

CRS Tanzania - SASHA Marando Bora

Marando Bora! Vine beneficiary receives 200 vine cuttings and earns TSH491,000 (~US\$327)

The Context

Mary Kipara, 47 years of age, is a mother of five. She lives in Serengeti village, approximately four kilometers from Serengeti National Park, located near Lake Victoria in southwest Bunda district.

The Process

Mary learnt about the importance of clean planting materials through a dedicated Marando Bora Decentralized Vines Multiplier (DVM) during an August 2011 field day activity. She was supplied with 200 cuttings of sweet potato planting materials, a combination of orange fleshed sweet potato (OFSP) and non-OFSP, which she used to build her own vine multiplication beds. She adopted the dual MB methodology on 0.75 acres whereby roots and vines are produced together.

The Outcome

Mary developed her vine customer based through the Marando Bora signboard placed along the Mwanza – Musoma Road. The sign caught the attention of a Faith Based Organization (FBO) working with the Anglican Church of Tanzania. The FBO visited Green Triangle DVM to purchase planting materials and root tubers, but Green Triangle did not have any to sell. They directed the FBO to Mary, whose fields were just near Green Triangle's own production plots.

In total, Mary has generated TSH 491,000 in earnings from revenue the vines and roots - TSH 153,000 from vines and TSH 338,000 from sales of roots to buyers in the local market.

The future of Mary's family

Mary's vision is transforming her family in noticeable ways. She is making great strides towards her goal to put her children through

university and to become a medium scale supplier of fresh OFSP roots to big hotels in Serengeti National Park.

Marando is the component of the Sweetpotato Action for Security and Health, providing quality seed of improved sweetpotato varieties in a timely fashion. CRS as part of the implementation of Marando Bora in partnership with seven local implementers (NARS), and collaborators namely, Helen Keller International (HKI), and M



Mary with the MB facilitator at her conventional multiplication plot.

Lessons learned from Mary

1. Mary decided that educating her children was the primary priority, so she allocated her income to paying schools fees to her two children.
2. Root and vine multiplication are reported to have been curtailed by hippopotamus and thieves along Lake Victoria. Mary took it upon herself to hire a permanent worker to guard her high value sweet potato production plot against these threats.
3. Mary has already seen the improved health of her three young children, who are eating

the beta carotene rich OFSP each morning
before school.