



EAST-WEST SEED  
FOUNDATION

KNOWLEDGE  
TRANSFER

TANZANIA - Q3

# QUARTERLY REPORT

2023 (July - September)



Dry season

F1

IMARA F1



## Section 1

# NEWS & HIGHLIGHTS



## KNOWLEDGE TRANSFER

This quarter, we hosted 6 tutors and 54 students from Horticulture Research and Training Institute-Tengeru (Horti Tengeru) in Arusha to learn about seed production and distribution. The visit was facilitated by Hanze University of Applied Sciences in the Netherlands through the Northern Highlands Education Programme (NOHIED) project, which involves all Dutch companies based in Tanzania.

We also hosted the ACIDI/VOCA team under the Kilimo Tija Activity. The purpose of the visit was to establish good grounds for collaboration in the field and how we can effectively support smallholder vegetable farmers in increasing productivity, income, and employment opportunities. ACIDI/VOCA is getting grant funds from USAID Feed the Future that enable them to effectively collaborate with different key actors in the value chain.



## DEMONSTRATION PLOTS

This quarter, 86 demo plots were established by key farmers in coordination with Technical Field Officers. 136 trainings were conducted, whereby 12,656 farmers (8,852 men, 3,804 women, 60% youth) were directly trained. 25 farmers' Field Days were conducted, whereby 762 farmers (537 men, 225 women, 58% youth) were directly reached.

The EWS-KT field team focused on (1) business planning for farmers during setting up a new demo plot and (2) including a leafy vegetable for each main demo plot to help cover the cost of the main demo plot and also for the family's consumption.

The learning farm offered improved vegetable production techniques for farmers and other key stakeholders.



## DIGITAL & OTHER

This quarter, digital media/social media platforms played a great role for EWS-KT activities in Tanzania. 51,257 farmers were reached through 190 Facebook posts, and 8,711 farmers were reached through 183 Instagram posts. 2 radio sessions were held each month on important topics for vegetable production, reaching around 1 million radio listeners in Kahama, elsewhere in the Shinyanga region, and in nearby regions such as Geita, Simiyu, and Tabora. The number of followers for the Facebook group has been growing each quarter due to increasing need for vegetable knowledge.

We participated fully in the Nane Nane agricultural exhibition in 7 zones, training farmers for 8 days on improved techniques for vegetable production.

We have developed strong relationships with key stakeholders on the ground, including agro-input suppliers, government extension officers through the Local Government Authorities, ACIDI/VOCA, and FAIR AGRO.



## HIGHLIGHT IMAGES



Students and tutors from Horti Tengeru gather for a learning experience at the EWS-KT office in Moshi under the NOHIED project.



Horti Tengeru staff together with EWS-KT staff after planning how to establish a demo plot at the Horti Tengeru center under the NOHIED project.



EWS-KT hosted the ACIDI/VOCA team under the Kilimo Tija Activity, with the aim of strengthening our collaboration in supporting vegetable farmers in Tanzania.



EWS-KT staff attended the 2023 Africa Food Systems Forum Summit held in Dar es Salaam, Tanzania. This photo shows the Minister of Agriculture Hon. Hussein Mohamed Bashe addressing the summit.



# 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	55	Other	37	297
		Imara F1	18	278
Cucumber	13	Mona Lisa F1	12	262
		Ashley	1	250
Sweet Pepper	5	Kaveri F1	5	350
Watermelon	5	Mkombozi F1	5	250
African Eggplant	2	Other	2	375
Cabbage	2	Indica F1	1	500
		Other	1	200
Okra	2	Cremson Spinless	2	175
Eggplant	1	Black Beauty	1	250
Onion	1	Meru Super	1	1,332
<b>Total</b>	<b>86</b>		<b>86</b>	

### Table 1 Notes

Most farmers chose tomato due to its return on investment. Many vegetable farmers believe a crop like tomato will give better returns since one seed can result into many fruits per plant if well managed.

## 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	Iringa-Kitwiru	916	2	0	0
	Iringa-Kiwere	500	1	0	0
	Mbeya-Chimala	500	3	0	0
	Mbeya-Igurusi	500	1	0	0
	Mbeya-Ilogo	500	1	0	0
	Morogoro-Michenga	469	6	2	0
	Shinyanga-Busoka	250	1	3	0
	Shinyanga-Kagongwa	250	1	0	0
	Shinyanga-Kilago	221	2	7	0
	Shinyanga-Mhongolo	250	0	1	0
	Shinyanga-Mondo	250	1	0	0
	Shinyanga-Mwendakulima	250	7	11	0
	Shinyanga-Ngogwa	250	1	3	0
	Shinyanga-Nyandekwa	242	1	5	0
	Shinyanga-Nyasubi	250	1	0	0
	Shinyanga-Wendele	250	6	1	0
	Shinyanga-Wendele A	250	8	6	0
Shinyanga-Zongomela	250	3	1	0	
<b>Total</b>			<b>46</b>	<b>40</b>	<b>0</b>

### Table 2 Notes

Demos are established at different intervals or periods during each quarter due to site or key farmer availability. This may result in ongoing demos at the end of the quarter. Also, some crop varieties stay longer in the field, especially when managed well and when the weather is favorable. Most of the ongoing demos will be completed early at the start of the next quarter.



## Section 2 DEMONSTRATION PLOTS

### Demo Profits and Productivity

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

Crop (Variety)	No. of Demos	No. of Plants	Costs (TZS)	Returns (TZS)	Profits (TZS)	Productivity per Plant (kg)	EWS Reference	
							Productivity per Plant (kg)	Plant Population
Cucumber (Mona Lisa F1)	12	576	226,903	943,758	716,855	4.95	2 - 3	667
Tomato (Imara F1)	12	592	274,901	1,482,004	1,207,103	6.42	2.25 - 3	667
Tomato (Other)	9	564	281,179	1,723,346	1,442,167	6.94	2.25 - 3	667
Watermelon (Mkombozi F1)	5	598	174,657	1,034,600	859,944	5.71	4 - 5	182

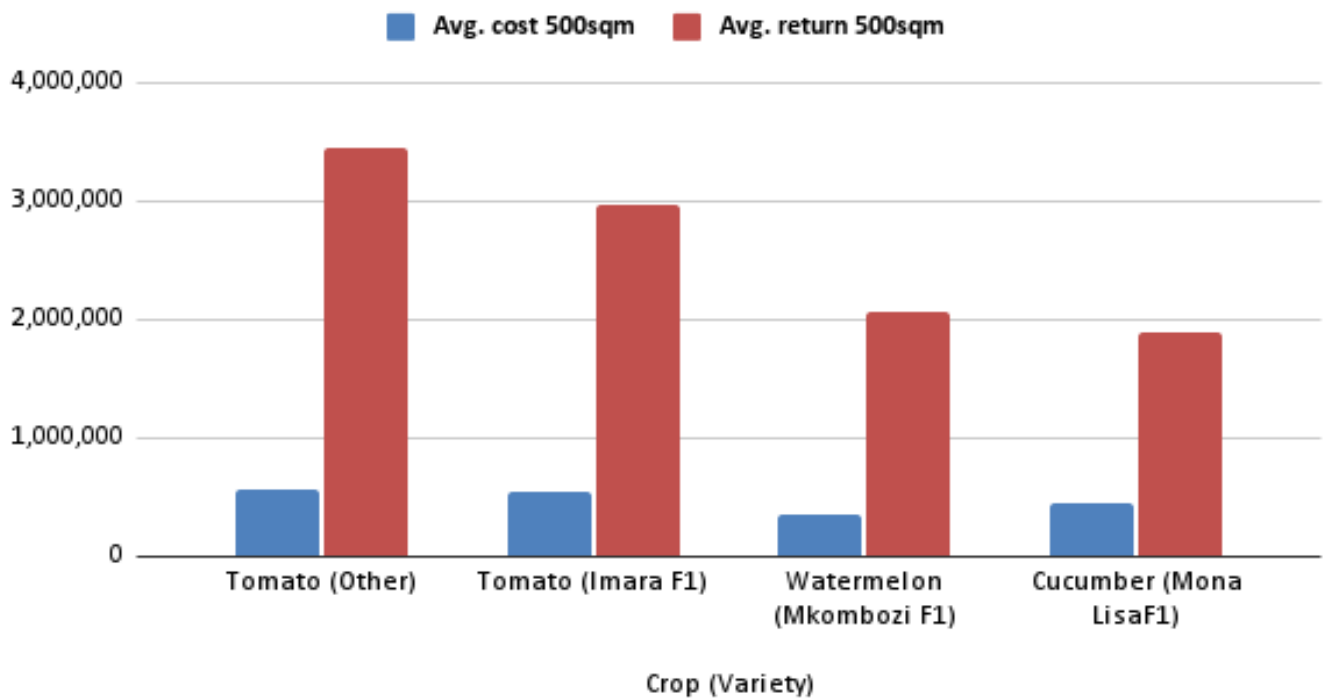
### Table 3 Notes

With proper vegetable production knowledge from EWS-KT staff, farmers are able to reduce the cost of production by investing in the right resources, which in turn results in higher profits.



## Section 2 IMAGES OF DEMO PLOTS

### Demo Cost and Returns (Per 500 SQM)



This chart shows the average return on investment for completed demos in the quarter.



A well-trellised tomato demo in Kahama. EWS-KT exposes farmers to improved techniques for vegetable production, including proper trellising for crops such as tomato and cucumber, raised beds, hybrid seeds, proper field layout, organic mulching, and other general crop management techniques.



## Section 2 IMAGES OF DEMO PLOTS



Healthy seedlings at a demo plot. EWS-KT shows farmers how to raise healthy seedlings for a healthy and high-yielding crop. A core group of around 20 farmers has the opportunity to learn best practice from each key farmer's demo plot.



Organic mulch on a demo plot. EWS-KT staff expose farmers to how (and why) to conserve soil moisture using locally available organic mulches. Organic mulches also play an important role in suppressing weeds, protecting fruits from contamination from the soil, conserving the soil from erosion, and adding nutrients to the soil.



## Section 2 IMAGES OF DEMO PLOTS



Leafy vegetables at a demo plot. Leafy vegetables are becoming an important component of our demos in all EWS-KT areas. When we set up a demo plot for a fruiting crop like tomato, eggplant, cucumber, or watermelon, we also include a leafy vegetable for several reasons: (1) leafy vegetables take a short period to mature (14 to 21 days), so they can generate an income that can support the main crop like tomato that matures in 3 months; (2) leafy vegetables are a nutritious food for home consumption, and farmers can easily sell the surplus to get quick income for family expenses; and (3) leafy vegetables are a preferred crop for women farmers since they are easy to manage with less cost.




**Section 3**

# FARMER TRAINING

The core objective for EWS-KT is to train farmers through demo plots established in the key farmers' fields. Farmers receive direct theoretical and practical training in the field, as well as indirect training through social media platforms and, in some cases, radio. This quarter, 12,656 farmers were directly trained (70% men and 30% women), and youth constituted 60% of the total trained farmers. Topic areas covered included production planning, seedling raising, fertilizers and fertilization, crop protection, good agronomic practices for vegetable production, and harvest and post-harvest practices. We also trained farmers during 8-day agricultural exhibitions organized by the government in different regional zones.

## 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	Arusha DC	Njiro	3	1,443	904	539	75%
	Bariadi	Nyakabindi	3	594	425	169	57%
	Dodoma City	Nzuguni	1	706	491	215	66%
	Ifakara	Mbassa	2	260	168	92	78%
	Ifakara	Michenga	10	648	434	214	71%
	Ilemela	Nyamhongolo	4	1,576	1,161	415	49%
	Iringa Municipal	Kitwiru	4	336	176	160	55%
	Iringa Municipal	Kiwere	4	233	149	84	21%
	Iringa Municipal	Tanangozi	4	88	43	45	24%
	Kahama	Busoka	2	53	27	26	79%
	Kahama	Kagongwa	1	8	2	6	88%
	Kahama	Kilago	8	129	81	48	71%
	Kahama	Mhongolo	1	41	37	4	68%
	Kahama	Mondo	7	140	88	52	37%
	Kahama	Mwendakulima	16	355	258	97	63%
	Kahama	Ngogwa	5	151	109	42	79%
	Kahama	Nyandekwa	1	13	11	2	77%
	Kahama	Nyasubi	3	29	22	7	59%
	Kahama	Wendele	12	696	507	189	70%
	Kahama	Zongomela	4	91	78	13	54%
	Mbarali	Chimala	6	140	110	30	63%
	Mbarali	Igurusi	6	64	53	11	47%
	Mbarali	Ilogo	2	184	149	35	64%
	Mbarali	Mswiswi	6	67	49	18	70%
	Mbeya Town	Isyesye	6	2,017	1,503	514	49%
	Morogoro Municipal	Tungi	8	1,590	1,093	497	66%
	Msalala	Busangi	2	74	43	31	77%
	Msalala	Ntobo	1	269	200	69	62%
	Tabora Municipal	Ipuli	2	122	91	31	31%
	Tabora Municipal	Kakola	1	282	198	84	57%
	Temeke	Temeke	1	257	192	65	61%
	<b>TOTAL</b>			<b>136</b>	<b>12,656</b>	<b>8,852</b>	<b>3,804</b>

### Table 4 Notes

The average number of farmers per training was 93. There is a need to prioritize strategies to increase the percentage of women engaged in training sessions to 50% next year.

## 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	Ifakara	Kibaoni	1	50	50	0	72%
	Ifakara	Mbassa	1	6	6	0	67%
	Ifakara	Michenga	4	96	65	31	66%
	Iringa Municipal	Mwangata	4	136	55	81	24%
	Kahama	Nyandekwa	11	215	164	51	69%
	Mbarali	Igurusi	4	259	197	62	60%
<b>Total</b>			<b>25</b>	<b>762</b>	<b>537</b>	<b>225</b>	<b>58%</b>

## Training of Trainers

Table 5-3: Distribution of stakeholders who are trained as trainers by EWS-KT.

Project	Location	Extension Party Trained	Modules or Activity	Total People Trained	Male	Female	Youth %
EWS-KT	Kahama	Community-Based Trainers / Community Farmer Trainers	Production planning and seed selection, practical crop management practices (field layout, proper raised beds, trellising, proper fertilizer application, proper spraying techniques, farm records, site selection, field problem diagnosis)	41	39	2	60%
	Tengeru-Arusha	Tutors from Horticulture Research and Training Institute-Tengeru	Seed production, seed quality, seed packaging, seed distribution, compliances	6	5	1	83%
<b>Total</b>				<b>47</b>	<b>44</b>	<b>3</b>	

## Training of Other Stakeholders

Table 5-4: Distribution of additional stakeholders trained by EWS-KT. This includes online certification programs by EWS-KT.

Project	Location	Party Trained	Modules or Activity	Total People Trained	Male	Female	Youth %
EWS-KT	Tengeru-Arusha	College Students	Production planning, seed production and distribution, general crop management, fertilization, crop protection	54	33	21	100%
	Online	Agro-Input Dealers, Other Sector Professionals	Crop Advisor Trainer, Vegetable Production Beginner, and Agrobusiness certification	9	7	2	100%
<b>Total</b>				<b>63</b>	<b>40</b>	<b>23</b>	<b>100%</b>

## Advice at Agro-Input Dealer Shops

Table 5-5: Advice provided at agro-input dealer shops by EWS-KT Technical Field Officers (TFOs) or supervised agro-input dealers.

Project	Location	Trainer	Party Trained	Modules or Activity	Total People Trained	Male	Female	Youth %
EWS-KT	Kahama, Ushetu, Msalala, Ifakara, Iringa, Mbalari	Agro-Input Dealers	Farmers	Seed selection, production planning, pesticide application, fertilizer application	2,300	1,840	460	65%
<b>Total</b>					<b>2,300</b>	<b>1,840</b>	<b>460</b>	<b>65%</b>

## Other Value Chain Highlights

EWS-KT creates opportunities for entrepreneurial farmers to engage in income-generating activities such as healthy seedling production, catalyzing market opportunities for the vegetable sector and seed business. This quarter, we worked with 7 seedling producers in the southern highlands. Seedling producers make it possible for other farmers to get the exact number of healthy seedlings they want without the risk of losing some seedlings when they raise seedlings themselves without sufficient knowledge.

We have also been successful in collaborating with like-minded partners to offer solutions to farmers in irrigation and soil health. In collaboration with FAIR AGRO, which deals with affordable irrigation, we set up a learning farm in Iringa at the FAIR AGRO farm. The learning farm will offer different solutions to farmers on improved techniques for vegetable production.





## 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	8,089	
Country Instagram (Followers)	7,685	9,424	8,711	
WhatsApp Group (Members)	33	30	35	

## Country Facebook Content and Engagement

Table 7: Content creation and indicators of viewer engagement.

Posts Created	Total Views	Comments	Reactions
190	51,257	267	1,872

## 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	51,257	
EWS-KT YouTube (Views)	274	362	423	
EWS-KT GrowHow (Users)	232	610	280	
Country Instagram (Reach)	7,685	8,010	8,711	

## 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	1,000,000	
Radio (Callers)	499	322	250	
Guides Distributed (Guides)	6,000	6,000	6,500	
Agro-Input Dealers (Visitors)	45	34	77	

## Top 3 Facebook Posts

Facebook posts with the most engagement.



EWS-KT tomato farmer Mr. Sena from Sengerema who grows East-West Seed Dhahabu F1 tomatoes

**Reach**  
16,725

**Comments**  
7

**Shares**  
6

**Likes**  
36

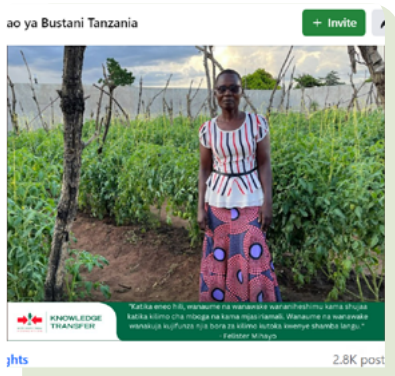
**Photo views**  
976

**Other clicks**  
7

**Reactions**  
1032



VIEW POST



The post talks about a dedicated vegetable woman farmer from Kahama

**Reach**  
2,835

**Comments**  
0

**Shares**  
0

**Likes**  
35

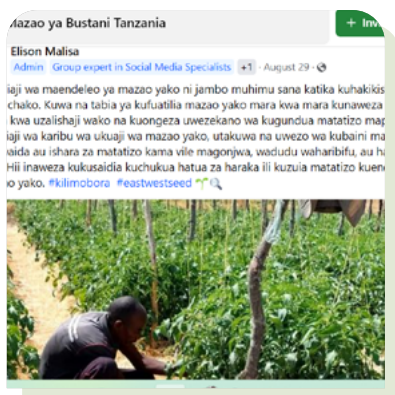
**Photo views**  
67

**Other clicks**  
0

**Reactions**  
102



VIEW POST



The post talks about effective field supervision for better performance

**Reach**  
2,800

**Comments**  
4

**Shares**  
7

**Likes**  
26

**Photo views**  
164

**Other clicks**  
1

**Reactions**  
202



VIEW POST

