



CRAFT

Magin Limited:
**Getting farmers freed from
the claws of extreme climate**

[Building inclusive and Sustainable sunflower value chains with climate-smart strategies]



Sunflower in Tanzania

The impact of climate on Sunflower (*Helianthus annuus* L.) can be seen in the production quantity and quality of farmers. Most farmers in Tanzania are limited to low acreage output that discourages valuable investment in the sector. Yet climate conditions are expected to worsen as the country experiences more extreme rainfall and droughts.

With this awareness, Magin Limited, a CRAFT Business champion, is supporting farmers to be climate-smart through inclusive and sustainable sunflower value chains.

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 Magin Limited

Magin Limited is a certified Agro-processing company situated in Dodoma, Tanzania. Beginning its operations in March 2010, Magin has grown as a processor and distributor of sunflower products and maize flour. In sunflower, the company provides seed, oil, and seed cakes. The oil is available for the market as well-filtered organic sunflower oil (crude) and refined oil; processed to the ratio of 90% and 10%. As Magin grows, its current market is spread through Dodoma, Morogoro, and Dar es Salaam.

Climate Smartness

To address climate change and the associated risk, Magin is distributing to its farmers climate-resilient and reliable seeds (Record sunflower variety). This seed is quick maturing, high yielding, and has a high oil content. Then to increase processing efficiency, the company has acquired solvent plants and machinery from small-scale processors in Kondo district. Furthermore, it is expanding and strengthening its farmer networks by offering training on climate-smart practices and technologies. These will enhance productivity and quality of produce.

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Targets

Smallholder Farmers	Producer groups	Value-chain Actors	Yield
50,000 	60 	8; Aggregators, Extension providers, Input suppliers, Financial service providers 	11,200 MT (Metric tons per year) 

Target market segments and consumers

Magin Limited has acquired Solvent plants and new refinery machinery that will enable it to produce 9 million liters of sunflower oil annually. Consumers will access the products in many outlets such as supermarkets in Dodoma, Iringa, Mbeya, Zanzibar, Morogoro, Mwanza, and Dar es salaam. Also, the company will sell its crude and refined oil at a premium price, enabling it to

pay farmers better and giving them an edge over its competitors.

Partners

Under the CRAFT project, Magin Limited's key partners are Sundy Merchants Company Limited, Hombolo Agricultural Research Centre, Kondo Meteorology Station, Bytrade, and ASA (agricultural Seed Agency), Yara Tanzania and AYGRO, MGEN Insurance Company Limited, Farmers, and CRDB Bank.

Key Objectives and Outcomes

Enhance the capacity of 5000 smallholder farmers to improve sunflower output by 15% through climate-smart agronomy, linkages to input suppliers, and mechanized farming by 2022.	5000 SHF contracted and capacity build to adopt CSA practices.	
	<ol style="list-style-type: none"> 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 34 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"> 1) Facilitate and Set up 100 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 sunflower inputs delivery, agronomy, and markets access	Facilitating inputs, production, financial, and marketing services	
	<ol style="list-style-type: none"> 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 sunflower marketed.	Increased supply of volume and sales of Sunflower	
	<ol style="list-style-type: none"> 1) Increase working capital to increase the volume of procured grains. 	
Business case budget	Total: € 623973.00	Own funds; 69%

Contact the Climate Resilient Agribusiness for Tomorrow (CRAFT) Project for more information | craft-info@snv.org