



# The SeFaMaCo Programme

SPHI Forum, Addis Ababa  
October 07, 2016

Farm Concern  
INTERNATIONAL

Worku Tsega

~~Farm Concern International~~





**Project Title:** Integrated Value Chain Development and Smallholder Farmer (SHF) Commercialization of Banana and Sweet Potato for *Tanzania, Uganda & Ethiopia* Based on a Seed -Farmer- Market - Consumer Model

**Goal:** To optimize profitability and productivity by catalyzing market oriented value chain- wide competitiveness and investments in banana & SP for increased household incomes

# SeFaMaCo Outcomes

1. Enhanced strategic investments in commercial seed enterprises responsive to market driven clean and quality Sweet Potatoes purchased by Small Holder Farmer (SHF) – Seed Marketing Enterprise Development (SEMaD) Approach.
2. Commercialized SHF through Commercial Village Model for increased productivity and yields of market preferred varieties of SP, strengthened FO for collective marketing and inclusion of youth and women as value producers.
3. Increased market share of SP through enhanced value chain efficiency, market partnerships and competitiveness in informal traditional markets & schools as demand catalysts for other distribution channels.
4. Increased utilization of SP through positive image building, product diversification, nutrition education and enhanced consumer preference in rural and urban areas
5. Enhanced learning networks strengthened through strategic alliances and partnerships based on an upgraded SeFaMaCo model.

- Farm Concern International, FCI
- Technical Advisory Expert group for the Model, TEAM.

SeFaMaCo  
Lead Institution  
& Consortium  
Management

SeFaMaCo  
Seed Farmer  
Level  
Implementation

- Research Organizations,
- Farmer Organizations,
- Development Organizations,
- Farm Concern International, FCI

Grantee &  
Private Sector  
Innovation Co-  
ordination &  
Capacity  
Building

SeFaMaCo  
Market & Trade  
and consumer  
Level  
Implementation

- Grantees and private sector
- Farm Concern International, FCI

- Farm Concern International, FCI
- Private sector partners





# Overview

- SeFaMaCo is a FCI model focus on partnership across the value chain nodes
- Creates synergy in the value chain for effectiveness and efficiency
- Currently being adopted for partnership with various stakeholders

# Targets



Covers three countries – Uganda, Tanzania & Ethiopia

Targeting 192,992 HH and 1,026,894 Beneficiaries

USD 161 Million in Sales

525 Sweet Potato Seed Entrepreneurs

# Progress Update



965 Commercial Villages structured



59,113 women and 48,449 youth

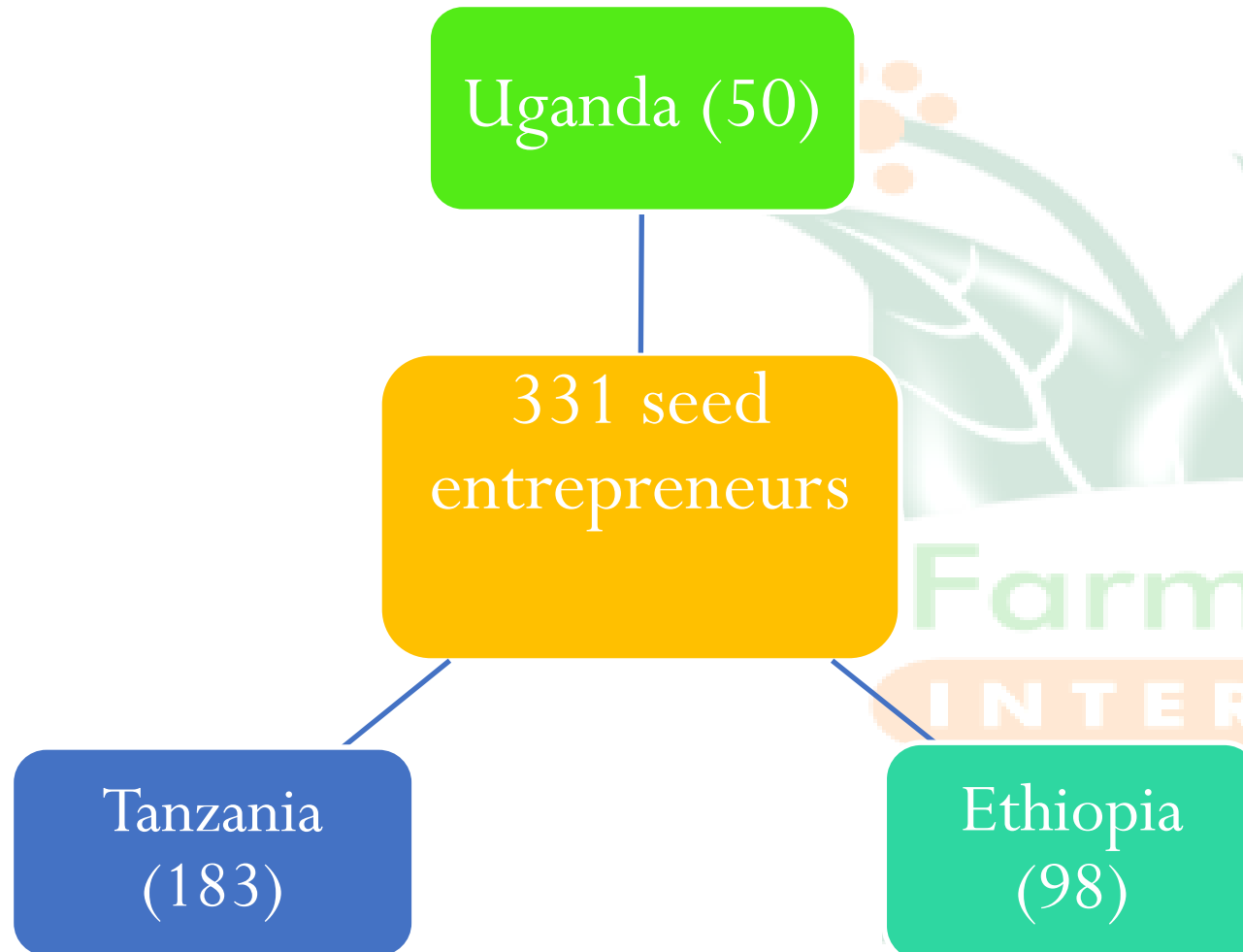


94,918 acres under banana producing  
881,581MT



55,220 acres under Sweet potato producing  
428,953MT

# Seed Level



- 756,120,641 Sweet potato vines accessed by smallholder farmers
- 11 SP Extension agents engaged
- 33 SP input suppliers linked to farmers
- 11 SP research officers engaged by the programme

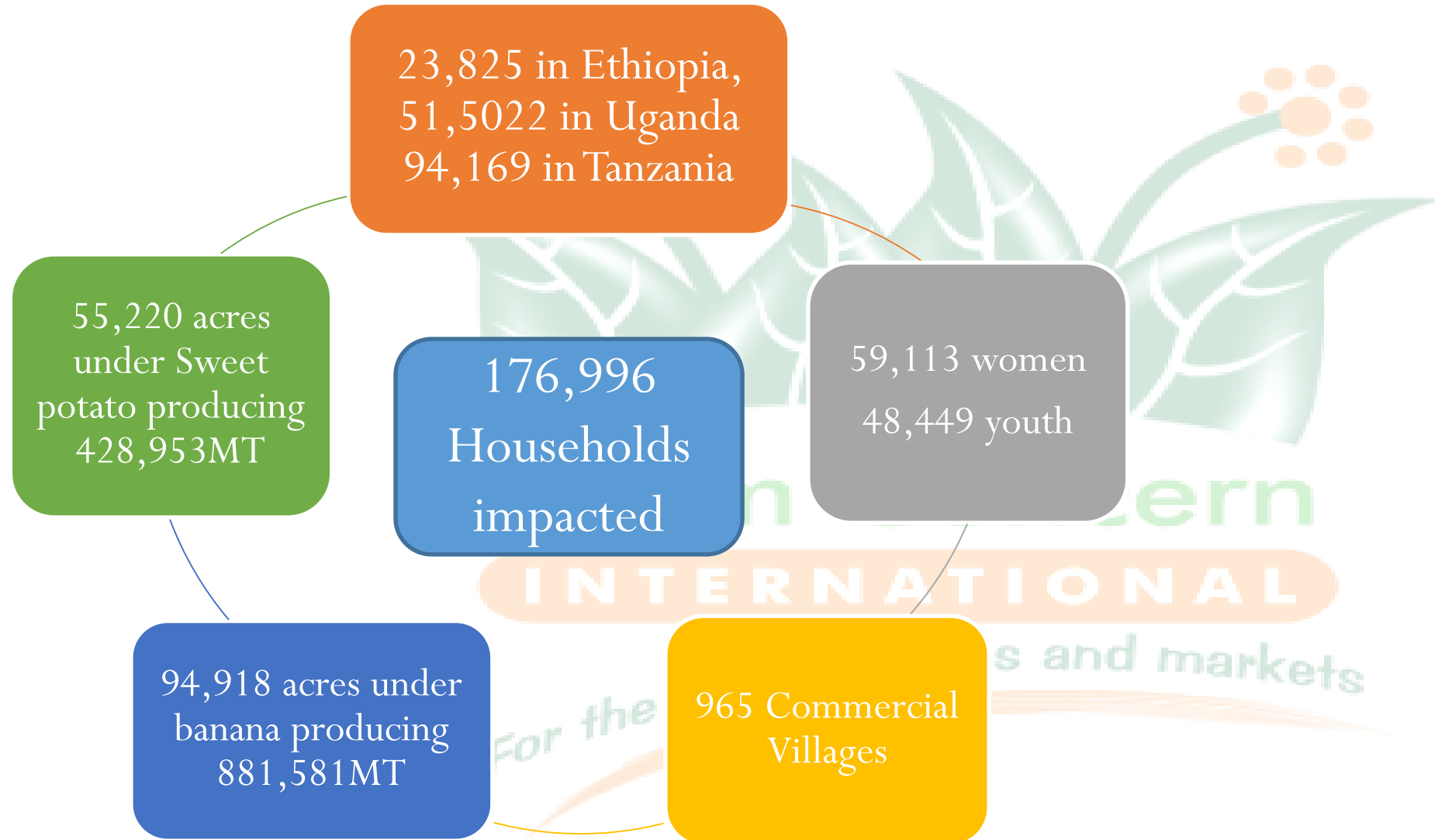


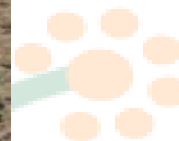




Seed Multiplication Farm in Serere, uganda.

# Farmer Level





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A Farmer in Amese Commercial Village in a newly established Sweet Potato farm



FCI staff, Mr. Paul Mchomerson training farmers during Village based forum on productivity enhancement through seeds, fertilizer and pest control products, held at Omundongo village, Kagera- Tanzania

# Market Level

Commutative Total Sales: USD 93.4 Million

Year 2: USD 52 Million (Banana USD 37 Million & Sweet Potato USD 15 Million)

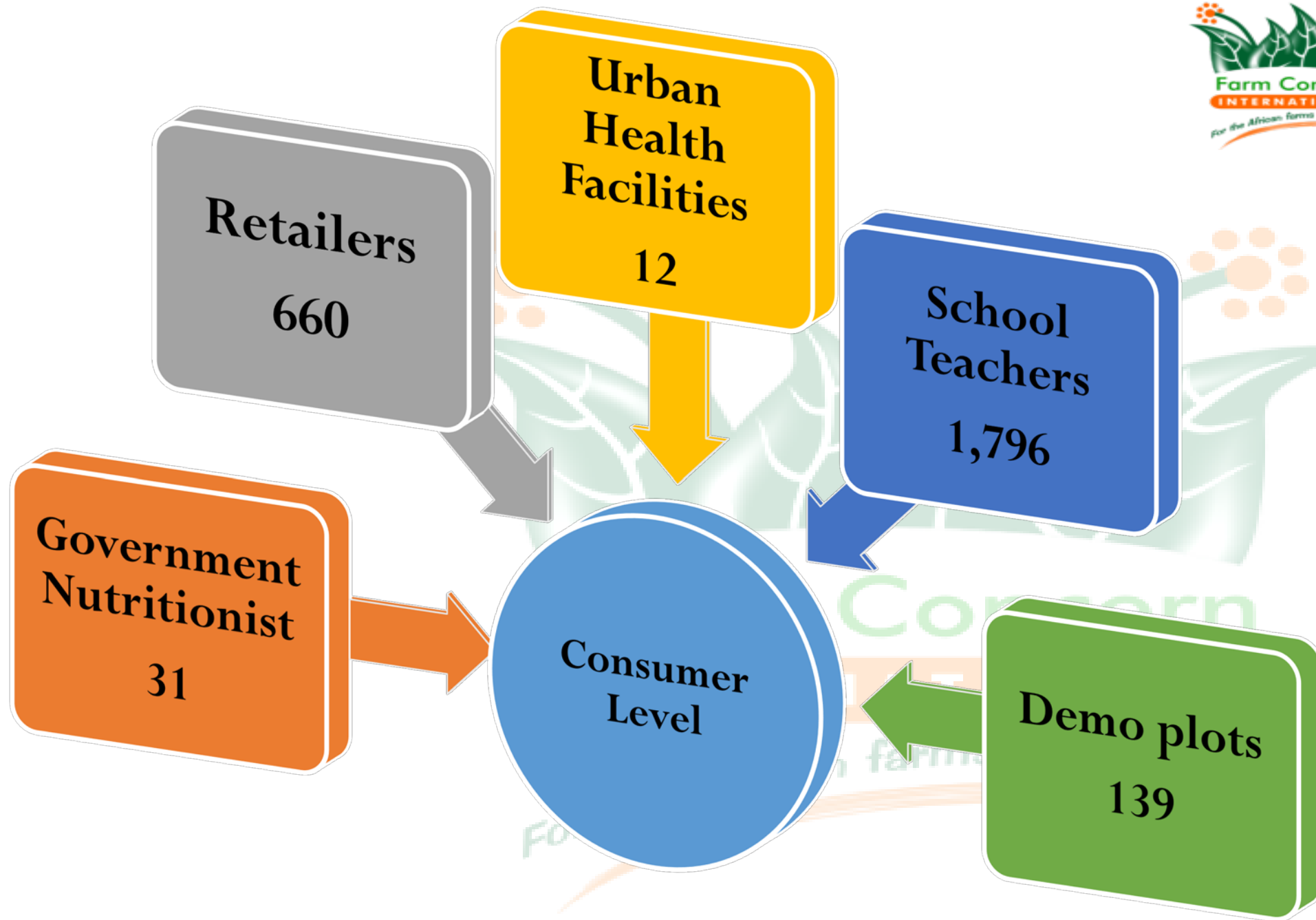
Market linkages with  
Traditional Informal  
Wholesalers

Partnerships  
with schools  
181 Schools

Banana:  
229

Sweet potato:  
254

Financial  
Institutions: 50  
SMEs: 35





A sweet potato farm in Serere Uganda

# Seed Farmer Market Consumer (SeFaMaCo)

## Implemented through the Commercial Village Model

### 24 months Targets & Achievements Dashboard

#### Seed Level

##### Seed Multipliers (SP)



24 Months Targets  
**473**  
24 Months Achievements  
**331**  
24 Months Percentage Achievements  
**70%**

##### Total Assorted planting materials



24 Months Targets  
**1,815,237,784**  
24 Months Achievements  
**769,789,981**  
24 Months Percentage Achievements  
**42%**

##### Hardening nurseries



24 Months Targets  
**32**  
24 Months Achievements  
**21**  
24 Months Percentage Achievements  
**66%**

#### Farmer Level

##### HHs



24 Months Targets  
**173,693**  
24 Months Achievements  
**176,996**  
24 Months Percentage Achievements  
**102%**

##### Commercial Villages



24 Months Targets  
**1,424**  
24 Months Achievements  
**965**  
24 Months Percentage Achievements  
**68%**

##### Acreage Banana & Sweet Potatoes (Acres)



24 Months Targets  
**47,287**  
24 Months Achievements  
**94,918**  
24 Months Percentage Achievements  
**201%**

#### Market Level

##### Total Sales- US\$ Millions



24 Months Targets  
**64,400,000**  
24 Months Achievements  
**93,442,938**  
24 Months Percentage Achievements  
**145%**

##### Traditional Informal Wholesalers Banana



24 Months Targets  
**168**  
24 Months Achievements  
**229**  
24 Months Percentage Achievements  
**136%**

##### Traditional Informal Wholesalers SP



24 Months Targets  
**231**  
24 Months Achievements  
**254**  
24 Months Percentage Achievements  
**110%**

#### Consumer Level

##### Retailers



24 Months Targets  
**456**  
24 Months Achievements  
**660**  
24 Months Percentage Achievements  
**145%**

##### Urban Health Facilities



24 Months Targets  
**11**  
24 Months Achievements  
**12**  
24 Months Percentage Achievements  
**106%**

##### Nutritionist



24 Months Targets  
**13**  
24 Months Achievements  
**31**  
24 Months Percentage Achievements  
**236%**





A nutrition facilitator, Alfredina Rutainurwa , displaying various products made from banana and sweet potatoes during the nutrition training for TOTs in Kagera region



Commercial Campaigns conducted in Chilashe and Zefano kebeles of Gofa Zone



Farmers in Harvesting of SP Boreda Woreda



*Thank You*

Farm Concern

INTERNATIONAL

For the African farms and markets