

The Arusha Network Links with Nairobi MAC, 'Biashara Mapema' at the Dodoma Trade Fair

By The Arusha Network Members and Samuel Mugo of 'Biashara Mapema'¹

The Dodoma Trade Fair gave the newly trained members of the Arusha Market Access Company (MAC) useful links within Tanzania, and to the new Nairobi MAC, 'Biashara Mapema', for cross-border trade with Kenya.

Arusha MAC and IBM Network

Sebastian Msapalla runs a MAC for the rural marketing network in Arusha. "In the past month we have been working on building up a good network of Information Board Managers (IBMs). We have been training IBMs in Kilombero, Karatu, Poli (Arusha), Kiranyi, Mto wa mbu and Shoprite (Arusha)."



Magdalene Laizer (left) and Jane Maturo

Magdalene Laizer is the IBM at Kilombero Market. "I get information on market prices of maize, groundnuts, onions, tomatoes and potatoes. I send these prices to Mary Haule our Market Information Manager. I just started three weeks ago; I have no board, but when I get one I will put it at the Kilombero market. I went to the training on 30th Oct with Sebastian Msapalla and I would like to use the network to find better markets and to sell maize in large quantities."

Jane Maturo is an IBM in Arusha. "I work with 25 groups of 15-30 farmers each. They are producers of vegetables, mangoes and bananas. We dry bananas and we make mango pickle which we sell at Tengeru market in Arusha. We get information from the farmers and send it to other IBMs. We want to get price information from different places and with this I can compare the prices with the prices in Arusha. Then I can see if I can buy

produce cheaper somewhere else and sell my products in a more profitable way. I hope to get support from the network to maintain the business of processing. We sell at markets and at trade fairs like the 'Nane Nane'; if we get orders, the producers can produce more."

Biashara Mapema meets Arusha MAC



(From left) Joseph Mwangi, Magdalene Laizer, Samuel Mugo and Sebastian Msapalla. A cross-border meeting to arrange the deal for the supply of onions to Nairobi.

Samuel Mugo and Joseph Mwangi represented the Nairobi based MAC 'Biashara Mapema' in Dodoma. "We are a group of IBMs from Nairobi who have formed a company called 'Biashara Mapema' (Advance Marketing). We have come to this Trade Fair to try to find links through the Tanzanian MAC and IBM network to supply us with onions, oranges and other products for the Nairobi market. We have not found any strong clear links to oranges but we have met with Madalene Laizer, IBM in the Kilombero market, who is going to source onions for us. We want to try a first deal getting 100 bags of onions from Arusha and selling them at the various markets in Nairobi where we have our IBM network."

Samuel Mugo and Joseph Mwangi travelled to Arusha in early December where Samuel Msapalla and Magdalene Laizer accompanied them to Mang'ola to meet Samwel Sefu, a new IBM who will link them with the onion farmers. All the details of the trade in onions between Arusha MAC and Biashara Mapema, were discussed. Arusha MAC will test out the contract and registration form for cross-border deals designed Ueli Scheuermeier.

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¹ Interviewed by Anne Dennig, November 2009