

MONTHLY BRIEFS

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Watch out (every month) 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 June Newsletter. June in Arusha was branded the Sullivan month. It is also the month that the East African Countries had their financial budgets for the year 2008—2009 read. With these two great events, I am aware that most horticultural stakeholders are anxiously waiting for how the industry will receive the development.



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.

ANOTHER DEVELOPMENT IN THE TANZANIA TRACEABILITY SYSTEMS

This month Traceability Tanzania organized a stakeholders workshop for traceability systems in Tanzania. The workshop which was held from the 23rd to the 25th aimed at once again evaluating the status of traceability systems in Tanzania, its importance in the supply chain and eventually coming up with strategies of upgrading the systems in Tanzania.

The workshop was therefore attended by different representatives of different components of the supply chain. TAHA being one of the stakeholders, was represented in this workshop by its Programs officer.

The Workshop was officially opened by the Permanent secretary to the Ministry of Industry, Trade and marketing Dr. Stergomena Tax Bamwenda. In her opening speech, the PS encouraged various stakeholders to put more efforts in ensuring that the traceability systems in their sec-

tors are up-to-date since this seriously determines how well their businesses can compete in the global markets. In this era of free trade, competition has become very stiff for both local and international markets. She therefore challenged the stakeholders to learn from other countries regarding traceability systems. The Permanent Secretary also promised the stakeholders full government support in upgrading the traceability systems and more specifically assured the stakeholders that the establishment of GS 1 Tanzania is something that her ministry is seriously working upon.

A NEW VENTURE IN HORTICULTURE

A new project has been established in Usa River area of Arusha town which aims at establishing a Mulberry based silk production. This enterprise should encompass production of silk worms cocoons by small scale farmers who will be contracted to supply cocoons to a processing unit managed by Safari Silk Ltd. The small scale farmers will mainly come from the Kwa Agoro farming area.

The program will ensure that there is a systematic cultivation of Mulberry which will act as the food plant for the worms. The propagation of Mulberry is mainly done through vegetative propagation and can be comfortably done on a one acre piece of land.

This project is seen as savior to the small growers who will be able to earn more income at a very limited time as compared to other activities that they have been involved in.

The TAHA Secretariat is in support of the project and ready to avail the necessary assistance to make sure that the goals and objectives of the project are well attained for the benefit of a majority of Tanzanians living in this area.

THE 2008 SULLIVAN SUMMIT

The Sullivan Summit that was held in Arusha is one of the success stories for TAHA this month. The Summit which attracted more than 2000 delegates from different countries was another branding opportunity for the Association which was well utilized.

One of the items of discussion during the summit was the possibility of expanding export trade between Tanzania and the United States. In this discussion, the horticultural industry was used as a case study where a presentation was made on the possibilities of having horticultural exports from Tanzania to the United States. In his presentation, the USAID Bureau for Africa Deputy Assistant Administrator, Mr. Franklin Moore, outlined the strengths and challenges that the industry faces when it comes to exporting to the United States. The presentation also elaborated the efforts that the American Embassy in Tanzania through USAID is making in supporting the industry increasing exports not just to the United States but to many other market destina-

tions. It is at this point that the Tanzania Airfreight Project which TAHA is implementing with the technical support of Fintrac Inc. became an interesting topic of discussion.

Apart from participating in the discussions that went on in the summit, the association also had an opportunity to exhibit various horticultural products and information at the AICC exhibition grounds. This was another opportunity to market the members products where the delegates were made aware of different horticultural activities in the country. As a result, the Association managed to receive a new members.

The TAHA booth was graced with the visits of his Excellency the president of the United Republic of Tanzania, Hon. Jakaya Mrisho kikwete. During his short visit the president expressed his sincere appreciation and confidence in the industry. He congratulated TAHA for the good work it has been doing which is well reflected in the rapid increase of

the forex income the country has earned from the horticultural industry over the past three years.

Other dignitaries who visited the TAHA booth included Rev. Jesse Jackson, the minister for Industry and Trade Hon. Mary Nagu, the Permanent Secretary to the Ministry of Industry of Industry, Trade and Marketing Dr. Stegomena Tax Bamwenda, the assistant director of extension services Mr. Geoffrey Kirenga, the Regional Commissioners for Arusha, Rukwa and Kilimanjaro regions, Ms. Pamela White, Dr. David Nyange and other officials from USAID, among many others.

The Secretariat appreciates the cooperation it received from the TAHA Chairman and the Secretary General who participated in the shows, Tengeru Flowers, Serengeti Fresh, Wimbo Exports and Kilihortex who availed their products for display and the Tanzania Airfreight Project for its support during the event's preparations



THE TAHA 2008 TRAINING WEEK

Every year TAHA organizes for a special training week for its members. This is an opportunity for the members to add some skills to their human resource, relevant to their lines of production and trade.

The week of July 28th to August 1st has been earmarked this year as the TAHA capacity building week. The Secretariat has prepared a training program which will be covering three key areas in horticultural production. These areas will be:

- Ultimate Leadership
- Pesticides Safe Use and Handling
- IPM

The Ultimate leadership is a high profile training program which targets CEOs, MDs, GMs, Farm Manager among other chain managers in the company. As stated before, the objective of this training is to build a stronger employer-employee relationship through building positive attitude in the workplace. The program aims at sharpening the management skills of these decision makers and broadening their understanding on vital organizational management and performance related aspects. It is clearly conceived that during the partici-

part's leadership and management skills, spirit and confidence will be uplifted to a level that the participants **will be able to walk on fire without been burnt!** At the end of the course there will be such an exercise to prove the new leadership/ management values imparted on the participants by this special program.

The training is designed to be as interactive as possible and in this respect there will be case studies, group interactions, live examples, success stories from prominent global businesses as well as experience sharing. The facilitators of this training are experts from PEAK PERFORMANCE East Africa Ltd, one of the renowned companies in East Africa in management and capacity building training.

Pesticides Safe Use and Handling is a special training that is given to those who are involved in daily handling of pesticides and other chemicals in the farms. The trainees will be taken through different stages of pesticides application and in each stage there will be a great emphasis on safety and hygiene of the handlers. This year this training will be offered by Osho Chemicals Ltd. Osho Chemicals Ltd is a very experienced agro-input supplier and has been

involved in these kinds of training both locally and internationally.

Integrated Pest management (IPM) is a new phenomenon in the industry. Just two months ago the first Bio-Control Agents Supplier was registered in the country with a special interest in horticulture. This initiative has so far been warmly welcome by horticultural stakeholders who are very keen to have this technology in their farms. We do salute the BCAS Committee and the Ministry of Agriculture for this strong decision. TAHA has therefore invited Koppert Ltd to train its members on IPM and the use of Bio-Control Agents.

The trainings will be done in trainee friendly languages and the TAHA Secretariat has worked round the clock to ensure that these trainings are availed to the members at affordable costs. It is therefore a golden chance that the association is offering to its members hoping that the trainings will add onto the positive change that the association is bringing into the industry.

TRUCK FOR SALE!!



Allure Flowers, one of the TAHA members in Iringa, is selling an Isuzu forward refrigerated truck in excellent condition. Selling Price is 26,500 Usd. It was imported under TIC so if you do not have TIC you will have to pay the vat and duties.

Its a 1996 Isuzu Forward (they call it balloon, not quite sure why), imported some 18 months ago directly from Japan, not used much, probably done less then 30,000 km in Tanzania. The reefer body is excellent and very well maintained.

For more information please contact:

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