



# Livelihood Enhancement through Agricultural Development (LEAD) Project IN TANZANIA

'The Journey so Far' 2013-2016



## How to raise the income of 105,000 smallholder farmers?

*By improving their farming skills, facilitating linkages to farm inputs, finance and promoting linkages and expansion of market for smallholder farmers, the Livelihood Enhancement through Agricultural Development (LEAD) project aims to achieve just this.*

In 2013, BRAC took steps towards the development of Tanzanian farmers through the Livelihood Enhancement through Agricultural Development (LEAD) project which is a 4 year development project funded by UK government (UKaid) and is promoting maize and poultry sub-sectors and aims to contribute in increasing the income of about 105,000 rural poor maize and poultry farmers (65% of which are women) in 15 regions of Tanzania. This project is carrying out its activities to assist in making changes to services, inputs & product markets and accessing finance - which in turn helps increase the competitiveness of farmers and small enterprises. The project which bears a high significance to the rural poor has adopted a 'Making Markets Work for the Poor' (M4P) approach to carry out a systemic change in the market system while promoting rural development and in the process transforming the market systems for the value chains of poultry and maize in Tanzania.

The four components of LEAD:

- to develop linkages between producers and markets
- to establish a strong community-based supply chain providing extension services and inputs
- to address a critical barrier to smallholder investment in upgrading by providing agrifinance loans to farmers
- to create an opportunity for an investment fund that will co-invest with businesses and entrepreneurs in the development or improvement of products and services that serve smallholder farmers

# Project participants

## Lead farmers

Lead farmers are model farmers selected from the communities to motivate other farmers to use improved technologies. They play a key role in organising producer groups; making linkages with input suppliers, community poultry promoter and relevant market actors, creating a platform for buying and selling products.

## General farmers

General farmers mostly farm for home consumption and receive training and information from neighbouring lead and demo farmers. They are part of producer groups, allowing them to make production plans, bulk purchases of inputs, and increase their bargaining power with buyers.

## Farmer groups

The groups are formed to boost production volume, increase farmers' bargaining power, and establish linkages with local, regional, and national buyers, market actors, and millers. Farmer groups are also linked to input suppliers to access quality inputs.

## Demonstration (demo) farmers

Demonstration farms are established to test modern farming and rearing practices and to disseminate and share results amongst neighbouring farmers. By personally practicing and adopting new technologies, demonstration farmers inspire other farmers in the community.

## Community Poultry Promoters (CPPs)

CPPs are the primary actors who provide extension services and technical advice to poultry keepers at the community level. They promote use of improved inputs (e.g. commercial vaccines, feeders, drinkers, and feed) by linking poultry producer groups with agrovets.

## Agrovets, agrodealers, and traders

By integrating and trainings to farmers, agrovets, agrodealers, and traders the project is 1) facilitating to bring a systemic change in the input supply and service delivery systems and 2) facilitating farmers with access to quality inputs and services, therefore increasing their productivity.

# Success in numbers

Maize and poultry farmers trained in new techniques and technologies

106,460

Farmer producer groups formed

8021

Community poultry promoter developed

600

Maize and poultry traders trained

168

Agrovets and agrodealers trained

89

Agrifinance borrowers

20,377

Disbursed in agrifinance loans

USD 8.4 million

Investment fund disbursed to entrepreneurs

50

Total investment fund loan disbursed

USD 722,375

Farmers field day

431

Value chain facilitation workshop

80



Agnes Cheddy, a maize general farmer giving demonstration on how to use maize sheller



Prisca Mathayo, agro vet at Ngaramtoni, Arusha

# Achievements so far

- The LEAD project, now in its fourth year of operation, has successfully facilitated to form a total of 8021 producer groups (4017 maize and 4004 poultry) and through these provided training to 106,460 farmers
- 89 agrovet / agro-dealers have also been trained to help farmers to access inputs, markets, and extension services
- Yield and income increased 400% and 194% in case of maize respectively where as number of poultry bird increased 85% and eggs 309% and income from selling eggs and birds increased 78% after the project interventions.
- At present farmers selling products through collective arrangement( maize 14.4%, poultry 22%), via non-local arrangement( maize 14%, poultry 25.8%) and also organizing contract arrangement( maize 4.4 %, poultry 9.7%)
- Adoption rates increased above 97% in the potential agronomic practices whereas 81% adopted the rearing practices by poultry rearers.
- By working with farmers and the private sector, the capacity of the farmers to access quality inputs were increased by maize 83% and poultry 86%
- Three loan product has been developed, about 20,000 borrowers received agri-finance services and cumulatively USD 6.8 million has been disbursed as loans with a repayment rate of 99% (twice the level of loans expected)
- 50 entrepreneurs from 12 regions received investment fund (USD 722,375) to support their ongoing businesses. Result shows their income increased by 99%, production by more than 50% and also an increase of customers to their businesses by 95%
- The project has also received an award as the 'Best Exhibitor for Agri-finance and Agri-business' in the Finance Fair in May 2015 at Babati and 2016 at Moshi in Tanzania
- LEAD has addressed the constraint of high post-harvest losses in maize through the introduction of Purdue Improved Crop Storage (PICS) bags and trained farmers with improved processing techniques such as the use of maize shellers
- Group practice and demonstration plots are impacting non-group producers where they are seen to be copying new technique and technologies and seeking advices
- Community Poultry Promoters(CPPs) are providing over 9 million doses vaccines commercially which resulted 31% reduced mortality rate of chicken among the project participants and neighboring communities

# Linkages

**Private sector** partnerships provide technical and material support to the LEAD project. YARA and SeedCo, two private companies, have supported LEAD farmers since the first year of the project. The companies distribute seeds and fertilisers to LEAD demonstration farmers. Additionally, agronomists in both companies facilitate capacity building trainings for LEAD staff with the aim of transferring the knowledge to the farmers. Moreover, the project has made partnership with other 8 private sector companies( PPTL, ETG, Zambia seed, KIBO seed, China pesticide, Bytrade, Tanzania Crop Care Limited, Jambe Agro Ltd. and one research institute( International Institute of Tropical Agriculture) and established demo plot and result demonstration events jointly.

**Community level:** Farmer field days provide a platform for results achieved in maize and poultry demonstration plots to be shared. Specifically, the farmer field day is a means to disseminate messages to other farmers, who are participating directly in the project and also to those who are not.

**Government sector:** Collaboration with Government relevant ministries and line agencies extend technical and extension services to the project and participants.

**Market assessments** are carried out periodically in surrounding markets of all 40 branches. LEAD's staffs closely monitor possible changes and gradually involve lead farmers and general farmers in the process. During assessments, staff also identify key actors and explore opportunities of facilitating farmers' access to quality inputs. After the market assessments, value-chain facilitation workshops are organised with key market actors (buyers, input providers, producer representatives, and processors, extension agents, etc) to share the findings and engage their participation in the local value chain development.



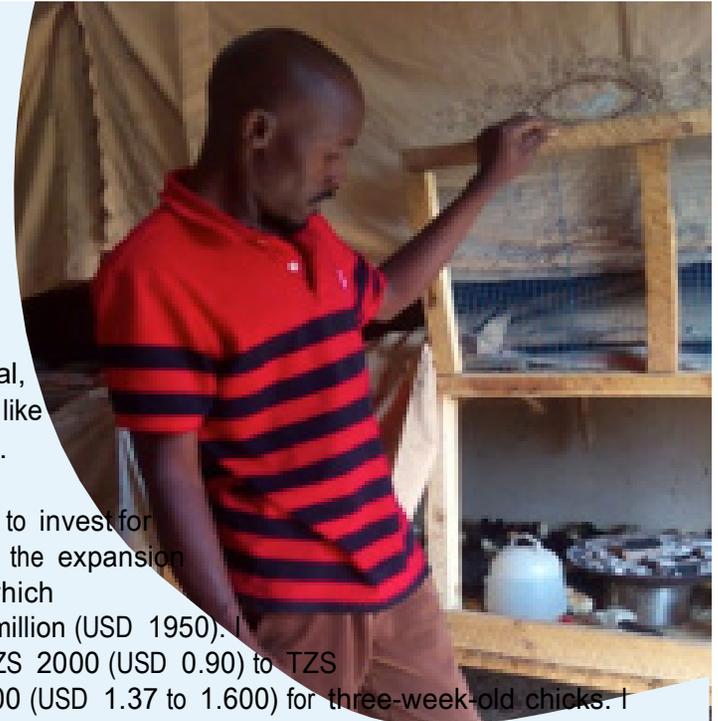
## Success story

My name is Josia Byampanjo and I am 40 years old. I live in Kihesa and I was a carpenter for ten years before I decided that chick rearing would be more profitable. To start my new career, I purchased a locally made incubator and aimed to start selling chicks as soon as possible. My incubator had the capacity of producing 1,000 chicks per month but was only producing an average of 400-600 chicks per month instead. I then discovered the high mortality rate among chicks and could only sell on average 200 chicks per month.

My lack of practical knowledge on chick rearing as well as insufficient capital, poor customer links, and an unreliable market and disease control seemed like challenges that I could not face and were indubitably harming my business.

I then joined BRAC LEAD Project and on February 2015, I received funding to invest for expansion of my business which was worth TZS 10 million (USD 4534 ) for the expansion of my business. With this I bought two new standard hatchery machines, which could produce 3,000 chicks per month, and were valued each at TZS 4.5 million (USD 1950). I began producing 3,000 chicks, both local and crossbred, which I sold at TZS 2000 (USD 0.90) to TZS 2500 (USD 0.92 to 1.15) for day old chickens (DOCs) and TZS 3000 to 3500 (USD 1.37 to 1.600) for three-week-old chicks. I increased my income from TZS 400,000 to 5,000,000 (USD 183 to 2290) per month once I managed to control the mortality rates of the chicks. In early October 2015, due to an overwhelming increase in demand, I bought another big hatchery machine with a capacity for 9,700 eggs. I am now able to produce an average of 10,000 chicks per month with these modern machines. I have also adapted the proper use of vaccines and treatment measures for general disease control, which I also learned at LEAD.

Currently I am producing good quality chicks with an increased quantity of production from 2,000, to 10,000 chicks per month equaling to TZS 20,000,000 (USD 9162) if sold as DOCs. My number of customers has also increased due to the connections I made with other farmers during the LEAD training and group meetings. I also collect fertile eggs from around 500-700 LEAD trained farmers from Iringa from both the urban and rural areas of Mafinga, Makambako, Mbeya and Dodoma. I supply my chicks, both local and crossbred, in the Iringa, Dodoma, Mbeya, Njombe, Morogoro, and Mwanza areas as well. I follow up productivity and collect fertile eggs to run my growing hatchery business. I have employed three laborers for the efficient running of the hatcheries and to ensure the availability of chicks at the community level. My business has improved my family income from TZS 400,000 (USD 183) to over TZS 20,000,000 (USD 9162) per month. The substantial growth of my income has allowed me to build a good house where I now live and has greatly improved my standard of living beyond my wildest expectations.



## Success story

Prisca Lazaro is a female **smallholder farmer** aged 28 years in Gajal village in Babati district. She is married and a mother of two beautiful daughters. She used to be a house wife for long time and was also engaged in cultivating maize at their two acre land. She also used to do labor work in order to supplement her income to meet the family basic needs for almost 8 years. “My husband is just an abusive man, he neither provides anything for me and the children, I have been taking care of them since they were born without any of his support. I faced a lot of challenges especially when comes to finance, I was doing part time jobs though it was hard because I had to leave my children with my mother for days sometimes they get sick and I couldn't come back”.

It was through the LEAD project, Prisca received a five days training as a demonstration farmers on March 2015. During the training session she learned about the good agricultural practices such as land preparation, planting, weeding, thinning, top dressing, fertilizer application, using proper spacing, application of fertilizers, insects and pests management etc. She was also linked to the markets for inputs and crops. As a demo farmer Prisca also received input support from LEAD project of 10kg seeds and 50kg DAP fertilizer which was used during planting and urea 50kg which was applied to facilitate maize growth at the demo plot.

Prisca is also a member of Agri finance group, the amount of loan she first received was (USD 159) on 21 December 2015, she used the (USD 113) for farm operations on her 2 acres land using the technologies learned during training, and the remaining was used for opening a small shop where she sells groceries for more income for her family needs and repaying the loan.

“After receiving inputs from BRAC I used all of them on my demonstration, and I see how different it is to use industrial fertilizer because before we believed it destroys the soil, but it does not destroy soil, it increases the required nutrient and helps the plants to grow well. My neighbors at the farm are also seeing the difference because there are some who planted locally before me but my plants are bigger than theirs. Though I have not yet harvested, I can see the difference between my maize this season and last season. This assures me of getting high yield this season”

She used to harvest 10 to 17 kg per bags of maize on the 2 acres land but due to the good progress of the crops in the farm she hopes to harvest more this season. She is estimating to get more than 50 bags of maize from the two acre land this season. The surround community members are also observing the good performance of the demonstration farm and they keep on visiting and learn more about the good practices applied at that farm. From the small incomes she is getting from her shop, she also managed to help her friend to open a small restaurant..

Her plan is to use the income that will come from maize production to expand her farm to more than 10 acres so that her income will increase and be able to build a modern house and open a bigger shop for her family.



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