

The Southern Highlands' Network in Tanzania, and the Potato Double Loop supply to Dar es Salaam

By Bahat Tweve¹

Bahat Tweve introduces his Southern Highlands' network members and explains their plans for a 'double loop' potato supply to the Dar es Salaam chip sellers.

The Dodoma Trade Fair, 2009



Bahat Tweve (left) with representatives from the Southern Highlands' network at the Dodoma Trade Fair

Growing the Southern Highlands' Network

Bahat Tweve has been growing the Southern Highlands' Network. "I have been identifying local entrepreneurs, traders, farmers and input dealers, to expand our network of Information Board Managers (IBMs). I have a network of four Information Boards in the area around Magunguli, which I have paid for myself; the managers have been able to make some money on adverts. We send prices to, and get bulletins from, Mary Haule the Tanzanian Market Information Manager. The IBM at Makungu is Mr Kalolo; he is situated near the paper mill and from him we can get information on the timber trade. Mr Majaliwa is the IBM for Ihomasa Farmers' Association (IFA). The IBM in Mufinga is Nuswe Nanzali, she has links to 50 farmers' groups. We have organised two new farmers' groups to add to the 50 in Mufindi, which we have already linked to the markets. The new groups are Ihomasa Farmers' Association (IFA) and Umoja Mazao Isaula (UMI).

¹ Interviewed by Anne Dennig in November 2009

I have brought some of our IBMs from the Southern Highlands here to the Dodoma Trade Fair. We are working together on some new deals, including supplying potatoes from our region to the chip sellers in Dar es Salaam."

Market Information Board Managers

The market IBMs for Southern Highlands region supply important price information both within their local network and to the wider network in Tanzania.



Edina Kasule (left) and Jane Mgina; market IBMs
Edina Kasule works in the market in Mbalizi, and Jane Mgina works in Makambako market. They collect and send in price information to Mary Haule. They do not have information boards.

Farmer Group Information Board Managers



IBMs John Mwanansimba (left) and Thomas Mbedule
John Mwanansimba and Thomas Mbedule are farmer group IBMs. They send local market prices to Mary Haule, and receive regular price bulletins from her. They link with the farmers' groups in their areas to sell their produce. Thomas Mbedule links with a farmers' group in Mufindi, (IFA), which produces potatoes, cabbage and sunflower. John Mwanansimba is the IBM for the Uyole region; he links farmer groups growing potatoes. "We sell to Zambia and also in Dar at the Kariako market. It is difficult to sell to Zambia. I go to the border with the potatoes

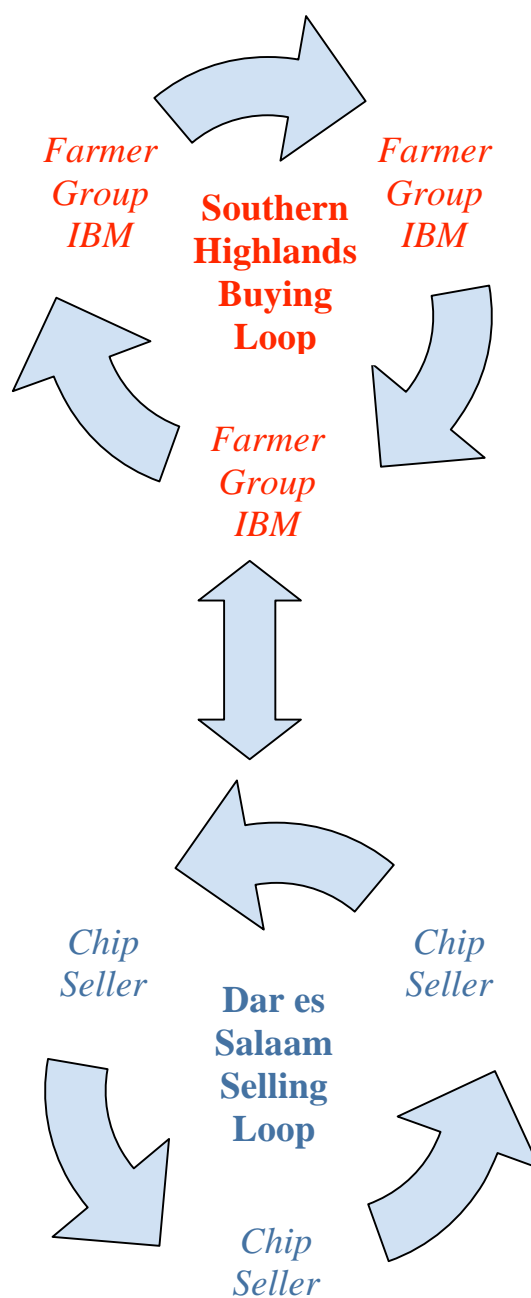
and then call the customer and tell him how many bags I have. I bargain the price and then wait for the money to come through to bank account. This can take a week; until then the sacks are not released. When the money arrives I put the potatoes on the transport.”

Supplying the Chip Sellers in Dar es Salaam

Bahat Tweve and John Mwanansimba explain: “In Dar we use two ways to sell – one is to take the potatoes to the market and one is to sell them directly to the chip makers. When we take the potatoes into the main markets we have to pay a fee to the market authorities. We are trying ‘the double loop’; picking up the potatoes from the various farmer groups and then dropping them off to sell them to many small traders and therefore we will avoid the big markets altogether. We need to pay ‘cash on the bag’ to the farmers when we pick up the potatoes and we have received a loan from RAVI for this.

We will send two trucks per week to the chip sellers and will sell throughout the year as we have links to farmers in many different areas who can grow through all the seasons. We want to deliver the bags to each chip station and then collect the cash.” By providing this ‘double loop’ marketing system both the farmers and the chip sellers should get a better price than if they had sold or bought at one of the Dar es Salaam markets.”

The Double Loop



Southern Highlands’ Marketing Network
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