



HODECT/STDF 126
Support Project - Final
Report

March-August 2011

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Acronyms

ASDP	Agricultural Sector Development Programme
AWPB	Annual Work Plan Budget
CAADP	Comprehensive African Agriculture Development Program
CCP	Cluster Competitiveness Program
CPS	Crop Promotion Services
DADPs	District Agricultural Development Plans
HDP	Horticulture Development Programme
HODECT	Horticultural Development Council of Tanzania
MAFC	Ministry of Agriculture Food and Cooperatives
MIT	Ministry of Industry and Trade
MoH	Ministry of Health
NHDS	National Horticulture Development Strategy
PIP	Program Implementation Plan
RDS	Rural Development Strategy
SUA	Sokoine University of Agriculture
TABOGO	Tanga Association of Best Orange Growers
TAHA	Tanzania Horticulture Association
TAPP	Tanzania Agricultural Productivity Project
TBS	Tanzania Bureau of Standards
TFNC	Tanzania Food and Nutrition Centre
TPRI	Tropical Pesticides Research Institute

Executive Summary

The Horticultural Development Council of Tanzania (HODECT) was established by the 2nd National Horticulture Stakeholders' Meeting of April 2008 as an Apex Organisation and a forum for all constituencies of the sub- sector, (both public and private) with a mandate to deliberate, decide and coordinate the path of Horticulture Development in Tanzania.

As a Public-Private-Partnership body, HODECT oversees the implementation of the Horticulture Development Strategy (HDS) in the country. It is a forum whereby each stakeholder is able to participate fully in implementing the Horticulture Development Strategy (HDS) that intends to improve nutritional status, increase incomes and reduce poverty while increasing productivity and quality of produce and improve the well being of the people.

For an efficient, competitive and profitable horticultural sub-sector to be established, it was agreed that there is a need to promote the horticultural production beyond subsistence level, promote the producers groups/ associations/cooperatives for effective dissemination of agricultural technologies and access to agricultural inputs, improve horticultural processing for value addition and job creation and enhance production of quality products in order to improve competitiveness of horticultural products in the markets. This is the reason as to why the HODECT institutional representation includes all Agricultural Sector Lead Ministries, (ASLM'S) like the MAFC and MIT, Tanzania Bureau of Standards (TBS) representing regulatory Authorities, Tanzania Investment Center (representing Promotion Agencies) TAHA (representing Private Associations) and representatives of small and large farmers, exporters, Input Suppliers, NGO's and Development Partners. All these representations aim at improving income, access to financial services, market access and rural infrastructure such as roads and market systems; for of those involved in the horticulture production and supply.

The Horticultural Development Council of Tanzania (**HODECT/ STDF 126 Support Project**) came in to support TAHA in putting in place an Institutional Structure (HODECT) to plan and evaluate public and private horticultural initiatives in Tanzania. It facilitated coordination of technical and co-operation activities that are also in line with other National Development

initiatives like the National Export Strategy (NES 2008) and later the National Horticulture Development Strategy (NHDS 2010).

The 'HODECT/STDF 126 Support Project' has indeed been a catalyst to the establishment and development of HODECT where the Project supported a number of activities towards making HODECT operational that it is today.

The Public and Private Institutions were brought together during the National Stakeholders Meeting that brought about 500 stakeholder from different corners of Tanzania and that was jointly supported by the **HODECT/STDF 126 Support Project** the '*Tanzania Agricultural Productivity Project (TAPP)*', and the '*Tanzania Cluster Competitiveness Program*' (TCCP) a project under the Prime Minister's Office. All these contributed towards the workshop that talked about building the capacity of private and public organizations with respect to market access and other issues related to coordination of horticulture activities, information management, creation of a conducive investment environment, awareness creation of the social economic potentials for horticultural investment and access to finance have also attracted the attention of the horticulture stakeholders, and therefore a big outcome of the project support, thanks to the ITC/STDF 126 and TAHA initiatives.

One of the principal constraints to building capacity is the lack of coordination

It is expected that the development and implementation of the HDS will result to the development of a competitive horticultural sub-sector which is intended to grow ten times by 2021 resulting to; Ten times growth in the current horticulture level of production and exports, creation of employment to over 1 million Tanzanians working directly in horticulture, small-holder farmers making profit from horticulture, making horticultural products available to the increased Tanzania demand as a core part of healthy diet and make horticulture a leader among agricultural sectors in adopting safe, sustainable management practices.

Summary of STDF 126 Project Activities

Recruitment of the Council's Chief Executive Officer

The recruitment process was defined and recorded. The CEO post was advertised, eligibility criteria put in place and the CEO recruited and joined HODECT in June 2010. 'The HODECT/STDF 126 Project' highly supported the recruitment, placement and orientation of the HODECT CEO and her salary and benefits were covered by the project Fund until when it ended in August 2011 where the government of Tanzania through the MAFC took over such payments. In addition, Finance and Administration Officer and Office Administration Assistant have been recruited during the Project life to join the Government Liaison Officer (formerly the Coordinator) and the CEO to form the current HODECT Team.

Office Equipments

Four computers (two desktops and two laptops) were purchased using the project fund. In addition, two printers, one scanner and four sets of land line telephone equipments were purchased and installed in the HODECT Offices using The HODECT/STDF 126 Project' Support Funds.

Office Rent and local support

HODECT's accommodation has been supported by the Project fund through its monthly rental payments to TAHA Office, which is mandated to locally administer the project. Other facilities like conference and administration support facilities were also provided for by TAHA during the project life. The HODECT Council is now in a position to market itself and secure resources as it is a fully operational office that can now establish its plans and strategies to partner with other development agencies and continue supporting the Council.

Travel

The HODECT Operations involve local and international travelling (particularly between Arusha where it is based, and Dar es Salaam, where all relevant Ministries and most horticultural players are based hence a need for HODECT's representation in meetings and workshops on Good Agricultural Practices (GAP's) and International Standards (ISO) etc, so as to familiarize itself with relevant stakeholders. Some travelings were also done to attend local and regional agricultural and horticultural workshops and meetings, and these too were supported by the 'HODECT/STDF 126 Support Project'.

These expenses, although partly covered by the government of Tanzania (GoT) through the Ministry of Agriculture, Food Security and Cooperatives (MAFC), but were highly supported by the '*HODECT/STDF 126 Support Project*' hence enabling HODECT to familiarize itself with more initiatives than it would if the support was coming from the government of Tanzania alone. HODECT is therefore grateful to the ITC/STDF 126 Project Fund that provided the Council an opportunity to be known locally and internationally and for HODECT to learn from others for without the HODECT/STDF 126 Support Project, all these wouldn't have been achieved at the magnitude that they have been achieved.

Communication

The '*STDF 126 Project*' Project' also facilitated a landline telephone installation and the World Wide Web (www) access as well as a setting up of the HODECT webpage; www.hodect.org where HODECT can post information for local, regional and international horticultural stakeholders to access. Mobile communication has also partly been supported by the Project and this has greatly facilitated communication between HODECT and its stakeholders as well as within the HODECT Council.

Office Expenses

Most expenses related to courier and mailing services have been supported by the 'STDF 126 Project during its life time. These include but not limited to scanning and mailing of reports, and other printed materials being posted from different suppliers to HODECT and from HODECT to stakeholders within and outside the country.

Promotional Materials

During the Project life, HODECT developed, printed and distributed flyers, newsletters and brochures to different stakeholders using '*STDF 126 Project Fund*' and other government resources. The preparation, hosting and accomplishment of the National Horticulture Stakeholders' Workshop (particularly that of May/June 2010) was highly supported by this Project Fund in collaboration with the Government of Tanzania and other development partners. This Workshop resulted to development of '**The First National Horticulture Development Strategy**' that is also sent together with this report.

HODECT has also shared these documents with participants of an International Workshop that was jointly organized by the FAO and WHO to promote '**Production and Consumption of Fruits and Vegetables for Health**' (PROFAV). This workshop was locally

organized by HODECT in Arusha from 26th-30th September 2011 and was attended by 23 Sub-Sahara African countries. It gave HODECT another opportunity to establish contacts with other local, regional and international organizations.

Select Committee Meetings

These are Committees of the National Horticulture Stakeholders Meetings that have also acted as National Technical Committee (NTI's) to implement activities that have been decided upon by the Stakeholders; for example to oversee the preparation of the National Horticulture Developing Strategy to its completion and the National Horticulture Implementation Programs after the Strategy.

National Stakeholders Workshop

The preparation and conducting of the National Horticulture Stakeholders' Workshop (particularly that of May/June 2010) was highly supported by this Project Fund in collaboration with the Government of Tanzania and other development partners. This Workshop resulted to development of 'The First National Horticulture Development Strategy' that is also sent together with this report.

HODECT Meetings

The HODECT Council consists of thirteen (13) members representing farmers (small and large), processors, exporters, input suppliers, NGO's, regulatory authorities, private associations, development partners and government ministries have been held quarterly and these continually guided the operations of HODECT. The Executive Committee meetings (consisting of the Chairman, Vice Chairman Secretary and Treasurer of HODECT) have also met as and when necessary , to guide the Executive Director (CEO) and to get a feedback of the progress made by the HODECT Secretariat.

Value Chain Analysis

A project known as '*Identification of Horticultural Potential Areas for Investment in Tanzania*' has been developed during the STDF 126 Project life to provide data which is needed for guiding, planning and implementing various activities for developing the industry.

It also looks at critical information such as;

- Areas which are potentially available for investment in Tanzania

- Current major horticulture crop producing areas
- List of crops and quantities produced, consumption patterns
- markets and marketing channels and
- Crops suited to the identified ecological zones.

The '*Annual Status of the Industry Report*' has also been developed for the first time thanks to the **HODECT/STDF 126 Support Project**. This report will continue to be improved and produced annually so as to provide mapping on the Industry background and the initiatives taken/need to be taken to promote horticulture in Tanzania. It identifies existing gaps that require intervention from both Public and Private Institutions including those related to product and market development, Infrastructure development and production and quality improvement.

These two studies have jointly been supported by the **HODECT/STDF 126 Project Fund** and the government of Tanzania (GoT).

Project Evaluation

This activity is yet to be done. It is the ITC/STDF 126 Project Team that is expected to decide and plan when and how to conduct this activity.

Administration and Oversight

The **HODECT/ STDF 126 Support Project** was administered by the Tanzania Horticulture Association (TAHA) which has been a key player in the formulation of HODECT. TAHA has continued to support HODECT for the former has been operating in the industry for much longer than the latter and has therefore shared its experience of the industry and the challenges therein. The HODECT has been accommodated within the TAHA premises for ease of support and guidance as and when it deemed necessary.

The purpose of this project report is to describe the progress of the project against milestones and the broader aims of the project. It should clearly describe progress with evidence that the milestones to this stage have been achieved.

PROJECT NAME			
EXECUTING AGENCY	<i>International Trade Centre (ITC)</i>	PROJECT SUPERVISOR	<i>Jacqueline Mkindi</i>
Project Description¹	The Objective of the HODECT Support Project is to effectively assist HODECT in achieving its vision of becoming a “Competent and efficient Public Private Sector body guiding the development of the horticulture sub-sector to effectively contribute to poverty reduction and rapid economic growth”.		
PROJECT START DATE	August 2009	PROJECT END DATE	August 2011

Budget overview:

	STDF contribution (US \$)	Other donor contribution (US\$) as applicable for co-financing arrangements	In-kind contribution (US \$)	Total (US \$)	% of Total project cost
Projected Total Project Budget (US \$)	253,755	0	93,314	347,069	100
Total expenditure to date (US \$)	253,661	0	93,314	346,975	99.97

¹ Note that this is not expected to change from one reporting period to the next, unless a change to the project objectives/scope is approved by the STDF Secretary

Expenditure for reporting period (US \$)	100,400	0	20,100	120,500	35
Funds yet to be received from STDF (US \$)	20,206	0	0	20,206	5.82

General Reporting

Broad Progress Achieved to date:

- HODECT formed with support from this STDF 126 project has come of age and is now a functional organization. The HODECT offices are established and with a team that coordinates very closely with the Ministry of Agriculture. The government has confirmed HODECT as the APEX organization that shall coordinate the strategic role of other agro-based entities within the broader Southern Agricultural Growth Corridor of Tanzania (SAGCOT) plans of the government. Government is now putting budgetary support to HODECT organization, and it continues to work with TAHA in planning the future.
- HODECT has continued to be guided by both the Council and Executive committees through their scheduled periodic meetings e.g. Council meetings in February and May 2011, and Executive Meetings in May and September, 2011. These meetings served to guide the strategic role of HODECT and also in reviewing the collaboration of the sector's growth trajectory, and without interfering with the product or sub-sector specific activities of the other associations or bodies.
- HODECT has participated in different national and regional meetings/ workshops on enabling the sector to be a key player in the national Kilimo Kwanza programme that is spearheaded by the Ministry of Agriculture. With the support of TAHA and the Ministry of Agriculture the HODECT has designed and published the first National Horticulture Development Strategy that has been endorsed by the government and key stakeholders as part of its future corporate plan. Included in this strategy is the linkage of technical support to horticulture by TAHA, Association of Mango Growers (AMAGRO), and such similar bodies dealing with SPS related agro-products.

General Reporting

- During the project HODECT led a horticulture team to the LDC IV meeting in Istanbul, Turkey seeking to integrate horticulture and tourism value chains in Tanzania (Horticulture and Tourism). In such initiatives HODECT and with support from TAHA has been collaborating in shaping their respective roles in the dissemination of SPS and related standards to the benefit of the agriculture sector. New donor supported projects are now underway to further build on the capacity set-up under the STDF support and also strengthen the services offering of HODECT in the specific area of horticulture.
- HODECT has combined the Tanzania mainland and Zanzibar Islands, agro-industry development agenda and more SPS technical assistance will be delivered via HODECT and related associations. Already by August 2011, HODECT convened and managed a stakeholders' workshop to bring together hoteliers, producers and intermediary organizations towards implementing a new project (*Creating linkages between the Horticulture and Tourism Value Chains*). In this regard SPS and other related agro-linked standards will be addressed and building on the results of the STDF project.

Activities implemented during the reporting period:

- Horticulture/Tourism Workshop in Dar es Salaam (jointly organised by ITC & HODECT) that aimed at creating market linkages between Horticulture Supply chains and the Tourism Industry in Tanzania. This meeting was attended by 64 participants representing Horticulture and Hotels Associations from mainland Tanzania and Zanzibar Islands, Tourist Operators, Horticulture producers, suppliers and transporters and clusters that work directly with horticulture and tourism sectors etc.
- Completion of the Horticulture Developed Strategy document and dissemination of the same to Horticulture Stakeholders. This document was jointly prepared by horticulture stakeholders from the Ministry of Agriculture, Sokoine University of Agriculture, Ministry of Industries and Trade, HODECT, TAHA and was facilitated by Tanzania Cluster Competitiveness Program (TCCP) a project under the Prime Minister's Office-Private Sector Foundation

- Prepared Programs to be implemented by the horticulture stakeholders once the sector members have completed preliminary regional discussions. These programs focus on identifying areas that need government intervention in order to develop the horticulture in the country including but not limited to; Land acquisition/tenure, Limited access to Finance by SME's, Infrastructure challenges etc.
- The study to identify Horticultural potential areas for investment in Tanzania was done and recommendations given to the government and other development partners to support the horticulture industry in the areas of; Infrastructure development, training to SME's, Improve customs services and SPS inspection services, facilitate lease acquisition to investors and improve the costs of doing business in Tanzania including that of land and permit acquisition, and enhance market information service for the small holder growers and local traders.
- HODECT organized an International Workshop on '*Promotion of Production and Consumption of Fruits and Vegetables for Health in Africa*' (PROFAV). This meeting was held for the first time in Sub-Sahara Africa and Tanzania and HODECT in particular, was chosen to organize the meeting that was held from 26th-30th September, 2011. This meeting was attended by 89 participants from 23 Anglophone African Countries.
- HODECT participated in the Regional workshop on 'Carbon Footprint of Products' held in Dar es Salaam, which intended to Identifying and prioritize needs of the future capacity building in the region in relation to:
 - a) Carbon footprint of products and other international environmental standards,
 - b) Setting regional standards of products exported outside the East African Region and
 - c) Define the East African Regional Strategy for the ISO meeting that was to be held in Italy in early 2011.

The above workshop was jointly organised by the Tanzania Bureau of Standards, Swedish Standards Institute (SIS), the East African Community and SIDA. This discussion is ongoing and intends to establish an East African Standard of products for countries trading within the continent as well as observing the new International Standards on exported and imported products.

Activities remaining for next period and beyond:

The project has come to an end and there are no remaining activities of this project as most activities of the project were finalised successfully. HODECT now intends to engage the STDF for technical assistance in Standards related trainings and Capacity building using the wide spectrum of STDF Secretariat facilities. Already ITC have advanced technical support at areas such as product packaging and processing but the SPS and related standards remain to be plugged into the new project which both HODECT and government are planning for 2012. The objective is to now focus on the product level SPS issues and also private standards with a view to enable greater market access for the Tanzanian products. This will focus mainly on SMEs that are already producing foodstuffs and would benefit from accessing hotels and supermarkets in the region.

Other Comments:

- There was a slight delay of disbursement of funds and this delayed completion of the project activities.
- Capacity of HODECT staff still requires further strengthening as qualified personnel are costly and whilst the government is seeking to inject support, this has yet to have impact and therefore HODECT as a young organization still has teething problems, especially retaining qualified personnel.
- Tanzania is a big country with unreliable infrastructure and in order for HODECT to be able to reach horticultural farmers (most of whom live in the rural areas); it requires its own reliable transport lack of which, has to some extent affected quick and timely movements of HODECT functions in more time effective manner.
- Limited working tool (i.e. computers, photocopiers and printers) has forced some resource persons to use their own equipments and this area needs strengthened for better work results in future.

Deliverable / Targets Table (Log-frame)

Item ID	Item Description	Target Finish Date	Actual or Forecast Finish Date	Status: (% Complete)	Comments
1	Contract signed			Complete	
2	Activity 1.	15 th August	31 st August,	100%	The projected has been successfully completed

	The study on identification of horticulture potential areas for investment in Tanzania.	2011	2011		and final report submitted to HODECT.
3	Activity 2. Preparation of the final project report.	30 th August 2011	30 th September 2011	Completed	All project activities were finalised and TAHA facilitated HODECT in ensuring that resources allocated for this particular project are monitored and project activities effectively and timely completed.
4	Project conclusion				31 st August 2011
5	Project external evaluation				Yet to be done

Target. *The following information is not required if a target has been met and the information has been provided in a previous project report. If a target has not been achieved or is likely to be delayed, provide:*

- A) *Likely impact on the project.*
- B) *Reason for delay.*
- C) *Corrective action planned to be taken, if any.*

Item ID	Target Delay Notes.
1	A) B) C)
2	A) B)

	C)
3	A) B) C)

Mid (End)-project financial statement

S/N	ACTIVITY	IMPLEMENTATIO N	PLANNE D BUDGET	EXPENDIT URE	BALANCE
1.	Recruitment of Executive Director		6,000	3,437.50	2,562.50
2.	Office operations				
	Salaries & fringe benefits		55,800	68,560.00	(12,760.00)
	Procurement of equipments, stationeries & sundries		3,000	3,120.00	(120.00)
	Office expenses (courier, mailing)		17,000	18,674.50	(1,674.50)
	Office rent		15,000	15,100.00	(100.00)
	Perdiem		12,000	12,068.75	(68.75)
	Bank charges		1,000	1,005.51	(5.51)
	Communications		900	947.14	(47.14)
3.	HODECT / Select committee meetings	Councillors & Executive meetings to guide the development of the Council and support the National	34,000	37,498.70	(3,498.70)

		Horticulture Development Strategy			
4.	National Stakeholder's Workshop and Annual General Meeting	Networking was effected among stakeholders and sharing of knowledge and experience	35,000	29,210.20	5,789.80
5.	Promotional materials and participation to national and International horticulture meetings and fora	Printing of brochures, flyers and leaflets that were shared with and distributed nationally and internationally	15,000	12,484.00	2,516.00
6.	Value chain analysis study	The study was carried out successfully	24,000	16,499.76	7,500.24
7.	TAHA admin. cost		35,055	35,055.00	0
	Total		253,755	253,661.05	93.95