



SUCCESS STORY

Tanzanian horticulture exports take off

CHALLENGE

Tanzanian growers had limited access to reliable airfreight service. Many growers are forced to truck their flowers and produce to distant airports such as Nairobi and Dar. These trips are long and costly and the extra time to get their produce to market results in reduced quality. In this highly competitive field, with high fuel prices and consumer demand for better quality, Tanzanian growers were facing a real challenge.

INITIATIVE

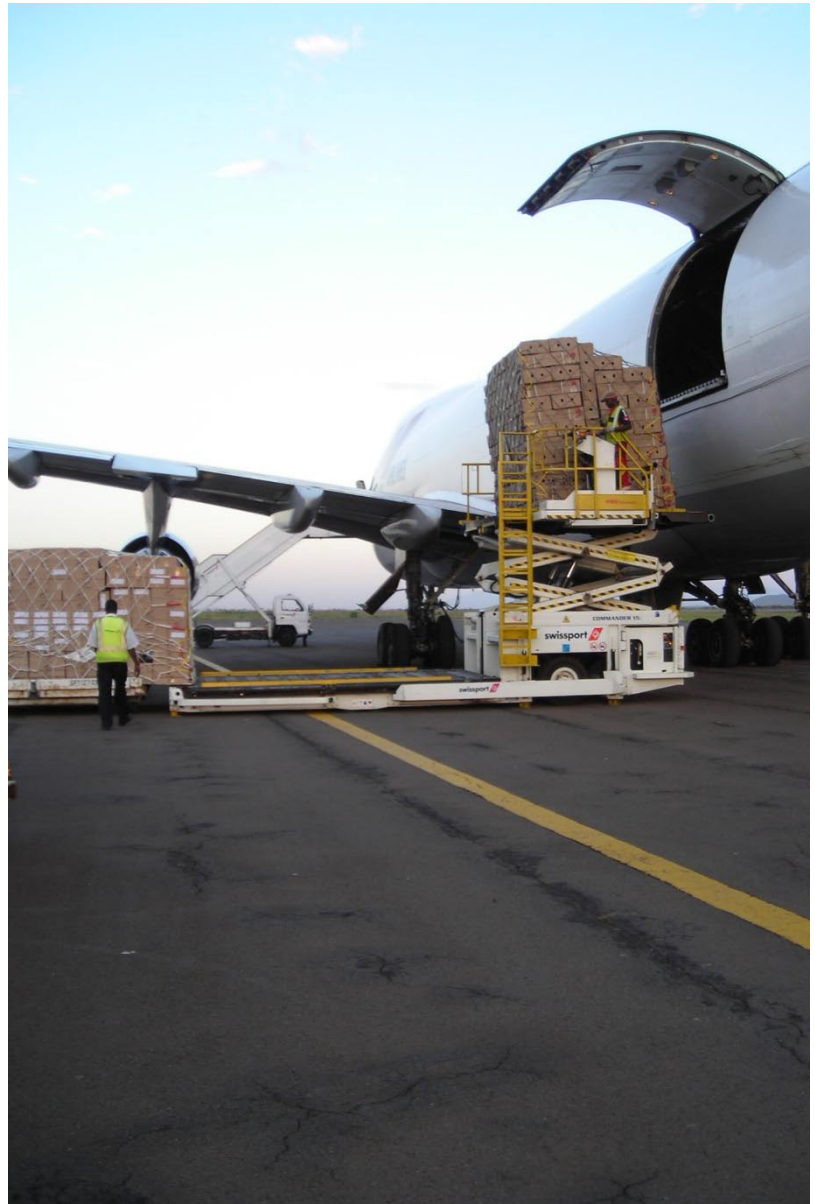
USAID Tanzania Airfreight Program (TAP) is working with the Tanzanian Horticultural Association (TAHA) and its member exporters to establish regular cargo airfreight service at the Kilimanjaro International Airport (JRO). The goal is to develop reliable, cost effective access to European markets so Tanzania can become more competitive, strengthen its role in world markets and ultimately increase small farmer incomes.

RESULTS

USAID assisted TAHA to establish a grower-owned freight consolidation firm, TAHA Fresh Handling, Ltd. (TFHL). USAID also provided an investment guarantee fund for TFHL to cover potential volume shortfalls in the early stages of the program. This has been critical to provide growers and their customers a chance to transition to the new cargo service. USAID TAP assisted TAHA to strengthen the association, increase membership by over 500 percent and increase Tanzanian exports.

In a major public private partnership win, USAID helped TFHL to successfully negotiate with private and public operators to lower their charges to make Kilimanjaro competitive.

TFHL's inaugural cargo flight took off from Kilimanjaro on December 7, 2008. The cargo service has since transported over 400 tons of Tanzanian flowers, vegetables and fruits to Europe. Today, thanks to USAID, Tanzanian exporters of perishables have a new reliable,



Ground crew load Tanzanian grown produce onto a TFHL chartered flight out of Kilimanjaro International Airport.

Fintrac photos courtesy of Erik Koster

cost effective source of airfreight access to help them compete in international markets.