

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 276,019,904

Commercial Villages Sales
[Anchor Value Chains Only] (Year 1-3)

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**

922,513
Sweet Potato

609,984
Banana

719

Banana & Sweet potato
informal Markets



414

sweet potato
Wholesale buyers



305

banana
Wholesale buyers



17

Formal Buyers



52

SME Agro-processors
Enterprise Incubation
Business support



61

Financial Institutions
partnership



1 Export Company.

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

FARMER AGREGATION

1,242

Commercial Villages

Efficient trading blocs
graduating these farmers
into competitive entrepreneurs
461,232 Smallholder Farmers

274,143
Hectares under
Commercialization

95,704Ha
Banana

178,439Ha

sweet potato
Commercial Villages
provides platform for
adoption of market demanded
varieties, increased production
& access to extension services

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

Tanzania:
Maize
Legumes
Cassava
Rice

Ethiopia:
Ensete
(Abyssinian
banana)
Sorghum

Uganda:
Cassava
Maize
Beans



116,638

Youth entrepreneurs



163,652

Women Farmers
in Market Access

2,063,042

MT Volumes
(Banana & Sweet Potato)
in Year 3 (12 months)

813,313 MT
Banana volume

1,249,729 MT
Sweet potato volume

63,025

Number of Farm
Employees hired by
farmers:
Increased incomes
enhance SHFs
ability to hire labour



SEED ENTREPRISE

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

SEFAMACO TANZANIA: COUNTRY DASHBOARD

Supported By

BILL & MELINDA
GATES foundation

Lead Partner



Country - Level Data

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.

Total annual production and value per Smallholder Farmer [SHF]

28,406.6

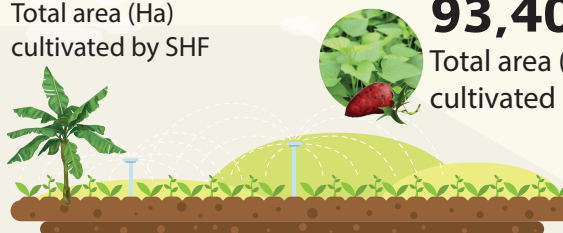
Total area (Ha) cultivated by SHF

93,406.9

Total area (Ha) cultivated by SHF

204,811.9

Total production in MT by SHF-Banana



379,699.1

Total production in MT by SHF- Ssweet potato



Total Production Value (USD)

BANANA

31,918,739.1

SWEET POTATO

51,312,110.7



60,319,341

Total Sales made by Commercial Villages



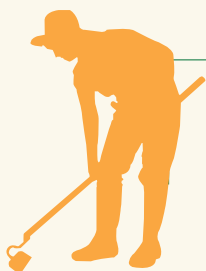
660

Commercial Villages



466

Total Number of Buyers

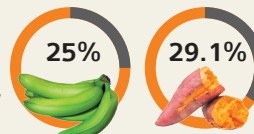


247,856

Number of SeFaMaCo Smallholder Farmers [SHF]



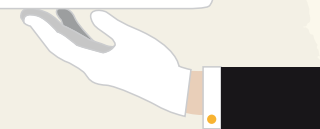
%
Consumed by SHF Families



Contribution of Banana and Sweet potato to food security and commercial value

Total Volumes Consumed (MT)

51,203.0 **110,492.4**



114,262

No. of SeFaMaCo SHF growing crop **SWEET POTATO**

73,117

No. of SeFaMaCo SHF growing crop **BANANA**

Farm-gate value for Sweet Potato consumed (USD)

14,931,824.2

Farm-gate value for Banana consumed (USD)

7,979,684.76



FARM CONCERN INTERNATIONAL, FCI | KOLPING SOCIETY | UWAMWIMA | TAHEA

SEFAMACO ETHIOPIA: COUNTRY DASHBOARD

Supported By

BILL & MELINDA GATES foundation

Lead Partner



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, Gamo Goffa Zone, Sidama Zone, Arba Minch (markets), Sodo (markets) among other markets



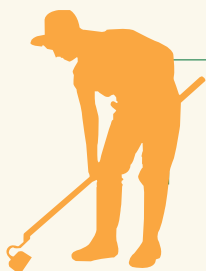
62,411,735
Total Sales made by Commercial Villages



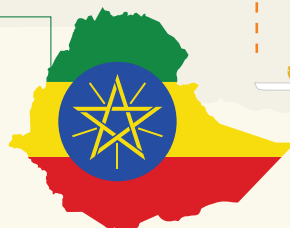
237
Commercial Villages



120
Total Number of Wholesale Buyers



95,324
Number of SeFaMaCo Smallholder Farmers [SHF]



Total annual production and value by Smallholder Farmer [SHF]



51,307.5
Total area (Ha) cultivated by SHF



673,962.5
Total production in MT by SHF- Sweet potato

Total Production Value (USD)

SWEET POTATO
83,214,151.6



Yield in MT/Ha **8.76**



Total Volumes Consumed (MT)
168,491

Contribution of Sweet potato to food security.



Average Sweet Potato price per MT

Peak Season : USD **105.8**
Off Peak Season : USD **158.7**



95,324
No. of SeFaMaCo SHF growing crop SWEET POTATO

Farm-gate value for Sweet Potato consumed (USD)

20,803,912

(Ha) **0.54**
Average area cultivated by each SHF



SEFAMACO UGANDA: COUNTRY DASHBOARD

Supported By

BILL & MELINDA GATES foundation

Lead Partner



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

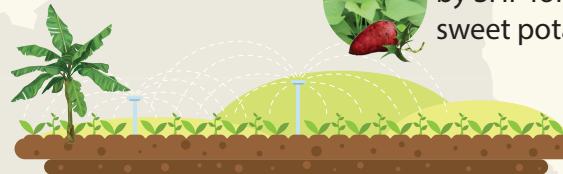
Total annual production and value per Smallholder Farmer [SHF]

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- Ssweet potato



Total Production Value (USD)

BANANA

57,372,926.74

SWEET POTATO

22,302,646.26



59,845,890

Total Sales made by Commercial Villages



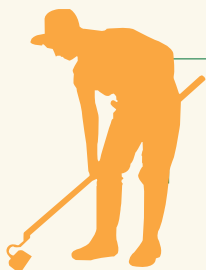
345

Commercial Villages



133

Total Number of Buyers



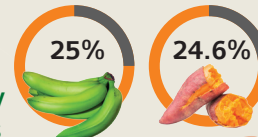
118,052

Number of SeFaMaCo Smallholder Farmers [SHF]



%

Consumed by SHF Families



46,040

No. of SeFaMaCo SHF growing crop **SWEET POTATO**

74,373

No. of SeFaMaCo SHF growing crop **BANANA**



Total Volumes Consumed (MT)

152,125.2

48,232.5

USD 19,829,683

Contribution of Banana and Sweet potato to food security and commercial value

Total value of SP consumed by SHF Annually (USD)

5,486,451

Farm-gate value for Banana consumed (USD)

14,343,231.69



FARM CONCERN INTERNATIONAL, FCI | VEDCO | SSOSPA