

MONTHLY BRIEFS

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Watch out (every months for this educating bulletin that keeps you informed on what TAHA is doing to make you ever comfortable in the sector!!

FROM THE SECRETARIAT

Dear Readers,

Welcome to the May Newsletter. Just one month after the National Horticultural Stakeholders Meeting there are some developments towards making the HODECT gain its grounds. This month there are also some developments in the WSSD Public—Private Partnership Projects. Please find some time and read about these developments



We continue to appreciate the efforts you as stakeholders are making to continue making this industry vibrant. Should you have any horticultural news items that you think should reach the stakeholders please discuss it with the Secretariat so that we can always publish it on this important bulletin

Enjoy your reading.

FINALLY THE PROMOTIONAL PROJECT HIRES A CONSULTANT

On Monday 3rd March 2008, TAHA which is the WSSD project Secretariat, posted a tender for consultancy on three local dailies and one regional newspaper. Even through the deadline for submission of applications was indicated in the newspapers, this tender was re-advertised in the TAHA Newsletter – March Issue which was only published early April.

As indicated in the tender, the Working Group has been seeking a consultant to assist in the implementation WSSD Promotional Project. This is a Public-Private partnership project which aims at creating a positive image of the Tanzania Horticultural Industry as well as attracting more investments in the industry. The tender was therefore for an expert who would assist the association in coming up with an incentive package for the industry and thereafter establish an investment guide for the horticultural industry in Tan-

zania.

One month after the deadline, the Promotional Project Working Group has appraised the applications so as to choose the consultant they consider best most qualified for the consultancy as per the submissions. The Secretariat received applications from six consultants which it sent to all the members of the working group. After a thorough appraisal process, the Working group arrived at Enterprise Solutions Tanzania (EST) as the company which best qualified for the consultancy.

EST will now sign a contract with the project Secretariat and as soon as this is done the company will embark on the consultancy guided by the set Terms of reference. Once again the Secretariat commends EST for having won the tender.

TAHA HOSTS THE FIRST HODECT MEETING

Just one month after the 2nd National Horticultural Stakeholders Workshop, the newly formulated Horticultural Council of Tanzania (HODECT) had their first meeting at the TAHA offices. Being very crucial, it was attended by a majority of the councilors.

The aim of the first HO-DECT meeting was to lay strategies on how best horticultural agenda can be moved forward and how best HODECT can represent the interests of various horticultural stakeholders both in the public and private sectors.

One of the achievements of this meeting is the formation of the HODECT Secretariat which will now be playing its coordination and administrative roles. The council is now in the process of clearing some formalities before it can officially introduce the HODECT Secretariat to all the stakeholders.

TAHA TAKES ITS WIDER MEMBERSHIP DRIVE TO IRINGA

At the beginning of this month, TAHA took its wider membership campaign to Iringa region which is in the southern highlands of Tanzania. In this one week campaign the Secretariat was represented by the TAHA Programs Officer and the TAP assistant project director.

The Iringa Horticultural Picture.

Currently, there are various horticultural production activities going on in the region. Among the products found in Iringa are tomatoes, onions, paprika, roses, eryngiums, passion fruits, avocados, apples, pears, pineapples and some high value vegetable grown in a very small scale. The TAHA team was even amazed to see small growers growing strawberries for the local market. However, the growers lack that commercial spirit for horticultural activities.

Unlike in the north, the small grower groups in Iringa require a lot of technical capacity building. Most of these groups are not formalized and the few which are formalized have a chain of activities making horticulture just a piece of what interests them. These groups have very limited access to organized markets and should they have any, they cannot benefit much because they lack the entrepreneurial skills. The TAHA team visited some groups where it was realized that 25 members are working on $\frac{1}{4}$ acre of land for commercial horticultural production. Some of them only have demonstration units where they depend on an expert from the Municipal council to guide them in their horticultural activities. On the contrary, some farmers have very big pieces of land on which they don't have an idea of what to grow. The team also visited a farmer who has 100 acres of land, cultivates 2 acres and only uses $\frac{1}{2}$ an acre for horticulture.

The TAHA team was impressed by the farmer groups in Njombe district. They look more organized, cultivating bigger pieces of land and have some kind of commercial focus. Most of these groups are part of the Tree Crop project run by Enterprise Works/ VITA.

THE LABOR DAY EXHIBITIONS

The membership drive in Iringa also coincided with the Labor Day celebrations which were being held nationally in Iringa this year. As part of these celebrations, the Iringa Regional administration organized a



The Iringa Regional Commissioner Mrs. Halima Mrisho is welcome to the TAHA booth by Mr. Deule from Shira Flowers

one week exhibition at the celebration grounds. As a promotional strategy, TAHA bought some booth space and participated in this one week event.

This was also a chance for the Association to market the products of its members in the south. The TAHA booth was therefore occupied by Allure flowers and Shira flowers who are both TAHA members in the south. We also managed to allocate some space to Enterprise Works/ VITA which is a consultancy company running the tree crop project in the southern highlands. It was an opportunity for them to educate the locals and all those who visited the booth on the tree crop initiative which has now been implemented in the south for more than three years. TAHA also managed to allocate space to the small grower groups dealing in paprika and onions in the region. These small grower groups which are under the Rural - Urban Development Initiative (RUDI) are also TAHA members.

The exhibition was a great success since so many people who visited the booth not only learnt about the products displayed but also about the Association and its activities. Among those who visited the booth were the Prime Minister Hon. Mizengo Pinda, the former Minister for Agriculture Hon. Prof. Peter Msola, the former Minister for Labor, employment and youth empowerment Hon. Chiligati, the Deputy Speaker Hon Anna Makinda, the Iringa Regional Commissioner, the Iringa Regional Commissioner among many other dignitaries.

Visit to the TAHA Member Companies

Towards the end of the stay in Iringa, the TAHA team visited the two TAHA members who are both dealing in flowers. The team started with Allure Flowers which is in Njombe. It was received by the farm man-



Some of the products displayed at the TAHA booth during the Labor Day exhibitions. Flowers are from Shira and Allure Flowers while the fruits and seedlings were provided by Enterprise Works

ager and the company's financial controller. Allure flowers which has been a TAHA member since 2007 is currently having 5 ha of roses and intends to have 2ha. more in the next one year. Shira Flowers which is TAHA's second member in Iringa also grows flowers. Shira grows Eringium.

In both farms the TAHA team had very fruitful discussions on how the Association could work closely with the farms in the south for mutual benefits.

Generally the Iringa membership drive was another big success for the association. So many horticultural stakeholders in Iringa expressed their interest in joining and working with the association. The Secretariat is currently working on a list of 60 stakeholders who expressed interest in joining the association. These include big companies and small grower groups.

This initiative would not have been a success without the support of various stakeholders in the region. TAHA would therefore like to express its sincere gratitude to the American Government through USAID Tanzania in sponsoring the TAHA 2008 wider membership drive strategy. Many thanks to the Iringa Municipal Council for mobilizing small holder groups in the municipality. The Association also acknowledges the great help it received from Enterprise Works/ VITA who gave some background picture of horticulture in the region. Currently TAHA is working out modalities with Enterprise Works on how the two can partner in building the entrepreneurial capacities of the small holder groups under the tree crop project. The Secretariat would also like to thank Allure and Shira flowers who worked round the clock to secure some space for the association in the exhibitions and dedicated their time in ensuring that the Association successfully participated in the exhibitions.

THE AGRO INDUSTRY 2008 CONFERENCE

Agro – Industry 2008 is a major sector partnership meeting (SPM) and a significant business –to- business (B2B) event, under the EU- SADC Investment Promotion Programme (ESIPP). Agro Industry 2008 aimed at developing sustainable and meaningful trade, business and investment partnerships between enterprises in South Africa (SADC) and the EU/3rd countries.

The meeting was officially opened by the Vice President of the United Republic of Tanzania, Dr. Ali Mohamed Shein and it drew participants from all over the world mainly business people, regulators, NGO's, consultancy firms, development partners and government officials.

It was a very successful, well organized interactive conference where people from different companies were given opportunity to talk face to face (B2B) in a way to establish strategic link for mutual benefits. EU Countries represented were: Denmark, Belgium, France, Germany, and Italy, Netherlands, Norway, Spain, Sweden, and Switzerland. African countries were Tanzania, Kenya, Uganda, Malawi, Congo, Nigeria, South Africa, Senegal, Botswana, etc.

The horticultural industry was strongly represented by the TAHA Board and other members; Tengeru Flowers- Chairman of TAHA -Mr. C. Ngalo, Wimbo Export- Secretary General- Mr. Mike Chambers, Nature ripe Kilimanjaro (2 people), Multi Flowers Ltd- Managing Director, Mr. Hans Baart, Mr. Herwig Tretter the CEO of Mount Meru Flowers ltd, Mr. Robert Daniel, Director of Enterprise Works Tanzania and a new TAHA member Mr. Mike Peterson of newly established Safari Silk Ltd.

The TAHA Secretariat was represented by the Executive Director with the following main missions:

- Finding/establishing strategic partnership to strengthen the association
- Exploring global market opportunities for horticultural products

- Representing specific members directed interests
 - Networking for future co-operation and collaboration
- Promotion of TAHA and its services

The meeting was colored by a beautiful and sound presentation from one of the TAHA members- Mr. Hans Baart (Multi Flowers) who gave a wonderful presentation on "*cultural differences and responsibilities in Africa*".

TAHA displayed its promotional materials in the Tanzanian Stand manned by TIC. This gave an opportunity for participants to learn more about TAHA and its services to the horticultural industry. TAHA has already started getting some communications from strategic partners with whom we can collaborate in future. In our efforts to expand the membership scope, the ED also had an opportunity to talk to several potential members who indicated willingness to join TAHA. Links were established for follow up and commitments.

TAHA FORMS A PROMOTIONAL ANTENNA IN THE EU

One of the biggest achievements TAHA made was to establish an enterprise-cooperation with an Italian company (MULTIREP SERVICES) to promote Tanzanian horticultural industry and products in the EU. This was preceded by an in-depth discussion between TAHA (Chairman & ED) and MULTIREP SERVICES (Mr. Ruggero Davico and Andrea Batazzi).

The TAHA partner's offices are located in Rome Italy and various strategic activities were discussed aiming at strengthening TAHA's Secretariat and promote our products in the EU.

TAHA will therefore prepare a Memorandum of Understanding specifying the parties' obligations and will be signed by both par-

ties.

HUMAN RESOURCE CAPACITY BUILDING PACKAGE

While in DSM TAHA also had a productive meeting with an organization (Peak Performance) that provides Training services focusing on Organizational Management and Capacity Building. The gist of the meeting was to establish "customer based training" for industry's Human Resource team and Senior Management. We have agreed on the training theme for this specific group which will be "**ULTIMATE LEADERSHIP**". **The goal and objective of the training is to upgrade and/or brain- sharpen on issues of building a positive psychological contracts between employers and employees, farm/company management, motivation, building corporate culture, etc, etc. The company is preparing a training package and upon receipt of the documents, the Secretariat will communicate to members.**

It has been clearly understood that HUMAN RESOURCE is the most critical resource an organization can have and therefore continuous training and skill upgrading is very crucial and must be given priority by any organization. TAHA recognizes this as a core need for its members and it is expected that in this era where organizations have to employ means to acquire global competitiveness one has to create a "learning Organization". We therefore expect ALL the TAHA members to participate in the Training. This will be a **High Profile Quality Training** targeting company directors, Senior Managers and Human Resource Team.

GET TO KNOW NEW TAHA MEMBERS

1. Asha Msangi
2. Machame One Horticultural Coop Society
3. Enaboishu Horticultural Coop Society

You can also be part of this very successful association. Please contact us through the contacts at the bottom of this page.

THE SIXTH PARTNERSHIP COMMITTEE MEETING

This month, the Dutch Embassy hosted the sixth WSSD Public-Private Partnership Committee meeting in Dar es Salaam. The meeting was attended by five out of the seven PC members. Being the overseeing body for the projects under the WSSD program, the PC met to once again evaluate the progress of these projects.

The meeting went through all the five project reports and discussed the projects at length. In his welcoming remarks, the PC Chairman Mr. Geoffrey Kirenga noted the remarkable changes that have been brought to the industry by the WSSD Program through the projects. He therefore thanked the Tanzanian and the Dutch government for their partnership in fostering this kind of development. He also commended TAHA which has been the driving force behind all these projects.

The PC was pleased with the progress of the projects and commended the different working groups for the good job they are doing in various projects. Noting that a good number of the projects are coming to an end, the PC challenged the association to design strategies that would ensure that the impacts of these projects are sustained in the industry. In so doing, the Secretariat should come up with extensions of certain projects where need be.

TAHA PAYS A COURTESY CALL TO THE MAFSC PS

While in Dar es Salaam for the PC meeting, the TAHA ED also paid a courtesy call to the Permanent Secretary of the Ministry of Agriculture, Food Security and Cooperative Mr. Peniel Lyimo. The ministry being a big stakeholder in the horticultural industry, the TAHA ED saw it wise to pay a brief visit to the PS and enlighten him of some of the developments in the Association

In particular, the ED briefed the PS on the just completed Training project and the results of the project. Since the next phase of the project involves seeking funds for the training business plan, the two discussed at length how TAHA and MAFSC could work together to source some funds for the trainings mentioned in the plan. TAHA commends the PS for the endless guidance and support the association has been getting from his office and the entire ministry of agriculture, food Security and Cooperatives.

TAHA TO WORK CLOSELY WITH TIC

After the PC meeting the TAHA ED and the PC chairman paid a visit to the TIC offices. The aim of their visit was to discuss with TIC how best TAHA and TIC could partner in the industry's promotional initiative.

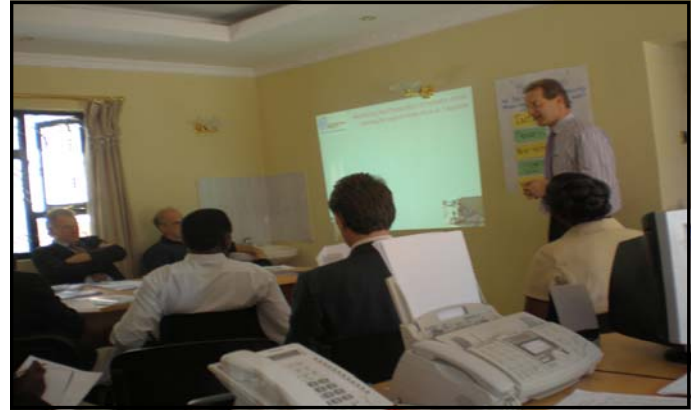
TIC being renowned for being the government's promo-

tional tool was chosen to be part of the promotional project working group. However, for some reasons TIC's participation in the project has not been very strong. AS resolved in the PC meeting, the ED and the PC chairman had to go to TIC in attempt of solving the matter.

While at TIC the TAHA ED and the PC Chairman met Dr. Joel Kyaruzi who is the Director of Research and Information. He was very positive and indicated TIC's commitment in the promotional project. He also enlightened the team on some of the promotional programs that are run by TIC. He also proposed to involve TAHA as a partner in implementing TIC's promotional activities and even in developing TIC's promotional strategies later on.

The TAHA Secretariat therefore thanks Dr. Kyaruzi for his time, support and commitment towards fostering the growth of the horticultural industry in Tanzania.

ALL IS WELL THAT ENDS WELL. THE TRAINING PROJECT COMES TO A CLOSE



Some of the file pictures of the Partnership Committee meetings that were held to evaluate the WSSD projects. In the first two photos the Training Project Consultant Mr. Roger Verschoor makes a presentation to the Partnership Committee. This meeting was also graced by the presence of the Dutch Ambassador to Tanzania Mr. Karel Van Kesteren

In the third photo the PC members together with some members of the training and Pesticides Working Group pose for a photo after the PC meeting after the WSSD Projects evaluation meeting.

One of the projects that the horticultural industry has been implementing under the WSSD Public-Private Program is the "Preparation of and Industry Driven Training Program for Export Horticulture in Tanzania" project. This project is a first step towards a training that delivers qualified personnel according to the needs of the horticultural; exporters and related organizations.

The project which commenced in April 2007 has been steered by a Project Working Group with the help of the Management Development Foundation for Eastern and Southern Africa (MDF-ESA) as the project Consultant.

The project started with a training needs assessment for the industry which was well accomplished and a report on the training needs identified was availed to the association as well as the WSSD PP Partnership Committee (PC). After approving the training

needs document, the project embarked on an inventory of training providers for the industry. The inventory was also submitted to the association and the PC. Both documents were also discussed at length in last years Annual General Meeting and the TAHA members had some contributions to the document. Also towards the end of last year, the documents were subjected to some discussions by a forum of horticultural stakeholders and their concerns were received by the project working group.

In synergizing these two documents, the Working Group has now come up with a training business plan which it intends to use in addressing the various training needs in the industry. The business plan which is both organizational and financial, will be used to provide different training modules and will be responding to the needs assessed in the previous documents. Since the plan involves several costs, TAHA is in the process of sourcing some funds to cater for part of these expenses expecting that the other part will be catered for by the players in the industry.

Also in the project recommendations, TAHA has developed a proposal for the capacity development of Horti-Tengeru as a National Horticultural Training Center offering a full-fledged diploma in horticulture.

The training project reports have therefore been submitted to the PC which oversees all the projects under WSSD Program, TAHA Board, TAHA Members, the Ministry of Agriculture, Food Security and Cooperatives (MAFSC) and the Dutch Government who are the main funders of the projects under the WSSD Program.