

MuMac a new Market Access Company in Muheza, Tanzania

By Geoffrey E. Mariki¹

The Start of MuMac



John Kossima and Leonard Muhoni from AgriBiz Dev Co, with Sylvester Mziray, Geoffrey Mariki and Gaspar Mburo of MuMac

Following our work together in the AMSDP project as a successful marketing group, we have started a market access company, MuMac, to serve Muheza. This commercial company has been formed by Sylvester Mziray (Non Executive Director and Finance Officer); Geoffrey E. Mariki (Market Information Director); Gaspar Joe Mburo (Director). Dr Paul Johana (Director) and Anthony Senkoro (Director). The role of this company is to offer services to facilitate the functioning of the market between the farmers and the traders in a way that is profitable to all players.

MuMac will efficiently source fruit (oranges and mangoes), spices, cashew-nuts and milk in Muheza District area for seeking buyers. It will ensure to find and deliver the produce of a defined amount and quality at the right time for a price agreed upon with producers. MuMac's brokering services are subject to a commission of 5%. MuMac will inspect, load and, if required, transport the produce to the buyer as well as take care of payment to farmers out of the advance for the first load.

The Market Information Challenge

Right now farmers are being faced with the problem of lack of information. There is a question of ignorance, the farmers are not

aware of the market needs. For example some of the orange farmers do not know the market requirements for the oranges; the varieties, the prices or the timings. You find that the middlemen know this information much better than the farmers and because the middlemen are better informed they are cheating the farmers.

Our company wants to ensure that there is fair play in the market. We need to help by getting the information that is required in the market to farmers. Farmers need to look at the cost of production so that they can better judge what is a fair price.

Information Boards

MuMac is setting up information boards spread around the area to enable us to source the farmers' produce and to send out information about buyers to the farmers. We can send information to the boards by SMS for orders. Producers either individuals or groups can give information on their ability to supply to the board manager who can then send the information to the MAC. We will then broker the deal.

Getting Started

First MuMac is introducing itself to the farmer groups, to the middlemen and all the players of the market chain. We are exchanging ideas with other MACs in East Africa. We are learning from each other about how to solve the problems that we face here.



AgriBiz Dev and MuMac at an introductory meeting with a farmer group in Muheza

We have learned that going directly to the farmers is very important. We sit with them and introduce to them what our company can do that is beneficial to them. Then, when we have established a good relationship we can

¹ Interviewed by Anne Dennig in April 2008

use mobile phones to send market information and broker deals for them.



Silvester showing the new Market Centre in Mtindiro

Fair, Efficient and Transparent Trade

MuMac wants a trade which is fair; creating win, win situations for all market players. We are already exploring markets for oranges and have started exploratory talks with a large fruit juicing plant in Morogoro (UNNAT).

In Muheza we produce in terms of tonnage 6-7,000 tons of oranges per season (this is at the lower estimate, it could be more). We have four strong orange associations, BoFacu, KiFa, MoFacu and Independent Orange Producers, Muheza. We have a new market centre in Mtindiro and good roads connecting to it. There is great potential for profitable trade here.



Silvester, Gaspar and Geoffrey from MuMac with Leonard from AgriBiz Dev Co

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