



CRAFT

Sai Energy and Logistic Services Limited: Indulgence in climate-smart farming to avert extreme climate

[Improving Potato productivity using Climate-smart Agriculture and technologies]



Round Potato in Tanzania

The Round Potato (*Solanum tuberosum*) as an enterprise is promising for farmers with experts estimating higher yields and incomes. Partly this is attributed to the opportunities potatoes provide for value addition. Its products such as crisp snacks can be packaged and sold in markets across East Africa. However, potato yields, remain relatively low, yet farmers can substantially produce much higher quantities if they adapted CSA technologies and practices. Farmers are not only limited by capacity, low availability, and use of the quality seed, limited knowledge of good agricultural practices. Shifting climate systems also restrict potato profitability.

SAIEL a CRAFT Business Champion will promote increased productivity of Irish potato through encouraging climate-smart production practices and technologies.

CRAFT, also Climate Resilient Agribusiness for Tomorrow, is a project committed to capacitating Agro-based Small and Medium Scale Enterprises (SMEs) to ably support smallholder farmers develop key crop value chains that can survive the impact of extreme climate now and in the future.

About Sai Energy and Logistic Services Limited (SAIEL)

SAIEL is a Ware Potato and horticultural products' processing company located in Kibwabwa industrial

area—Iringa region. With an in-house bakery, the company also produces bread, biscuits, cookies, and cakes. Its dedicated team of 31 employees has assisted the company, grow as a main processor of quality potato products in southern Tanzania. SAIEL's agro-processing division, which is about 70% of the business, processes crisps, potato sticks, and fries.

In addition, SAIEL works with 2,108 smallholder farmers as out-growers in Iringa, Kilolo, and Mufindi districts. To meet its annual targets, SAIEL provides farmers with extension support, access to certified seed varieties, and facilitates 20 aggregation centers. For more on SAIEL's products: <https://tosti.co.tz/>

Climate Smartness

For climate smartness, SAIEL is providing extension farming support to its targeted farmers through climate-smart agricultural practices. In addition, the company gives all farmers certified climate-resilient seed varieties and other climate-smart services. The improved potato seeds such as Sasamua, Obama, and CIP are high-yielding, and disease tolerant. Furthermore, the company incorporates soil testing and liming support to farmers, where the land has acidic soils to modify the soil pH level and unlock nutrient uptake for the best growth. While on weather, it trains farmers on information and usage.

Targets

Smallholder Farmers	Producer groups	Value-chain Actors	Yield
3,800 	33 	7; Aggregators, Extension providers, Input suppliers, Financial service providers 	16,000 MT (Metric tons per year) 

Target market segments and consumers

Observing that most of SAIEL's potato market and other products are centred in Iringa, Mbeya, Dodoma, Zanzibar, and Dar es Salaam; the company is mobilizing different vendor categories to increase the collective purchases and agreeing on regular delivery. To effectively reach its clientele, SAIEL is categorizing its market into two segments.

Market segment One: is the potato crisps which is the main product of the factory. The crisps are sold by local stockists, mini supermarkets, and youths on side roads or at bus stations. However, the company plans to streamline and structured the roadside market to reach more consumers.

Market segment two: is the small chips vendors

(chips and mayai vendors) who constitute about 65% of the ware Potato consumption, followed by hotels and restaurants in Iringa and Dodoma. Also, SAIEL sees an opportunity in chips vendors around universities as they consume a lot of ware potatoes also.

Then seeing that chips mayai vendors make losses in peeling (between 23% and 28%), SAIEL is investing in peeling services and technology to enhance the company's sales volumes. The equipment ensures the company meets its required standards while minimizing the peeling losses for customers.

Partners

Under the CRAFT project, SAIEL's key partners include Bayer crop Science, Yara fertilizer company, Silverland for production, Tanzania Meteorological Agency, DTB, ARI Uyole, and Dodoma cement.

Key Objectives and Outcomes

Enhance the capacity of 3,800 smallholder farmers to improve potato output by 15% through climate-smart agronomy, linkages to input suppliers, and mechanized farming by 2022.	3,800 SHF contracted and capacity build to adopt CSA practices. 1) Mobilize and engage farmers on scheduled contract farming agreements. 2) Facilitate and mentor leadership, business management skills, marketing, and financial inclusion. 3) Facilitate and Link farmers to Input and mechanization service providers. 4) Recruitment and train 31 TOTs on CSA ultimate to train the SHFs and follow up on the adoption of CSA.
Improve resilience to climate Change amongst targeted farmers through the promotion of appropriate climate-smart agricultural practices.	Adoption of CSA practices for increased productivity 1) Facilitate and Set up 33 demo farms to showcase CSA practices and technologies. 2) Profile and link TOT service providers and SHFs to extension and business developments services.
Improve efficiency in potato inputs delivery, agronomy, and markets access	Facilitating inputs, production, financial, and marketing services 1) Mapping strategic and establishing inputs delivery channels 2) Organized inputs sourcing, accredited suppliers and link with financial service providers. 3) Conduct farmers deal-making business workshops for VC actors interaction and farmers exposure
Improve business turnover by at least 10% through developing new market channels and increasing volumes of potato marketed.	Increased supply of volume and sales of Potato 1) Increase working capital to increase the volume of procured potato.
Business case budget	Total : € 553390.68 Own funds; 68%