

Agritourism Regions for Enhancing Linkages between Tourism and Sustainable Agriculture in the United Republic of Tanzania



November
2018

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This study was prepared by the Agriculture Council of Tanzania (ACT), as part of the activities under the United Nations Inter-Agency Cluster on Trade and Productive Capacity in the country with financial support from Switzerland (SECO). It is a result of recommendations from the 2015 UNCTAD study "Enhancing Linkages Between Tourism and Sustainable Agriculture Sectors in the United Republic of Tanzania". ACT acknowledges important contributions from the Tanzania Horticultural Association (TAHA), the Sokoine University Graduates Entrepreneurs Cooperative (SUGECO), Responsible Tourism Tanzania (RTTZ), the United Republic of Tanzania Organic Agriculture Movement (TOAM) and UNCTAD. Additional contributions were received from Damian Bell, Julius Lesanoi, Brianne Magnat, Peter Donelan, Graham Mott and Henrique Pacini. The report was edited by Richard Cutler, and the cover and design were done by Lia Tostes and Rafe Dent. Cover photo was provided by Mwanzo Millinga.

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Abbreviations

ACT	Agricultural Council of United Republic of Tanzania
CSOS	Civil Society Organizations
GAP	Good Agricultural Practices
GHP	Good Handling Practices
GIBR	Name of the Company
ITC	International Trade Centre
KNCU	Kilimanjaro Native Co-operative Union
MNRT	Ministry of Natural Resources and Tourism
NGOS	None Governmental Organizations
OFSP	Orange Fleshed Sweet Potato
PPT	Pro-Poor Tourism
RTTZ	Responsible Tourism United Republic of Tanzania
SECO	Switzerland State Secretariat for Economic Affairs
SUA	Sokoine University of Agriculture
SUGECO	Sokoine University Graduates Entrepreneurs Cooperative
TACTO	Tanzania Association of Cultural Tourism Organizers
TAHA	Tanzania Horticulture Association
TCT	Tourism Confederation of United Republic of Tanzania
TOR	Terms of Reference
TSHS	Tanzanian Shillings
TTB	Tanzania Tourists Board
UNCTAD	United Nations Conference on Trade and Development
UNESCO	United Nations Educational, Scientific and Cultural Organization

Executive Summary

The United Nations Conference on Trade and Development (UNCTAD) commissioned the Agricultural Council of United Republic of Tanzania (ACT) to identify and map regions in United Republic of Tanzania which can serve as good examples of successful pro-poor tourism (PPT) that involve tourism (Utalii) and agriculture (Kilimo) for sustainable agritourism development. During the mapping, a selection of value chains was made that included tea, coffee, banana, avocado, and cocoa and horticultural commodities. The mapping of these regions was carried out along with the identification of focal points (institutions and/or individuals) at the regional and the local level, which are important in promoting PPT in United Republic of Tanzania and can serve as strategic contacts for future initiatives.

Besides Zanzibar, seven mainland United Republic of Tanzania regions were identified and mapped as good examples of successful agritourism (Utalii na Kilimo). These regions include Arusha, Kilimanjaro, Iringa, Mbeya, Coast, Morogoro and Dodoma. Nine success stories from different farmers in Zanzibar and mainland United Republic of Tanzania were collected as case studies for training other farmers. The success stories from Zanzibar were collected through the United Republic of Tanzania Horticulture Association (TAHA).

In order to set and promote the PPT programme, a mapping of designated focal points for pro-poor tourism in administrative units (Government) at the city or regional level in United Republic of Tanzania is essential. In order to map designated focal points for PPT at the regional or city level in United Republic of Tanzania, at least one Government agent was identified for each level. Consequently, about six individuals were selected as focal points at the regional level, based on their role in coordinating the tourism industry in the regions. These agents are from the regions of Arusha, Kilimanjaro, Iringa, Tanga, Mbeya and Coast. These regions were selected due to their close proximity to United Republic of Tanzania's national parks and other tourist attractions, and for having farmers that are already involved in business linkages with tourism centres.

The mapping of designated focal points for PPT was also conducted at the local level. These agents are tour operators from private or civil society organizations (CSOs) at district or community level. In this exercise, sixteen agents (individuals, private companies or associations) were identified from sixteen tourism destinations in six identified regions. It is expected that these agents from the private sector or CSOs can also serve as focal points in collaboration with regional Government institutions in promoting the PPT at the local level.

Some of the identified PPT operators at local level include: Kioga Cultural Tourism, Matunda Cultural Tourism and Safari, Mbora Women Cultural Group, Agape Women's Group, Tengeru Cultural Tourism, Chome Ecotourism, Lyamungo Cultural Tourism, Kiliman Cultural Tourism, Machame Cultural Tourism, Mlingotini Eco-tourism, Friends of Usambara Cultural Tourism Enterprise and Pangani Cultural Tourism Programme. Individual operators were also consulted including Mr. Amos Asajile, who operates in Rungwe and Tukuyu.

As part of its cooperation with UNCTAD, ACT expects to publish an online database on its website to detail the focal points. The objective of this database is to facilitate networking and establish mechanisms to promote PPT practices. It is expected that the outcome from this work and future initiatives will promote tourism benefits for smallholder farmers.

1.

Introduction

Facts

INTERNATIONAL TOURISM EARNINGS

22%

► About 22 per cent of international tourism earnings refer to the food and beverages sector.

ACCORDING TO BARBIERI AND MSHENGA (2008), agritourism is any practice developed on a working farm with the purpose of attracting visitors. It is a concept that merges elements from two complex industries (namely, agriculture and travel/tourism) to create new profitable markets for farm produce and services.

Consumption of local food is broadly recognized as an essential part of the tourist experience. As agriculture is a prominent source of livelihoods in a country where the majority of poor inhabitants live in rural areas, linking pro-poor tourism (PPT) initiatives with small-scale food producers can have a pivotal role in fostering local rural development. Agriculture is also the sector that has the greatest potential linkages with tourism. For example, the food and beverages sector is responsible for about 22 per cent of international tourism earnings in the country and has direct linkages with local agriculture (UNCTAD, 2015). Horticultural and beverage products are important elements in Tanzanian restaurants and hotels. Furthermore, they make a significant contribution to food security, improve nutrition, rural livelihoods and economic growth, with production mainly based on small-scale farming.

A study by UNCTAD (2015) shows that international tourists and urban consumers were behind the growing demand for organic produce in United Republic of Tanzania. The same study also mentions the tourism sector as instrumental in creating awareness and demand for organic produce – with visitors perceiving organic foods as being healthier, more nutritious and free from chemical residues. In short, agritourism or PPT can offer market opportunities to small-scale farmers as well as large producers if properly identified, mapped and well connected to the ever-growing tourism sector in United Republic of Tanzania.

The objective of this study is to map regions in United Republic of Tanzania that can serve as good examples of successful local experiences of a shared approach between tourism (utalii) and agriculture (kilimo). The identification of focal points at regional and local levels can help the preparation of programmes to up-scale models for local sustainable development in United Republic of Tanzania. Key value chains have been selected including those of beverages and horticultural commodities.



↑ Haji Khamisi Joha, chef at Zanzibar Serena Inn
© Mwanzo Millinga / UNCTAD



2. Methodology

IN THE SELECTION OF REGIONS, ACT confined itself to regions that have already demonstrated a successful combined approach for tourism and agriculture. Regions such as Mwanza, Kigoma and Katavi have high potential in terms of tourism but did not fall under this category. For this exercise, seven mainland United Republic of Tanzania regions were identified and mapped as good examples of successful agritourism (*utalii na Kilimo*). Identification was done through different consultations, telephone conversations, and through the internet and social media.

farmers who might be involved in scaling up agritourism in the future as resources become available. The participation of ACT in a seminar organized by Responsible Tourism United Republic of Tanzania (RTTZ) ² on 28 June 2018 at Kibo Palace Hotel in Arusha also provided input, as ACT managed to meet with some individuals who are also focal points at local and regional level. By using the snowball approach, potential farmers to be trained and connected to the tourism industry were identified using information from different tour operators in those areas.

↑ Fishing boat, Zanzibar
© Mwanzo Millinga /
UNCTAD

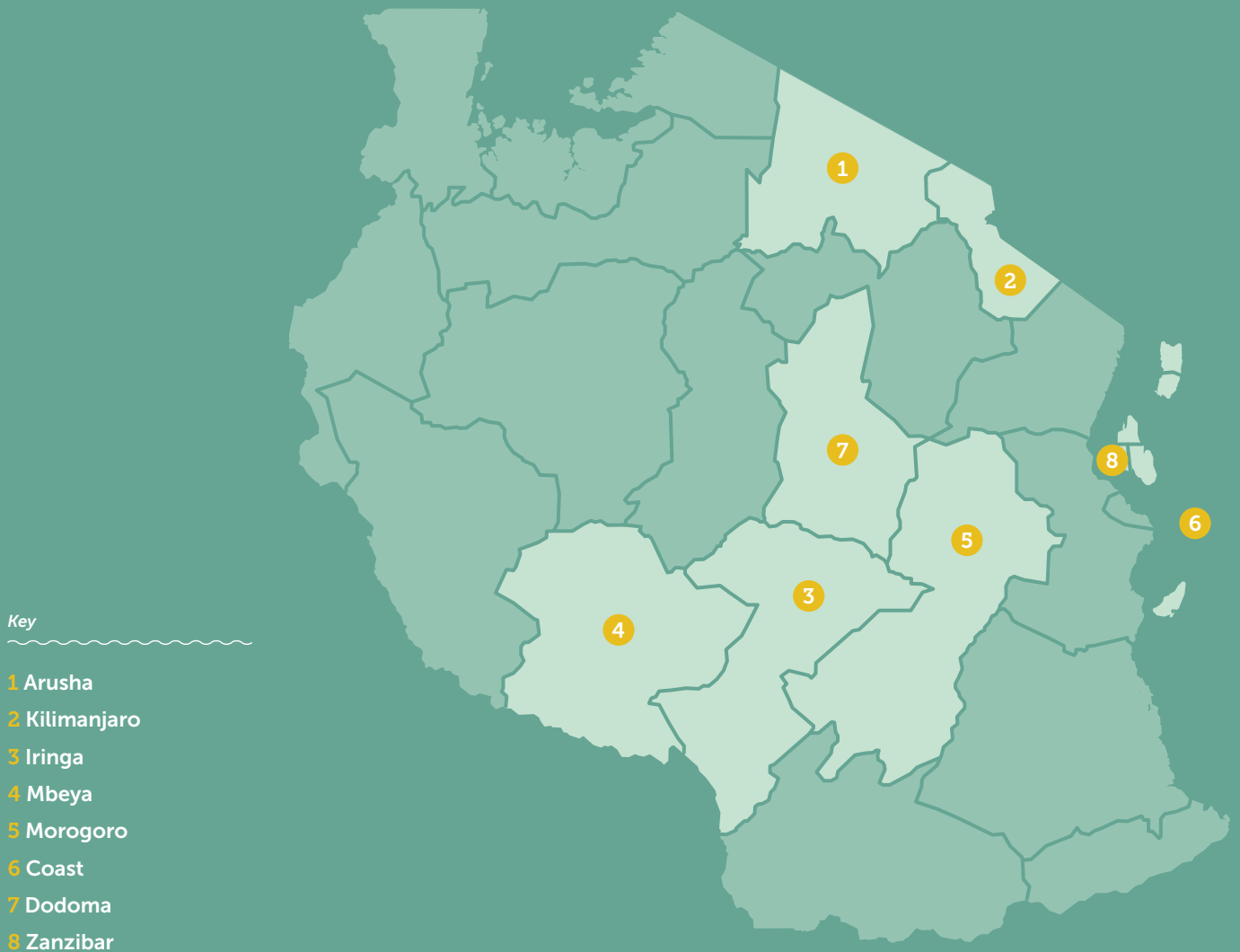
The reason as to why these regions were selected is mainly based on their relatively large number of tourists in United Republic of Tanzania as far as the information from the United Republic of Tanzania Tourists Board (TTB) ¹ is concerned. The same approach has been used to identify focal points for agritourism at regional and local level as well as identifying potential

3.

Regions for Successful Agritourism

EIGHT UNITED REPUBLIC OF TANZANIA regions were identified and mapped as good examples of successful agritourism. These regions include Arusha, Kilimanjaro, Iringa, Mbeya, Morogoro, Coast, Dodoma and Zanzibar (Map 1). The identification included the agritourism attractions in these regions and successful stories from different farmers who benefitted from the linkages between tourism and agriculture.

Map 1 Identified Regions for Pro-Poor Tourism (PPT)





← Tanzanian woman working at a coffee farm in Karatu, Arusha
© Abdelrahman Hassanein / Shutterstock

The United Republic of Tanzania has not yet published an official policy for PPT although there are initiatives in place and there is a growing need for government action in the sector. Current pro-poor initiatives include community-based tourism and Cultural Tourism Enterprises. Most of the Cultural Tourism Enterprises are located in rural areas where the living culture of the local people is creatively linked into the tourism value chain. The ultimate goal is similar to PPT, as both seek to enhance the benefits of tourism for the poor.

3.1 Arusha Region

3.1.1 Oloigeruno Village

Oloigeruno village is located 6 km north of Arusha city on the slopes of Mount Meru. It takes only a one-hour walk or a twenty-minute drive to reach from Arusha. This village is the home of the Waarusha tribe, who originated from the Ilarusa Maasai Clan, and is known for its cultural experiences and natural beauty, which is easily accessible from the city.

Tourists can visit a coffee farm and learn how coffee is locally blended. They can participate in roasting, grinding the coffee beans and making their own fresh cup of coffee. Tourists can also visit local families to learn about their lifestyle

and daily home-based activities. According to Mr. Faraja (farajameliari40@yahoo.co.uk) who is a tour operator working with Kioga Cultural Tourism Company in Arusha, the village receives about 270 tourists per year.

3.1.2 Ndombo-Mfulony-Nkoarisambu

Ndombo-Mfulony-Nkoarisambu is a cultural tourism attraction that involves the three villages of Ndombo, Mfulony and Nkoarisambu. The site is located in Arumeru District about 2.5 km from the Moshi-Arusha Main Road, north of Tengeru. The major tour operator in this area is Matunda Cultural Tourism and Safari (director@peacematunda.org). These villages receive about 100 to 150 tourists per year.

Besides tasting locally grown and roasted coffee, visitors can experience the beautiful landscape, birdlife and the rich Meru culture. They can visit a local brewery to sample 'mbege' or banana beer, enjoy a traditional lunch with entertainment from local dancers, visit the historical and archaeological sites in the vicinity, and see the three waterfalls in the area.

Facts

OLOIGERUNO VILLAGE VISITORS

270p.a.

► Oloigeruno village receives as of now about 270 tourists per year, according to tour operator Mr. Faraja.

Facts

**MBORA GROUP'S
FOREIGN VISITORS**

70p.a.

► According to the group's website, about 70 foreign tourists visit the women group located near the Usa river.

PRODUCE



► ACT identified coffee and banana as part of Tanzania's main value chains for PPT.

3.1.3 Mbora Women Cultural Group

Mbora Women Cultural Group was founded in 2005 and is managed by women of Nshupu village near the Usa river area with the aim of preserving the Meru tribal culture and promoting the economic development of local communities. The group has 29 members aged between 30 and 70 years, but the majority are between 30 and 50 years. The village is marketed as "a little paradise with fertile farms and green mountainous forest, which is home to hundreds of bird species and rare primates such as black-and-white colobus monkeys".

Tourists can take part in daily farm activities with the organic coffee growers of Nshupu village. Visitors can also learn how villagers take care of their coffee farm, prepare for harvest, pick ripe coffee berries and how they peel, wash and dry the coffee, ready for grinding using a 'local machine'. Visitors can participate in each and every activity until they taste their own prepared cups of coffee. Visitors can also listen to folklore stories and mysteries about African coffee farmers. The Mbora Women's group has compelling stories to tell about how their life is strongly linked to the coffee cultural landscape. The group receive about 70 foreign tourists per year.³

3.1.4 Mulala village

Mulala village is a typical rural setting on the southern slopes of Mount Meru, surrounded by spectacular scenery. It lies around 1,600-1,700 metres above sea level. As visitors go up the mountain, they can see lush, green vegetation dotted with small farms.

The women of Mulala have united to form a small group called the Agape Women's Group. The group has about 10 members aged between 40 and 60 years. Through the group, they support the economic activities of the members and start new income generating projects, such as the Mulala Cultural Tourism Programme. As visitors arrive, they are warmly welcomed by the village women.

They offer guided tours criss-crossing coffee and banana farms, walks through the forest reserve or by the Marisha river bank, and spectacular views of Mount Meru and Mount Kilimanjaro.

3.1.5 Tengeru

A short distance from the picturesque slopes of Mount Meru, which at 4,566 metres is the United Republic of Tanzania's second-highest peak, lies Tengeru, located 13 km from the city of Arusha on the road to Moshi and Dar es Salaam. It serves as a base for exploring the cultural attractions and rich heritage of the Meru people. Visitors can walk through coffee plantations and visit a local home, where they can learn all about coffee preparation. At the end of the tour visitors can drink coffee that has been harvested by the Meru community on the volcanic foothills of Mount Meru, where vast farms are maintained.

↑ Coffee berries
© artphotoclub / Adobe
Stock

Ripe bananas
© halfbottle / Adobe Stock



← Woman roasting coffee
© Franco Lucato /
Shutterstock



↑ Banana farm in Kilimanjaro
© Babetz / Adobe Stock

3.2 Kilimanjaro Region

3.2.1 Lyamungo

Lyamungo, a village in Hai District, is typical of those found in the foothills of Mount Kilimanjaro with subsistence agriculture farming in small holdings as the mainstay of the community. The key attraction includes visiting the banana and coffee plantations and interacting with the friendly villagers to understand their way of life. The farms provide interesting sightseeing opportunities and the scenery is beautiful with a backdrop of traditional houses. A key attraction is a lesson on how coffee is processed on the farm before tasting a resulting fresh cup of coffee. Visitors are encouraged to be active participants.

Visitors can also experience the homestead, by learning about banana farming, local cooking food with a tasting, and how to prepare local brew (banana beer), as well as listening to interesting history of the people and the area.⁴

3.2.2 Kibosho

The Kiliman Cultural Tourism Initiative was established to bring visitors close to local coffee farmers who live on the slopes of Mount Kilimanjaro – ‘the roof of Africa’. Arabica is the main type of coffee grown in Kilimanjaro and the Arusha Region. Forming one of the most important coffee cultural landscapes in Africa, the villages of the Uru Kaskazini Ward lie in an area of abundant natural beauty. The coffee

growers and their Kilimanjaro Native Co-operative Union (KNCU) have produced one of the finest Arabica coffees in the world for decades, and it is widely recognized for its aroma and great taste.⁵ Their way of life and the Kihamba Chagga homegarden agricultural heritage system have supported the integrity of their home villages and the ecosystems of the UNESCO World Heritage site ‘The Kilimanjaro National Park’.

Through the ‘Kahawa Shambani-Africa Initiative’ local tour guides show visitors how coffee beans are grown, picked, grinded and roasted. Tourists can walk through a traditional Chagga village and visit coffee plantations. In this community-run venture, visitors get an insight into the lives of the Chagga coffee farmers who live on Kilimanjaro’s lower slopes. They also find out about the history of the local people, their co-operative union and how they practice fair trade. Visitors will have a chance to grind, roast and make their own fresh cup of coffee. Meals with local families can be arranged, as part of the experience during the tour.

3.2.3 Machame

Visitors can enjoy the beautiful landscape with picturesque valleys, deep gorges, rivers, natural forest and local agricultural activities on small farms. It is possible to interact with local people and get an opportunity to listen to their stories about their culture, history and way of life.

Walking through coffee and banana farms, visitors learn how coffee is grown, harvested and prepared into a local-style cup of coffee. This provides an opportunity to learn traditional ways of producing the best quality arabica coffee. Visitors can also hear stories of how local farms are managed and the different ways of preparing and processing coffee.

3.2.4 Chome

The Southern Pare Mountains are part of an ancient Eastern Arc Mountain chain located in the north-eastern part of United Republic of Tanzania. The mountains rise from the lowlands with forests and sprawling rural villages, rivers and valleys. Chome is a scenic village inhabited by the Pare people of the Kilimanjaro Region. The forest has high biodiversity with a wide variety of indigenous plants and animals. It is a key location for hiking and acclimatizing before climbing Mount Kilimanjaro or going on safari.

A walking tour takes visitors close to the Chome Nature Reserve. The local guides and farmers from the village share their indigenous knowledge regarding their crops such as bananas, vegetables, ginger and coffee. Visitors also learn how villagers manage tree nurseries for replanting on their farms. The tour ends with visiting historical sites such as the King's stone that was used for making various sacrifices to Wapare gods, panoramic views and a local school in the village. The traditional Pare culture is much evident in Chome village, and some of the locals still practice traditional agriculture.



← Tourists climbing Mount Kilimanjaro
© Alexander Chizhenok / Shutterstock



← Boat at Indian ocean,
Tanga
© Uskarp / Shutterstock

3.3 Coast Region

3.3.1 Mlingotini (Bagamoyo)

Mlingotini is an old fishing village located in Bagamoyo just 13 km, ten minutes away from Bagamoyo Township. The village lies on the Swahili coast with white sandy beaches that offer a real beach experience while learning how local people live.

Tourists can visit seaweed farms on the shores of the Indian Ocean, learning how seaweed is planted, grown and harvested. Local people explain how they produce various products such as soap, perfume, toothpaste, skin lotion and food ingredients from seaweed.

Visitors are also taken to coconut farms where they learn how coconut is grown and how the coconut trunk, leaves, fruit and fruit shells are used by local people to produce various hand-made carvings and weaving products. Visitors can also visit the home of a farmer, enjoy coconut juice and beer, and get to know how locals climb to the top of a coconut tree to harvest the fruit. At the Coconut Handcraft Centre visitors can find various carvings, weaving and decorative souvenirs produced from various parts of a coconut tree.

3.4 Tanga

3.4.1 Usambara (Lushoto)

The Usambara Mountains, situated in north-east United Republic of Tanzania, are known for their pleasant climate, scenic views and fertile slopes. Favoured by the Germans and British during colonial times, the area is rich in historical buildings from that period.

Visitors can walk through the farmlands of Jaegeralto and a fruit tree nursery to learn about different varieties of fruit trees and their propagation. By continuing uphill to the village of Vuli, tourists can find out about projects on soil conservation, irrigation and farming methods.

3.4.2 Pangani

Pangani is a small town on United Republic of Tanzania's northern coast, 53 km south of Tanga, with a long history and diverse culture. The town has Arabic, German, Asian and British colonial influences. This is a place where Swahili, Arab, colonial traditions and modern hospitality blend together. The town is located at the mouth of the Pangani River.

There tourists can enjoy a coastline with clean beaches and green turtle breeding grounds, historic sites, coral reefs, an Old Port as well as a variety of tropical marine dwellers. Visitors can also visit local farms producing coconut and various types of fruits, and then enjoy fresh fruits and coconut milk while strolling through coconut tree orchards.

3.5 Other earmarked regions

Besides Zanzibar, other regions earmarked for agritourism include Iringa, Dodoma, Morogoro and Mbeya (Table 1). The identified PPT crops include tea, coffee, banana, avocado and cocoa.

Table 1 Earmarked regions

Region	District	Attractions
Iringa	Mufindi	Tea tour
	Iringa	Horticulture
Dodoma	Dodoma	Grape farms and horticulture
Morogoro	Morogoro	Horticulture
Mbeya	Kyela	Cocoa tour
	Tukuyu	Tea, Coffee and Banana tour
	Rungwe	Avocado, Tea and Banana tour

↓ Tea plantation, Mufindi
© Nanadou / Shutterstock

A mapping of contact persons and organizations for PPT in United Republic of Tanzania are listed in section 5 of this report.



4.

Success stories from farmers

THE CASES BELOW consist primarily of the beneficiaries of the Sokoine University Graduates Entrepreneurs Cooperative (SUGECO) and the Tanzanian Horticulture Association (TAHA). Both organizations are supported by the SECO funded by the United Nations Inter-Agency Cluster on Trade and Productive Capacity in United Republic of Tanzania.⁶



4.1 Coast Region

PRODUCTION



► Hotels and supermarkets in Dar es Salaam buy sweet peppers and tomatoes cultivated at Dickson's farm.

Dickson Alex Mseko is a young entrepreneur and the owner of Afri-life farm situated in Rufiji district, Coast region. He is a graduate in BSc. Agricultural Economics and Agribusiness class of 2015 from Sokoine University of Agriculture (SUA) in the Morogoro Region of the United Republic of Tanzania. In 2016, Sokoine University Graduates Entrepreneurs Cooperative (SUGECO), which is an affiliate of SUA, sponsored Dickson for a one-year agro-studies internship programme in Israel. The training course was intensive and Dickson said: "I used to work daily for 15 hours in vegetable and citrus production farms. It is where I gained skills on green greenhouse technology, best open field production, farm management and marketing."

On returning to the United Republic of Tanzania, Dickson was challenged by start-up capital. He decided to work as a volunteer for SUGECO for five months in 2017 serving as resource personnel on the programme "agribusiness hand on skills" and at the same time he worked on his small business. Due to his high commitment and hard work, he secured a loan from Uniter-

ra, a leading Canadian international volunteer cooperation and development programme and a partner of SUGECO. The loan enabled him to procure a greenhouse. SUGECO provided him with farmland. Dickson immediately commenced the production of different vegetables such as tomatoes, green, yellow and red sweet peppers in Rufiji, the Coast Region of the United Republic of Tanzania.

"I am happy using my knowledge and skills to add social and economic value to my life and community around my project in Rufiji. Today, I have managed to employ five permanent workers and more than ten casual labourers. At the same time, we share good agricultural practices knowledge with other local farmers, so they can increase their productivity and improve their livelihoods."

On his produce and customers, Dickson said, "my main customers are tourist-oriented hotels at Selous Game Reserve in Morogoro in the United Republic of Tanzania, executive hotels in Dar es Salaam and supermarkets, all of which buy quality tomatoes, green, yellow and red sweet peppers produced by Agri-life farm. In 2017, I managed to sell different vegetables worth about US\$ 7,000 in these markets."

Dickson said that, "growth pathways is a process that needs to be embedded in capability and not capacity alone." Therefore, he promised "to keep walking the talk" and achieve his ambitions and those of his fellow youth because "I believe that the future is now and mostly in agriculture and agribusiness."

Dickson's major focus now is to expand his business so that one day he will be a large-scale producer of vegetables in Rufiji district.

↑ Dickson Alex Mseko
© Alyssa McDonald. Available at <http://wire.farmradio.fm>. Accessed November 2018.

Green, yellow and red sweet peppers.
© kaleff / Adobe Stock

4.2 Kilimanjaro Region

Renalda Mlay is among the greenhouse farmers who are benefiting from the presence of the many hotels and restaurants in Moshi municipality and Arusha city in the northern United Republic of Tanzania. She decided to start horticulture farming in 2014, even though she already had a busy professional life as a university lecturer and a mother, and a previous 20-year career in banking. She was inspired by the United Republic of Tanzania Horticultural Association's (TAHA) top managers who have supported her farming journey to-date through the provision of agronomic services.

For Renalda and other farmers, the presence of the hotels and restaurants in Kilimanjaro (Moshi) and Arusha is an advantage. Unlike in most parts of the country, she does not need to struggle for the market because she has managed to secure permanent contracts with two hotels, namely the City Link Hotel in Arusha and the Chrisbuger Restaurant in Moshi, where she supplies her produce according to the hotel requirements. "I am glad I have been able to get permanent contracts with two and the price is fixed, thus I don't have to face price fluctuations like many other farmers and my payment is guaranteed," said Renalda.

Renalda reveals her secret of how she got market deals from these hotels. "After having too much trouble in finding markets for my produce, I decide to walk from one hotel to another with my produce since I believed they were of good quality." She has been supplying capsicums of different varieties, as well as other vegetables such as tomatoes and cucumbers. Her prices are fixed but relate to the prevailing prices in the market at the time.

TAHA helped Renalda by providing agronomic services such as Good Agricultural Practices (GAP) through the provision of extension ser-

vices that enabled her to make her production profitable. "My first season in 2014 was very productive as I sold about three tons of tomatoes at a price of Tshs. 1000 per kg. This was followed by another good season of capsicum, whereby I sold an average of 500 kg for Tshs. 3000 per kg, and other seasons which fluctuated depending on how well we took care of our crops."

On other farmers who want to sell their farm produce to the hotels, Renalda said: "I want to advise my fellow farmers to visit these hotels and know the quality of the produce they want. When you meet their quality in the crops you produce, it is not difficult to get good contracts and thus a permanent market for your goods."



→ Renalda Mlay
© Mwanzo Millinga /
UNCTAD



4.3 Iringa Region

Hadija Jabiry is a young lady and the Managing Director of an agribusiness company known as GBRI Business Solutions. Hadija started farming activities in the Iringa region in Kiwele village in 2016, with a focus on horticultural crops. Before starting farming activities, Hadija carried out a market survey, which identified three different markets for horticultural crops: local market, export market and corporate markets. The local market includes ordinary markets for low-income consumers such as the Ilala, Buguruni and Kariakoo markets in Dar es Salaam, where customers do not prioritize quality and the price is determined by supply and demand – with prices often falling in moments of over-supply.

On the other hand, the export market requires intensive investments to comply with international standards or International Good Agricultural Practices (GAP). The GAP and Good Handling Practices (GHP) need to be followed to provide reassurance for consumers that fruits and vegetables are produced, packed, handled and stored as safely as possible to minimize risks of microbial food spoilage and other food hazards. However, this market has high profit margins compared with other markets.

The corporate market targets middle- and high-income earners. Customers in this category include hotels, campsites, supermarkets, etc. This market is very sensitive to the quality of produce as it typically prefers well graded and packed produce, and hygienic produce with traceability information. In this category, the buyer also demands consistency in supply and a sense of professionalism.

Following the market survey, Hadija said that “[they] decided to focus on the corporate market. We went to sell our produce to different customers and we secured markets at hotels, campsites and supermarkets such as Food Lovers, Nakumati, Sea Cliff and Village supermarket. We were supplying more than 15 different types of vegetables and fruits such as tomatoes, capsicum, cucumbers, lettuce, leeks, cabbage, hot pepper, white and red onions.”

In mid-2017, the company saw an opportunity to enter the export market by focusing on green beans, peas and baby corn. Through the internet, GBRI contracted an online marketing company to market its produce and was able to sell to many European countries including France, Germany, Ireland, and the United Kingdom of Great Britain and Northern Ireland. GBRI currently exports an average of 6 tons of vegetables every week.

↑ Hadija Jabiry
© Eatfresh Tanzania.
Accessed November 2018

↓ Ray Peter Mark
© Mwanzo Millinga /
UNCTAD

4.4 Dodoma Region

Ray Peter Mark is a young entrepreneur from Dodoma who has received greenhouse support from the International Trade Centre (ITC) as part of the SECO funded United Nations Inter Agency project with the Ministry of Industry, Trade and Investment. When he was younger, his parents used to send him to farm early in the morning before going to school and during the weekends. This practice from his parents developed his spirit and ambition to work in agriculture. He began by establishing demonstration farms at his school and village.

According to his beneficiary profile at SUGECO⁷, Ray Mark was cultivating crops in the open field where they were more susceptible to diseases, pests and birds. Water consumption for irrigation in open fields was also significantly higher than it is in a greenhouse. He discovered that farming in an open field gave low yields and requires a tremendous amount of effort. By using a greenhouse, he was able to increase



his profit with the same amount of time. In six months, the yield increased from one ton in an open field to seven tons in a greenhouse, with less labour. He became a champion farmer in his village and Dodoma as a whole. He is now producing quality produce due to a better pest management system in the greenhouse while incurring lower production costs than with an open field.

Mark said, "now I am using the greenhouse and able to save 40,000 shillings per week after our household expenses. As part of my contribution to the community, I am also visiting my fellow farmers and advising them on the importance of using greenhouses in agriculture and other good agricultural methods so that they can bring themselves to the next level."

Through this greenhouse project, he has been able to access different networks around the United Republic of Tanzania. He has been sent by government officials to teach other youths around the Dodoma area. He has also received many visitors that want to learn about horticulture. Moreover, he has been able to open a small cement block company, has had electricity connected to his home and provides employment to other youths. He is now supplying vegetables and other crops such as tomatoes, okras and eggplants to the supermarkets and hotels in Dodoma. Following his hard work, the Ministry of Youth granted him seven million shillings in 2017 to procure another greenhouse. He is the founder and Chairman of the Young World Feeders 2018.



← Ray Peter Mark 's produce
© Mwanzo Millinga /
UNCTAD

4.5 Morogoro Region

Veronica Kavishe is a 35-year-old entrepreneur from the Sokoine University Graduate Entrepreneurs Cooperative (SUGECO) and mother of three children, who is making fresh juice and supplying it in Morogoro. According to her story in SUGECO, she has received training and other support for making and supplying juice in Morogoro municipality. Besides training, SUGECO initially supported her with a small room, which has all the facilities for making juice such as free electricity, blenders and freezers.

Veronica started with a small capital of Tshs. 20,000 but in June, 2018, the capital has increased to Tshs. 1,000,000. She started off supplying 30 litres of juice per day, and now makes over 300 litres per day. She sells at both wholesale and retail price whereby people who buy in wholesale supply restaurants in Morogoro. Other consumers of her juice include members of the community at Sokoine University of Ag-

riculture (staff and students) and other residents in the Municipality of Morogoro.

Veronica explained, "apart from making juices with different fruits varieties like mangoes, watermelon, avocado, flavoured with ginger and passion, I received training on how to make an Orange Fleshed Sweet Potato (OFSP) juice by the SUGECO nutritionist officer and now I can make a living from selling fresh juice." She has been able to send her children to school, meet the basic needs of her family, farm, pay her rent and buy a small plot for building her own house with the money she earns from her juice business. She has been able to employ two young girls who support her with different activities. Her work room is small, but SUGECO has plans to expand the room and improve the facilities in order to involve more youth⁸.



← Rose Ngoka's dried tomatoes
© WUSC Tanzania.
Accessed November 2018

↓ Rose Ngoka
© WUSC Tanzania.
Accessed November 2018

Rose Ngoka is a 23-year-old with a college education background. She is a SUGECO farmer that cultivates Orange Fleshed Sweet Potato (OFSP) on a quarter acre of SUGECO farmland in Morogoro. For months, she has been working with Kathleen Novelia who is a Food Preservation and Processing Specialist in making different dried fruits and a Uniterra volunteer from Canada. This started off with her offering help to Kathleen as she saw the variety of different fruits she was processing. The simple gesture turned into a comprehensive training that ultimately enabled her to process her own dried fruits and establish her micro-enterprise – Amani: Premium Dried Fruits.

By using a solar dryer facility at SUGECO, Rose learned how to dry fruits without losing their nutrients and minerals, along with different techniques to manipulate fruits. So far, she dries tomatoes, jackfruits, pineapples, plums, pears, bananas, mangoes and sweet potatoes. She is also learning how to make fruit leathers, which are a type of dried fruit that requires expertise to prepare. Fruit leather is a new product that most Tanzanians are not aware of, and many people have been amazed by its texture and taste. Through the help and support she received, Rose has started to meet with clients including tourist hotels in Morogoro.

Through her business, she contributes to the community as she buys her fruits from small-holding farmers in Morogoro. By doing so, she stimulates the local fruit market and reduces post-harvest losses. Her dream is to establish a large fruit processing business and to become a business woman in the fruit sector.



Facts

FOREIGN TOURISTS

350,000

► The island of Zanzibar is one of the world's top tourist destinations.

FRESH FOOD IMPORT

80%

► For many years, Zanzibar imported fresh produce from mainland Tanzania.

4.6 Zanzibar

Zanzibar Islands, known as a top global tourist destination, features stunning beaches on the Indian Ocean and fascinating historical sites. The islands annually receive over 350,000 tourists from around the world. Due to its tourist nature, most investors have invested in the hotel and tourism business.

For many years, Zanzibar imported over 80% of its fresh food from the mainland of United Republic of Tanzania, including horticultural produce and grains, particularly rice, maize and beans. This dependence on imports was due to insufficient production on the Zanzibar islands.

The feasibility study conducted by TAHA revealed that in Zanzibar there were huge inadequacies in terms of farming technology, knowledge on good agricultural practices (GAPs) and farmer organizations. Consequently, production was characterized by low yields due to poor farming methods and was unable to meet local demand from residents and tourist hotels. As a result, traders in Zanzibar imported vegetables from the mainland of United Republic of Tanzania.

Since 2013, TAHA, in collaboration with the Government of Zanzibar and other implementing partners such as the Milele Zanzibar Foundation began promoting the production of horticultural crops in Zanzibar. Following these efforts, the Ministry of Agriculture, Natural Resources, Livestock and Fisheries in Zanzibar reported a decline in the import of horticultural produce from the mainland of United Republic of Tanzania from 80% to 40% over a five-year period. Bakari Amadi, a trader in Unguja, said that imports of fruit and vegetables have decreased tremendously recently. "I used to import 30 crates of green pepper from the mainland of United Republic of Tanzania four times a week, but now I only import 10 crates as there is more produce from local growers in Zanzibar. I have also reduced imports of tomatoes from 1,000 to 400 boxes four times a week." Below are some testimonies from different farmers in Zanzibar who have benefitted from TAHA initiatives.

Musa Haji, from Fuoni Sheiya, is one of the early adopters of GAP. He has significantly transformed his farming, "without TAHA, I would have not realized my full farming potential. TAHA trained me on land preparation, quality seedling production, integrated pest management, proper irrigation, connected me to input suppliers and linked me with potential markets including tourist hotels like Paradise."

Faki Hanafi is a commercial farmer from Umbuji Sheiya. He adopted GAP and produces large volumes of onions and other vegetables such as tomatoes and green peppers. Faki benefited from the market linkages facilitated by TAHA. He explained, "TAHA has brought traders to our village to collect produce, and we get good prices from them. I appreciate the help from TAHA because now I have a market to sell my vegetables, unlike in the past where our produce rotted due to a lack of market. I sell directly to hotels like Neptune, and there are also other organized farmers who are selling to buyers from different markets."

Hamisi Juma owns a vegetable farm in Binguni Sheiya. He explained his experience, "when TAHA came to our Sheiyas (villages), they organized us into groups, trained us on good agricultural practices, business development and record keeping. As a result of farmer mobilization, training on good agricultural practices as well as channelled market linkages and advisory services provided by TAHA, I noticed impressive results among farmers who adopted GAP and this resulted in an increase in production of quality vegetables." He now sells quality vegetables in tourist hotels in Zanzibar.

↓ Faki Hanafi
© Mwanzo Millinga / UNCTAD



5.

Focal Points/Agents at Regional Level (Government)

IN ORDER TO SET and promote the PPT programme, a mapping of designated focal points for pro-poor tourism in administrative units (Government) at the city or regional level in United Republic of Tanzania was conducted by the Agricultural Council of the United Republic of Tanzania, identifying at least one agent for each region. These agents can act as focal points in promoting PPT in collaboration with the private sector and other civil societies and NGOs so as to ensure that small farmers and other producers benefit from the ever-growing tourism sector in the United Republic of Tanzania. Therefore, six focal points, who are designated government officers responsible for the coordination of tourism at the regional level, were identified in the regions of Arusha, Kilimanjaro, Iringa, Tanga, Mbeya and Coast (Table 2).

↓ Source: ACT (2018)

Table 2 Focal point individuals/institutions/departments

Region	Destination	Commodity for PPT	Regional Tourism Coordinator
Arusha	Oloigeruno, Ndombo-Mfulony-Nkoarisambu Nshupu, Mulala and Tengeru	Coffee, banana farms and horticultural	Ms. Flora Assey +255 684 625 956
Iringa	Mufindi	Tea tour	Ms. Hawa +255 755 855 300
Kilimanjaro	Kibosho, Chome, Lyamungo and Machame	Coffee, ginger and banana	Emmanuel Kiyengi +255 769 660 927
Mbeya	Kyela, Tukuyu and Rungwe	Cocoa, tea, coffee, banana and avocado	Judica Kibona +255 746 143 980
Coast	Mlingotini	Seaweed farming and coconut tour	Mr. Shayo +255 676 416 096 / 763 669 077
Tanga	Lushoto and Pangani	Horticulture and fruits	Mr. Sossy +255 719 889 599

6.

Focal Points at Local Level

DESIGNATED FOCAL POINTS for PPT at the local level in the United Republic of Tanzania were mapped, of which about sixteen (16) agents (individuals, private companies or groups/associations, etc.) were identified in 17 tourism destinations (Table 3). They were identified mainly through the United Republic of Tanzania Association of Cultural Tourism Organizers (TACTO),⁹ followed by telephone and email communication with travel agents to verify their existence. The identified agents from the private sector will also act as focal points in promoting PPT at the local level in collaboration with governmental institutions at the regional level.

Some of the identified PPT operators at local level include: Kioga Cultural Tourism, Matunda Cultural Tourism and Safari, Mbora Women Cultural Group, Agape Women's Group, Tengeru Cultural Tourism, Chome Ecotourism, Lyamungo Cultural Tourism, Kiliman Cultural Tourism, Machame Cultural Tourism, Mlingotini Eco-tourism, Friends of Usambara Cultural Tourism Enterprise and Pangani Cultural Tourism Programme. Individual operators were also consulted including Mr. Amos Asajile who operates in Rungwe and Tukuyu.

Table 3 Focal point individuals/private sector/civil societies

Region	Destination	Commodity for PPT	Agent and contact
Arusha	Oloigeruno Village	Coffee	Kioga Cultural Tourism Mr. Faraja +255 754 476 903 farajameliari40@yahoo.co.uk
	Ndombo-Mfulony-Nkoarisambu	Coffee	Matunda Cultural Tourism and Safari Mr. Unambwe Kaaya +255 757 198 076 director@peacematunda.org or unambwe@hotmail.com
	Nshupu Village near Usa River	Coffee	Mbora Women Cultural Group Mrs. Ndeshukurwa Mbise +255 767 051 371 mborawomengroup@gmail.com
	Mulala village	Coffee and banana	Agape Women's Group Neema +255 784 747 433 agapetourism@yahoo.com
	Tengeru	Coffee and horticulture	Tengeru Cultural Tourism Mama Palanjo +255 754 960 176 brightsonp@yahoo.com

Table 3 Focal point individuals/private sector/civil societies

Region	Destination	Commodity for PPT	Agent and contact
Kilimanjaro	Lyamungo	Coffee	Lyamungo Cultural Tourism Mama Ndashau +255 754 484 067 lyamungocultural@yahoo.com
	Kibosho	Coffee and banana	Kiliman Cultural Tourism Straton Ngoti +255 765 143 737 info@kilimanculturaltourism.com
	Machame	Coffee and banana	Machame Cultural Tourism Julius Shoo +255 784 616 331 shoojulius@hotmail.com or info@machameculturaltourism.com
Mbeya	Kyela	Cocoa tour	Uyole Cultural Tourism Amos Asajile +255 756 929 868 info@uyoleculturaltourism.com or aasajile@gmail.com
	Tukuyu	Tea, coffee and banana	Uyole Cultural Tourism Amos Asajile +255 756 929 868 info@uyoleculturaltourism.com or aasajile@gmail.com
	Rungwe	Avocado, tea and banana	Rungwe Tea and Tours Mr. Michael Mwaseba +255 784 855 138 teatours2017@gmail.com
Tanga	Lushoto	Horticulture	Friends of Usambara Cultural Tourism Enterprise Mr. Yassini +255 787 094 725 info@usambaratravels.com
Iringa	Iringa	Vegetables	Gbri Business Solution Hadija Jabiry +255 756 999 118 hadijaj@eatfresh.co.tz
			Chabo Africa Ltd Ernest Lugala +255 754 893 717 info@chaboafricasafari.com
Coast	Mlingotini	Seaweed and coconut	Mlingotini Eco-tourism +255 712 408 034 mlingotinitourism@gmail.com
Morogoro	Morogoro	Horticultural Processed Products	SUGECO info@sugeco.or.tz

7.

Way Forward

DURING THE CONSULTATION with different stakeholders, especially tour operators and farmer groups involved in cultural tourism, opportunities and challenges were identified. The major challenge in growth of PPT in the United Republic of Tanzania is inadequate knowledge and technology among the producers especially in GAP (Good Agricultural Practices) as well as deficient linkages or connectivity to the tourism markets. Another challenge is the inadequate promotion of PPT among the tourism hotels, campsites and major tours operators. Therefore, ACT expects to publish this mapping of focal points on its website as a way of promoting PPT in the United Republic of Tanzania.

ACT is interested in developing a comprehensive programme to support and promote PPT in the United Republic of Tanzania, in collaboration with Government agencies (MNRT and TTB) and other stakeholder organizations such as TAHA, TCT, TACTO and RTTZ. However, the major challenge is the lack of financial resources to financially support ACT to implement this programme across the United Republic of Tanzania. Once financial resources are available, a programme will be implemented under the ACT umbrella to train producers in Good Agricultural Practices (GAP) and other business skills before linking them to the tourism markets such as hotels and supermarkets. This will be done in tandem with large PPT promotion campaigns via different media and forums and special advocacy programmes. To start with, ACT has managed to identify a sample of farmers (Appendix 1) who are actively involved in the production of different horticultural produce but with limited linkages to tourism markets. ACT believes that if these farmers are trained to provide quality produce and are linked to buyers, they will quickly benefit from growth in the tourism industry in the United Republic of Tanzania.

Endnotes

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8.

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9.

Appendix 1

Identified Potential Farmers for Agritourism

Region	Farmer	Year	Contact
Arusha	Anande J. Kaaya	2018	+255 753 760 804
	Boniphace M. Nassari	2018	+255 768 779 632
	Eliamulika Ayo	2018	+255 766 337 960
	Elisante Nanyaro	2018	+255 687 787 394
	Esther Nnko	2018	+255 784 240 574
	Gladness Pallangyo	2018	+255 756 981 602
	Heriel Kalebi	2018	+255 767 628 340
	Janeth Urassa	2018	+255 754 037 996
	Jastin Nassari	2018	+255 743 700 848
	Jesca A. Thomas	2018	+255 787 489 424
	Jesca Melikizedeck	2018	+255 764 716 066
	Magreth Jacobo	2018	+255 757 555 662
	Mosses M. Nassari	2018	+255 752 292 964
	Noel J. Kaaya	2018	+255 687 787 394
	Veraeli Sikawa	2018	+255 752 500 492
Kilimanjaro	Daniel Muro	2018	+255 716 982 462
	Evaline Muro	2018	+255 754 325 277
	Neema Matingas	2018	+255 762 208 316
	Rebecca	2018	+255 718 876 140
	Stella Ufoo Tarimo	2018	+255 755 770 614
Mbeya	Aneth Gwamaka	2018	+255 684 387 042
	Daud Mwaisengela	2018	+255 752 727 248
	Emanuel Katembo	2018	+255 767 386 990
	Emini Zuberi	2018	+255 759 526 415
	Frank Mwakyoma	2018	+255 769 431 6991
	Issa Kabuje	2018	+255 765 689 753
	Yohana Maiko	2018	+255 765 378 157

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