



DAI PESA (Tanzania)  
Presentation  
ComMark Workshop  
Stellenbosch, March 2007



Mbeya High Quality  
Rice Producers Ltd.



## In the beginning.....

- **PESA launched 27/2/03**
- **Aim: Increase farmer standard of living along agricultural commodity lines in designated regions of Tanzania**
- **Methodology: Improve farmer to market functioning (=Making Markets Work For The Poor)**



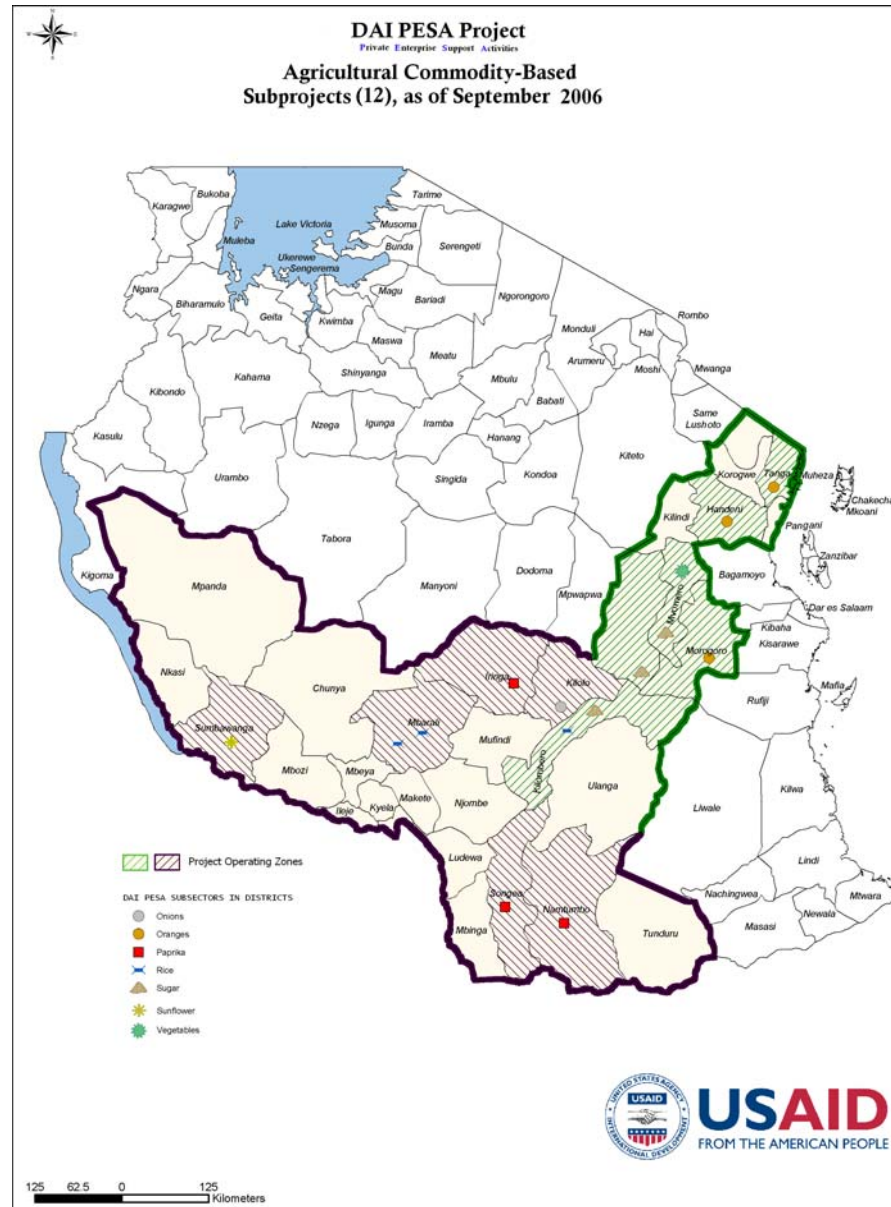
# Choosing Paddy.....

## March-April 2003 - Paddy/rice subsector study

### Eligible critical masses:

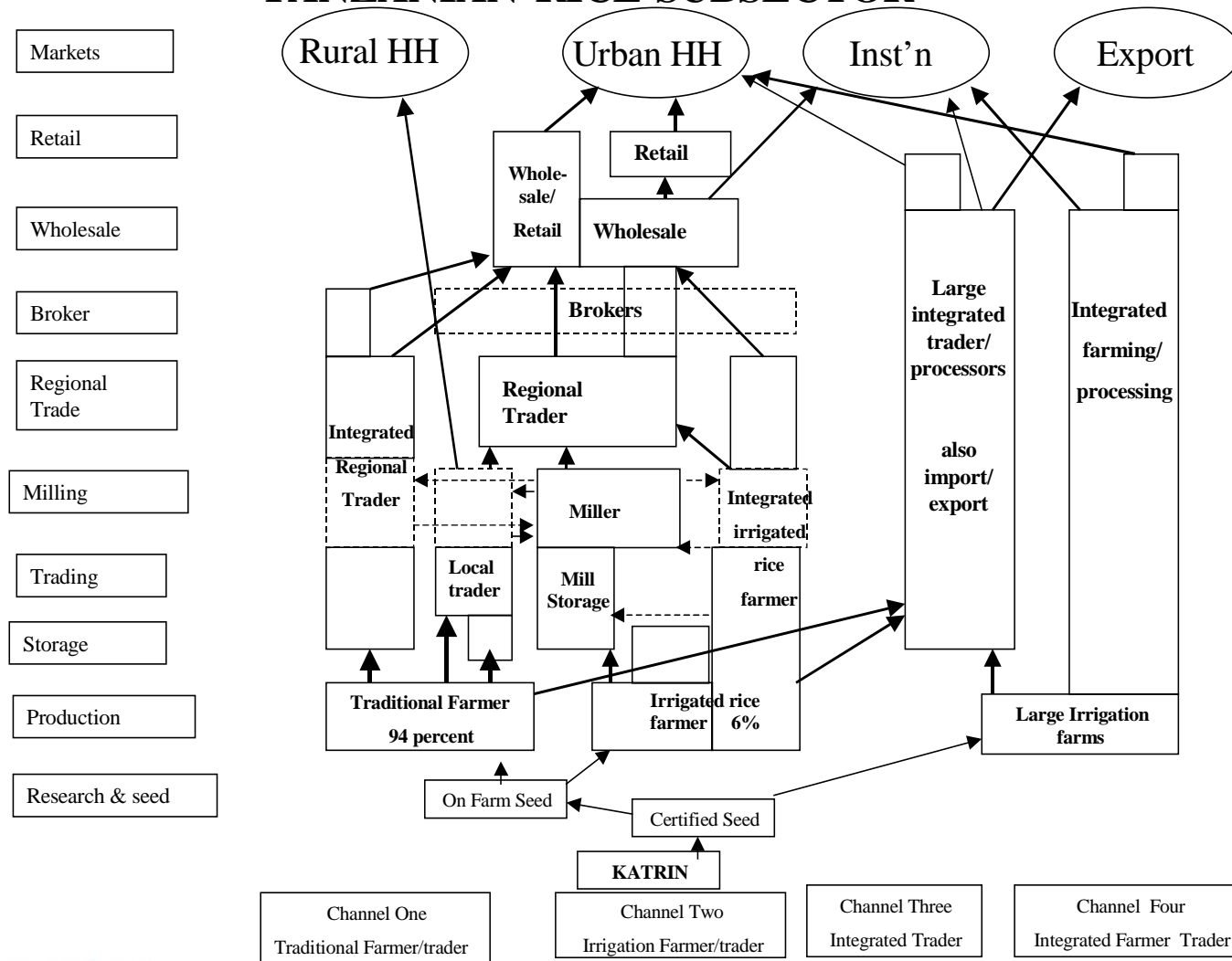
- Mbeya region x 3
- Iringa region x 1
- Ruvuma region x 1
- Morogoro region x 2

# DAI PESA Project Map



# Marketing Channel's Map

## TANZANIAN RICE SUBSECTOR



## FY 2004 Status (30/9/04)

<u>Item</u>	<u>Usangu/Chimala</u>	<u>Madibira</u>
Water	Irrigated	Irrigated
Organization	Water Committees (48), nascent associations (5)	1 Cooperative (MAMCOS)
Members	4,498	3,082
Paddy Sales	\$2.4 Million	\$2.5 Million
Tons	19,040	13,145
Ton/Hectare	3.1	4.0
Sales Price per kg.	\$0.136	\$0.202
Ave. Sales per Farmer	\$535	\$803
Ave. Sales per Hectare	\$393	\$803
Main Sales Channel	Small Traders, agents	Coop
Est. no. Power Tillers	20	20
Warehouse Receipt Schemes	0	0

# PESA Project Support

<b><u>Item</u></b>	<b><u>Usangu/Chimala</u></b>	<b><u>Madibira</u></b>
<b>Organizational</b>	<b>Intensive</b>	<b>Moderate</b>
<b>Field Officer</b>	<b>On Site</b>	<b>1 Hour Drive</b>
<b>Liaison Officer</b>	<b>No</b>	<b>On Site</b>
<b>Zonal Office</b>	<b>45 Minute Drive</b>	<b>1:45 Min Drive</b>
<b>Business Training</b>	<b>Intensive (5,520 trained)</b>	<b>Moderate (3,680)</b>
<b>Farming Training</b>	<b>Intensive (1,380)</b>	<b>Moderate (920)</b>
<b>Credit Union Training/Formation</b>	<b>Intensive</b>	<b>Light (to MSACCOS)</b>

## PESA Project Support, Cont'd.....

<b><u>Items</u></b>	<b><u>Usangu/Chimala</u></b>	<b><u>Madibira</u></b>
Market Linkages	Intensive, moderately effective	Moderate, moderately effective
Inputs Linkages	Moderately Effective	Light
Power Tiller Linkages	Good	Good
Apex Formation	On Site	1 Hour Drive
Demonstration Plot	On Site	1 Hour Drive
Public-Private Forum	10 Min Drive	50 Min Drive
Product Dev/Bagging	Moderate	Moderate
Warehouse Receipt Schemes (WRS)	Linked, Operating	Linked, Operating

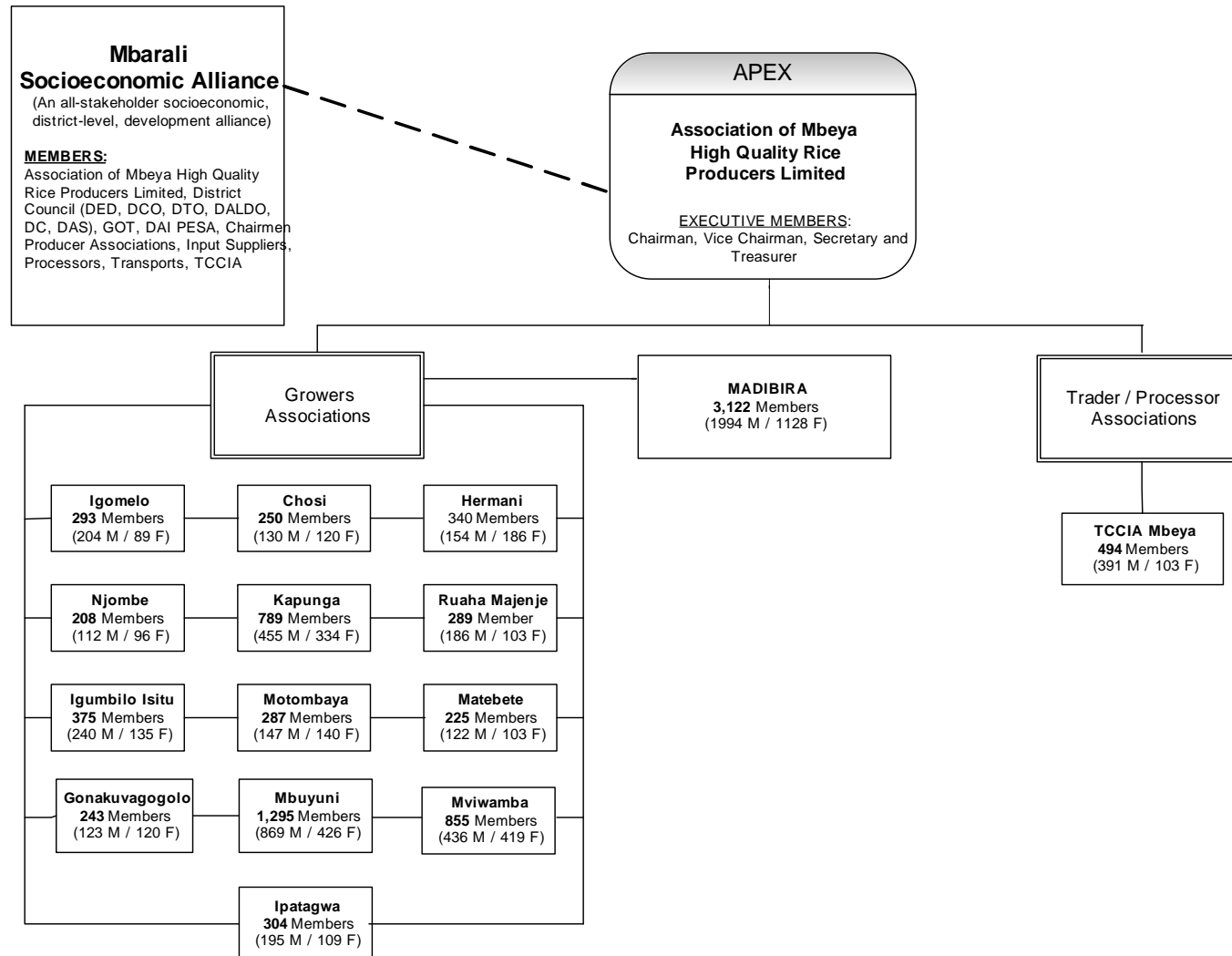
# 3-Year Support Results

<u>Item</u>	<u>Usangu/Chimala</u>	<u>Increase</u>	<u>Madibira</u>	<u>Increase</u>
Associations/Coops	13	160%	1	0
No. Members	5,753	28%	3,122	1%
Percent Women	41%	36%	36%	1%
Paddy Sales	\$7.4 M	208%	\$5.6 M	124%
Tons	23,021	21%	16,194	23%
Ton/Hectare	3.3	10%	3.9	0
Sales Price per kg.	\$0.323	135%	\$0.344	70%
Ave. Sales per Farmer	\$1,292	142%	\$1,784	122%
Ave. Sales per Hectare	\$1,059	151%	\$1,341	134%
Est. Power Tillers	175	775%	145	625%
WRS	\$1m invest/\$400k 06/07 season incremental income		\$168k invest / \$55k 06/07 season	

# Sustainability Support Results

<b><u>Item</u></b>	<b><u>Usangu/Chimala</u></b>	<b><u>Madibira</u></b>
Uniformity of Produce	Moderate/High	Moderate/High
Better Market Linkages	Moderate	Moderate
Improved Organization	High	Low/Moderate
Farmer Land Tenure Options	Good	Unknown
Leverage with Govt	High	Moderate
Access to Inputs	Moderate/High	Moderate
Credit Union Improvement	High	Low
WRS Outlook	Excellent	Moderate
Main Sales Channel	Larger Traders (replacing small)	Coop (however, now linked to better markets)

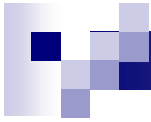
# Mbeya HC Rice Diagram





# A Few Lessons Learned

1. In Usangu, formation of brand new associations would have worked better than beginning with water committees
2. In Madibira, the state coop is cumbersome and has wrong dynamic for stable growth
3. External guidance of the apex and associations for planning, reporting and follow-through is still needed to promote rapid growth and transparency



***THANK YOU !!***

