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VBAAs in Kongwa and Kiteto district establish businesses to sell seeds of improved maize varieties to small-holder farmers

Update: December 2014



Image: Wholesaler VBA, Mr Paendeli, at his warehouse in Kiteto district.

Farmers in Kiteto and Kongwa used to have to travel up to 50 km to purchase seeds of improved maize varieties. The reason for lack of supply at the Village level was due to lack of demand which was as a result of lack of awareness.

With assistance of the NAFKA Programme, FIPS-Africa has developed the capacity of 100 Village-based Agricultural Advisors (VBAAAs) in Kongwa and Kiteto districts to promote the appropriate farm inputs (e.g. seed of improved maize varieties, fertilizer, herbicides) to advise farmers how to improve their maize crop productivity.

VBAAAs used FIPS-Africa's *small pack to ALL farmers in the Village* methodology to quickly and cost-effectively create demand for the seed. Seed for the small pack promotions were donated by partner seed Companies. They also trained farmers on Good Agricultural Practices (GAP), how to prepare land using the chisel plough, and who to space seed and place fertilizer.

As a result of the promotions, demand for inputs has increased. VBAAAs are taking advantage of increased demand by selling seed of improved maize varieties, and opening farm input shops to supply seeds, and fertilizer to farmers in their Villages.

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Three VBAs have emerged as potential wholesalers of seed. And they have started to sell to other VBAs in their districts. Emerging Wholesalers are Apollo Chamwela (Magungu village) and Neema Urassa (Kibaya Village) in Kiteto district and Paendeli Manupa in Kongwa district.

Partner seed Companies such as Seedco, Monsanto, Pannar, and Pioneer have offered a total amount of 90,000 kg seed to VBAs on credit to assist them to start their businesses.



Images: Wholesaler VBAs, Apollo Chamwela (left) and Neema Urassa (right), at their stores in Kiteto district.

About 70 VBAs in Kongwa and Kiteto districts are interested in selling seeds to farmers in their Villages this season, and will access seed from their nearest Wholesaler VBAA.

Mayasa Ally, VBAA from Songambebe village in Kongwa district, received 150 kg seed on credit from Mr Paendeli to sell to farmers. She gets a commission of TZS 500 per kg. She is planning to sell 500 kg this season.

Rehema Dengwa, a VBAA in Sagala Village in Kongwa district, also accesses seed from Mr Paendeli. She is expecting to sell 3000 kg seed to farmers in the village this season.



Images: VBAs Mayasa Ally (left) and Rehema Dengwa (right) with seeds for sale.

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William Chilango (left), a Village Chairman, is among 450 farmers in the village interested in buying seeds from Rehema. He has already purchased 100 kg seed of an improved maize variety from the VBAA. He has ripped 10 acres of land with the chisel plough and is intending to begin planting the seeds in mid-December 2014.

He tried the improved seeds last farming season and harvested more than 100 (100 kg) bags from his 5 acres.

In Kiteto district, VBAA's are also planning to sell seeds. Athman Ally, VBAA in Njoro Village, is getting seed from Neema Urassa to sell to farmers in his Villages. Ally (below right) is planning to sell 2000 kg seed to farmers in the 2014/5 season and is expecting to make a profit of TZS 1,000,000. Agnes Maganga (below left), a VBAA from Esuguta village, is also expecting to sell more than 2000 kg seed to farmers this season.



John Petro (left) is a VBAA in Asamatwa Village. He has accessed seeds from Neema Urassa for selling to farmers.

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