



EAST-WEST SEED
FOUNDATION

KNOWLEDGE
TRANSFER

TANZANIA - Q2

QUARTERLY REPORT

2023 (April - June)



Rainy season



Section 1

NEWS & HIGHLIGHTS



KT OFFICE

EWS-KT Tanzania expanded to a new zone of influence, in the Morogoro, Iringa, and Mbeya regions.

The EWS-KT team met in the Kahama district to set up a new work plan for sustainability of EWS-KT projects.

An evaluation of the Arifu mobile SMS program was undertaken to assess the impact of this knowledge sharing system.



DIGITAL & OTHER

The EWS-KT Tanzania Facebook group grew to 6,749 members in this quarter.

EWS-KT Tanzania initiated the translation of the EWS-KT/Nuffic training videos from English to Swahili and shared them with the country Facebook group.



DEMONSTRATION PLOTS

EWS-KT Tanzania expanded the learning farm in the Kahama district with the addition of a home garden, a structure for container seedling production, a composting area, and a pesticide mixing area.



EWS-KT team setting up a new work plan for the sustainability of knowledge transfer projects.



EWS-KT Knowledge Manager Sylvie Desilles and EWS-KT Tanzania staff members with farmers in Kilago village after the farmers filled out a questionnaire during the evaluation of the Arifu mobile SMS program.



HIGHLIGHT IMAGES



Judith Kitivo, USAID Contracting Officer Representative, and Ferdinand Mgaya, Deputy Chief of Party for the Feed the Future (FTF) Tanzania Kilimo Tija project, visited our demo plots in Iringa to access and strengthen areas of collaboration between EWS-KT Tanzania and the Kilimo Tija project.



A Mega Field Day with over 270 farmer participants in Ifakara district.



Section 2

DEMONSTRATION PLOTS

Distribution of Crops

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

Vegetable Crop	No. of Demos	Crop Variety	No. of Demos per Variety	Average Land Size (sq. m.)
Tomato	42	Dhahabu F1	26	337
		Imara F1	16	281
Cucumber	12	Mona Lisa F1	12	262
Sweet Pepper	7	Kaveri	5	400
		Yollo Wonder	2	250
Watermelon	4	Mkombozi F1	4	438
Okra	2	Crimson Spineless	2	250
African Eggplant	2	Black Beauty	2	250
Cabbage	1	Indica F1	1	250
Total	70		70	

Table 1 Notes

Due to its high return on investment (ROI), tomato was the most grown crop, accounting for 60% of all demo plots set up this quarter.

Demos Associated with Projects

Table 2: Details of major projects during this quarter.

Project Name	Project Area	Average Land Size (sq. m.)	No. of Demos		
			Ongoing	Completed	Terminated
EWS-KT	Busoka	250	1	0	0
	Igurusi	500	3	0	0
	Kibaoni	667	2	0	0
	Kilago	236	8	0	0
	Kitwiru	500	3	0	0
	Mhongolo	250	1	0	0
	Michenga	472	7	0	0
	Mondo	250	1	0	0
	Mswiswi	500	1	0	0
	Mwangata	500	1	0	0
	Mwendakulima	250	15	0	0
	Ngogwa	250	4	0	0
	Nyandekwa	244	9	0	0
	Wendele	250	11	0	0
Zongomela	250	3	0	0	
Total			70	0	0

Table 2 Notes

EWS-KT Tanzania expanded the demonstration plot size from 250 square meters to 500 square meters in the Iringa, Mbeya, and Morogoro regions to increase the visual display of different agronomic practices.



Section 2 IMAGES OF DEMO PLOTS



EWS-KT Technical Field Officer Winnie Kessy demonstrating to farmers the best way to prepare raised beds for a tomato crop.



A tomato demo plot at Kilago village.



A key farmer scouting for pests in a cucumber demo plot at Mwendakulima village.



A happy key farmer, Adelina, grading her tomato harvest for sale.



Technical Field Officer Lydia Mkopa conducting practical training at a demo plot.



Practical training of women farmers on seed sowing.



Section 3

FARMER TRAINING

With greater collaboration with government extension officers, EWS-KT Community Farmer Trainers, and agro-input dealers, EWS-KT Tanzania reached 1,504 new farmers, of which 36.7% were female and 48.7% were youth.

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	Kahama	Nyandekwa	82	1,423	1,064	359	49%
	Ifakara	Michenga	24	464	317	147	
	Mbalali	Igurusi	22	231	165	66	
	Iringa Municipal	Mwangata	9	209	100	109	
	Msalala	Busangi	2	27	27	0	
	Ushetu	Sabasabini	2	51	49	2	
	Total		141	2,405	1,722	683	49%

Table 4 Notes

Farmers were trained in production planning, crop and variety selection, seedling nursery raising and management, bed preparation, crop protection, fertilization, trellising, harvesting, and post-harvest handling during training sessions.

Field Days

Table 5.1: Field Day location and attendance.

Project	Demonstration Location		No. of Trainings	Total Farmers	Male	Female	Youth %
	District	Village Tract					
EWS-KT	Kahama	Nyandekwa	16	770	576	194	44%
	Ifakara	Michenga	1	286	185	101	
	Total		17	1,056	761	295	44%

Training of Trainers

Table 5.3: Distribution of stakeholders who are trained as trainers by EWS-KT (including certification programs by EWS-KT and WUR).

Project	Location	Extension Party Trained	Modules or Activity	Total People Trained	Male	Female	Youth %
EWS-KT	Morogoro	Agro-Input Dealers	IPM & Safe Use of Pesticides	15	13	2	71%
	Morogoro	Interns	Good Agronomic Practices	23	13	10	
	Iringa	Agro-Input Dealers	IPM & Safe Use of Pesticides	4	2	2	
	Iringa	Government Extension Officers	Good Agronomic Practices	17	10	7	
	Iringa	Community Farmer Trainers	Good Agronomic Practices	6	4	2	
	Shinyanga	Agro-Input Dealers	IPM & Safe Use of Pesticides	5	4	1	
	Shinyanga	Government Extension Officers	Good Agronomic Practices	3	3	0	
	Shinyanga	Community Farmer Trainers	Good Agronomic Practices	28	27	1	
	Mbeya	Agro-Input Dealers	IPM & Safe Use of Pesticides	10	6	4	
	Mbeya	Government Extension Officers	Good Agronomic Practices	5	2	3	
	Mbeya	Community Farmer Trainers	Good Agronomic Practices	2	2	0	
	Tanzania	Agro-Input Dealers	Agrobusiness (AGRO) Online Certification	10	9	1	
	Tanzania	Trainers	Crop Advisor Trainer (CAT) Online Certification	7	6	1	
	Total			135	101	34	71%

Other Value Chain Highlights

EWS-KT Tanzania trained 135 actors along the horticulture value chain to scale adoption of agronomic technologies and practices. This multipronged approach involved training of trainers—including Community Farmer Trainers, agro-input dealers, and government extension officers—so they can provide accurate information and guidance to vegetable farmers.





Section 4

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	6,749		
Country Instagram (Followers)	7,685	9,424		
WhatsApp Group (Members)	33	30		

Country Facebook Content and Engagement

Table 7: Content creation and indicators of viewer engagement.

Posts Created	Total Views	Comments	Reactions
187	48,649	450	2,313

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	48,649		
EWS-KT YouTube (Views)	274	362		
EWS-KT GrowHow (Users)	232	610		
Country Instagram (Reach)	7,685	8,010		

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
Radio (Est. Listeners)	1,000,000	1,000,000		
Radio (Callers)	499	322		
Guides Distributed (Guides)	6,000	6,000		
Agro-Input Dealers (Visitors)	45	34		

Top 3 Facebook Posts

Facebook posts with the most engagement.



Proper layout of a demonstration plot

Reach
3,090

Comments
29

Shares
9

Likes
1

Reactions
48



VIEW POST



A farmer Field Day in Ifakara district

Reach
2,538

Comments
11

Shares
1

Likes
1

Reactions
58



VIEW POST



Advertisement of a farmer Field Day

Reach
1,648

Comments
16

Shares
0

Likes
0

Reactions
38



VIEW POST

Fresh Vegetable Market Prices

Table 9: Retail vegetable prices during the quarter. This data was collected weekly.

Crop	Vegetable Price Fluctuation, April to June 2023 (Price per Kilo, in Tanzanian Shillings)											
	W13	W14	W15	W16	W17	W18	W19	W20	W21	W22	W23	W24
Tomato	556	639	667	833	778	667	667	667	778	778	833	833
Sweet Pepper	417	417	417	500	500	500	583	583	542	542	583	667
Cucumber	750	750	600	600	600	600	900	900	600	300	300	200
African Eggplant	429	429	429	429	500	500	500	500	571	571	571	571
Onion	1,200	1,800	200	2,500	2,800	3,000	3,000	280	3,000	3,000	3,000	3,000
Watermelon	500	375	313	313	375	250	375	438	375	250	250	250
Cabbage	175	175	200	150	200	75	175	250	200	200	200	200