Impact

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Domestic Horticulture Markets Programme
Supported by     Implemented by

in

Tanzania, Rwanda, Malawi, Kenya
The Domestic Horticulture Markets (DoHoMa) Programme is a 5 year programme designed for domestic markets mainstreaming with a focus on Traditional African Vegetables (TAVs), Bulb Onions and Irish Potatoes with an Agri-Nutrition Solutions component. DoHoMa is graduating 115,491 Smallholder Farmers, SHF into entrepreneurs and with cumulative sales of USD 350 Million in Tanzania, Kenya, Rwanda and Malawi. The programme is funded by the Bill and Melinda Gates Foundation, BMGF.
Total Farmers 115,491

- Youth male: 18,272 (16%)
- Youth female: 18,687 (16%)
- Youth total: 36,959 (32%)

Men: 57,097 (49%)
Female: 58,394 (51%)

Domestic Horticulture Markets (DoHoMa) Programme
Average Annual Sales Per Farmer for Domestic Market Target Crops

- USD 700 (Target)
- USD 141 (Year 1)
- USD 516 (Year 2)
- USD 785 (Year 3)
- USD 1,712 (Year 4)

Domestic Horticulture Markets (DoHoMa) Programme
Total Sales for DoHoMa Programme Target Crops Only

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USD 8.5 Million</td>
<td>559%</td>
</tr>
<tr>
<td>2</td>
<td>USD 55 Million</td>
<td>959%</td>
</tr>
<tr>
<td>3</td>
<td>USD 89 Million</td>
<td>2,249%</td>
</tr>
<tr>
<td>4</td>
<td>USD 197 Million</td>
<td>Overall Cumulative Sales Year 1 to Year 4 = USD 350 Million</td>
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</tbody>
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Overall Cumulative Sales Year 1 to Year 4 = USD 350 Million

Implemented by: [Logo]

Supported by: [Logo]
Total Savings

Domestic Horticulture Markets (DoHoMa) Programme

- Year 1: USD 283,000
- Year 2: USD 19 Million
- Year 3: USD 16 Million
- Year 4: USD 21 Million

Target: USD 7 Million
Ratio of Bill & Melinda Gates Foundation Investment to Total Additional Small Holder Farmer Income from Target Crops Only [USD]

- 2011: 1:8
- 2012: 1:47
- 2013: 1:81
- 2014: 1:189

Domestic Horticulture Markets (DoHoMa) Programme
Hilda Chondo
Manyire Commercial Village

USD 4,500: The annual income she makes from farming vegetables only. She is also a trainer at the Commercial Village and in the national annual agricultural show ‘Nane Nane’, where she trains on nutrition and vegetable drying techniques. Hilda also makes money from processing tomato paste, jam and tomato sauce and is also a seed multiplier of the African nightshade.

USD 467: the cost of a water pump she has bought to increase her production. 4 weeks: the time it takes for her Traditional African Vegetables to mature. Amaranth and Spider plant are rich in Vitamin A and Iron that are for her family’s nutrition. Hilda mainly uses her income on school fees for her children.
Mary Reuben
Manyire Commercial Village

70 avocado trees and 200 timber trees planted in Mary Reuben’s farm as a result of the Domestic Markets Programme intervention in Manyire which also enlightens farmers on the importance of environmental management.

USD 1634: the annual income realized from the avocado trees. USD 23: average earnings per avocado tree every season. USD 14,006: the total potential income from the sale of 200 timber trees in 5 years.

Smallholder Cashes in on Green Village Initiative

Mary and her husband, above, have 5 children.
Fredrick Shirima
Manyire Commercial Village

USD 449: amount of money Fredrick used to make before FCI intervention.

USD 992: the income he made from selling onions in 2012 from half an acre of land after FCI’s intervention, a 120% increase.

USD 578: amount of money he made from French beans planted on ½ an acre after being linked to FrigoKen in 2013.

USD 831: the total income he made from the sale of French beans in 2014.

USD 1,167: the amount invested in building a house and expanding dairy enterprise.

Fredrick is married and a father of 7.

USD 2,401: income earned from horticulture only in 2 years.
Rodgers & Beatrice
Manyire Commercial Village

3 acres: the size of land that Rodgers and Beatrice use for maize and TAV farming. 7 bags: the maize yield from one acre of land, prior to improving their approach. 20 bags: the current yield per acre, a 186% increase in productivity.

USD 1,411: the income earned from maize compared to USD 498 before the intervention, a 183% improvement. USD 1,176: amount earned from Traditional African Vegetable (TAVs) sales in one season up from USD 118, an 800% change. They have been able to increase their herd of cows from 2 to 7. They use some of the cows for ploughing. They also increased his herd of goats from 5 to 30 and are constructing a house which so far has cost them USD 5,544.
The increase in maize productivity, from 2 to 19 bags per acre, after implementing best-practices learned through the Commercial Village. They have increased the maize acreage from 2 to 4 acres. USD 661: the income earned from the sale of maize per season.

200%: the increase in productivity in her cucumber farm from 2 bags to 6 bags per week. USD 1410: the amount of income she makes from the sale of cucumbers annually. Joyce recently bought windows and doors for building a permanent house as well as a one acre parcel of land, courtesy of her farming enterprise.
Yasinta Makere  
Lokiri Commercial Village

150% increase after applying the right seeds and agro-inputs in 2014. **2 MT:** the quantity of maize Yasinta harvested from 2 acres. **0.8 MT:** the quantity harvested before. **USD 1,487:** Yasinta’s annual income from the sale of maize, beans and vegetables. **USD 2,424:** the costs incurred so far putting up the house. Yasinta used her income to pay school fees for her first born son, Daudi, at a College where he trained in masonry. Actually, Daudi is the one constructing the family a brick house from his masonry skills.

Yasinta is married and a mother of 7 children including Daudi, above.
Leah Zakayo
Manyire Commercial Village

1,233%: increase in cucumber production from 3 to 40 bags per acre. This drastic change is a result of improved agronomic practices; mainly recommended spacing.

USD 4,015: cumulative income Leah makes from her farm. She cultivates maize on one and a half acres of land, cucumber one acre and beans on a quarter acre of land.

USD 6,069: the amount she has used to construct a permanent house with income from growing cucumbers. Leah is educating her 3 children from proceeds of her agricultural enterprise.
329%: increase in Witness Kileo’s income from the sale of tomatoes from USD 323 to USD 1,385. This is as a result of a 100% productivity increase from 40 to 80 tomato crates, as a result of the adoption of certified seed and agr-inputs as well as improved agronomic practices.

Witness has used her income to achieve her dream of installing a biogas system in her house which is cleaner energy and helps her save time which she would have spent sourcing for firewood. In addition, she recently built a modern bathroom.
Daniel Lekwama
Majimoto Commercial Village

48 acres: the number of acres Daniel is now farming, against an average acreage of 5 acres for the typical smallholder farmer. He bought (18 acres) and leased (30 acres) from additional income to facilitate business expansion. Daniel grows maize, sunflower, beans and Traditional African Vegetables (TAVs).

USD 13,488: the amount of income Daniel has made from tomato seed multiplication in three years. USD 6,002: the value of the tractor Daniel purchased from seed multiplication income.
Elias Athanas
Valeska Commercial Village

300% increase in productivity, achieved in 2 years through the income generated from selling traditional vegetables to the National Milling Corporation (NMC), Arusha. From his returns, 30 year old Elias has started building a permanent house.

1,499%: increase in income from USD 351 (from 0.25 Ha between 2010 and 2012) to USD 5,541 (from 1 Ha in 2014) from vegetable sales facilitated through market linkages by FCI.

“I used to work as a mine laborer; now, I earn a good income.” says the 30-year old single Elias.

Elias is taking care of 2 orphans, as well as his elderly parents.
Vincent Benedict
Manyire Commercial Village

100%: increase in maize production after using proper inputs and improved seed, from 8 to 16 bags of maize per acre.

USD 462: the amount of loan Vincent accessed through the Commercial Village to invest in his farming activities. He used the funds to buy fertilizer, improved seeds and paying for labour costs for various crops. Since 2011, Vincent has been regularly attending FCI training on good agronomic practice, such as spacing, use of quality improved seed, fertilizer and early planting.
13,440 Kg of African eggplant that Simon harvests per half acre, a 100% increase after use of fertilizer. 6,720 Kgs: the number of bags he used to harvest. USD 1,344: Simon’s annual income from the sale of African eggplant.

Through fruity vegetables and maize production Simon is able to cater for his children’s school fees, shelter and provide enough food for his family. Early 2015, Simon started constructing his permanent house. He is hoping to complete it at the end of this year.
Hawa Ibrahim
Manyire Commercial Village

USD 838: the annual savings by Hawa Ibrahim per annum. She is now deliberately setting aside savings as a member of the Commercial Village. Through her savings, she has been able to expand her farming business and retail shop. She’s also building a brick house from her savings, income and the loans advanced to her through the commercial village savings scheme.

USD 347.30: the additional amount Hawa has received from the village level savings system.

Smallholder Learns how to Save, and Improves Life.

Hawa is married and a mother of 4
Zulpha leads Manyire Commercial Village. As the chairlady, she has a critical role of providing training, capacity building to fellow farmers and mobilizes them to participate in different forums.

69%: the price increase that Zulpha Shaban enjoys compared to what village middlemen were offering. The price has changed from USD 12.90 to USD 22 per 100-kg bag. Zulpha sells her produce through collective action with fellow CV members.

USD 138.18: The deposit Zulpha paid to have an energy saving solar panel installed in her house. She grows maize, beans and Traditional African Vegetables on 1/2 an acre of land. “I now grow my own vegetables, and sell the surplus which I save through the Commercial Village.”

Zulpha Shabani
Chairlady,
Manyire Commercial Village

Reaping the Benefits of Collective Action

Zulpha is married and a mother of 5
Joyce & Elijah Meena
Mbuguni Commercial Village

400%: The increase in cassava productivity from 20 bags (in 2012) to 100 bags (in 2014) for Cassava per acre. USD 23: Amount of money received for every bag of cassava. Last year Joyce and Elijah Meena made sales worth USD 8,165. In 2015, they anticipate to make sales worth USD 26,945. The family also owns a piece of land in Mbuguni Madukani area where they are planning to build a business centre for rental income. 11.5: acres on which they are currently growing cassava. 5: acres on which they have currently cultivated maize intercropped with cassava. 71 bags: The number of 100kg cassava bags they now harvest from an acre. USD 552: The amount it cost them to purchase a maize sheller which farmers in the community pay to use which earns them USD 300 during harvest season.

2012: The year Joyce and Elijah Meena of Mbuguni Commercial Village hosted a household visit for Melinda Gates and H.E. Kofi Annan.
Our Coverage

Current 2015: 23 Countries
Smallholder Commercialization, Market Development, Training & Capacity Building [12 Countries]
Interventions-Training & Capacity Building [11 Countries]
Our Vision
Commercialized smallholder communities with increased incomes for improved, stabilized & sustainable livelihoods in Africa and beyond.

Our Mission
To build and implement innovative pro-poor market & business models that catalyze solutions for smallholder commercialization and competitiveness in value networks for household economic growth and community empowerment in Africa and beyond.