



KNOWLEDGE
TRANSFER

TANZANIA - Q1

QUARTERLY REPORT

2023 (January - March)



Rainy season





Section 1

NEWS & HIGHLIGHTS



KNOWLEDGE TRANSFER

In this quarter, EWS-KT Tanzania continued showcasing profitable and sustainable farming practices to smallholder vegetable farmers, concentrating on women and youth engagement in vegetable farming.

EWS-KT Director Stuart Morris traveled to Tanzania and visited smallholder farmers in Kahama to gain an overview of the progress of EWS-KT activities in the country.



DIGITAL & OTHER

EWS-KT Tanzania recruited a digital specialist, Elison Melisa, on 1 January 2023.

502 new members joined EWS-KT Tanzania's main Facebook group this quarter.

We shared 115 Facebook posts through our main Facebook group, reaching 11,800 users.



DEMONSTRATION PLOTS

Technical Field Officers (TFOs) managed 31 demo plots of tomato, sweet pepper, cucumber, African eggplant, and onion in this quarter, of which 26 are still going on and 5 are completed.



HIGHLIGHT IMAGES



EWS-KT Director Stuart Morris with the EWS-KT Tanzania team.



EWS-KT Director Stuart Morris visited smallholder farmers in Kahama to gain an overview of the progress of our activities.



HIGHLIGHT IMAGES



Vegetables' nutritional value and economic importance attracted 10 women to a training organized by TFO Helena at Shininga village, and they decided on the spot to start producing nutritious leafy vegetables.



Section 2

DEMONSTRATION PLOTS

Distribution of Crops

Table 1: Demonstration plots managed by key farmers in this quarter.

Sr. No.	Vegetable Crop	No. of Demos	Crop Variety	No. of Demos per Variety	Avg. Land Size (sq. m.)
1	Tomato	26	Imara F1	16	247
			Dhahabu F1	10	237
2	Sweet Pepper	3	Kaveri F1	1	200
			Yolo Wonder	2	250
3	Cucumber	1	Mona Lisa F1	1	250
4	African Eggplant	1	Black Beauty	1	158
	Total	31		31	

Table 1 Notes

During the quarter, farmers continued to grow crops in wider areas across Kahama based on market trends and nutritional information provided by TFOs. In the demo plots, tomato was the most grown crop, with 84% of all demo plots, followed by sweet pepper at 10% and cucumber and African eggplant at 3% each.

Demos Associated with Projects

Table 2: Details of major projects during this quarter. Plots <80 square metres are considered home gardens. Plots >80 square metres are considered semi-commercial.

Project Name	Project Area	Average Land Size (sq. m.)	No. of Demos		
			Ongoing	Completed	Terminated
EWS-KT	Isagenhe	250	3	1	0
	Mwendakulima	222	2	3	0
	Ngogwa	250	4	0	0
	Nyandekwa	225	3	1	0
	Mwendakulima	241	9	0	0
	Zongomela	250	5	0	0
	Total		26	5	0



Demo Profits and Productivity

Table 3: Average demo costs and profits. All results are calculated per 250 square metres.

Crop (Variety)	No. of Demos	No. of Plants	Costs (TSh)	Returns (TSh)	Profits (TSh)	Productivity per Plant (kg)	EWS Reference	
							Productivity per Plant (kg)	Plant Population
Tomato (Imara F1)	18	564	200,165	1,290,106	1,089,941	6.07	2.25 - 3	667
Cucumber (Mona Lisa F1)	10	617	159,396	702,583	543,187	3.84	2 - 3	667
Sweet Pepper (Kaveri F1)	4	495	103,178	467,288	364,110	3.13	1 - 3	667
African Eggplant (Black Beauty)	3	267	69,767	431,433	361,667	7.09	3 - 4	444
Tomato (Dhahabu F1)	2	500	263,400	962,370	698,970	4.64	2.25 - 3	667
Sweet Pepper (Yolo Wonder)	1	500	135,650	576,600	440,950	3.7	1 - 3	667

Table 3 Notes

The 38 demos presented here include those that were established in Quarter 4 of 2022 and were completed in this quarter, as well as those that were established and completed during this quarter. Imara F1 tomato had a 545% return on investment (ROI), followed by African eggplant with a 518% ROI, Kaveri F1 sweet pepper with a 352% ROI, cucumber with a 341% ROI, Dhahabu F1 tomato with a 325% ROI, and Yolo Wonder sweet pepper with a 265% ROI. Results with less than 10 records should be viewed with caution.



Section 2 IMAGES OF DEMO PLOTS



Victor Mswanya, a key farmer in Mwendakulima village, explaining to a neighboring farmer how he has managed to protect his tomatoes against bacterial spots by applying organic mulch.



Government extension officer Mr. Isaya responding to farmers' questions during a farmer Field Day held at our learning site at Kahama.



A farmer Field Day at a tomato demo plot at Bujika village.



Farmers learning by doing, practicing methods of applying organic mulch at Mwime.



John Paul II Secondary School used our learning site as infrastructure for practical training of students.



Section 3

FARMER TRAINING

EWS-KT Tanzania reached 2,813 farmers through trainings at farmer demo plots, village meetings, and farmer Field Days, with 25% of the farmers being female. 89 participants registered to pursue online modules this quarter; 14 have already graduated, and 75 participants are still going on with the course.

Training Sessions

Table 4: Number of farmers trained by region in this quarter.

Project	Demonstration Location		No. of Trainings	Total Farmers	Male	Female	Youth %
	District	Village Tract					
EWS-KT	Ushetu	Shona	2	4	4	0	67%
	Msalala	Segese	3	216	128	88	
	Ilemela	Nyamhongolo	1	18	14	4	
	Uyui	Puge	1	254	188	66	
	Kahama	Kilago	76	1,963	1,521	442	
TOTAL			103	2,455	1,855	600	67%

Table 4 Notes

EWS-KT Tanzania trained 2,455 farmers this quarter, of which 24% were women.

Other Value Chain Highlights

We trained 31 vegetable buyers from Kahama Market in different handling and management techniques that help to reduce post-harvest and transportation losses. Training was based on quality factors for fresh vegetables, storage methods, packaging, and transportation operations.



Field Days

Table 5-1: Field Day location and attendance.

Project	Demonstration Location		No. of Field Days	Total Farmers	Male	Female	Youth %
	District	Village Tract					
EWS-KT	Msalala	Segese	1	142	82	60	65%
	Kahama	Wendele	19	1,179	767	431	
Total			20	1,321	849	491	65%



Section 5

DIGITAL MEDIA

Digital Platform Members or Followers

Table 6: Number of members/followers at the end of each quarter.

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Country Facebook Group (Members)	3,424			
Country Instagram (Followers)	7,685			
WhatsApp Group (Members)	33			

Country Facebook Content and Engagement

Table 7: Content creation and indicators of viewer engagement.

Posts Created	Total Views	Comments	Reactions
115	11,801	130	786

Digital Outreach

Table 8-1: Number of digital platform users, viewers, or views.

Digital Platform	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Country Facebook Group (Viewers)	11,801			
EWS-KT YouTube (Views)	274			
EWS-KT GrowHow (Users)	232			
Country Instagram (Reach)	7,685			

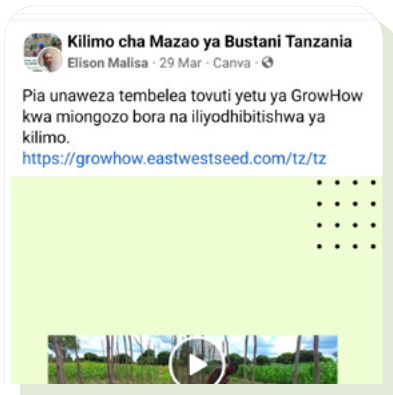
Non-Digital Indirect Outreach

Table 8-2: Outreach through printed guides, radio, and other non-digital means.

Type of Outreach	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Guides Distribution (Sheets)	6,000			
Agro-Input Dealers (Visitors)	45			
Radio (Est. Listeners)	1,000,000			
Radio (Callers)	499			

Top 3 Facebook Posts

Facebook posts with the most engagement.



Video highlighting basic practices to ensure optimum moisture availability during the most critical phase of a tomato crop

Reach

671

Comments

5

Shares

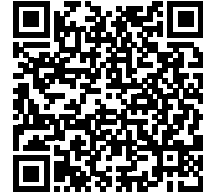
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Likes

23

Reactions

22



VIEW POST



Video of Tanzania Knowledge Transfer Manager Epaphras Milambwe speaking about challenges in the vegetable value chain

Reach

380

Comments

3

Shares

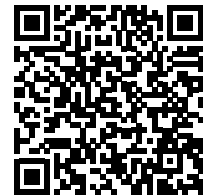
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Likes

20

Reactions

20



VIEW POST



Features of a new tomato variety “Dhahabu F1” launched by East-West Seed Tanzania in 2022

Reach

801

Comments

5

Shares

0

Likes

21

Reactions

21



VIEW POST



Section 6

Fresh Vegetable Market Prices

Table 9: Vegetable price fluctuations during the quarter.

Crop	Vegetable Price Fluctuation from January to March 2023 (Average Price per Kilo, in TSh)											
	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
Tomato	750	700	650	500	350	350	250	250	400	400	700	750
Sweet Pepper	583	583	417	417	417	333	333	417	417	417	583	571
Cucumber	600	600	450	450	300	300	240	240	450	600	750	750
African Eggplant	571	571	714	786	857	857	714	571	357	357	321	214
Onion	545	455	455	318	318	227	250	227	273	273	318	318
Watermelon	250	250	186	188	188	150	150	125	150	150	188	188
Cabbage	100	113	100	88	88	75	63	75	113	113	125	125