



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION

**“Our sales have significantly raised – both in food-retailing and tourism. Our sales personnel are much more self-confident and dedicated to selling our special artisan products to new clients in retail and tourism.”**

Fatma RIYAMI, Managing Director of “NatureRipe Kilimanjaro”

## Market Value Chains Relating to Horticultural Products for Responsible Tourism Market Access Project

The “Market Value Chains Relating to Horticultural Products for Responsible Tourism Market Access Project” is an innovative project anchored in the Ministry of Industry, Trade and Investment of the United Republic of Tanzania. The project has improved livelihoods by strengthening Responsible Tourism practices of sourcing high quality products and skilled labour locally. As part of the UN Delivering as One, the project has involved five UN agencies: UNOPS, UNIDO, ILO, FAO and ITC, combining their strengths to support Tanzanian counterparts. The project is funded by the Government of Switzerland’s State Secretariat for Economic Affairs (SECO).

### UNIDO’S APPROACH

To promote Responsible Tourism in Tanzania, UNIDO developed and strengthened linkages between horticultural producers and processors with key partners in the tourism sector including hotels and supermarkets. A series of trainings sessions and practical workshops were organized at the marketplace for the horticulture producers and processors on marketing, sales, merchandising and access to market information.

Technical advisory support was provided for medium and long term tasks to help establish substantial and trustworthy business relationships between the selected SMEs and the Tanzania Chefs Association, National College of Tourism and other related actors. At the same time, marketing of analytical/product services to SMEs in the industry was facilitated through development of marketing strategy for Tanzania Industrial Research and Development Organisation (TIRDO) and Tanzania Engineering and Manufacturing Design Organisation (TEMDO).

Aiming to address the needs of tourism sector, single serve packaging was introduced for horticulture producers to supply to tourism sector operators (such as hotels, restaurants, supermarkets, others),

as well as strengthened horticulture processors representation to hospitality industry through establishment of linkages among producers via the agro-processor association with SMEs and the Tanzania Chefs Association, National College of Tourism and other related actors, participation at numerous B2B events, exhibitions and other events.

### IMPACT

Pilot beneficiary horticulture processors supply their products to more than 41 hotels amounting to total sales of about Tsh 60 Million per month and 35 supermarkets amounting to total sales of over Tsh 200 Million per month in Tanzania and Zanzibar. Beneficiaries attained ISO 22000 certification and some of them received Superbrand (East Africa) status. TIRDO

expanded its analytical services to the private sector and mainly to agro processors which lead to increase of sustainable revenue stream for TIRDO. TEMDO’s capacity strengthened and upgraded in promoting products and process design to suit local manufacturing conditions through purchase of equipment to be used for the analysis and production of materials and horticulture processing machines.

### WAY FORWARD

Building on the successes demonstrated in the pilot project, there is an opportunity for a programme with a wider scope both geographically and focusing on more prioritised value chains to have a greater lasting impact on the tourism sector in Tanzania for the benefit of more Tanzanians.

### AT A GLANCE

<b>Project title</b>	<b>Market Value Chains Relating to Horticultural Products for Responsible Tourism Market Access Project</b>
<b>Thematic area</b>	Advancing economic competitiveness
<b>Donor</b>	SECO
<b>Project counterpart</b>	Ministry of Industry and Trade of Tanzania
<b>Budget</b>	Phase I: USD 3,594,610 (UNIDO: USD 610,000) Exit Phase: USD 1,994,787 (UNIDO: USD 270,000)
<b>Duration</b>	Phase 1: 01.04.2014-31.12.2016 Exit Phase: 01.01.2017-31.12.2018