

PRESS RELEASE

February 22, 2006
For Immediate Release

Contact:
Ashby Walsh
(202) 463-8932
walsha@enterpriseworks.org
www.enterpriseworks.org

EWV WINS \$800,000 USAID TANZANIA TREE CROPS ACTIVITY

Washington, DC- EnterpriseWorks/VITA (EWV) today announced that the ARD-RAISE Plus Consortium, led by EnterpriseWorks/VITA, was awarded a contract by the United States Agency for International Development (USAID)/ Tanzania to implement an \$800,000, 2-year, Tree Crops Activity in Tanzania. The Tanzania Tree Crops Activity will build on work done by EWV over the last four years under the USAID-funded Project for Rural Initiatives in Micro-Enterprise Development (PRIME). PRIME recognized the need to harness the skills and rural asset base of small-scale farmers, in order to increase incomes in Tanzania where most of the population is dependent on agriculture. To achieve this, EWV improved the enabling environment for small farmers in the Iringa, Mbeya, and Rukwa regions in southern Tanzania by increasing the commercial availability of appropriate technologies and improving market access for key agricultural products.

Promotional activities and extension visits to farmers and farmer groups coupled with information sharing on planting densities, yields, costs and current and cyclical prices at market destinations demonstrated to farmers the superior income generation opportunities offered by fruit trees as compared to short-cycle crops, and built an awareness of the revenue potential of each fruit variety. Following a carefully thought-out and executed work plan, EWV was able to implement 750 training sessions, teaching 4500 farmers and farmer groups all about nursery establishment, propagation, grafting, and pruning. In addition, training was also carried out on transplanting new seedlings, harvesting, packaging and an increased focus on marketing existing production. As a result of activities under PRIME's tree crops component, 450 private nurseries were established, and over 3 million fruit and timber trees were planted in three seasons earning a projected \$22,950,277 in additional income for farmers and nursery owners over the productive life of the trees.

The Tanzania Tree Crops program will serve to continue and expand the highly successful fruit tree component executed under PRIME. Building the management capacity of nursery enterprises, expanding production of improved cultivars, and expanded promotional activities will enhance the project's ability to create sustainable propagation of high value fruit to respond to current and future market demand. Likewise, capacity building of farmer groups and associations will be an essential element in achieving a high level of results, especially in relation to the long-term sustainability of fruit marketing. Improved post-harvest handling, packaging, and improved market linkages are all anticipated to increase revenue, and promote continued expansion of the fruit tree sector.

For over 40 years, EnterpriseWorks/VITA has worked diligently to fulfill its mission to combat poverty by helping small producers and other entrepreneurs build sustainable businesses that create jobs and increase productivity, market opportunities and incomes. EWV achieves this by expanding access to appropriate technologies, technical assistance, knowledge and finance.

EWV maintains a close-knit network of field and affiliate offices in Africa and Asia – enabling substantial knowledge sharing and collaboration across countries and regions.

1825 Connecticut Avenue NW, Suite 630
Washington, DC 20009 USA

202.293.4600 fax 202.293.4598
info@enterpriseworks.org
www.enterpriseworks.org