

**PRESENTATION GIVEN AT THE TRANS LINKS VALUE CHAIN  
WORKSHOP ENTITLED:**

**“Value Chain Cases in the Context of Conservation  
Marketing and Certification”**

**JUNE 25-27, 2009  
ARUSHA, TANZANIA**

**HOSTED BY ENTERPRISEWORKS/VITA**



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**USAID**  
FROM THE AMERICAN PEOPLE



## **EASTERN ARC TREE CROPS PROJECT (EATC)**

Optimizing agricultural production and conservation in the Eastern Arc  
Montaine Forest Ecosystem, Southern Tanzania



# Key Objectives

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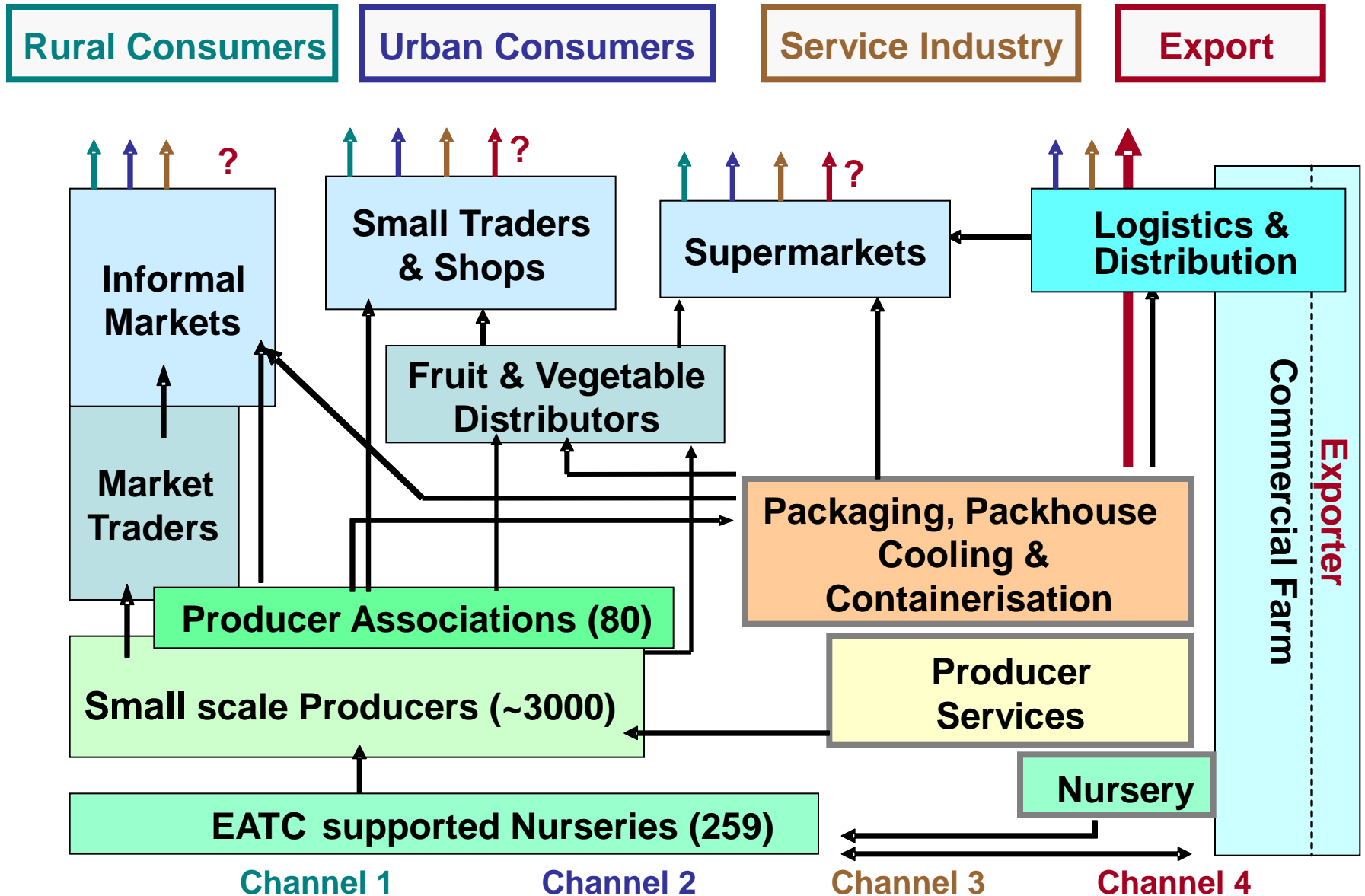
- the further expansion of high value horticulture
- increased small farmer integration
- enhanced sustainable management of natural resources and the conservation of biodiversity.

# Key Activities

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- Focus on high value horticultural crops for import substitution and export
- Continue support to participating farmer associations
- Assist in the development of village land-use plans and establishment community woodlots

# Haas Avocado Value Chain





A close-up photograph of a person's hand, wearing a blue sleeve, planting small, round, reddish-brown avocado seeds into dark, rich soil. The field is marked with several long, weathered wooden stakes driven into the ground, creating rows. The background shows more of the field and some green vegetation.

**EWV began promoting avocado production with the USAID funded PRIME Project in 2003**

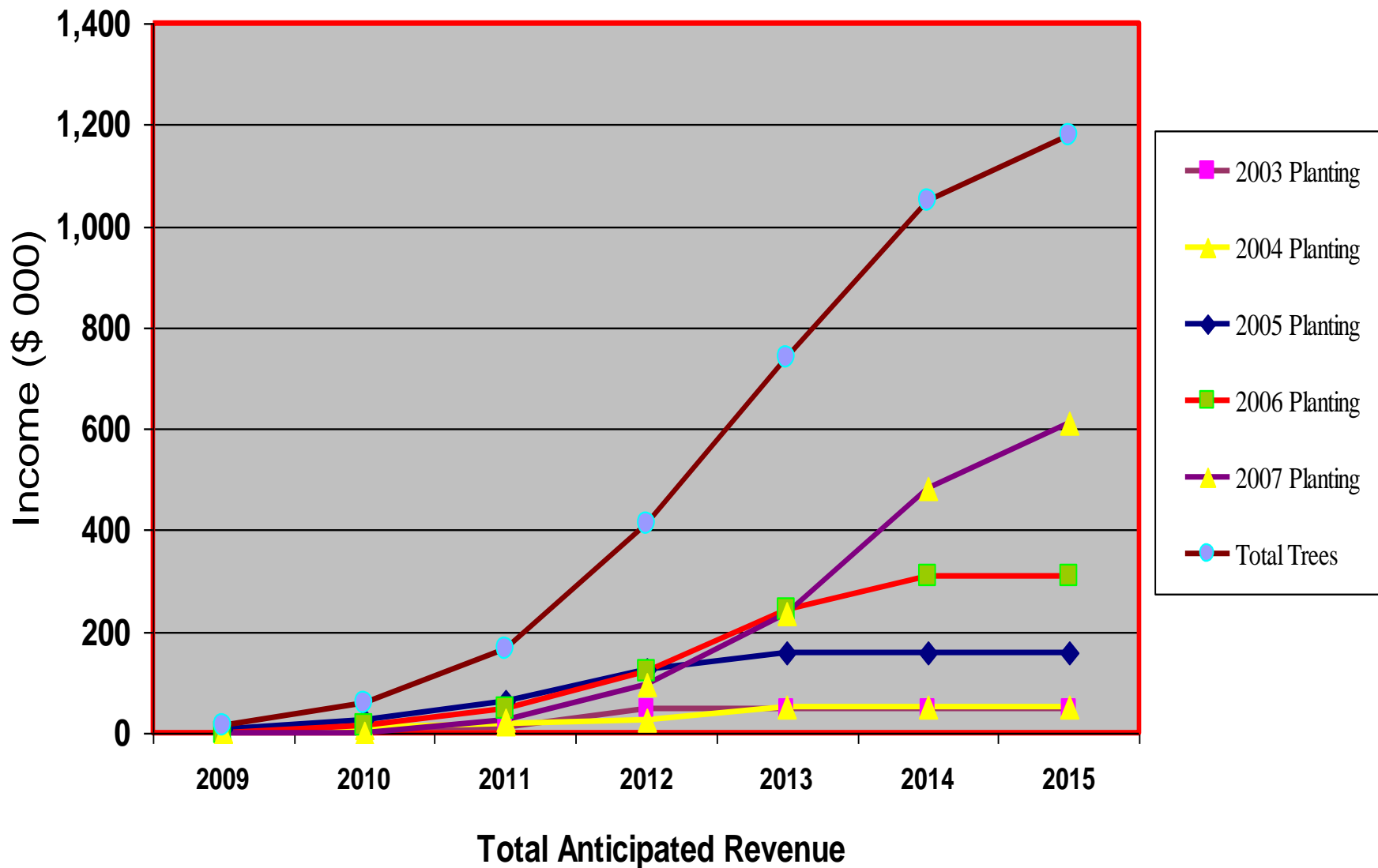
**Over 80,000 avocado trees have been planted, with estimated production of 2,440 tons per annum**

**80 Producer organizations have been established with over 3,000 members**

**Projected total value of sales over the next five years is \$7 million US Dollars**

**(\$530 is more than twice the rural annual household income)**

# Total Projected Income From Avocado



# RAC

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- Rungwe Avocado Company only have a 30 hectare farm
- Will depend on outgrowers to produce require volumes over time
- Smallholders will have 20% shareholding in RAC





**Certification identified as a key  
constraint to export participation**

**With USAID and MACK Multiples support,  
certification was obtained in April 2008**

**Completed development of a QMS**



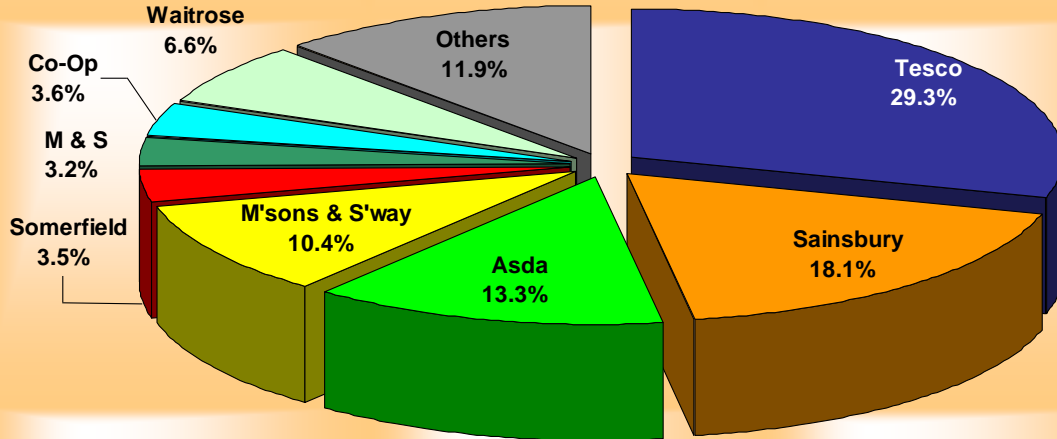


# **Introducing Mack Multiples**

- **MACK is the largest independent supplier of fresh produce in the United Kingdom (\$500M per annum)**
- **MACK has now made 7 site visits to EWV smallholders, and has made in-kind contributions of \$70,000 to certify EATC farmers**
- **EATC has completed Globalgap, Tesco's Nature's Choice, Mark's and Spencer's Field to Fork(F2F), and Linking Environment and Farming (LEAF) certifications.**
- **Trial export of 5.8 tons was made in April 2009. Product received excellent quality reviews from all supermarkets**

# Salad vs. Avocado Retailer Spend Share

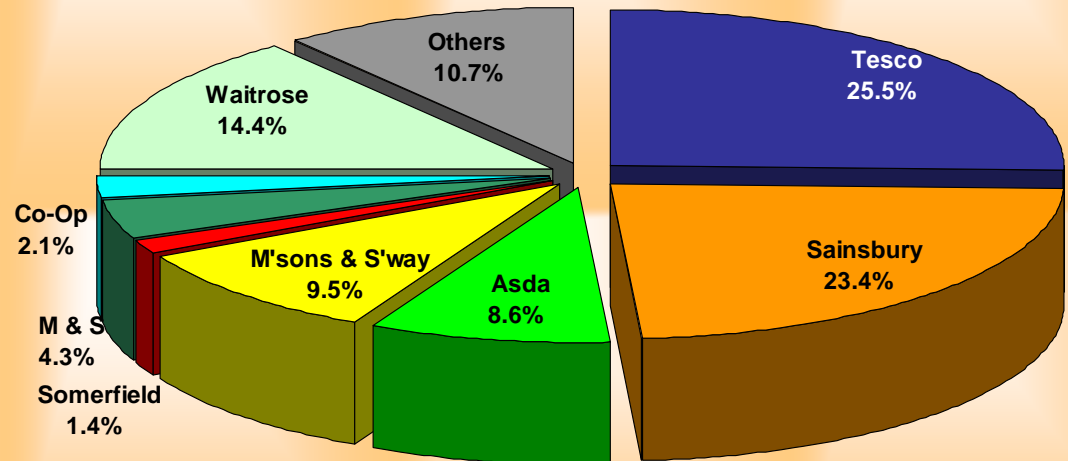
52 week data for period ending 23<sup>rd</sup> April 2008



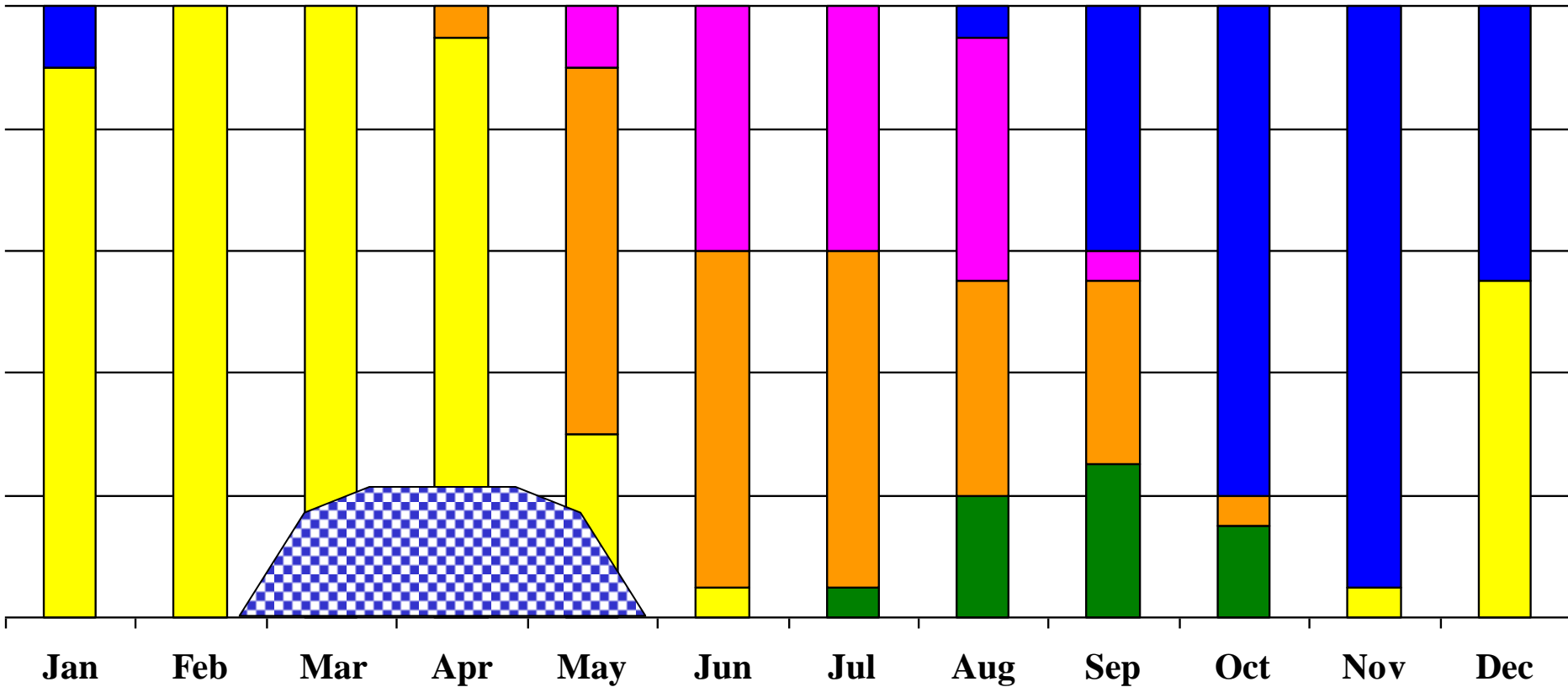
Total Salad Expenditure  
**est. £1.42 Billion**  
 (+1.7% yr on yr)  
 Prev. 52 wks = +7.7% yr on yr

Total Avocado Expenditure  
**est. £49.4 Million**  
 (-2.4% yr on yr)

Prev. 52 wks = +5.4% yr on yr



# Haas Avocado sourcing



 Tanzania

 Kenya

 Spain

 South Africa

 Peru

 Chile







# Kenya



# KENYA





## ‘Ripe and Ready’

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- Ripening has made avocados a convenience product
- Had a huge impact on the market and demand
- Greater scrutiny on quality from the growers













# The Future

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- Estimated consumers are only 5-10% of the UK population
- Growth of the industry increasing on average 7% per annum
- Excellent opportunities for growth of the sector





**Thank You!**