**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

Grantee & Private Sector Innovation Coordination & Capacity Building

SeFaMaCo Market & Trade and consumer Level Implementation

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

- 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

23,825 in Ethiopia, 51,5022 in Uganda 94,169 in Tanzania

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

176,996 Households impacted

59,113 women 48,449 youth

94,918 acres under banana producing 881,581MT

965 Commercial Villages
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

Commulative 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

Banana: 229
Sweet potato: 254

Partnerships with schools
181 Schools

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

<table>
<thead>
<tr>
<th>Seed Level</th>
<th>Farmer Level</th>
<th>Market Level</th>
<th>Consumer Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Seed Multipliers (SP)</strong></td>
<td><strong>HHs</strong></td>
<td><strong>Total Sales - US$ Millions</strong></td>
<td><strong>Retailers</strong></td>
</tr>
<tr>
<td>473</td>
<td>173,693</td>
<td>64,400,000</td>
<td>456</td>
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<tr>
<td>24 Months Achievements</td>
<td>24 Months Achievements</td>
<td>24 Months Achievements</td>
<td>24 Months Achievements</td>
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<tr>
<td>331</td>
<td>176,996</td>
<td>93,442,938</td>
<td>660</td>
</tr>
<tr>
<td>24 Months Percentage Achievements</td>
<td>24 Months Percentage Achievements</td>
<td>24 Months Percentage Achievements</td>
<td>24 Months Percentage Achievements</td>
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<tr>
<td>70%</td>
<td>102%</td>
<td>145%</td>
<td>145%</td>
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</tbody>
</table>

**Total Assorted planting materials**

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

**Commercial Villages**

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

**Hardening nurseries**

| 24 Months Targets | 24 Months Achievements | 24 Months Percentage Achievements |
| 32 | 47,287 | 66% |

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

| 24 Months Targets | 24 Months Achievements | 24 Months Percentage Achievements |
| 254 | 94,918 | 201% |

**Traditional Informal Wholesalers Banana**

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

**Traditional Informal Wholesalers SP**

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

**Urban Health Facilities**

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

**Nutritionist**

| 24 Months Targets | 24 Months Achievements | 24 Months Percentage Achievements |
| 13 | 31 | 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