



CRAFT

Nondo Investors Co. Limited: Keeping eyes on the prize regardless of climate adversity

[Engaging farmers in sunflower production with climate smartness and strengthening the market base]



Sunflower in Tanzania

Sunflower (*Helianthus annuus* L.) is a plant well known for its yellow petals. They grow best with the right weather conditions and boost farmers' incomes when produced optimally. However inefficient agricultural practices, lack of market access, and climate change contribute to its low productivity.

In mitigating the effects of climate change on the crop, Nondo a CRAFT Business Champion is supporting farmers through climate smartness and by strengthening the market base.

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 Nondo Investors Co. Limited ("Nondo")

Nondo is a SME active in the maize, paddy and sunflower value chain. Currently sunflower is the smallest of the three activities the company is running, but with participation in the CRAFT project, it will further grow this business. Nondo provides the 1,200 smallholder farmers with access to seeds and other farm inputs, extensions services and transportation of the sunflower grains. The company buys the majority of the sunflower grains from the farmers and processes

these grains to sunflower oil and sunflower seed cakes. Then its products are sold to both retail and wholesale customers, in the domestic as well as the international market, via outlets (domestically) and agents (export).

Climate Smartness

Nondo is convincing targeted farmers to adopt resilient sunflowers by providing the farmers with access to improved short-cycle seeds and farm inputs. Then it trains them on CSA practices and the use of weather information. In addition, the company facilitates the dissemination of weather information to the farmers by SMS. Futhermore, Nondo is equipping the collection centers with tarpaulins and threshing machines to reduce post-harvest losses.

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Targets

Smallholder Farmers	Producer groups	Value-chain Actors	Yield
3,000 	4 	7; Aggregators, Extension providers, Input suppliers, Financial service providers 	3,900 MT (Metric tons per year) 

Target market segments and consumers

Nondo's critical success factor is being close to the customer, to ascertain a quick delivery and fresh oil. Sunflower oil is sold in Mpanda Town, Kasulu Kigoma, Sumbawanga, Mbeya, Burundi and DRC, while the seed cakes are sold mainly in Mbeya, Burundi and DRC. With the growth of the quantity of oil available for sale, Nondo is planning to increase the number of sales points.

The sunflower oil is packed into containers of 1, 3 and 5 litres for the regional Katavi market, 5 and 10 litres for the Tanzanian market and 10 and 20 litres for the export market. The oil is sold under the brand name "R K Mafuta Safi".

The price of a litre of sunflower oil on the domestic market is TZS 3,500, on the export market the price is around TZS 4,500 for the same quality product. 15% of the total sunflower oil produced is exported.

Partners

In mitigating climate change, Nondo will work with the following partners: Smallholder farmer groups and cooperatives, Mlele and Tanganyika Districts Councils, Seed company - Matamba, Agriculture Seed Agency (ASA), Agro input suppliers (supplying other farm inputs to the smallholder farmers, Agriculture Market Development Trust (AMDT), Tanzania Metrological Agency (Weather and climate services), NMB Bank (Financial Institutions – NMB is a commercial bank in Tanzania).

Key Objectives and Outcomes

Enhance the capacity of 3,000 smallholder farmers to improve sunflower output by 15% through climate-smart agronomy, linkages to input suppliers, and mechanized farming by 2022.	3,000 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 21 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 20 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 soybean	
	<ol style="list-style-type: none"> 1) Increase working capital to increase the volume of procured grains. 	
Business case budget	Total: € 41,000	Own funds; 63%