

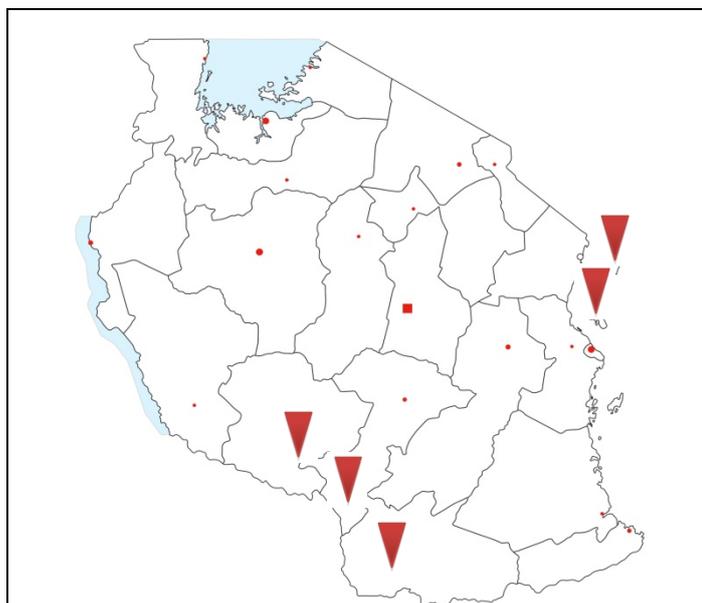
# To Certification and Beyond: Market Access for Sustainable Coffee, Horticulture and Tea from Tanzania



Funded by the European Union

October 2020

The overall objective of the project is to address the effective use of certification schemes and voluntary sustainability standards (VSS) to improve and drive market opportunities for Tanzanian branded sustainable tea, coffee and horticulture products.



## Key Information

**Sector:** Agriculture (Coffee, Horticulture and Tea)

**Lead Partner:** Solidaridad East and Central Africa

**Other Partners:** Tanzania Coffee Research Institute (TaCRI); Tea Research Institute of Tanzania (TRIT); Horticultural Research & Training Institute (HORTITENGERU)

**Budget:** EUR 3 026 455

**EU Contribution:** EUR 2 680 000

**Duration:** 2020 - 2024

## Background

The "To certification and beyond: Market access for sustainable coffee, horticulture and tea from Tanzania" project is a market- focused project, funded by the European Union, to promote 'branded' sustainable coffee, horticulture and tea products in Tanzania.

The project, which will be implemented over 42 months is targeting approximately 21,000 smallholder farmers in Zanzibar (horticulture), Mbeya, Njombe (horticulture and tea) Ruvuma and Songwe regions (coffee) in Tanzania.

The project's sustainability objectives include poverty reduction, sustainable use of natural resources, and the protection of ecosystems by providing access to local and international markets and addressing potential hurdles to development, such as averting the costs of sustainability compliance. The project also seeks to propel the development of a coherent programme of public policy and private-led initiatives - at both the standard-setting and implementation levels.

## Project Details

The overall objective of the project is to address the effective use of certification schemes and voluntary sustainability standards (VSS) to improve and drive market opportunities for Tanzanian branded sustainable tea, coffee and horticulture products.

### Key activities:

- Train smallholder farmers and producers on agronomy and primary processing, gender inclusivity, and on digital solutions.
- Promote institutional strengthening of farmer associations, cooperatives and tea factories.
- Train extension workers (relevant Ministry, local government authorities, and consortium partners TaCRI, TRIT, HORT-TENGERU) on VSS principles.
- Provide local independent auditors with training to facilitate VSS certification audits and support the accreditation process.
- Establish environmental and social governance (ESG) criteria for farmers producing sustainably, with the support of Solidaridad digital solutions (Farming Solutions).
- Sensitise value chain actors on VSS compliance and adoption of baseline environmental, social and governance frameworks.
- Initiate match making sessions (meetings, auctions, field visits, publicity) between buyers/traders and producers in Tanzania.
- Develop guidelines for VSS for tea, coffee and horticulture.
- Lobbying key sector players to establish incentives (through premiums, better prices, good governance, improved productivity and product quality).
- Provide training for farmers, cooperatives and tea factories on the implementation of labour standards as part of VSS.

## Expected Results

The project seeks to:

- Support and complement the government's efforts of ensuring high productivity and access to viable and sustainable markets for agricultural products.
- Work with agriculture sector actors to achieve the Sustainable Development Goals (SDGs), such as sustainable production and consumption, biodiversity conservation, poverty reduction and gender equity among others.
- Promote voluntary sustainability standards.
- Sensitise smallholder farmers on the sustainable production of high- quality agricultural commodities, food safety, benefits of VSS mechanisms and the eventual integration of sustainability practices.

By the end of the project, the following result areas will be achieved:

- Increased knowledge and compliance with VSS among producers and value chain actors.
- Cost effective and sustainable models of transitioning to compliance for actors along the value chain, particularly for smallholder farmers.
- Improved access to market niche opportunities for Tanzanian '*branded*' sustainable tea, coffee and horticulture products.

# Solidaridad

 **Tea Research Institute of Tanzania**



Horticultural Research & Training Institute (HORTI-TENGERU)



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