



EAST-WEST SEED  
FOUNDATION

KNOWLEDGE  
TRANSFER

TANZANIA - Q4

# QUARTERLY REPORT

2023 (October - December)



Dry Season



## Section 1

# NEWS & HIGHLIGHTS



## KNOWLEDGE TRANSFER

EWS-KT Tanzania held a Kahama Stakeholders Meeting aimed at planning the exit of EWS-KT from the area. The meeting involved various agricultural partners in Kahama and assured stakeholders of ongoing support from EWS-KT even after our departure. We provided a phone book of agricultural stakeholders and a booklet containing all the crop and technical guides from the Arifu SMS pilot project.

EWS-KT Technical Research Lead Piyawan Phuphong visited to implement action research and learning site systems.

ELICO Foundation set up a solar-powered irrigation system at the new EWS-KT learning farm to educate farmers on the use of solar power for irrigation, while also enabling irrigation for the learning site.

EWS-KT attended the year-end meeting with the East-West Seed commercial team. The meeting assessed joint activities and explored ways to enhance our partnership.



## DIGITAL & OTHER

Digital media/social media platforms continued to play a big role in EWS-KT outreach in Tanzania. 30,823 farmers were reached through 243 Facebook posts, and 8,972 farmers were reached through 810 Instagram posts. 5 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 have developed strong relationships with key stakeholders on the ground, including agro-input suppliers, government extension officers through the Local Government Authorities, ACIDI/VOCA, FAIR AGRO, Enlighten Development Organization (EDO), ELICO Foundation, and EnviBright.



## DEMONSTRATION PLOTS

This quarter, 58 demo plots were established or maintained by key farmers in coordination with Technical Field Officers. 79 trainings were conducted, whereby 1,527 farmers (1,032 men, 495 women, 74% youth) were directly trained. 14 farmers' Field Days were conducted, whereby 820 farmers (509 men, 311 women, 71% youth) were directly reached.

The EWS-KT field team focused on Good Agricultural Practices (GAP) in all established demo plots, while linking farmers with different stakeholders in the horticulture value chain. We do this with the aim of enabling small-scale farmers to produce high-quality crops in abundance and obtain quality inputs from the right sources.

The EWS-KT field team encourages key farmers to grow leafy vegetables beside the main demo plot; the leafy vegetables can help cover the costs of the main demo plot if they are sold, and they can also be used for home consumption.

EWS-KT Tanzania established a learning farm in Iringa in November 2023, with the aim to ultimately train about 2,000 horticulture value chain stakeholders in different agricultural techniques.



## HIGHLIGHT IMAGES



The Kahama Stakeholders Meeting for planning the sustainability of EWS-KT activities after exit.



The Kahama Stakeholders Meeting also involved the East-West Seed commercial team.



The year-end meeting with EWS-KT and East-West Seed.



Piyawan Phuphong, EWS-KT Technical Research Lead, at the learning site to implement action research and learning site systems.



# 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	29	Other	20	375
		Imara F1	9	250
Sweet Pepper	16	Kaveri F1	14	370
		Yolo Wonder	2	375
African Eggplant	5	Other	5	350
Cabbage	2	Other	2	250
Cucumber	2	Greengo F1	2	250
Okra	2	Clemson Spineless	2	175
Eggplant	1	Black Beauty	1	250
Watermelon	1	Mkombozi F1	1	250
<b>Total</b>	<b>58</b>		<b>58</b>	

### Table 1 Notes

Tomatoes are used in almost all dishes in the community, which leads to high demand and thus a good return on investment; this makes tomato a popular crop for farmers, accounting for 50% of the demo crops 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	Ifakara	327	10	3	0
	Kahama	242	5	22	0
	Mbarali	472	8	10	0
<b>Total</b>			<b>23</b>	<b>35</b>	<b>0</b>

### Table 2 Notes

The different uses of agricultural land have led to demo plots being established at different periods or intervals this quarter. Ongoing demo plots will be completed early in the next quarter.

## 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)	Productivity per Plant (kg)	Plant Population
Tomato (Imara F1 & Other)	19	584	287,673	1,199,570	911,897	6.48	2.25 - 3	667
Sweet Pepper (Kaveri F1 & Yolo Wonder)	10	620	207,801	841,903	634,102	3.63	1 - 2	667

### Table 3 Notes

Demo farmers have been able to reduce production costs, resulting in higher profits.



## Section 2 IMAGES OF DEMO PLOTS



EWS-KT Technical Field Officer training farmers in horticultural practices.



Technical Field Officer training farmers on proper use and disposal of agro-chemicals.



Demo plot with good agronomic practices recommended by EWS-KT.



EWS-KT Tanzania incorporates border crops as a pest control measure under integrated pest management (IPM).



To ensure effective farm operations, the government extension officer takes the lead in imparting EWS-KT technologies to farmers.



While we continue to focus on educating smallholder farmers, commercial farmers have also shown a need for support. To increase the visibility of our work, we have reached out to them as well.



## Section 3

# FARMER TRAINING

## 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	Gairo	Gairo	5	202	125	77	79%
	Ifakara	Kibaoni	1	1	1	0	0%
	Ifakara	Lipangalala	2	2	0	2	100%
	Ifakara	Mbassa	4	4	2	2	50%
	Ifakara	Michenga	3	30	16	14	47%
	Iringa Municipal	Isakalilo	2	5	2	3	100%
	Iringa Municipal	Kitwiru	2	7	6	1	29%
	Iringa Municipal	Kiwere	2	7	5	2	29%
	Iringa Municipal	Mwangata	1	2	2	0	50%
	Kahama	Busoka	3	61	33	28	64%
	Kahama	Kilago	5	74	56	18	53%
	Kahama	Mondo	1	14	8	6	50%
	Kahama	Mwendakulima	5	46	42	4	59%
	Kahama	Ngogwa	9	296	186	110	80%
	Kahama	Nyandekwa	5	72	58	14	69%
	Kahama	Wendele	10	341	229	112	76%
	Kahama	Zongomela	3	61	46	15	75%
	Mbarali	Chimala	4	61	37	24	62%
	Mbarali	Igurusi	6	54	45	9	69%
	Mbarali	Inyala	2	123	79	44	100%
Mbarali	Itambo	1	10	10	0	80%	
Mbarali	Mswiswi	3	54	44	10	57%	
<b>Total</b>			<b>101</b>	<b>1,937</b>	<b>953</b>	<b>984</b>	<b>41%</b>

### Table 4 Notes

This quarter, the percentage of women and youth at trainings increased compared to Q3, and the field teams continue to make efforts to engage more women.

## Field Days

Table 5-1: Field Day location and attendance.

Project Name	Demonstration Location		No. of Field Days	Total Farmers	Male	Female	Youth %
	District	Village Tract					
EWS-KT	Ifakara	Kibaoni	1	110	65	45	75%
	Ifakara	Michenga	2	104	57	47	80%
	Kahama	Kilago	2	96	59	37	71%
	Kahama	Mondo	1	11	6	5	45%
	Kahama	Mwendakulima	4	146	95	51	64%
	Kahama	Ngogwa	2	209	130	79	71%
	Kahama	Nyandekwa	1	45	31	14	82%
	Kahama	Zongomela	1	99	66	33	64%
<b>Total</b>			<b>14</b>	<b>820</b>	<b>509</b>	<b>311</b>	<b>71%</b>

## Third-Party Trainings

Table 5-2: Trainings provided by a third party trained by EWS-KT. Third-party trainers can range from key farmers to agro-input dealers to government officials.

Project	Location	Third-Party Trainer	Party Trained	Modules or Activity	Total People Trained	Male	Female	Youth %
EWS-KT	Iringa	Government Extension Officers/ Community Field Trainers/ Agro-Input Dealers	Farmers	Site selection, seed selection, Good Agronomic Practices, IPM, harvest and postharvest handling	120	50	70	42%
	Kahama	Government Extension Officers/ Community Field Trainers/ Agro-Input Dealers	Farmers	Site selection, seed selection, Good Agronomic Practices, IPM, harvest and postharvest handling	47	31	16	85%
	Nyandekwa/ Kilago	Government Extension Officers/ Community Field Trainers/ Agro-Input Dealers	Farmers	Site selection, seed selection, Good Agronomic Practices, IPM, harvest and postharvest handling	175	125	50	47%
	Ifakara	Government Extension Officers/ Community Field Trainers/ Agro-Input Dealers	Farmers	Site selection, seed selection, Good Agronomic Practices, IPM, harvest and postharvest handling	165	95	70	53%
	Mbarali	Government Extension Officers/ Community Field Trainers/ Agro-Input Dealers	Farmers/ Agriculture Students	Site selection, farm layout, seed selection, Good Agronomic Practices, IPM, harvest and postharvest handling	798	525	273	57%
	Mwendakulima /Mondo/ Kagongwa	Government Extension Officers/ Community Field Trainers/ Agro-Input Dealers	Farmers	Site selection, farm layout, seed selection, Good Agronomic Practices, IPM, harvest and postharvest handling	90	71	19	73%
<b>Total</b>					<b>1,395</b>	<b>897</b>	<b>498</b>	<b>56%</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	Iringa	Government Extension Officers/ Community Field Trainers/ Agro-Input Dealers	Production planning, seed selection, pesticide application, fertilizer application, pest and disease identification	12	5	7	30%
	Kahama	Government Extension Officers/ Community Field Trainers/ Agro-Input Dealers	Production planning, seed selection, pesticide application, fertilizer application, pest and disease identification	13	10	3	55%
	Nyandekwa/ Kilago	Government Extension Officers/ Community Field Trainers/ Agro-Input Dealers	Production planning, seed selection, pesticide application, fertilizer application, pest and disease identification	14	11	3	93%
	Ifakara	Government Extension Officers/ Community Field Trainers/ Agro-Input Dealers	Production planning, seed selection, pesticide application, fertilizer application, pest and disease identification	22	14	8	63%
	Mbarali	Government Extension Officers/ Community Field Trainers/ Agro-Input Dealers	Production planning, seed selection, pesticide application, fertilizer application, pest and disease identification	20	13	7	90%
	Mwendakulima /Mondo/ Kagongwa	Government Extension Officers/ Community Field Trainers/ Agro-Input Dealers	Production planning, seed selection, pesticide application, fertilizer application, pest and disease identification	17	14	3	83%
<b>Total</b>				<b>98</b>	<b>67</b>	<b>31</b>	<b>69%</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	Online	Farmers, Government Officials, Agriculture College and University, Agro-Input Dealers	Crop Advisor Trainer (CAT), Vegetable Production Beginner (VPB), and Agrobusiness certification	18	16	2	94%
<b>Total</b>				<b>18</b>	<b>16</b>	<b>2</b>	<b>94%</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	Iringa	EWS-KT TFO	Farmers	Seed selection, identification of chemical ingredients, proper fertilizer application, pest and disease identification, pest control measures, proper chemical handling and storage, proper use of chemicals and safety	5	2	3	100%
	Kahama	EWS-KT TFO	Farmers	Seed selection, identification of chemical ingredients, proper fertilizer application, pest and disease identification, pest control measures, proper chemical handling and storage, proper use of chemicals and safety	11	9	2	90%
	Nyandekwa/ Kilago	EWS-KT TFO	Farmers	Seed selection, identification of chemical ingredients, proper fertilizer application, pest and disease identification, pest control measures, proper chemical handling and storage, proper use of chemicals and safety	4	2	2	100%
	Ifakara	EWS-KT TFO	Farmers	Seed selection, identification of chemical ingredients, proper fertilizer application, pest and disease identification, pest control measures, proper chemical handling and storage, proper use of chemicals and safety	9	7	2	78%
	Mbarali	EWS-KT TFO	Farmers	Seed selection, identification of chemical ingredients, proper fertilizer application, pest and disease identification, pest control measures, proper chemical handling and storage, proper use of chemicals and safety	11	9	2	70%
	Mwendakulima /Mondo/ Kagongwa	EWS-KT TFO	Farmers	Seed selection, identification of chemical ingredients, proper fertilizer application, pest and disease identification, pest control measures, proper chemical handling and storage, proper use of chemicals and safety	4	2	2	60%
<b>Total</b>					<b>44</b>	<b>31</b>	<b>11</b>	<b>83%</b>



## Other Value Chain Highlights

EWS-KT continues to identify like-minded partners engaged with youth and women, ensuring that they receive quality agricultural education through our activities. In this quarter, we collaborated with partners such as Enlighten Development Organization (EDO), ELICO Foundation, EnviBright, seedling raisers, agro-input dealers, FAIR AGRO, ACDI/VOCA, and local government authorities (government extension officers, community health workers, and community development officers).




**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	9,259
Country Instagram (Followers)	7,685	9,424	8,711	8,935
WhatsApp Group (Members)	33	30	35	37

## Country Facebook Content and Engagement

Table 7: Content creation and indicators of viewer engagement.

Posts Created	Total Views	Comments	Reactions
243	30,823	116	763

## 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	30,823
EWS-KT YouTube (Views)	274	362	423	571
EWS-KT GrowHow (Users)	232	610	280	241
Country Instagram (Reach)	7,685	8,010	8,711	8,972

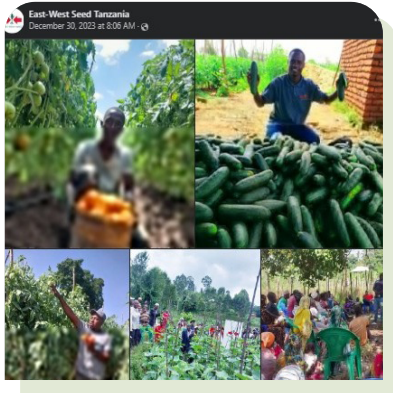
## Non-Digital Indirect Outreach

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	1,000,000
Radio (Callers)	499	322	250	200
Guides Distributed (Guides)	6,000	6,000	6,500	6,700
Agro-Input Dealers (Visitors)	45	34	77	85

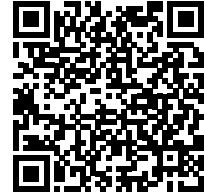
## Top 3 Facebook Posts

Facebook posts with the most engagement.



End-of-year message

<b>Reach</b>	<b>Photo view</b>
2,038	82
<b>Comments</b>	<b>Other clicks</b>
4	-
<b>Shares</b>	<b>Reactions</b>
1	103
<b>Likes</b>	
19	



VIEW POST



Post about 3 young men who have started an onion farm

<b>Reach</b>	<b>Photo view</b>
1,646	108
<b>Comments</b>	<b>Other clicks</b>
4	-
<b>Shares</b>	<b>Reactions</b>
-	134
<b>Likes</b>	
21	



VIEW POST



Thank-you post to our farmers

<b>Reach</b>	<b>Photo view</b>
1,505	44
<b>Comments</b>	<b>Other clicks</b>
9	4
<b>Shares</b>	<b>Reactions</b>
2	86
<b>Likes</b>	
25	



VIEW POST

