

Seeds of Expertise for the Vegetable Industry of Africa

“Seeing is Believing”



Background

Private-public partnership project

- East West Seed,
- Rijk Zwaan,
- Wageningen UR- Applied Plant Research
- Dutch Government.

Collaborating with local stakeholders

- Tanzanian Horticulture Association,
- Horti-Tengeru Training Institute,
- World Vegetable Centre (formerly AVRDC Regional Centre for Africa),
- Sokoine University of Agriculture.
- Ministry of Agriculture
- Local Government (Including Department of Agriculture)
- Mama Clementina Foundation

Vision and Mission

Our Vision

- A Prosperous Tanzania that has food security and high employment levels driven by improved vegetable production.

Our Mission

- To provide technical information on improved vegetable production, train farmers to increase the production and productivity of vegetables and promote market awareness.

Our Theme

- “Seeing is Believing”

Main objective

- Support the **adoption of improved vegetable varieties** and **vegetable production techniques** by establishing a practical knowledge & innovation base in Tanzania and implementing extension services



The SEVIA activities

- Afrisem: Increasing availability of African adapted hybrid varieties.
- Afrisem and Wageningen UR: Baseline survey
- Test vegetable varieties.
- Promotion of improved varieties (especially hybrids) and technologies.



- Deploy extension officers.
- Use demonstrations as a “**Seeing is Believing**” strategy
- Provide information on vegetable production and marketing to farmers.
- Train farmers and sector professionals.
- Collaborate with other extension agents/organisations.

Technologies currently being demonstrated

- Use of good quality seeds
- Use of seedling trays
- Drip Irrigation
- Plastic mulch
- Raised beds
- Trellising
- Pruning/thinning
- Pest and disease management
- Proper fertilization
- Proper plant spacing
- Proper field layout
- Greenhouse production



Challenges to youth involvement Agriculture/horticulture

- Agriculture regarded as not fashionable/cool
- Most of activities are done in rural areas while youth prefer urban areas.
- Many youths come from an agricultural background and part of getting educated was to run away from such an environment!
- Many youths do not own land.
- Many youths do not have access to capital
- Need for training

Window of opportunity for SEVIA

- High youth unemployment giving the youths few options.
- The rise of urban horticulture especially greenhouse production.
- The emergence of youth entrepreneurs.
- The presence of youth focused organisations eg Tanzania Scout Association, Tanzania Youth Investment Centre.

Courage worldwide

- Training in vegetable production



Tanzania Scouts Association

- Training of trainers
- Hosting demonstrations TSA centres and farmers' fields and using the demonstrations training facilities: Mbeya, Bagamoyo and Morogoro.



Tanzania Youth Investment centre

- Training in vegetable production
- Hosting demonstrations at centres managed by youths: Dodoma



Tanzania Youth Investment centre

- Hosting demonstrations
- Training in vegetable production
- Monduli, Morogoro, Misungwi and Meru



Youths not affiliated to groups

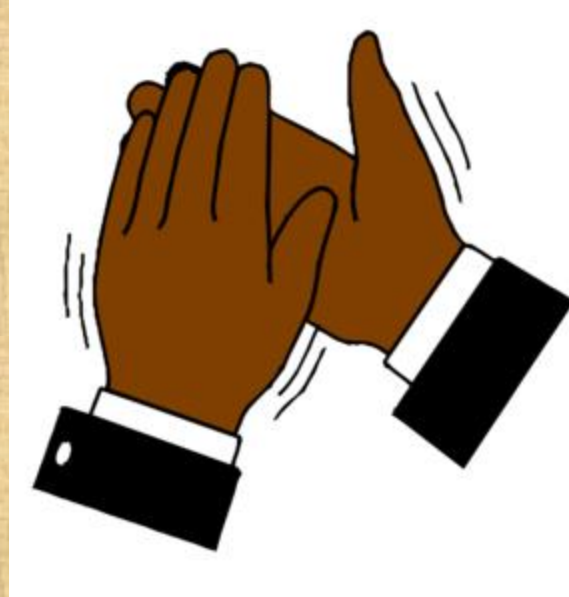
- Hosting demonstrations.
- Training in vegetable production.



The Future

There is hope for the youths and horticulture sector of Tanzania with an increasing number of youths getting interested in the sector.





THANK YOU VERY MUCH!!!!

AHSANTE SANA!!!!