

# Horticulture value chain needs to be promoted to become a major contributor

The [Tanzania Horticultural Association](#) (TAHA), an official host partner of the upcoming [Agritech Expo Tanzania](#) in Arusha from 26-27 January, advocates for the growth and competitiveness of the horticultural industry in Tanzania and operates in seven regions: Arusha, Kilimanjaro, Morogoro, Iringa, Njombe, Pwani, Dar es Salaam, Unguja and Pemba in Zanzibar and during 2017, will expand to Tanga, Mwanza, Manyara, Dodoma, Mbeya and Lindi.



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According to Jacqueline Mkindi, Chief Executive Officer of TAHA, “the horticulture value chain in Tanzania has a number of opportunities that ranges from manufacturers, processors input dealers, packaging industry, and exporters. It is a sector that needs to be promoted to solve the unemployment crisis in our country, youth and women should consider this industry if they want to make a contribution.”

## Agri to become major contributor to economy

The TAHA CEO says the main challenges facing the agri sector in Tanzania and the region include “a long list of regulatory bodies, unfriendly taxes and levies, unavailability of modern laboratories, extension services and infrastructures i.e. availability of cold storage facilities (to reduce post-harvest loss), market information systems, finances and insurance schemes.”

Her vision for the agriculture industry is to become the “highest employed sector as the majority will shift from subsistence farming to commercial farming, for the sector to become a major contributor to the national economy and stimulate growth of value added products in the local and international markets.”

## Thousands expected in Arusha

The inaugural farming B2B platform is expected to gather thousands of visitors in Arusha, from commercial to emerging and small scale; but also key officials from regional governments, agro associations, NGOs, aid, development and research agencies; agro dealers, traders and retailers; suppliers, consultants and technical experts as well as venture capitalists, investors and bankers.

“Agritech Expo Tanzania will bring together different horticulture actors and I am looking forward to increase the linkages between farmers and investors,” says Mkindi.

## **Agri suppliers supporting Agritech Expo**

The industry has responded with great enthusiasm to the first Agritech Expo in Tanzania. Global farming equipment leader John Deere and its distributor in the country, LonAgro Tanzania Ltd, are gold sponsors for the event.

Other leading agri suppliers that have confirmed their presence at the event include Afrivet, Ford, CMC Automobiles, CWI, GSI, Hughes Motors, Maji, Metl Agro Tanzania, HortiPro, Irrico, Rivulis, AMDT, FNB, Lindsay Africa, Balton, Kibo Seed, Neptun Boot, Rijk Zwaan, TFSC and Yara.

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