SEED-FARMER-MARKET-CONSUMER INTEGRATED VALUE CHAIN DEVELOPMENT
SEFAMACO VALUE CHAIN DEVELOPMENT PROGRAMME

Optimize Market Access, Increase Consumer Demand and Enhance Value Chain Efficiency to trigger Smallholder Commercialization, Aggregation and Seed Entrepreneurship

Seed-Farmer-Market-Consumer, SeFaMaCo is a commercialization and market access programme implemented by SeFaMaCo Consortium comprising of 8 partners; 7 sub-grantees and Farm Concern International, FCI as the lead partner funded by The Bill & Melinda Gates Foundation in Tanzania, Ethiopia and Uganda. The multi-value chain programme is based on two categories: Anchor Value Chains are sweet potatoes and banana while each of the countries have a set of complementary value chains prioritized through Value Chain Analysis by FCI Market Research Department.

**MARKET ACCESS**

USD 182,576,966
Year 3 sales (June 2016 – May 2017)

USD 66,968,749
Banana sales

USD 115,608,217
Sweet potato Sales

**VOLUMES TRADED (MT) IN YEAR 3**

- **Sweet Potato**
  - 609,984
  - Banana
- **Banana & Sweet potato informal Markets**
  - 719
- **SME Agro-processors Enterprise Incubation Business support**
  - 52
- **Financial Institutions partnership**
  - 61
- **Export Company**
  - 1

**Complementary Value Chains for Commercial Villages Trade:**

- **Tanzania:** Maize, Legumes, Cassava, Rice
- **Ethiopia:** Ensete (Abyssinian banana), Sorghum
- **Uganda:** Cassava, Maize, Beans

**CONSUMER DEMAND**

- **981** Partnerships with retail outlets
  - A platform for dissemination of consumer messages aimed at creating demand.

- **20** Health/Medical Institutions
  - Partnerships Food-based Nutrition Solutions with focus on women, children less than 5 years and entire family.

- **293 Schools & 1,253 Teachers**
  - for behavioral change campaign
  - Partnership with Schools to create demand, influence behavioral change and change image of sweet potatoes & banana as energy foods

- **1,242** Commercial Villages
  - Efficient trading blocs graduating these farmers into competitive entrepreneurs
  - 461,232 Smallholder Farmers

**FARMER AGREGATION**

- **274,143** Hectares under Commercialization
  - **Banana:** 95,704Ha
  - **sweet potato:** 178,439Ha

- **116,638** Youth entrepreneurs

- **17** Formal Buyers

**SEED ENTERPRISE**

- **607** Seed Entrepreneurs
  - Seed Entrepreneurs business development support for enhanced & sustainable seed system to Commercial Villages

- **267** Input supplier partnerships
  - Enhanced adoption of quality inputs for anchor & complementary value chains for improved productivity & household income diversification

**USD 276,019,904**
Commercial Villages Sales
[Anchor Value Chains Only] (Year 1-3)

**Wholesale buyers**
- 414
- **305** banana

**Formal Buyers**
- 17

**Banana & Sweet potato informal Markets**
- 719

**SME Agro-processors Enterprise Incubation Business support**
- 52

**Financial Institutions partnership**
- 61

**Export Company**
- 1
SEFAMACO TANZANIA: COUNTRY DASHBOARD

The Seed - Farmer - Market - Consumer (SeFaMaCo) Regional Integrated Programme is being implemented through Commercial Villages Model in Zanzibar, Mwanza, Kagera, Arusha, Kilimanjaro, Morogoro, Coastal regions, Dar markets.

**Country - Level Data**

- **Number of SeFaMaCo Smallholder Farmers [SHF]**: 247,856
- **Total area (Ha) cultivated by SHF**: 28,406.6
- **Total area (Ha) cultivated by SHF**: 93,406.9
- **Total annual production**: 204,811.9
- **Total area (Ha) cultivated by SHF**: 379,699.1
- **Total Production Value (USD)**:
  - **BANANA**: 31,918,739.1
  - **SWEET POTATO**: 51,312,110.7
- **Commercial Villages**: 660
- **No. of SeFaMaCo SHF growing crop**:
  - **BANANA**: 73,117
  - **SWEET POTATO**: 114,262
- **Total production in MT by SHF-Banana**: 204,811.9
- **Total production in MT by SHF-Sweet potato**: 379,699.1
- **Consumed by SHF Families**:
  - **25%**: BANANA
  - **29.1%**: SWEET POTATO
- **Contribution of Banana and Sweet potato to food security and commercial value**
  - **Farm-gate value for Sweet Potato consumed (USD)**: 14,931,824.2
  - **Farm-gate value for Banana consumed (USD)**: 7,979,684.76
- **Total Volumes Consumed (MT)**:
  - **Banana**: 51,203.0
  - **Sweet Potato**: 110,492.4
- **Total Sales made by Commercial Villages**: 60,319,341
- **Total Number of Buyers**: 466

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SEFAMACO ETHIOPIA: COUNTRY DASHBOARD

Supported By

BILL & MELINDA GATES FOUNDATION

Country - Level Data

The Seed - Farmer - Market - Consumer [SeFaMaCo] Regional Integrated Programme is being implemented through Commercial Villages Model in the SNNPR regions and Addis Abba markets, Wolaita Zone, Gammo Goffa Zone, Sidama Zone, Arba Minch (markets), Sodo (markets) among other markets.

- 95,324 Smallholder Farmers [SHF]
- 51,307.5 Total area (Ha) cultivated by SHF
- 673,962.5 Total production in MT by SHF - Sweet potato
- 83,214,151.6 Total Production Value (USD)
- 237 Commercial Villages
- 20,803,912 Total production in MT by SHF - Sweet potato
- 62,411,735 Total Sales made by Commercial Villages
- 120 Total Number of Wholesale Buyers
- 95,324 Number of SeFaMaCo Smallholder Farmers [SHF]
- 8.76 Yield in MT/ Ha
- 8.76 Farm-gate value for Sweet Potato consumed (USD)
- 20,803,912 Average area cultivated by each SHF
- 168,491 Total Volumes Consumed (MT)
- 25% Consumed by SHF Families
- 205.8 Average Sweet Potato price per MT
- 158.7 Off Peak Season: USD

Contribution of Sweet potato to food security.
**Country - Level Data**

The Seed - Farmer - Market - Consumer [SeFaMaCo] Regional Integrated Programme is being implemented through Commercial Villages Model in Mbarara, Isingiro, Sheema, Masaka Luwero, Jinja, Soroti districts, Kampala markets and international markets.

- **59,845,890** Total Sales made by Commercial Villages
- **345** Commercial Villages
- **133** Total Number of Buyers
- **118,052** Number of SeFaMaCo Smallholder Farmers [SHF]
- **67,297.4** Total area cultivated by SHF for banana (Ha)
- **33,724.4** Total are cultivated by SHF for sweet potato (Ha)
- **608,500.7** Total production in MT by SHF-Banana
- **196,067.2** Total production in MT by SHF- Sweet potato
- **57,372,926.74** Total Production Value (USD) for banana
- **22,302,646.26** Total Production Value (USD) for sweet potato
- **46,040** No. of SeFaMaCo SHF growing crop sweet potato
- **74,373** No. of SeFaMaCo SHF growing crop banana
- **60,850,070** Total Production Value (USD) for all crops
- **5,486,451** Total value of SP consumed by SHF Annually (USD)
- **14,343,231.69** Farm-gate value for Banana consumed (USD)
- **25%** Consumed by SHF Families
- **24.6%** Consumed by SHF Families
- **USD 19,829,683** Contribution of Banana and Sweet potato to food security and commercial value