



**MARKET STANDARDS AND
PREFERENCES:
OPPORTUNITIES AND
CHALLENGES**

INTRODUCTION



- Horticultural industry in Tanzania is at its transition phase (paradigm shift) where efforts and forces are geared towards engaging small holder farmers along the value chain
- The industry earns the country more than USD 340 million per annum with the growth rate of 8% per year.
- FDI has increased by 61% since 2003
- The standards awareness at the farmers level is quite small. Less than 15% of farmers are accredited.

Standards at the National level



- SPS standards--- MAFC through the PHS to ensure compliance to the IPPC standards.
- TPRI an institution incharge of the import quarantine services and manages PEPO station and Pesticides registration and control
- Tanzania Official Seed Certification Institute (TOSCI)—seed testing and certification— seed standardization

National Institutions:



- TBS– food quality and standardization at the trade level
- TFDA-processed food safety and protection at the **consumer's level.**

QUALITY OF AGRO INPUTS



- THE Tanzania Atomic Energy Commission given the mandate to ensure that the chemical substances including pesticides and fertilizers are free of hazardous metallic substances.

PRIVATE STANDARDS



- In Tanzania there are also efforts to build the capacity of the producers in complying to the set of private standards;
- There are several private institutions dealing with standards compliance promotion and certification: Traceability Tanzania, Tancert, Envirocare and Tanzania Organic Agricultural Movement (TOAM)
- Tancert offers audit and accreditation services

NATIONAL INITIATIVES



1. WSSD PPP PROGRAMME– initiated with the aim of improving the inspectorate system (legal framework and capacities)
2. National SPS Technical Committee
3. Global GAP National Technical Working Group
4. Tanzania is currently in the final stages of establishing a GS1 Tanzania
5. USAID funded programmes on small holder farmers

REGIONAL INITIATIVES



1. Discussions are underway (through HCA) to come up with a regional GAP
2. Tanzania part and parcel of the Common Market standard protocol
3. Tanzania is part of the on going study on standards carried out by UNIDO and NRI on the standards systems, protocols and procedures in EA countries.

National Initiatives



- National Horticultural Development Strategy with a specific pillar targeting compliance and improvement of horticultural standards.

OPPORTUNITIES



- Compliance to market standards is a corner stone to attaining bigger market share
- There are many development partners who are willing to invest in the industry to bridge the existing gaps
- The GoT is giving proper support and attention to horticultural development;

CHALLENGES



- Inadequate organization of small holder farmers
- Too many private standards– no harmonization, and costly
- The absence of the national GAP in the industry which benchmarks on these standards has been seen as a setback in the fight for easier compliance by producers;
- Inadequate infrastructural development (soft and hard) for compliance to voluntary standards

WAY FORWARD



- Formation of a regional GAP
- There is a need to link national Technical Committees on SPS and others;
- Translation of the regional block standards and protocol in simple language and format for easy understanding by farmers
- Strong representation and participation as AFRICA, in the standards formation process at the global level.

Way forward



- Promoting the establishment and development of the central database traceability system.
- National and regional capacity building and awareness creation programs
- Consumer awareness
- Mobilization of farmers into formal entities
- Fast tracking the review and harmonization of national policies and national coordinating bodies.
- National body to accredit the private certifiers (national accreditation board)



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