



CRAFT

Kimolo Super Rice (KSR) Limited: Provoking farmers to adopt climate smartness for resilience

[Addressing effects of climate change with climate-smart Sunflower production]



Sunflower in Tanzania

Though frequently overlooked, climate change is a threat to Sunflower (*Helianthus annuus* L.) growing in Tanzania. It drastically reduces the crop's growing periods and makes it difficult for smallholders that are largely dependent on rainfed agriculture to anticipate the right growing seasons. This coupled with challenges along the value chain and farmer-specific issues limit sunflower production for most farmers. Yet if treated with the seriousness it deserves farmers could rip more from the opportunities associated with the growing sunflower demand and market.

Adopting climate-smart farming approaches, and the right Sunflower seed are steppingstones to igniting a sustainable sunflower value chain. Kimolo Super Rice Ltd, a CRAFT Business Champion, and partners are working to make this possible. Beginning from supporting the farmer get it right at planting to processing through climate-smart strategies in Sunflower production.

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 Kimolo Super Rice (KSR) Limited

Kimolo Super Rice (KSR) Limited is a Dodoma-based rice and sunflower processing company. It was established in 2010 by Kimolo Hatibu Bakari, Asia Seleman, and Salum H. Kimolo. KSR began trading in rice, with only Kimolo Hatibu Bakari, the majority shareholder now as the proprietor. With over 20 years of experience in the

business, he set up a rice processing facility.

With collective leadership now, KSR is taking steps to become the largest supplier of quality dry food products in the central zone of Tanzania. It is continually creating and strengthening relationships with its customers through providing quality products. These involve acquiring processing equipment and enhancing the capacities of its partner farmers; through encouraging climate-smart practices and technologies.

Climate Smartness

KSR supplies climate-resilient and tolerant seed varieties (Zebra and Hysun33) through seed multipliers, such as Namburi. The initiative has established a seed delivery system that enables farmers to access seeds in sufficient amounts through working with aggregate seed demand from farmers. Additionally, it pre-finances seed acquisition to a 30% initial seed cost to eliminate any risk associated with seed quality and access.

Secondly, KSR is taking steps to ensure farmers adopt climate-smart agricultural techniques. Working with government extension officers, KSR provides agronomy training to farmers through the farmer field schools (FFS) approach. The platform enables farmers to get guidance on farm preparation, know when to plant, and apply inputs (seeds, fertilizers, pesticides, and herbicides).

Additionally, the company provides weather information and agricultural insurance by engaging Tanzania Meteorological Agency (TMA) and Jubilee Insurance. It delivers fit-for-purpose weather forecast information and insurance products to farmers. Furthermore, KSR is linking farmers to finance providers to strengthen their capacity as producer organizations.

Targets

Smallholder Farmers	Producer groups	Value-chain Actors	Yield
5,500 	30 - 60 	5 Aggregators, Extension providers, Input suppliers, Financial service providers 	6,654 MT (Metric tons per year) 

Target market segments and consumers

KSR's products are sunflower oil and seed cake and are accessible at retail and wholesale prices. Its consumers consist of households, schools, government departments, and restaurants. While schools present an opportunity for the company to make daily sales, they are an important source of feedback for the company to continue improving its quality.

In growing its business presence in Dodoma, KSR will continue to rely on its relationship with farmers and marketing its products. This will increase its product placement in the market. In addition, it will take advantage of the increasing population and new market opportunities. The company has plans to invest in setting up retail outlets to prepare itself to absorb the growing population.

To further determine and increase its product placement in the market, the company plans to push sunflower oil to emerge as one of the top 5 brands in the Dodoma region through the following strategies:

- Increasing its retail outlets from the current 6 to 10
- Forging a partnership with independent retailers in various districts and villages around Dodoma
- Increase institutional market. Currently, the company supplies sunflower and rice to Makutupora barracks. But there is an opportunity to capture learning institutions, such as the University of Dodoma, CBE College, and other colleges & universities around the region.

Partners

Under the CRAFT project, KSR's key partners are Namburi Agriculture Company, Agrigrow Company Limited, TMA, Jubilee insurance.

Key Objectives and Outcomes

Enhance the capacity of 5,500 smallholder farmers to improve sunflower output by 15% through climate-smart agronomy, linkages to input suppliers, and mechanized farming by 2022.	5,500 SHF contracted and capacity build to adopt CSA practices.	
	<ol style="list-style-type: none"> Mobilize and engage farmers on scheduled contract farming agreements. Facilitate and mentor leadership, business management skills, marketing, and financial inclusion. Facilitate and Link farmers to Input and mechanization service providers. Recruitment and train 30 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	
	<ol style="list-style-type: none"> Facilitate and Set up 60 demo farms to showcase CSA practices and technologies. Profile and link TOT service providers and SHFs to extension and business developments services. 	
Improve efficiency in sunflower inputs delivery, agronomy, and markets access	Facilitating inputs, production, financial, and marketing services	
	<ol style="list-style-type: none"> Mapping strategic and establishing inputs delivery channels Organized inputs sourcing, accredited suppliers and link with financial service providers. 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 sunflower marketed.	Increased supply of volume and sales of Sunflower	
	<ol style="list-style-type: none"> Increase working capital to increase the volume of procured grains. 	
Business case budget	Total : € 345662.23	Own funds; 51%