

## 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,

Allow me to say Happy new Year since this is the first bulletin for the year 2008. For some time now we have not been sending you this very informative bulletin and many of you have been wondering why. Please bear with us since the silence was with a very good intention. May I welcome you to the February Bulletin in which TAHA shares with you about some of its very great achievements.

I would also like to remind you that copies of this bulletin can always be found on the TAHA Website a few days after the date of posting.

Enjoy your reading.



### ARE YOU READY FOR THE SULLIVAN SUMMIT?

Among the great events meant to promote investments in Tanzania is the forthcoming Sullivan Summit scheduled for June 2008. This is an event that will bring to Tanzania more than 3000 American investors with the aim of exploring the investment opportunities in Tanzania. Since the event will be held in Arusha—Tanzania, TAHA is in the Regional Committee tasked with preparing the event. TAHA invites you to make use of this marketing opportunity and promote the horticultural industry as well. You can ask for a profile form from TCCIA and post your business details to the Sullivan website as part of marketing your business

## Promotion of the Tanzanian Horticultural Sector

This project was designed after the Association realised that there is a great need for developing an integrated marketing strategy to make potential foreign investors, current investors and potential buyers and producers more aware of the business opportunities available in Tanzania. In so doing, the project will come up with an incentive package and investment guide for the horticultural industry, among other promo-

tional materials. The project WG is represented by members from TAHA, Ministry of Agriculture, Food Security and Cooperatives (MAFSC), Tanzania Investment Centre (TIC), and Ministry of Industry, Trade and Marketing (MITM).

The Project Working Group held its first meeting on Thursday 31<sup>st</sup> January 2008 to discuss the projects operational plan and the TORs for a consultant yet to be hired. The Working

Group has so far posted an advertisement for the project consultant on two local dailies and one regional newspaper. The Working Group also deliberated on how TAHA can best participate in some of the great promotional events this year. These include organizing the National Horticultural Stakeholders meeting to be held in Arusha in April, the forthcoming Sullivan Summit which will attract more than 3000 consultants as well as Hortec which is a Kenyan Horticultural Trade Fair.

## Improving Inspectorate Services for horticultural exports from Tanzania

This is an initiative that aims at ensuring that clear and efficient operational procedures in regards to phyto-sanitary issues and good agricultural practices around horticultural exports are in place and in use. The project is implemented by the working group with members from TAHA, Tanzania Seed Traders Association (TASTA), Tropical Pesticides Research Institute (TPRI) and Ministry of Agriculture, Food Security

and Cooperative (MAFSC).

On Thursday the 14<sup>th</sup> of February 2008, the Project Working Group held its first meeting at the TAHA office starting 10am. The Working Group developed the TORs for the project consultant. The developed TORs are now ready for posting on the local dailies in advertising the position.

# TAHA EMBARKS ON ITS WIDER MEMBERSHIP DRIVE AS IT LAUNCHES THREE PROJECTS FOR THE INDUSTRY

This month, the Association marked the beginning of another great success when it launched its membership drive together with three projects meant to benefit the Tanzania Horticultural Industry. The launch event, which has ever since attracted great public attention, was held on Thursday the 7<sup>th</sup> of February 2008 at the TAHA grounds. The three projects being launched, all of which are funded by USAID included:

1. The Tanzania Airfreight Project (TAP). This is a project which aims at establishing a regular and reliable air cargo service for the horticultural industry through Kilimanjaro International Airport and is being implemented by Fintrac Inc
2. The Smallholder Horticulture Out grower Promotion (SHOP) Project. This is a project that aims at fostering economic growth by strengthening smallholder horticulture export market linkage for high value vegetables and is being implemented by ACIDI/VOCA
3. The Eastern Arc Tree Crop Project. This project aims at enhancing more income to smallholders in the Southern Region through linking fruit farmers to markets and enhancing a sustainable management of natural resources and conservation of biodi-



**The Guest of Honour cuts the ribbon to mark the launch of the three projects as well as the TAHA Membership Drive**

versity. It is being implemented by Enterprise Works/VITA.

The Guest of Honor to the event was Mr. Geoffrey Kirenga who is the head of Extension Services in the Ministry of Agriculture, Food Security and Cooperatives (MAFC). He was flanked by Mr. Mohammed Babu who is the Regional Commissioner for Kilimanjaro, the Director of USAID Mission in Tanzania, Ms. Pamela White and the Managing Director of Tanzania Investment Bank, Mr. William Mlaki. Generally the event attracted more than 80 stakeholders from both the local and international spectra.

It is in the launch event that TAHA also presented awards to two journalists who have been outstanding in promoting the horticultural industry through the media. The awards went to Mr. Adam Ihucha of the Guardian Newspaper and Mr. Zephaniah Ubwani of The Citizen Newspaper.

The great potentials for the Tanzania Horticultural Industry is a subject that dominated the day and the key speakers expressed their hope in the industry which they termed as a key income earner to the Tanzanian economy. The role played by small growers in the industry was another fact that was stressed on by the speakers. In her presentation, Ms. Evelyn (an expert with Multiflower Ltd) explained how her company currently works with more than 2000 out growers and how the smallholders play an important role in increasing the competitiveness of the sector. Through its launched membership drive, TAHA was asked to reach more horticultural players all over the country so that it can make the industry more competitive as well as playing a leading role in poverty reduction.

## JUST PART OF THE LAUNCH GALLERY



1. Some of the participants at the Launch take a group photo
2. Some of the TAHA Member's products which were displayed at the Launch (2 & 3)
4. The Participants have a light chat during the Lunch Break
5. The TAP Chief of party Mr. Gregory Kruse making his presentation about the Project

## HORTICULTURE WINS FAVOR FROM THE TANZANIA PARLIAMENT

This month, the "Advocating for a Market Oriented Strategy for Pesticide in Tanzania" Project Working Group was invited to Dodoma to make presentations about the project to the Parliamentary Agricultural Committee. The project aims at making pesticides use in the horticultural industry more accessible and cost effective and at raising awareness about the safe use of these pesticides.

This forum was meant to first sensitize the legislators on the works and achievements that have so far been made by the association as well as the horticultural industry in general, among them being the achievements by the pesticides Project. The three presentations made were:

1. Horticulture in Tanzania; Opportunities, Challenges and Achievements
2. Pesticides in the Context of Agriculture and Livestock Policy 1997



The TAHA ED together with the Project Consultants hold a brief meeting with the Permanent Secretary (MAFC) before meeting the Members of Parliament in Dodoma

3. Registration of Pesticides in Tanzania: Experience gained and constraints encountered in operationalization of the Plant Protection Act of 1997

The MPs found the presentations very educative and through the

Chair of the Parliamentary Agricultural Committee requested the Working Group to arrange for a forum in which they can make the same presentations to the entire Parliament. They proposed to have the presentations for the entire parliament in April 2008, some time during the 11<sup>th</sup> Parliamentary Sittings.

The conference was attended by more than 30 Members of Parliament since the subject matter was also of interest to other MPs who were not in the Committee. Also present were the Permanent Secretary to the Ministry of Agriculture, Food Security and Cooperatives (MAFC) Mr. Peniel Lyimo, the head of Extension Services Mr. Geoffrey Kirenga, lawyers from the Attorney General's office, lawyers from MAFC as well as other protocol officials from MAFC and the parliament.

As you may be aware, the first phase of this project has been successfully completed and the TAHA is currently implementing the second phase.

### Tender for Consultancy Service

#### **PROMOTION OF THE TANZANIAN HORTICULTURAL SECTOR**

The development of the horticultural sector in Tanzania lags behind other countries exporting horticultural produce, and Tanzanian Horticultural Association (TAHA) would like to kick start further development.

#### **OBJECTIVES:**

**Tender 1.** Design a promotional campaign to provide relevant technical data and other information to potential investors in the Tanzanian horticultural sector.

**Tender 2.** Draft feasible special incentives for investors in the horticultural sector in Tanzania in close collaboration with government authorities.

The consultant will be guided by the following TORs but may include other activities as might arise in a way to attain objectives of the project;

#### **Tender 1**

TAHA Brochure .

2)TZ Horticultural Promotional Brochure: Tanzanian horticulture information , including Geographical ,Technical , Economic ,Business Environment and relevant contact details . Tanzanian horticulture investment guide.

3)Media Avertisements and Journal Review:

4) Brochure for Trade Fairs ;.

#### **Tender 2 .**

1)To make an inventory of the existing incentives in Tanzania and other competing countries.

2) To analyze the decision making process of (potential) investors and identify deciding criteria.

3) Propose specific investment incentives that are feasible in the Tanzanian context and appropriate in the light of 2) above.

Please forward Tender Proposals, which will be evaluated for technical content and merit , with full details in achieving the above objectives , including prior experience and qualifications before 7 March 2008 .

**DID YOU SEE THIS  
ADVERT ON THE LOCAL  
DAILIES ON THE  
3RD MARCH 2008?**

**DO YOU THINK YOUR  
APPLICATION IS  
LATE NOW?**

**IF ALL YOUR ANSWERS  
ARE YES,  
THEN HERE IS SOME  
GOOD NEWS!**

**YOU CAN STILL AP-  
PLY FOR THIS TEN-  
DER BY SENDING IN  
YOUR PROPOSAL TO  
THE ADDRESS IN  
THE FOOTER.**

**REMEMBER, YOU  
ONLY HAVE ONE  
WEEK TO DO THIS!**

## MORE LOBBYING FOR TAX AND LABOR ISSUES

This month, TAHA through the Agricultural Council of Tanzania (ACT) managed to present some of the concerns regarding the taxation system to the Tax Reform taskforce. This is a taskforce that comprises of experts from the Ministry of Development and Planning and the Ministry of finance.

earlier on. The three concerns were the speeding up of the VAT claiming process, coming up with a uniform system of collecting produce cess and revising the import duties on some of the goods crossing the borders from the neighboring countries.

Agriculture, Food Security and Cooperative (MAFC), Natural Resources and Tourism, Labor, and for Employment and youth development to discuss the newly announced minimum wage. This meeting which was meant for 8th February did not materialize because of the political changes took place in the country. It was rescheduled for 18th of March and TAHA will participate in it.

TAHA had three major concerns to present to this taskforce and these were outlined in a document that was circulated to you

It is also in the same month that TAHA upon the invitation of the same ACT was meant to meet the ministers for

## TAHA MEETS TIB AND BOT

On the 8th of February 2008, TAHA hosted a meeting between its members, Tanzania Airfreight Project (TAP), the Bank of Tanzania (BoT) and the Tanzania Investment Bank (TIB). This is a meeting that brought together these three parties to discuss the most feasible way the three could work together in addressing the airfreight challenges in the horticultural industry.

Commitments in addressing this challenge. To start with, it is in this meeting that the members unanimously agreed on the best day in a week for consolidated uplift. They agreed on Friday as the best because this would ensure that the products enter the auction by Monday. The members also agreed on Maastricht Airport as the airport of preference since Brussels had phyto- sanitary complications.

was the high costs of Jet Fuel at the Kilimanjaro International Airport (KIA). The meeting agreed that TAHA and TAP would engage BP and Total fuel companies in discussing the source and best solutions to this challenge.

This meeting had so many achievements since the three parties expressed their

Another item of discussion

After the members had made their commitment, the BOT and TIB officials thanked the members and expressed the governments commitment in supporting this very promising industry.

## THE DUTCH FORUM MEETING

As you might have read in the last years October Bulletin, the Dutch forum was finally held in Arusha on the 4th of February 2008 at the new Arusha Hotel. This is a forum that was organized by the National Microfinance Bank (NMB) who were the host organizers in conjunction with the Rabobank who were the organizers in Holland.

various investment opportunities in the country and the different business trends in the country's economy.

The delegation also visited Tengeru Flowers, one of the TAHA member companies, where they were impressed by the great horticultural developments in the country

This was a forum in which brought in more than 50 Dutch investors and the Tanzania business community. The conference was meant to enlighten the investors on the

As part of its promotional activities, TAHA was part of this forum and was represented by the chairman as well as the Executive Director.

## GET TO KNOW NEW TAHA MEMBERS

COMPANY/ ENTITY	ACTIVITY
1 Kuehne & Nagel	Clearing and Forwarding Company
2 Business Planet Consultant Ltd	Entrepreneurship Consultancy
3 Xanfon Bitala	Small Grower
4 Kipepeo Tours	Tour Operators

## TAHA MEMBERS MEET TO VALIDATE THE 2008 STRATEGIES

As per the request of the TAHA members in the previous AGM held last year in December, the TAHA board called for another meeting in which the members were meant to discuss the proposed TAHA strategies for the year 2008 before endorsing them. The members felt that the 2008 strategies as item of discussion is something that should be given enough time and if possible discussed as a separate agenda in an auxiliary meeting. It is with these concern that the Board agreed to call for a special meeting , just to discuss the 2008 strategies.

This meeting was held on Friday, 15th February 2008, at the TAHA offices.

The Executive Director presented the proposed strategies to the members who later deliberated on each strategy.

Since Airfreight is one of the issues that the members are very keen on, the Tanzania Airfreight Project (TAP) Chief of Party was given a chance to also make a presentation on a proposed way forward in addressing this challenge.

After discussing the proposed strategies, the members were given a chance to add any other activity they felt was very useful to the industry in the year 2008. It is after these commissions and omissions that the members unanimously agreed on the strategies for the year 2008.

More details of the items discussed in this meeting have been elaborated in the minutes for the meeting which have already been circulated to the members.