



# Presentation INCLUDE Creating Jobs in Africa

Contribution: Harald Peeters Rijk Zwaan Afrisem Ltd

Sharing a healthy future



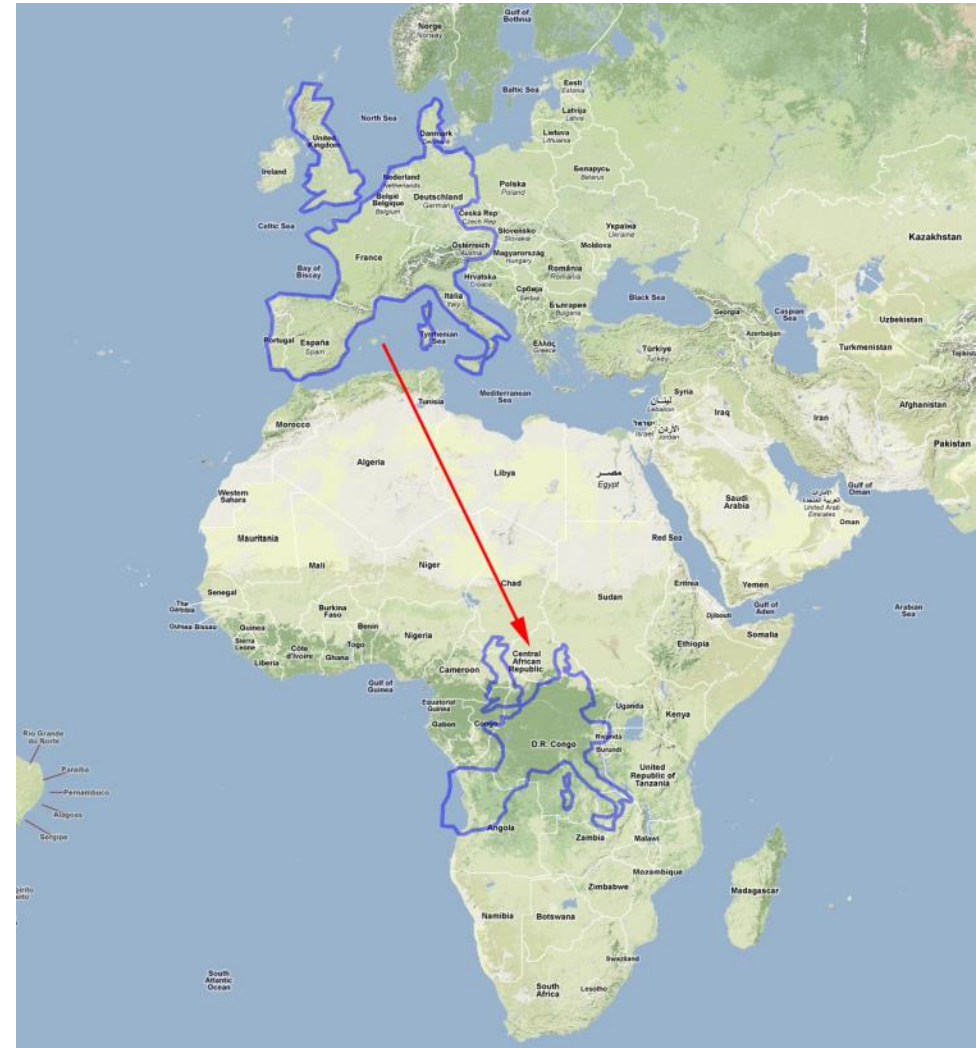
# Overview

1. Africa in Context
2. Rijk Zwaan in Tanzania:  
Qsem: Seed multiplication for worldwide markets  
Afrisem: creating new varieties for East and West Africa
3. Bringing farmers up to speed: training of farmers, in-house and through PPP SEVIA, AIM
4. Adding value in the chain: Plant Raisers
5. Sales Strategy Tanzania, Africa: chain management & Clustering with Input suppliers and micro-finance

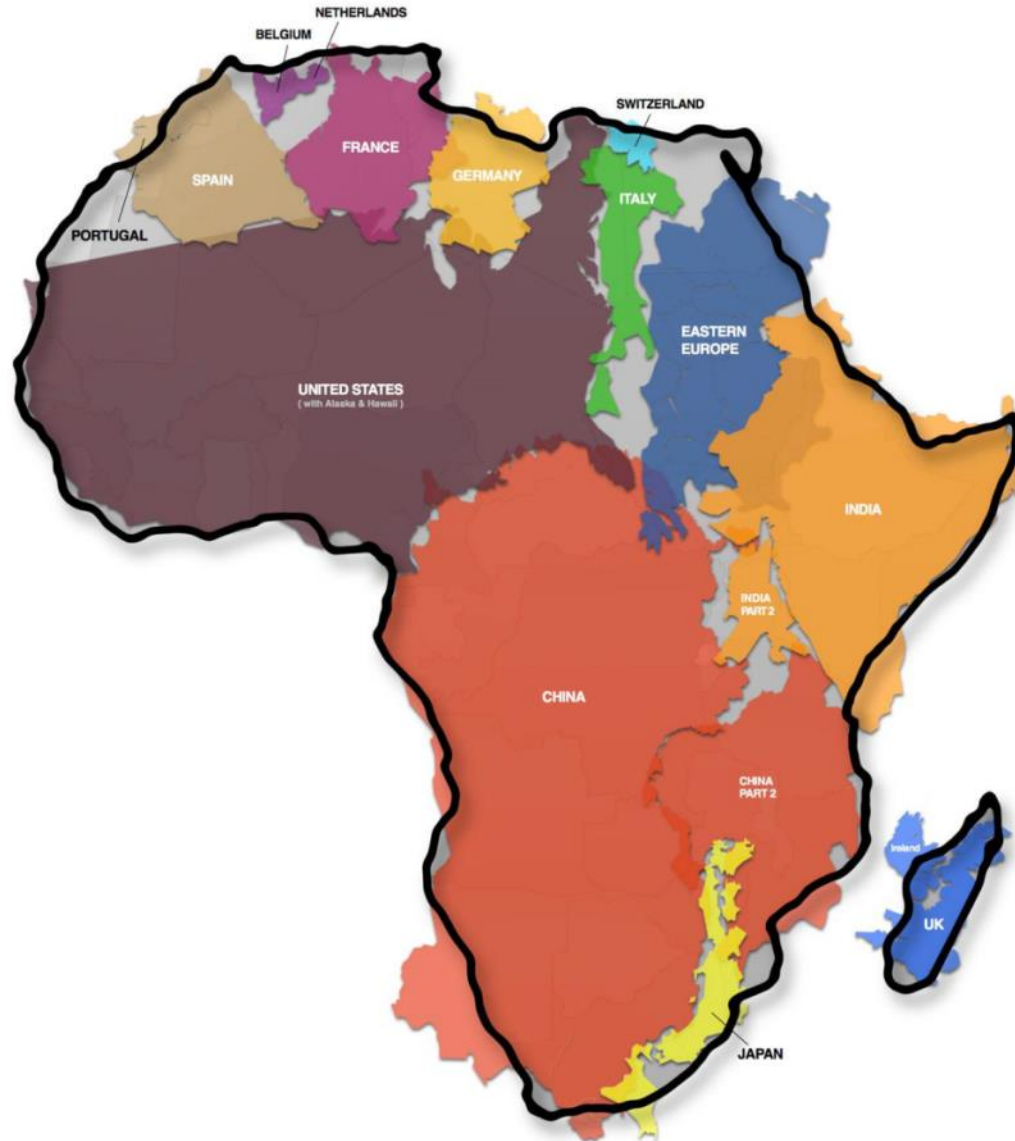
# Africa in context: vast continent and growing potential

<http://edition.cnn.com/2016/08/18/africa/real-size-of-africa/>

Continent	km <sup>2</sup> (million)	Pop. 2016 (billion)	Density 2016 inh/km <sup>2</sup>	Pop. 2050	Density 2050 inh/km <sup>2</sup>
Africa	30.2	1.2	40	2.4	79
Asia	44.6	4.4	100	5.2	117
Europe	10.2	0.7	73	0.7	69



# Africa: a vast and diverse continent





# Rijk Zwaan in Tanzania:

Rijk Zwaan Q-Sem Ltd.: Seed Multiplication & breeding support unit – 2002

11.6 ha of greenhouses, 400 employees

Rijk Zwaan Afrisem Ltd.: R&D Breeding Station African vegetables – 2008,

20 ha farm, 88 employees,



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# Afrisem Breeding & Product Development: exploring new markets

PD: phase 3 trials  
Sales: demo's  
Generate feedback

Crops: Phase 4

Afrisem Breeding Team



Christophe Guet:  
Senegal, Burkina,  
Benin, Ivory Coast



Helen Gyasi: Ghana



Marcus Burnet:  
Zambia,  
Ethiopia, Kenya



Adrian Roelofs:  
Rwanda,  
Ethiopia, Kenya



Harald Peeters:  
Uganda,  
Tanzania

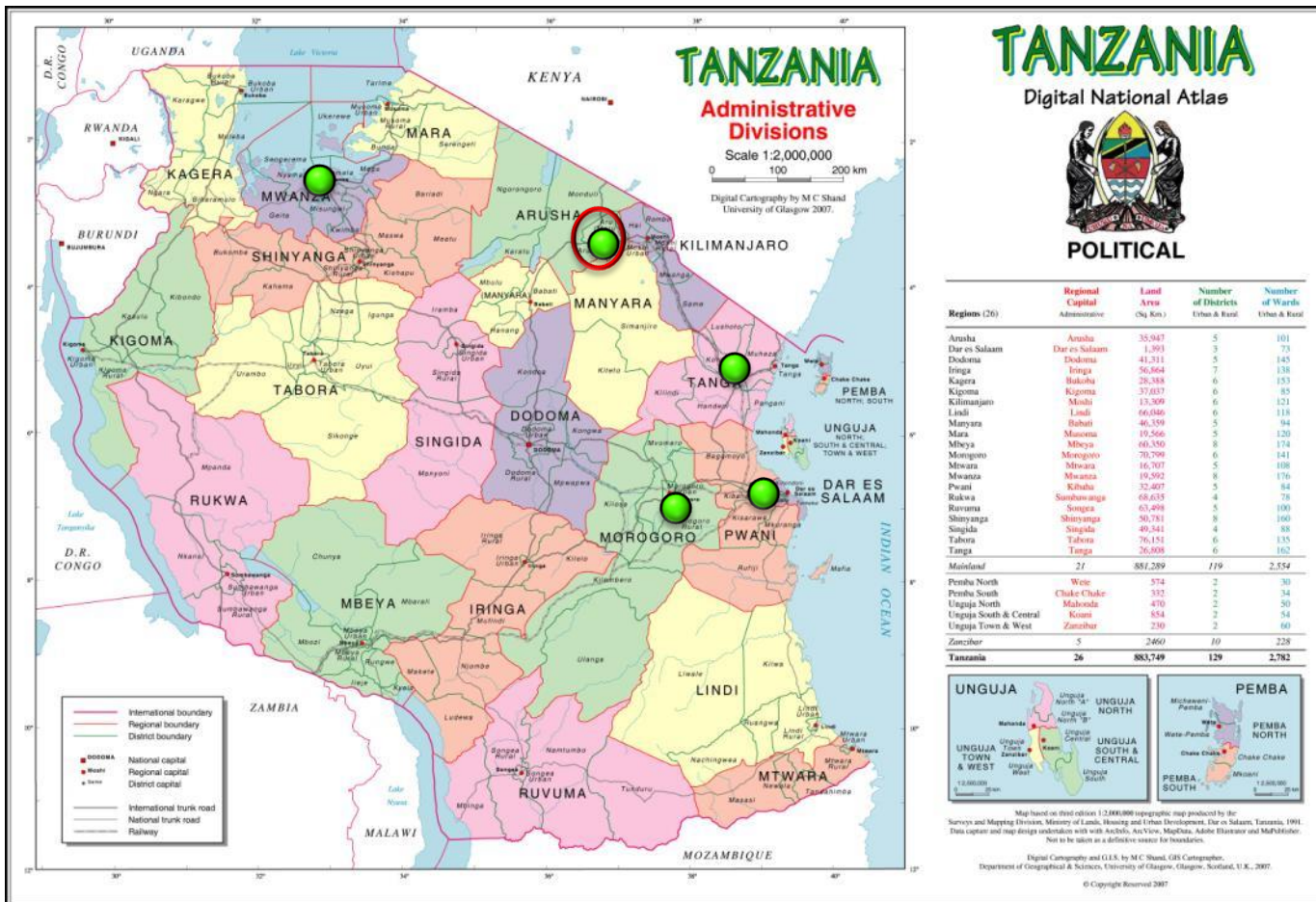



## Seeds of Expertise for the Vegetable Industry of Africa: partnering with Rijk Zwaan, East-West Seed, FDOV, WUR, TAHA

- Institute of Vegetable Technology established and serving as a knowledge base for improved vegetable production in Tanzania.
- 30 hybrid vegetable varieties availed on the seed market.
- 30,000 vegetable farmers reached with vegetable information and technology.
- 1000 lead farmers and sector professionals in vegetable production.
- Production manuals and pamphlets for 10 vegetables produced.
- Increased vegetable production, productivity and marketing.
- Increased income and employment.



# The Tanzania chapter: Sales regions



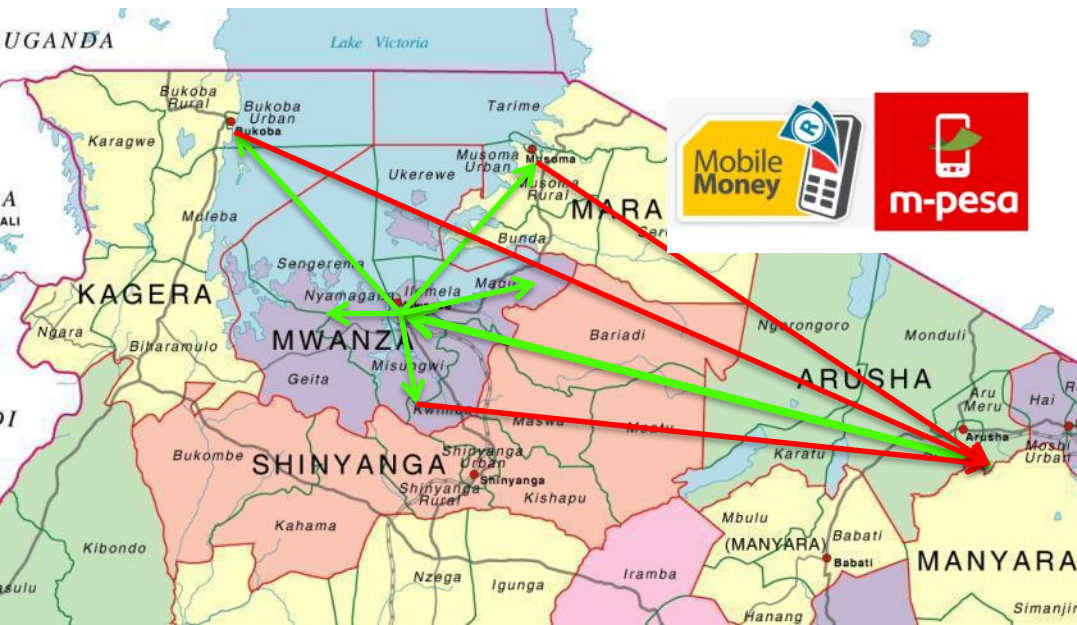
-  HQ & Seed store: Arusha
-  Lake zone: Mwanza
-  Central Zone: Morogoro
-  Usambara Zone: Korogwe
-  Coastal Zone: Bagamoyo
-  Northern Zone: Arusha



# Concept Central Seed Store (CSS) and Mwanza RZ Centre of Excellence (RZ CoE)



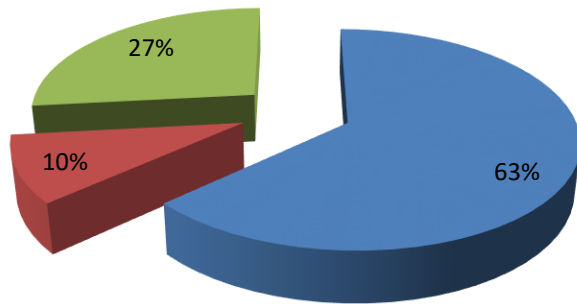
- JRO- Mwanza: 1:30 flying time, 1 day driving
- Lake Zone (George Upina): Kagera, Mwanza, Mara regions, 67'546 km2 (NL+BE)
- CSS: Central Seed Store RZ Arusha, receive M-Pesa payments, release the seed, send by plane
- RZ CoE: office, Point of Distribution, demo, training, meeting & discussion



# Sales Tanzania mode of payment: do we reach professional Small Farmers?

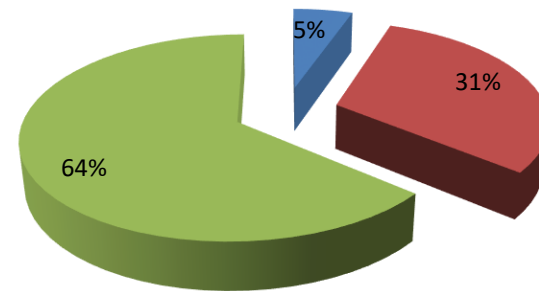
Sales FY 2016-2017 Transaction by mode ( In % by Total Value)

■ Bank ■ CASHIER ■ MPESA



Sales FY 2016-2017:766 Transaction by Mode( In % of Total Number)

■ Bank ■ CASHIER ■ MPESA



Mode of payment	Average per transaction (TSh)	Average per transaction (EUR)
Bank	4,927,171	2,097
Cash	172,578	73
M-Pesa	217,316	92

# Tomato value chain in Tanzania:

Adding Value: Afrisem bred, dry season variety Jarrah RZ (Ty)

Small holder farmer and the **right** management  
1 acre open field yield farm gate: 6 kg/plant

RZ

Plant Raiser



43 Tsh/seed  
x 6'477 seeds/acre

+ 100 Tsh/seedling  
x 6'477 plants/acre  
Advantage: homogeneous  
uniform plants

1 acre  
6'477 plants  
Cost to the farmer:

38 tons/acre  
@ 500 Tsh/kg (low)  
@ 1'333 Tsh/kg (high)

278'511 Tsh/acre

+

647'700 Tsh/acre

=

926'211 Tsh/acre

→

= 19,4 M Tsh/acre (low)  
= 51,8 M Tsh/acre (high)

For RZ → For Plant Raiser → Gross income farmer

RZ seeds are 1.4 % of gross income (low)  
RZ seeds are 0.5 % of gross income (high)  
RZ seedling is 5,7 % of gross income farmer



Retailer

38 tons  
x 2'500 Tsh/kg  
Retail price

↓

= 95 M Tsh





Thank you for your attention