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TANZANIA AGRICULTURE MARKET ASSESSMENT REPORT

Market asessment profile

TABLE OF CONTENT

1. Executive Summary & Methodology
2. Value Chain Recommendations & Key Findings
3. Key Government Priorities
4. Macroeconomic and Policy Environment
5. Value Chain Analysis (Current State Only)
6. Interventions & Investments Proposed

EXECUTIVE SUMMARY

Tanzania's agricultural sector is a significant contributor to the national economy, employing approximately **65.5%** of the workforce and contributing **26% to GDP** .The sector's potential remains high, particularly in key value chains such as maize , banana, sunflower, rice , potatoes , tomatoes , onions , and avocados.

METHODOLOGY

It was therefore necessary to **conduct a market analysis** for selected priority value chains with the target of identifying market actors and demand projections as part of the efforts to address some of the challenges facing the agricultural sector;

The methodologies for the assessment involved preparation and inception meeting, desk review, development of assessment tools and field work, drafting of the report and recommendations as well as review of the report and production of the final report.

Key Findings

1. PRODUCTION TRENDS

Tanzania has substantial production capacity across all value chains, but yields remain below potential due to low mechanization, poor access to quality inputs, and post-harvest losses.

2. MARKET DEMAND & CONSUMPTION

High domestic demand for key crops such as maize and rice, with significant consumption in urban areas like Dar es Salaam. However, rural consumption patterns are affected by seasonality and price volatility.

3. TRADE DYNAMICS & BARRIERS

Major export markets include Kenya, Rwanda, and Uganda, but trade barriers such as regulatory fees and inadequate infrastructure pose challenges.

4. PROCESSING & VALUE ADDITION

: Limited processing capacity exists in sunflower, avocado, and tomato value chains, offering investment opportunities in agro-processing.

5. WOMEN, YOUTH, AND JOBS

: Women are highly involved in production, making up over 65-70% of smallholder farmers in key value chains such as horticulture and staple crops. Youth participation in agriculture is growing, particularly in agro-processing and trading, but remains constrained by limited access to finance and land ownership. However, the exact contribution of these two populations is not clearly defined due to fragmented data collection, therefore limiting interventions targeted to them.

Sector Overview

Tanzania's agriculture is vital to livelihoods and GDP, driven by smallholder farmers across diverse value chains. A deep analysis of existing literature and actor feedback reveals a sector brimming with untapped potential ripe for investment. Majority of the value chains have nascent formalization and governance structures. Productivity and value capture are low due to many structural inefficiencies that hinder transformative and inclusive growth. Inclusive policies, value addition, and market formalization are essential for sector transformation.

Current Market Landscape For The Selected Value Chains

This analysis of Tanzania's priority agricultural value chains—maize, rice, sunflower, banana, avocado, tomato, onion, and potato—highlights critical insights that shape their investment potential and development needs. The key findings for each value chain are:

Maize is Tanzania's leading staple cultivated by **4 million** farmers on **45%** of the arable land. However, low productivity **(1.6 MT/ha)**, fragmented markets, export restrictions, and poor storage infrastructure are stifling its growth. **Key opportunities include policy reform (e.g., easing export bans), contract farming, increasing input access, warehouse receipt systems, and climate-smart practices.**

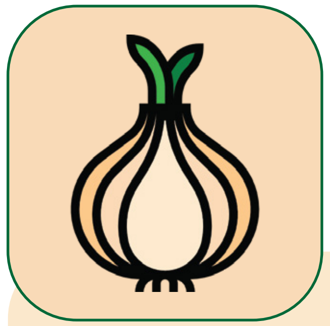
Rice is the fastest-growing staple, cultivated by **2.2 million** households. Although yields under irrigation can reach **10 MT/ha,** rainfall dependency, poor inputs provision – particularly regarding quality seeds - and weak storage facilities constrain the sector. Regional exports are rising, but further gains require **investment in improved varieties, milling upgrades, brand development and Good agronomic practice adop-**

Sunflower offers a strategic opportunity for cooking oil import substitution (potentially saving the country **125 billion TShs** in Foreign exchange). The area under sunflowers covers **6%** of arable land and is grown by **1 million** farmers with potential to meet **50%** of national oil demand. However, the sector is constrained by quality seed shortages, weak market coordination, and underutilized processing capacity. **Unlocking growth requires strengthening input systems, quality control, and SME investment.**

Bananas support over **900,000 households** but suffer from low productivity due to pests, traditional practices, and fragmented value chains. **Yields could triple with better varieties and agronomic training. However, informal marketing and high post-harvest losses per-**

The avocado value chain is nascent and has emerged as a high-potential export crop, with a **35%** year-on-year growth in export value. Nevertheless, the value chain is vulnerable due to over-reliance on a single buyer, limited cold chain capacity, and poor seedling access. **Value chain formalization, buyer diversification, processing (e.g., oil, pulp) and export certification can increase value capture and incomes for farmers.**

Tomato is widely consumed and grown by **99%** by smallholder farmers. There is huge regional export potential, but the value chain is highly inefficient. Post-harvest losses, pesticide misuse, and infrastructure gaps hinder competitiveness. **Investments in cold storage, processing, and price discovery systems are essential to stabilize supply and improve quality.**

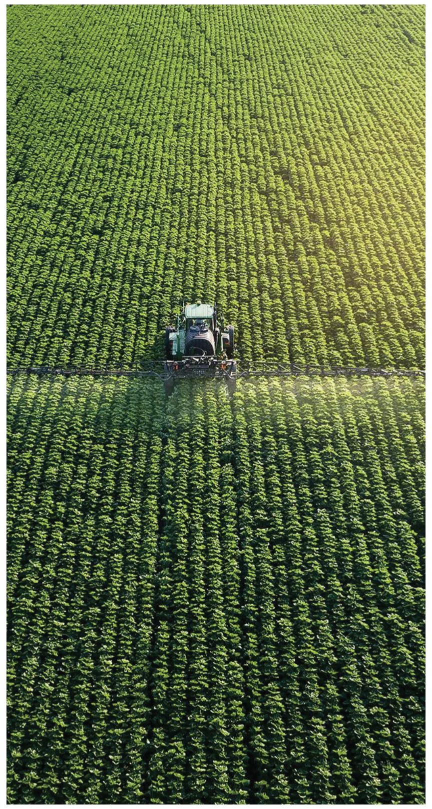


Onion and potato sectors show strong regional demand but suffer from low input use, poor yields, and inadequate storage. Only **10%** of potato farmers use certified seed, and post-harvest losses are as high as **30%**. Both onion and potato value chains present solid opportunities for income growth and import substitution but are held back by low input use, post-harvest inefficiencies, and weak market systems. **Investments in quality inputs, irrigation, cooperatives, and cold storage—alongside formalized market linkages—are essential for unlocking their full potential.**

Key Government Priorities

Key Enablers

1. Highly Productive Agriculture



- Production integrated with markets to create the 'pull'/incentive to invest in increasing production
- Irrigation expansion, securing yields and enabling off season production
- Effective extension services training in Production and PHM prioritizing engagement of women and youth who have limited accessibility.
- Land ownership for SHF incentivizing investment and access to credit particularly for women and youth
- Waste reduction initiatives via PHM training and facilities
- Increased private sector investment particularly in value addition, inputs, mechanisation, services and trade
- Removal of prohibitive Government policies, charges, practices
- Implementation of the Agricultural Transformation Master Plan-2050

2. High Growth in Domestic and Export Trade

- Good Business Ecosystem (policies, regulations, taxes, standards..) reducing transaction costs
- Port, airport, rail, road, border infrastructure and institutions improve market access and reduce production costs
- Trade promotion activities within regional and global export markets particularly in value chains with high women and youth involvement such as, avocado
- Digital systems - farmer registration, Market and Trade data, digital information and diagnostics
- Harmonised regional standards implemented to avoid non tariff barriers to trade
- Export certification services support to enable more MSME's to export

Key Government Priorities

Key Enables

3. Successful MSME Agribusiness' creating jobs and raising incomes

- Availability of BDS (credit, insurance, training, contract farming, digital services, agronomic advisory, etc
- Structured Markets with reduced price volatility by promoting farmer organization, trade associations, Government support
- Creating competitive Value Chains by reducing inefficiencies like too many intermediaries, lack of timely information,
- Foster Private public partnerships to drive investment & innovation
- Youth and Women inclusivity enhancement via specialised programing and policy
- Job growth via farm production and MSME growth
- Provision of critical cold chain, warehousing & processing infrastructure

4. Decent Livelihoods for farmers and traders

- SHF growing incomes via produce trade
- MSME growing incomes via trade, processing, logistics, retailing
- Gender and Youth Inclusion by expanding specialized training programs, improved access to finance, and policy changes to promote equitable representation in higher nodes of the value chain.

5. Resilient and Sustainable Food System

- Broad adoption of CSA
- Soil health initiatives e.g blended fertilisers, soil mapping
- Introduction of drought tolerant, disease resistant seeds & seedlings
- High awareness amongst value chain actors on their responsibilities towards environmental sustainability, necessary to secure their sector

Synthesis of Tanzania's Agricultural Macroeconomic and Policy Context

Agricultural Landscape and Macroeconomic Overview

Tanzania possesses vast agricultural potential, with **44 million hectares** of arable land and large livestock numbers. However, only a fraction of this capacity is commercially utilized. The sector remains the backbone of the economy, employing **65%** of the population and contributing nearly **27%** to GDP in 2020, primarily

Despite a **5.3% GDP growth** in 2023—driven by agriculture, construction, and manufacturing—agricultural productivity remains low. This is largely due to underuse of inputs like improved seeds and fertilizers, and limited irrigation infrastructure. Export performance is hampered by the dominance of unprocessed raw goods and a weak agro-processing sector.

Ongoing infrastructure projects, including the Standard Gauge Railway and hydropower developments, are expected to boost trade and economic transformation.

Regional integration through trade agreements like AfCFTA and TFTA offers market access and tariff reductions. Tanzania also adheres to global trade standards under the WTO.

SMEs in Agriculture

SMEs constitute over **90%** of Tanzanian businesses and contribute **26–35%** of GDP. The majority operate in agriculture, employ over 5 million people, and are predominantly micro-sized and woman-owned. However, many struggle with low annual turnovers and limited market access.

Policy and Strategic Frameworks

Agricultural Policy (2013)

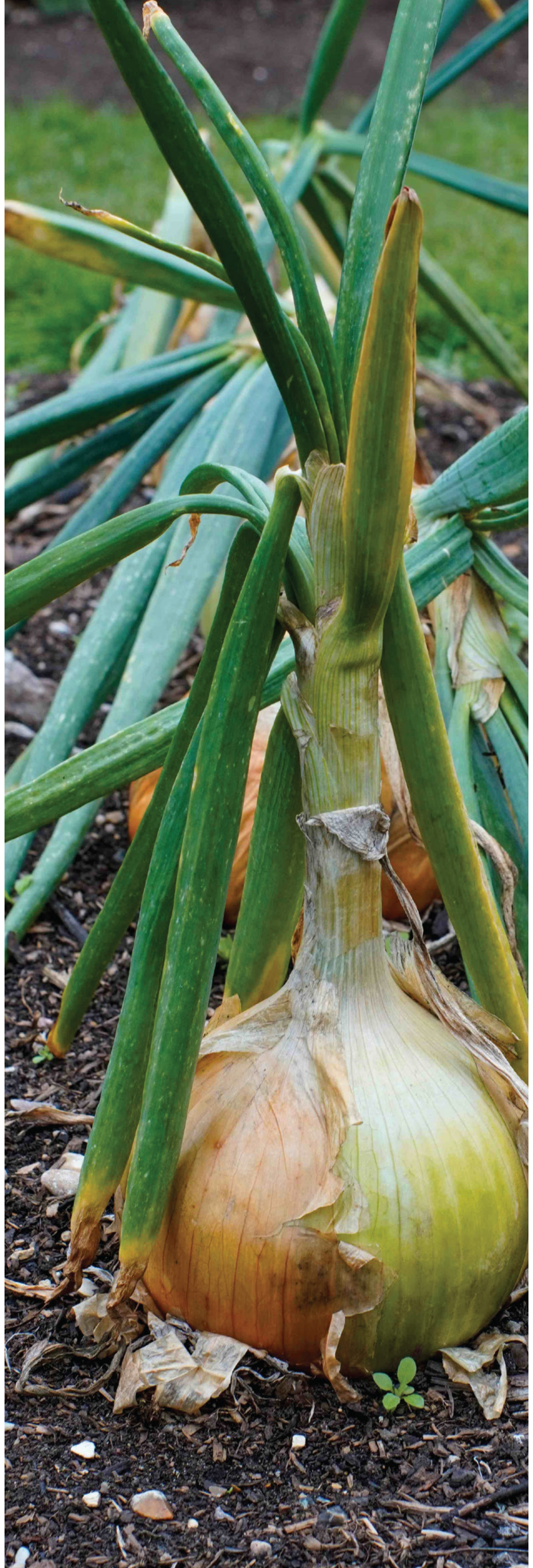
This policy promotes modernization through research, infrastructure, and public-private partnerships, while attempting to address gender and environmental issues. However, it lacks robust measures for microenterprise support and food

SME Policy (2003)

Aimed at poverty alleviation, this framework **empowers SMEs via improved access to finance, legal reform, and capacity-building** institutions such as SIDO. It also promotes venture capital access and focuses on marginalized groups like youth and women entrepreneurs.

National Trade Policy (2023)

Aligned with Vision 2025, this policy **fosters trade competitiveness, domestic integration, regional market access, and resilience to global shocks.** It emphasizes digital infrastructure, fair trade practices, trade financing, and inclusiveness (gender, youth, environment, and health).



Strategic Initiatives

1. Kilimo Kwanza (2009):
This initiative seeks to commercialize agriculture through public-private partnerships, land security, research funding, and agro-industrial investment. It led to the creation of SAGCOT and the Tanzania Agricultural Development Bank.

2. Tanzania Development Vision 2025 & FYDP III:
These strategies aim to elevate agriculture's productivity while reducing its GDP share to foster a manufacturing-led economy. Growth targets: agriculture (6%), industry (8.2%), services (7.5%).Tanzania Agricultural Development Bank.

3. Agricultural Sector Development Strategy II (ASDS II):
Focuses on transforming agriculture into a resilient, profitable, and competitive sector that attracts private investment and uplifts smallholder livelihoods.Tanzania Agricultural Development Bank.

4. Tanzania Masterplan to 2050:
Envisions Tanzania as a continental food leader, targeting $100bn agricultural GDP, tripled productivity, increased exports, and eradicated poverty. Implementation began in 2024 via 15 flagship projects in irrigation, agro-processing, digitalization, and more.

Regulatory Frameworks

Agriculture-Specific Legislation

Key acts include the Land Act, Fertilizers Act, Seeds Act, Plant Health Act, and sector-specific regulations for tea, coffee, sugar, and cotton. These are managed under the Ministry of Agriculture.

SME and Trade Regulation

A range of agencies ensure market integrity and business development, including:
- **BRELA:** Handles business and trademark registration.
- **TBS, TCCIA, TANTRADE:** Promote quality control and trade development.
- **SIDO, TIC, TRA, VETA, FCC, TIRDO:** Support SME growth, investment facilitation, vocational training, and market fairness.

Conclusions

Tanzania's agriculture is central to its economy, yet underperforms due to systemic challenges: low productivity, limited processing capacity, weak market access, and fragmented policy execution. However, the country is equipped with a comprehensive policy suite and trade frameworks that, **if properly coordinated, can unleash sectoral transformation.**

Key recommendations:

1. Elevate Support for Microenterprises and Women: Enhance financing, training, and gender-mainstreamed programs.

2. Promote Agro-Processing and Value Addition: Strengthen infrastructure, skills, and private sector incentives.

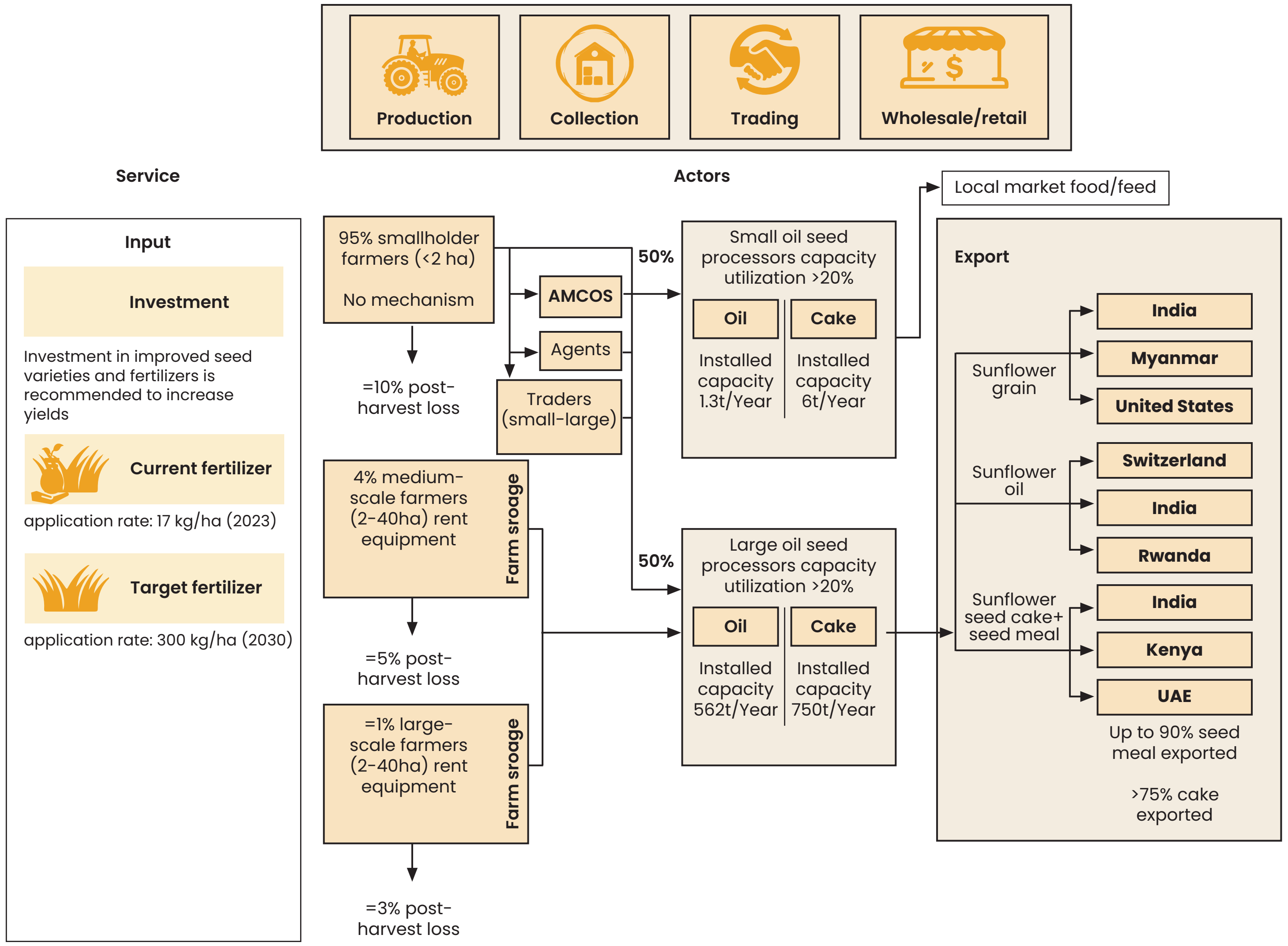
3. Improve Policy Coordination and Implementation: Harmonize stakeholder efforts, boost institutional capacity, and enforce existing regulations effectively.

SAMPLE OF MARKET ANALYSIS CONDUCTED

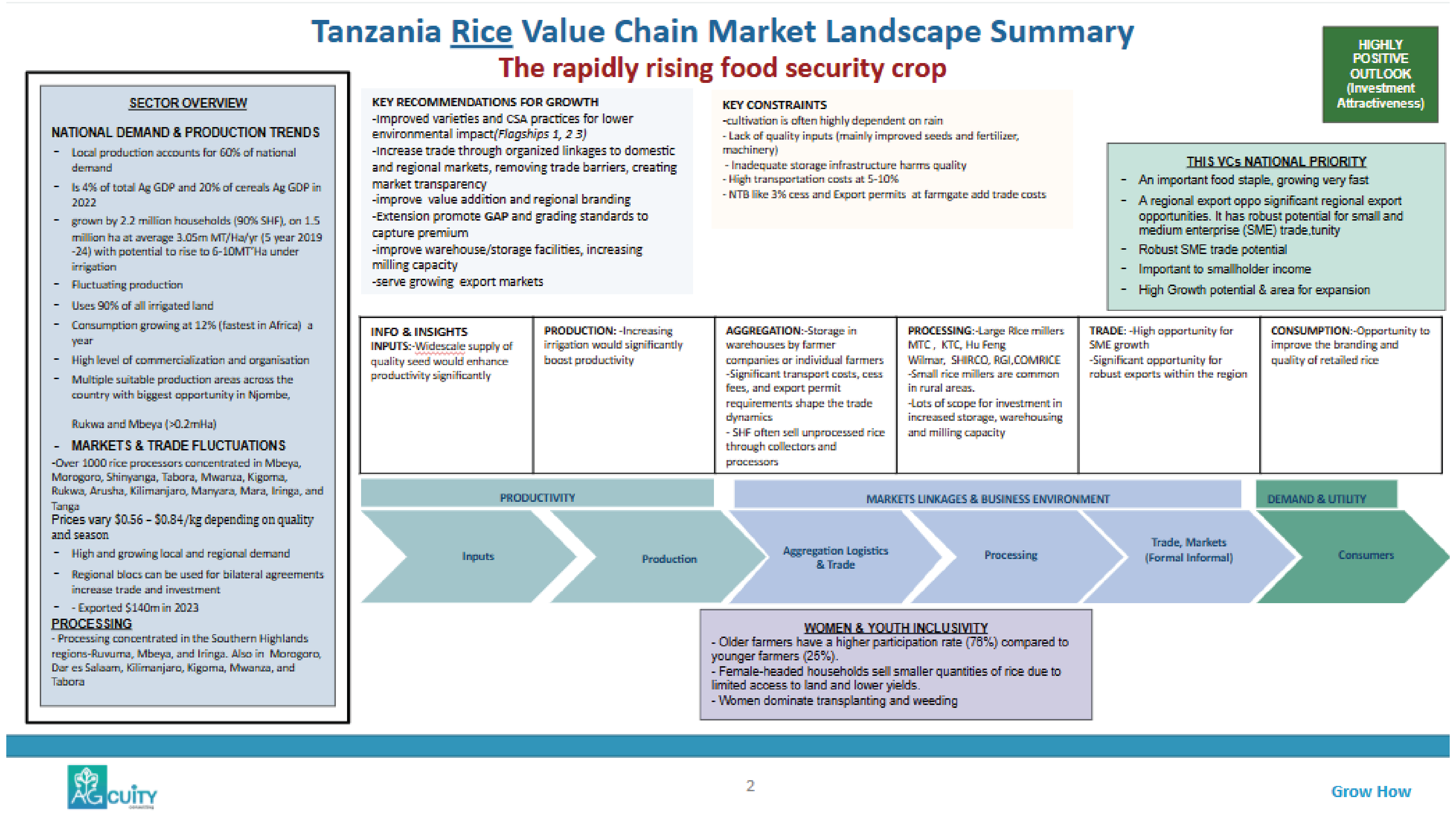
Example of the Deep Dive analysis of the Nodes, Actors, Linkages and Flows within prioritized value chains

NB: See full report for details on each crop.

VALUE CHAIN SCHEMATICS DEEP DIVE ON SUNFLOWER



VALUE CHAIN LANDSCAPE DEEP DIVE INFORMATION ON RICE



KEY INSIGHTS

Tomato

- **Widely Consumed:** Tomatoes are a vital food crop in Tanzania, playing a crucial role in the national diet and economy, while significantly contributing to smallholder incomes.

- **Extensive Cultivation and Growing Market Demand:** Tomatoes are widely cultivated throughout the country, with urban markets consuming 80% of the total production. The sector is primarily driven by smallholder farmers and supported by a large network of intermediary traders.

- **Rising Domestic Consumption & Export Potential:** Domestic demand for tomatoes is increasing at 15% annually, with Tanzania being a net exporter of fresh tomatoes, mainly to Kenya and also to Comoros and DRC. However, export volumes remain limited.

- **Opportunities in Processing:** There is significant potential for processing tomatoes into products like pastes, sauces, and juice. This offers an opportunity to add value to the surplus produce, ranging from small-scale cottage industries to large industrial processing operations.

Onion

- **A Staple in Every Household:** Onions are an essential food ingredient in Tanzania, playing a central role in the national diet while providing critical income for smallholder farmers across the country.

- **Key Growing Areas and Yield Fluctuations:** Onions are primarily grown by smallholder farmers in regions like Manyara, Morogoro, Kilimanjaro, Singida, and Arusha. Yields vary widely (from 11 to 60 MT/Ha), with a sustainable average of 20-30 MT/Ha achievable under optimal farming practices.

- **Price Variability and Limited Exports:** Onion prices fluctuate considerably depending on the season, and export volumes remain limited. Most onions are sold locally through middlemen, who collect and bulk the produce for transport to larger markets.

- **Challenges in Value Addition:** The onion sector faces significant challenges in processing due to a lack of infrastructure, investment, and processing facilities. As a result, most onions are sold fresh, with little opportunity for value-added products, hindering the sector's potential for growth.

Rice

- **A Growing Staple for Food Security:** Rice is increasingly vital for food security, with substantial growth in both production and demand across local and regional markets.

- **National Rice Development Strategies (NRDS):** The government has formulated the National Rice Development Strategies (NRDS) in 2009 and 2019, with the goal of doubling rice production and enhancing the sector's long-term sustainability.

- **Rapid Expansion of the Rice Sector:** The rice sector is undergoing significant growth, driven by rising local demand and increasing regional export opportunities, positioning it for future development.

- **High Commercialization and Expanding Consumption:** With a 12% annual growth in consumption, rice is the fastest-growing staple crop in Africa, driven by increasing commercialization and deeper market penetration.

- **Untapped Potential for SMEs:** The sector offers strong opportunities for small and medium enterprises (SMEs), supports smallholder farmer incomes, and has vast potential for growth, especially in areas with room for further expansion.

Sunflower

- **National Priority for Cooking Oil:** Sunflower production currently meets about 50% of Tanzania's cooking oil needs, offering a strong import substitution opportunity to reduce dependence on palm oil.

- **Production and Yield Potential:** Approximately 1 million smallholder farmers cultivate sunflowers, but current yields of 0.9 MT/Ha are well below the potential of 3 MT/Ha. There is significant room for yield improvement through advanced farming techniques and the adoption of hybrid seeds.

- **Strong Market Demand and Price Volatility:** The demand for sunflower oil is high, particularly in urban and peri-urban areas. However, price fluctuations are common due to variations in supply and competition from imported oils, such as palm oil.

- **Processing Challenges and Growth Opportunities:** The sector features a mix of large processors and many small-scale processors operating at low capacity (20-40%) due to challenges like insufficient seed supply, poor storage, and electricity issues. These challenges present an opportunity for process improvements and scaling up production.

Banana

- National Significance of Bananas: Bananas are a crucial food staple in Tanzania, serving as a high-value economic crop for both producers and traders, with substantial regional export potential.

- Production Trends and Key Growing Areas: Tanzania ranks as the second-largest banana producer in Africa, with major growing regions such as Kilimanjaro, Kagera, Mbeya, and others. The country produces 4 million metric tons annually, and bananas cover over 50% of cropped land in western Tanznia.

- High Local Consumption The demand for bananas is strong, with consumption rates ranging from 280 to 500 kg per person annually. Approximately 900,000 farming households are involved in banana production, particularly in Kilimanjaro, Kagera, and Mbeya.

- Production Challenges and Growth Potential: While bananas are primarily grown on small-scale farms (averaging 0.5 hectares per household), the sector faces low yields of 5-7 MT/ha/year. However, there is significant potential to boost yields through the use of improved planting materials, better agricultural practices, and drip irrigation.

- Market Demand and Export Potential: The banana market in Tanzania is marked by growing regional exports. However, high transportation costs remain a challenge. Bananas are sold in wholesale markets in urban areas and through retail outlets like roadside stalls and supermarkets, with prices fluctuating based on seasonality and supply-demand conditions.

Maize

- Strategic National Focus: Maize is a high-priority crop with ambitious national strategies, including flagship and master plans for growth.

- Significant Expansion Potential: The crop has substantial production potential, with millions of hectares available for expansion.

- National Significance of Bananas: Internal consumption of maize is rising, alongside significant regional export potential.

- Growing Domestic Demand & Export Opportunities: Government and regional policy reforms are necessary to facilitate open trade and improve market access.

- Investment in Key Areas: Targeted investments in production technologies, infrastructure, and processing will significantly boost productivity and competitiveness.

Potato

- Essential National Staple: Irish potatoes are a rapidly expanding staple crop in Tanzania, playing a vital role in the national diet and economy, with robust market demand, particularly in urban areas.

- Strong Market Growth: Potato production has experienced rapid growth, fueled by the increasing popularity of quick meal options like chips mayai, which accounts for 85% of the domestic market consumption.

- Significant Export Opportunities: While exports are currently modest, there is considerable regional export potential, with potato demand across Africa having surged by 300% over the past two decades.

- Processing Sector Potential: The potato processing industry offers substantial opportunities, especially in providing pre-cut chips for the food service sector and packaged crisp snacks for retail markets.

- Smallholder Economic Impact and Expansion: The potato sector is crucial for smallholder farmer incomes, with significant growth potential in areas like Tabora, Manyara, and Dodoma, offering considerable room for further expansion.

Avocado

- Export Potential and Market Expansion: Tanzania's avocado industry holds immense export potential, especially to EU, India, and South Africa, with rapid growth in export volumes.

- Smallholder Farmers (SHF) Incomes and Major Growing Regions: Approximately 124,000 households cultivate avocados, primarily in the southwest and northern regions. With 90% of production from smallholder farmers (SHFs), the industry plays a vital role in supporting rural incomes.

- Strong Growth in Exports and Domestic Consumption: Avocado exports have surged by 74% between 2020 and 2023, while domestic demand continues to rise due to urbanization and increasing consumer incomes.

- Investment in Processing Potential: There is a significant opportunity for investment in avocado oil processing, which would help add value to the sector, create new products, and diversify revenue streams.

- Importance of Market Diversification: The sector currently faces the challenge of over-dependence on one customer, which purchases 50% of the production, underscoring the need for market diversification to mitigate risks and support long-term industry growth.

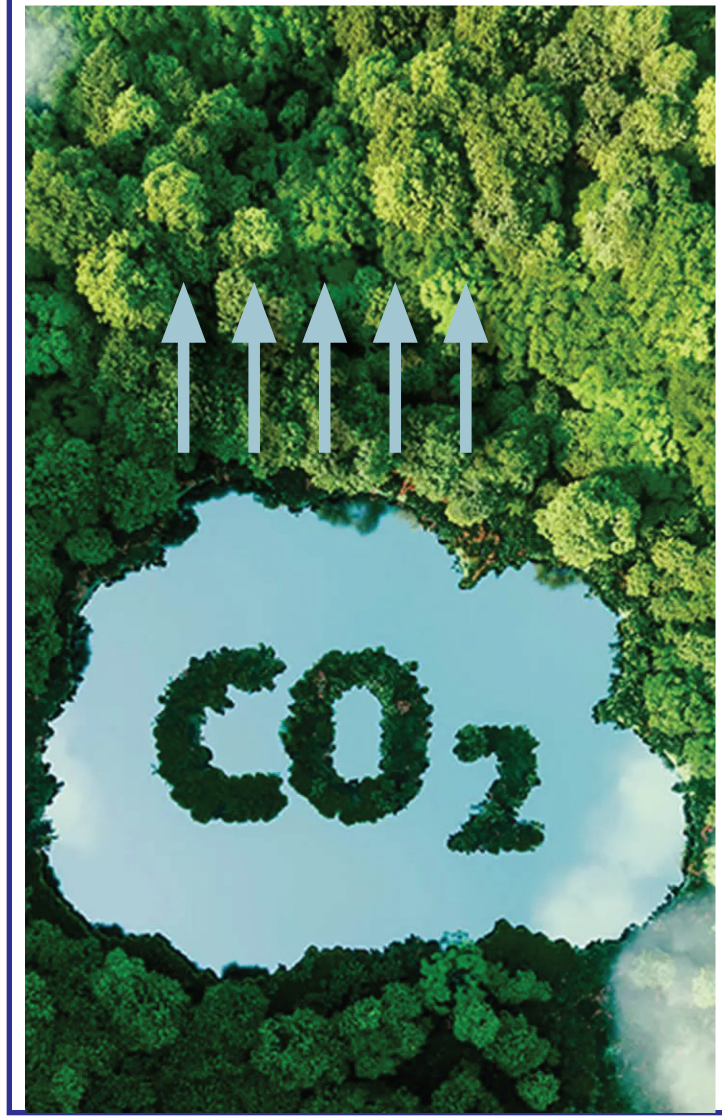
Common Challenges & Recommended Investment

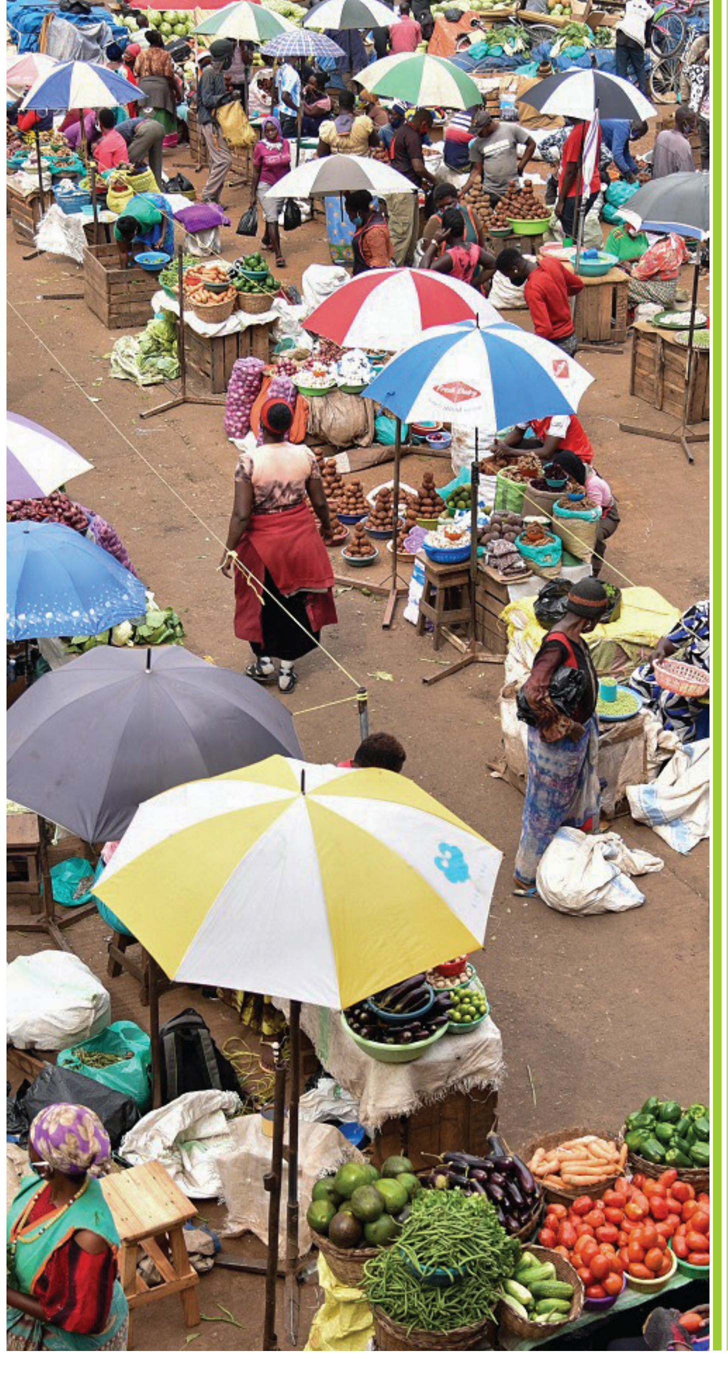
Whereas every value chain experiences challenges that are particular to their sector, many challenges - and the recommended interventions to overcome them - are common. Specific limitations will be discussed within the chapters that elaborate each particular value chain while the challenges common to all value chains reviewed are listed below:

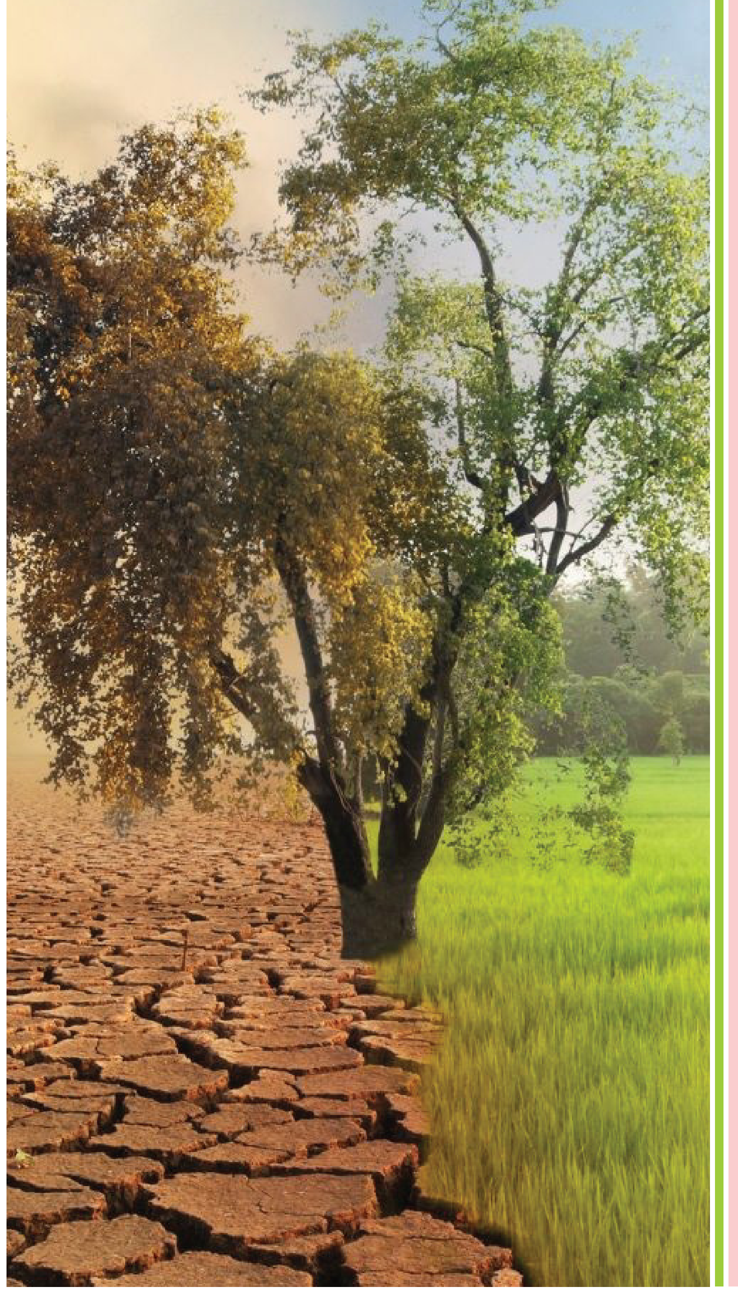
Common Challenges faced across Value chains in Tanzania	Recommended Interventions
1. Limited Access to Finance Access to finance remains a significant barrier for smallholder farmers in Tanzania, particularly affecting women and youth. Without adequate financial resources, farmers struggle to invest in modern agricultural technologies, quality inputs, and post-harvest facilities. 	**- Expand Financial Services:** Scale up successful programs like the Feed the Future Tanzania Agri-Finance Project to reach more smallholder farmers, with specific targets for women and youth participation. **- Promote Digital Solutions:** Encourage the adoption of digital financial platforms to enhance accessibility, reduce transaction costs, and improve financial inclusion in rural areas. **- Develop Tailored Financial Products:** Create agricultural insurance schemes, warehouse receipt systems, and value chain financing options that address the specific needs of different farmer segments. **- Several current Initiatives** are addressing this gap, including the Feed the Future Tanzania Agri-Finance Project, which has improved financial access for small-scale farmers, and the World Bank financing to enhance agricultural productivity and improve climate resilience.

Common Challenges faced across Value chains in Tanzania	Recommended Interventions
2. Inadequate Infrastructure The underdevelopment of critical agricultural infrastructure severely constrains productivity and market access for Tanzanian farmers. **-Irrigation Systems:** Only 2% of Tanzania's arable land is currently irrigated, despite the country's significant irrigation potential. **- Market Infrastructure:** Poor storage facilities lead to significant post-harvest losses, estimated at 30-40% for perishable crops. 	**-Develop Irrigation Systems:** Invest in modern irrigation techniques such as drip and precision irrigation to improve water efficiency and crop yields, with a target to increase irrigated land by at least 15% over the next five years. **-Improve Market Infrastructure:** Enhance rural roads, storage facilities, and marketplaces to connect farmers with markets and reduce post-harvest losses. **-Establish Agro-Processing Zones:** Develop dedicated agricultural processing zones to add value to primary products, create jobs, and increase farmer incomes. **- Develop Rural Roads:** Many farming communities remain isolated due to inadequate transportation networks vital for reducing post-harvest losses and facilitating market access. Overall, the enhancement of market infrastructure and marketing systems are essential for rural farmers to increase their income and achieve economic sustainability

Common Challenges faced across Value chains in Tanzania	Recommended Interventions
3. Low Technological Adoption -The adoption of advanced agricultural technologies is critical for improving productivity and sustainability. However, many Tanzanian farmers lack access to these technologies due to financial constraints, limited awareness, and insufficient technical knowledge. 	**-Facilitate Access to Technology:** Provide subsidies or financial incentives for purchasing modern agricultural equipment and technologies, particularly for smallholder farmers. **- Enhance Digital Literacy:** Implement comprehensive training programs to improve farmers' digital literacy and ability to use technology effectively for production, marketing, and financial management. **- Strengthen Agricultural Extension Services:** Revitalize extension services to facilitate knowledge transfer and technology adoption, utilizing digital platforms where appropriate. **-Avail Innovative Digital Solutions** such as revolving loan funds, digital accounting systems, and digital literacy programs are gradually empowering smallholder farmers by improving their access to financial services and market information **-Other Emerging technologies** including novel credit-scoring systems, blockchain-based mobile wallets, and satellite technology are providing better access to finance and risk management tools for remote farmers

Common Challenges faced across Value chains in Tanzania	Recommended Interventions
4. Constraints in the Policy and Regulatory Environment -Effective policies and regulations are necessary to create an enabling environment for agricultural growth. Tanzania's Agricultural Policy of 2013 focuses on enhancing productivity, ensuring food security, and improving farmers' socio-economic conditions. -Inclusive Policies that emphasize the importance of sustainable agricultural practices, technology adoption, and socio-economic enhancement exist but implementation challenges persist, including limited coordination among government agencies and insufficient engagement with private sector stakeholders. 	**-Implement Inclusive Policies:** Ensure that agricultural policies are inclusive, targeting low-income farmers, women, youth and marginalized groups to promote equitable development. **- Enhance Climate Adaptation Strategies:** Develop and implement policies that support climate- resilient agricultural practices and provide incentives for sustainable farming methods. **- Streamline Regulatory Processes:** Simplify licensing, certification, and compliance procedures to reduce the bureaucratic burden on farmers and agribusinesses.

Common Challenges faced across Value chains in Tanzania	Recommended Interventions
5. Unstructured and Informal Value Chains and Market Systems Value chains and market systems are largely informal leading to inefficiencies, too many intermediaries, inadequate data and transparency to support investment and pricing, occasional capture by bad actors, and general uncertainty that is inimical to creation of an incentivising business environment. There is also minimal data focusing on the involvement of women and youth across the diverse value chains. 	**Support the formation of Public** - Private Partnerships, Trade Associations, Producer and Marketing Cooperatives and multi-sectoral platforms to improve trust, coordination and information sharing amongst stakeholders. **- Leverage PPPs:** Encourage strategic partnerships between government agencies and private sector entities to improve agricultural supply chains, market access, and technological advancements. **- Learn from Case Studies:** Learn from successful public-private partnerships in other countries, such as Kenya's dairy sector development and India's e-Choupal initiative, to replicate best practices in the Tanzanian context. **- Incentivize Private Investment:** Create favorable conditions for private investment in the agricultural sector through tax incentives, risk-sharing mechanisms, and transparent regulatory frameworks.

Common Challenges faced across Value chains in Tanzania	Recommended Interventions
6. Climate Change and Environmental Sustainability - Climate change poses a significant threat to agricultural productivity in Tanzania, with changing rainfall patterns, increasing temperatures, and more frequent extreme weather events affecting crop yields and livestock production. - Unsustainable farming practices contribute to soil degradation, deforestation, and water pollution, further exacerbating the challenges faced by the agricultural sector 	**-Promote the adoptions of Sustainable Practices:** Adoption of climate-smart agricultural techniques like rainwater harvesting and the use of renewable energy for irrigation pumps is essential for promoting eco-friendly irrigation solutions and building resilience **- Measure, Monitor and Manage Environmental Impact:** Unsustainable farming practices that contribute to soil degradation, deforestation, and water pollution need to be managed by capable public institutions, adequately regulated and awareness raised amongst the value chain actors on their responsibilities towards healthy and sustainable ecosystems.


THANK YOU