



# Horticulture Transformation for Inclusive Growth.

Connecting youth and women to sustainable agriculture.

## KEY INFORMATION

**Sector:** Agriculture Transformation

**Lead Partner:** Ministry of Agriculture, IRDP, AFD, The embassy of Sweden in Tanzania, EU, and TADB

**Implementing Partners:** TAHA, SUGECO and BRAC International

**Budget:** USD 4 Million

**Duration:** 2022 – 2025

## BACKGROUND

Horticulture Transformation for Inclusive Growth (HOTIGRO) is a five-year project which will be implemented by UNDP for the purpose of transforming the horticulture industry in Tanzania. The program seeks to address the challenges of the industry around production, input provision, access to finance, extension services, marketing, policy environment, product quality and supporting infrastructure. These challenges will be addressed by unlocking the potential of the industry through supporting sustainable and transformative activities. This will subsequently lead to the sustainable growth of the horticulture industry.

## PROJECT DETAILS

HOTIGRO project builds on the success of a pilot project, “Connecting Youth and Women to Sustainable Agriculture” which was implemented in six districts in Kilimanjaro, Arusha and Lake Zone with great impact. It focused on improving productivity through technology and innovation drive, facilitating improvement of business enabling environment, facilitating access to markets to increase farmers’ revenues, gender, and nutrition. The project successfully engaged over 1,300 farmers mostly youth and women through the key strategic pillars and has set a verifiable basis and approach for helping youth and women to realize the untapped potential in horticulture.



Mwajabu Juma, a beneficiary of horticulture training in Kilimanjaro.

The pilot identified successful initiatives for scaling up. These were (1) rehabilitation, construction, and operationalization of market structures, (2) a global certification program to facilitate small farmers to meet global standards, (3) access to finance, (4) technology development and cluster model, such as drip irrigation and a demo farm.

### ● Key interventions

The project interventions are structured in four broad thematic areas:

1. Improve production and marketing systems
2. Strengthen R&D, Technology, and Innovation
3. Promote nutrition and gender
4. Enhancing business enabling environment

### Special features of the project

#### 1. Result oriented design:

- Focus on stakeholder engagement and knowledge management.
- Stakeholder engagement for developing buy-in and ownership of the project. It will also help to build collaborative partnerships and new relationships that generate value.
- Knowledge Management (KM) is an integral part of the HOTIGRO project.
- The project makes a deliberate effort to identify and support services which are commercially sustainable. This will ensure that recipients, (including SMEs) receive a particular service long after the withdrawal of project support in the value chain.

#### 2. Inclusivity

- The project will use the “Cluster Model” to facilitate the linkage of a critical mass of actors to the domestic, regional and international markets. This model is a vehicle for developing industrial value chains.

#### 3. Innovation

- Innovation is key to achieve rapid transformation of Tanzania Horticulture Sector
- Several successful innovations will be brought to the fore.

## EXPECTED RESULTS

- Improve production and marketing systems through the increased application of GAP, by applying best practices for pre-and post-harvest, increasing linkages between small holder farmers to large commercial entities, increasing digital marketing and ensuring a critical mass of off takers are participating in value-chain activities.
- Strengthen R&D, Technology, and Innovation by identifying and documenting key innovations and specific horticultural products for the pilot processing scheme.
- Nutrition and gender are promoted through production and consumption.
- The business enabling environment is enhanced through policy reforms to promote the horticulture sector.

## BENEFICIARIES

Youth and Women farmers.

## PARTNERS



## CONTACTS

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