



CRAFT

Musoma Food Company Limited: Inspiring adaptive action to overcome the effects of climate change

[Intensifying Sorghum value chains through Climate-Smart Practices]



Sorghum in Tanzania

If not addressed, Climate change will cause declines in the output of crops like Sorghum [bicolor (L.) Moench] that are drought tolerant. Only in implementing climate-smart adaptive agriculture can this be mitigated. As a Business champion in CRAFT, Musoma Food Company is building farmers' capacities in coping with climate.

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 Musoma Food Company Limited (MFCL)

MFCL is a leading processor and distributor of grains and cereal food products in Tanzania. Its products range from branded rice, maize, sorghum to branded maize flour. As a company, MFCL started operating in 2008. Since then, it has developed a strong operational presence in the Lake Zone areas of Shinyanga, Mwanza, Simiyu, Geita, Tabora, Kagera, and Mara regions. In addition, the company opened two other plants in Mwanza and Songwe region; and continues to grow with the leadership of Mr. Said Makilagi and Mr. Juma Makilagi.

In approaching business, MFCL has a quality assurance system designed to meet customers' needs. These are embedded in the company's philosophy which

pushes for 'delivering quality, with competitive prices for customer satisfaction.' Therefore, MFCL strives to exceed expectations in the processing, distribution, and marketing of safe, tasty, and high-quality cereal food products.

Climate Smartness

To realize the demanded volumes of sorghum, MFCL is introducing climate-smart agriculture. It is providing farmers with drought-resistant, and early maturing sorghum seeds and is training them on conservation farming techniques. These steps will ensure farmers produce enough and have an assured market. To achieve the planned outcomes further, and sustainability, the company is establishing relationships with partners. This helps farmers to get financial assistance, inputs, and technical support as approached in the maize and rice businesses. MFCL is also engaging an insurance company to shoulder farmers from weather calamities.

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Targets

Smallholder Farmers	Producer groups	Value-chain Actors	Yield
50,000 	125 	6; Aggregators, Extension providers, Input suppliers, Financial service providers 	15,000 MT (Metric tons per year) 

Target market segments and consumers

Sorghum distribution: Growing demand for Sorghum grain and animal feed products is MFCL's focus for marketing. Tanzania Breweries Limited (TBL) and Serengeti Breweries Limited (SBL) are the main customers of the grain. Two years ago, the company secured a Local Purchase Order (LPO) to distribute sorghum from its network of farmers. This contractual obligation requires MFCL to supply a total of 15,000 Metric Tonnes cumulatively. Although the brewers make annual demands, they require MFCL to fulfill them every quarter. By creating efficiency in the sorghum production system, MFCL will ensure a steady supply of the crop from the farmer to the customer. Already, it has taken the steps to understand the customer standards, which include quantity and quality of the sorghum, then the time, and place of delivery. To make sure the production teams are well guided and aligned to the customer's demands MFCL documented the standards in a market assessment.

New products from sorghum: Expanding the range of products from the grain is another focus for MFCL. The company is introducing animal and poultry feed from sorghum and other crop residues. Here MFCL will target new customers particularly those in Nyakabindi Bariadi and Simiyu region.

Creating consumer awareness and demand: To reach more customers MFCL will use promotion materials such as fliers, burners, and posters. In addition, social media will be used to inform customers of the products and ingredients to persuade them. To further promote the products MFCL will use platforms such as the Nane Nane exhibition and other trade opportunities.

Partners

Under the CRAFT project, MFCL's partners include Ngw'ana Ibengwe Agrovet, Government Extension Officers of the targeted districts, Center for the Advancement of Women in Agriculture in Tanzania (CAWAT), Mawenzi Insurance Broker, TADB, NMB, CRDB banks, TMA.

Key Objectives and Outcomes

Enhance the capacity of 5000 smallholder farmers to improve sorghum 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 35 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 125 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 sorghum 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 sorghum marketed.	Increased supply of volume and sales of Sorghum	
	<ol style="list-style-type: none"> 1) Increase working capital to increase the volume of procured grains. 	
Business case budget	Total : € 435225.91	Own funds; 58%