculture. Pending the outcome on the current investigation with TOAM, we may also work with TOAM, notably for the Participatory Guarantee System (PGS) certifications.

**Project classification:**

**Code SDC-Sector:** 61

**Code SWISSAID Strategy:**

**Approved by**

**Local PAC (date):**

**PAC Switzerland (date): 6 June 2017 (overall proposal)**

**27 June 2017 (final budget)**