

Expert Meeting on

Investment, Innovation and Entrepreneurship for Productive Capacity Building and Sustainable Development

30-31 March 2015

Business Linkage Program between UNCTAD, Tanga Fresh Ltd and TIC-Tanzania Investment Centre

by

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The views expressed are those of the author and do not necessarily reflect the views of UNCTAD









The Multi-year Expert
Meeting (MYEM) on
Investment, Innovation and
Entrepreneurship for
Productive Capacity-Building
and Sustainable
Development

3rd Session

30-31 March 2015

Geneva, Switzerland



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The overview of Business Linkage Program between UNCTAD, Tanga Fresh Ltd and TIC-Tanzania Investment Centre 30-31 March, 2015 Geneva, Switzerland

- Overview of smallholder dairy farming:
- Milk Procurement.
- Processing.
- Distribution.
- Business linkage program
- Challenges.
- Way forward/strategy.

Overview of smallholder dairy farming.

- The dairy sector is one of the key sectors in Tanzania with high potential for improving food security, creating employment especially for rural households and contributing to economic development.
- 6,000 smallholder dairy farmers with an average of 6 people family members (36,000 people) excluding service providers, milk attendants, transporters and distributors.

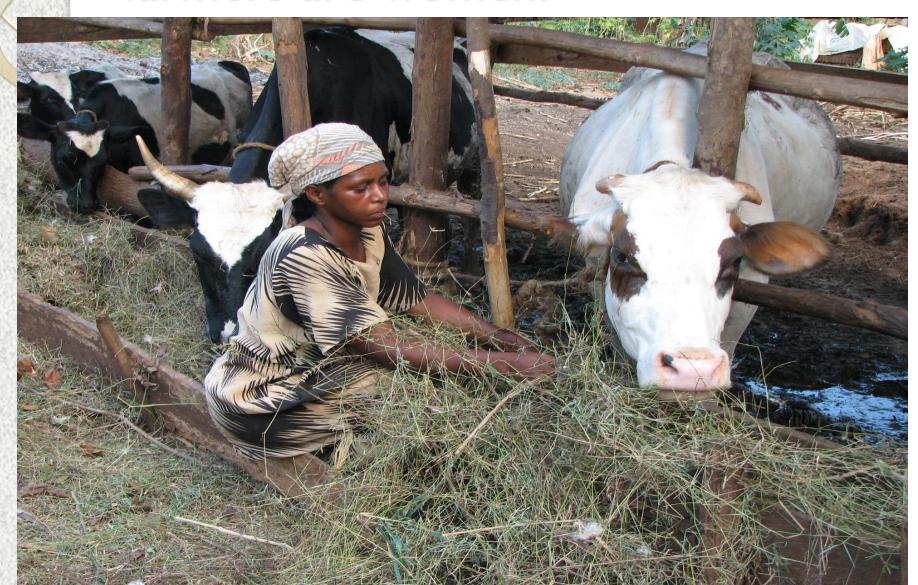


- Raw milk is procured mainly from smallholder and few medium dairy farmers.
- Brought to the chilling centre by foot, bicycle, motorcycle and few by car.
- Milk is checked on quality parameters for adulteration, alcohol test, resazurin test.
- Milk is poured in a cooling tank for storage at a temperature not exceeding 4°c.



- Insulated trucks are then going to collect raw milk from the collection centre to the plant.
- Samples are taken from the truck driver to the laboratory for analysis.
- Raw milk is then received at a milk reception point at the plant.

A FARM AT PONGWE:51% of our farmers are women.





- Processing department communicates daily with Milk Source and Logistic department.
- Depends on the stock of raw milk, the milk is processed into various products:
- □Pasteurized milk, Low fat, Mtindi(cultured/sour milk), Yoghurt, Cream, Cheese, Butter and Ghee.
- □ Cheese is produced when the supply of raw milk is higher than the demand!

Distribution:

- The logistic department is controlling the stock and distributing the products to various destination.
- □ Tanga, Dar es Salaam, Morogoro, Dodoma, Mwanza, Zanzibar etc.
- Communication with the agents or distributors.



- Prospective participants were identified by Tanga Fresh Limited in collaboration with TIC.
- Tanga Fresh Company Ltd nominated initial 93 suppliers out of their data base of more than 6,000 milk suppliers deemed to have great potentials for being incorporated into Business Linkage Program.
- Each Training workshops have to comprise 30 farmers

Business Linkage continues

- Further to interviews conducted by Empretec National Trainers, 82 out of 86 suppliers who attended interviews successfully qualified to become beneficiaries of the Program who shall represent their Unions.
- Since inception of the linkage collaboration two training sessions have been conducted and 55 farmers have graduated.

ETW Group I picture on graduation day 10th May 2014





- 55 smaller holder dairy farmers graduated the UNCTAD entrepreneurship training model
- Tanga Fresh Management has recognized the role of entrepreneurship training for the successful performance of the company strategy: TFL believe that if only 50% of the current supplying small holder dairy farmers are trained on entrepreneurship they could increase milk production by 50% more of the current production.

Challenges

- I:High level of raw milk supply-seasonal fluctuations
- ■2:Poor entrepreneurship skills by our farmers
- ■3:Low cattle feeds availability during dry season
- □4:-Poor dairy breeds in the region
- □5:Low marketing potential for processed milk especially in rain season

Way forward/stategies:

- Fund raising for UHT project which requires TZS 6Billion.
- Fundraising for farmers training on entrepreneurship (product and behaviordairy as a business)
- Launch commercial cattle feeds production to control the supply fluctuation
- Establish Heifer Development Fund to be able to supply at least 1,000 quality dairy heifers per annum across the region
- Generic milk marketing







THANKYOU FOR LISTENING

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Geneva-Switzerland.





Tanga Fresh Milk collection centre:





TFL raw milk reception platform:



TFL Processing Floor:



TFL HQ Laboratory:



Tanga Fresh Distribution vehicle:



