

Sunflower Oil Marketing Through KIRSEC MAC

By Anna Farahani and Juma Mbwambo ¹

Anna and Mark Farahani run the KIRSEC Market Access Company (MAC), based in Kilosa, Tanzania, where they manage an Internet cafe and a shop for agro-inputs. KIRSEC is the network hub for a number of Information Board Managers (IBMs) in the region including Juma Mbwambo, who explains about the sunflower oil marketing service that KIRSEC provides.



Network Members, Anna Farahani and Juma Mbwambo at the Dodoma Trade Fair

Anna Farahani, KIRSEC, Kilosa

“There are four IBMs covering nine villages, that share information about prices of agricultural produce and inputs. They use the Information Boards to sell adverts and to make small deals, which they take commissions on.

One regular commission we make is for marketing sunflower oil. We have been packing the sunflower oil for over a year now. There are various sunflower mills in Gairo; the Jitegemee group there sends us their sunflower oil, around 100-200 litres per week. The oil is sent in 20 litre drums; we then, bottle, label and sell it. We get a commission on each 20 litres of Tsh 1,000/; we sell 1 litre for Tsh 3,000/. There is a very big demand for sunflower oil. At our shop I sell seed (including sunflower) to the farmers. We use the ‘Record’ variety from The National Seeds Farm.

We also grow maize for seed. We take off the shell and take it to the lab and if it passes we

sell it as seed to the farmers. In Kilosa we process various fruit wines but due to the drought we have been unable to do this. We have had no problem with sunflower; it was planted in the end of March and harvested in early June. It is only grown once a year.”

Juma Mbwambo Gairo IBM

“I am one of the Jitegemee group that produces sunflower oil. We buy the seed, which has been cold pressed for oil from the millers and then boil the seed and press it again. We sell to 20 villages around and sell the remaining oil through KIRSEC in Kilosa. We sell up to 200 litres each week in 20 litre drums.

The farmers produce sunflower, groundnuts, finger millet, sorghum and maize. I send our local prices to Mary Haule, our Market Information Manager. In return we get market prices from other places via SMS. The price information that we receive from Mary helps me as well as the farmers. More people come to my agro-dealer shop to see the board so I get more customers. I try to find deals from other places and I send information to Bahat Tweve (Southern Highlands Biashara Mapema) or others in the network.

I manage about three deals per month with the adverts on the board. If a farmer has a house to sell he puts the information on the board and after selling he pays Tsh 20,000/ commission for the deal. If there are cattle to sell I get money for the advert and Tsh 5,000/ commission. Per month I get between Tsh 5,000/ and 20,000/ income from the board. I would like to get others to have boards.”

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¹ Interviewed by Anne Dennig in November 2009