

# MARKUP Newsletter July to September 2020

## Editorial

Although some COVID-19 related restrictions were loosened over the past three months, with airports re-opening, curfews dropped and students going back to schools, the pandemic continues to influence most of MARKUP's activities and largely prevents us from meeting face-to-face. This is especially true for the trainings and capacity development measures carried out online, but also for the validation of studies and the development of harmonised East African standards. However, all of us got used to the new way of working remotely and conducting meetings online, using the new digital tools with greater expertise and better results. Deepening our communication with new audiences is even more important where face to face meetings are limited. This is one of the reasons we have expanded our social media presence to include Facebook. Visit us at <https://www.facebook.com/eacmarkup> to interact with our Partners on the activities underway.

## Trainings

### Coffee trading and risk management



**Session Four: Key elements of Coffee Business and Trading Management Cont'd...**

**Covers:**

- Developing a business strategy for the company
- Overlooked costs in the coffee trade
- Unorthodox sources of losses in the coffee trade
- Introduction to green coffee contracts
- Logistics in Coffee Trade
- The Paradox of setting a minimum price
- Real-time Profit and Loss calculation and monitoring
- How to set up a market intelligence
- Real-time coffee position management

Participants: Fernanda Leite, LUKENGE ISHA...

Logos: ITC, COFFEE, MARKUP, European Union

Since 2019, International Trade Centre via MARKUP together with the Africa Coffee Academy (ACA) has been delivering a training on "Coffee Trading and Risk Management for SMEs". The training and coaching will be rolled out in the coming months. National coffee stakeholders were engaged in preliminary sessions to tailor the curriculum of the training according to the needs of the individual countries.

In Tanzania, two big trade fairs, the Saba Saba industrial fair and the Nane Nane agricultural fair, took place physically. Other events, for example the World of Coffee Event scheduled for Warsaw, were cancelled for this year. We also had a series of events in Tanzania and Uganda to mark the international coffee day, which is observed on 1st October.

A big leap forward was the approval of the harmonised criteria for registration and certification of pre-packaged food by the East African Standards Committee. This is an important milestone for the removal of non-tariff barriers to trade and to support EAC intra-regional trade.

We continue to interact with businesses, policy makers and Development Partners to further our goal of unlocking market opportunities in the MARKUP value chains – coffee, cocoa, tea, avocado and other horticultural products, and spices.

MARKUP training on coffee trading and risk management has been delivered by ACA in Uganda, where it raised awareness about the importance of developing managerial skills specific to the coffee sector.

"The training led to the appreciation of the unique knowledge and characteristic of the coffee sector. To thrive in the coffee business, one must truly understand it," said Mr. Robert Mugenyi Musenze, Executive Director of ACA.

ACA delivered the training on coffee trading and price risk management to some cooperatives and to Uganda Coffee Development Authority's (UCDA) staff. The African Fine Coffees Association (AFCA) also shared its interest in adopting the curriculum at the AFCA Coffee Institute.

**Module 1:** Key Tasks, competences and code of conduct for standard professionals

**Module 2:** The concept of standards and standardization

**Module 3:** The principles, processes and practices of standardization

**Module 4:** Stakeholders engagement

**Module 5:** EAC Procedures for development and harmonization

**Module 6:** Principles and rules for structure and drafting of standards

**Module 7:** Communication and negotiation skills

**Module 8:** Institutional framework for standards- Case study

#### PANELISTS:

#### INTERNATIONAL COFFEE DAY

EU-EAC MARKUP takes up the challenge in an online panel discussion organised by the International Trade Centre on "Working together towards EAC coffee value addition and market access in the wake of the challenges posed by the COVID-19 pandemic", on 1st October from 14-15h EAT live on Facebook. The panellists are drawn from the coffee sector in the region and include:

- Mr Amir Hamza- CEO of Amir Hamza (T) Limited
- Mr Kennedy Keya, Chairman, Kenya Coffee Traders Association (KCTA)
- Mr Gilbert Gatali, Chairman, Coffee Exporters and Processors Association of Rwanda (CEPAR)
- Mr Nestor Nizigiye, Head of Standardization and Quality Control, ODECA, Burundi
- Emmanuel Iyamulemye Niyibigira, Managing Director, Uganda Coffee Development Authority (UCDA)
- Mr Fahari Marwa, Principal Agricultural Economist, EAC Secretariat.

## Training Manual on Standards

In 2019, MARKUP-through GIZ- conducted a standards capacity gaps assessment in Burundi, Kenya, Rwanda, Tanzania and Uganda. Among others, the assessment established that one of the obstacles to effective development of harmonised standards in the region was the lack of sufficient knowledge and absence of key reference materials. Technical and managerial capacities for standards development and harmonisation were found to be weak in key institutions in Government and the private sector.

In order to address these gaps, MARKUP has developed a training manual comprising basic elements on standards development and harmonisation. The manual draws heavily on the EAC Principles and Procedures for harmonisation of standards of 2016, as well as other international guidelines and has eight modules.

Following comments from the EAC Secretariat and standards bodies in the EAC Partner States, the manual was validated at a virtual regional stakeholder meeting on 17th July 2020.

Speaking at the validation meeting, Dr. Martin Kimanya, MARKUP Standards expert said, "We see the manual as a tool to equip, first and foremost, current and future members of Standards Technical Committees. The manual will then be used for regular training of various stakeholders in order to steer the process of standards harmonisation in the region, and to strengthen compliance among the private sector operators."

The manual is targeted at national standards bodies, food safety regulatory agencies, relevant officers from ministries responsible for agriculture, trade and health, private sector organisations, as well as non-state actors such as research institutions and consumer groups. MARKUP is working with national standards bodies to roll out the training from November 2020.

### Market exposure

#### International Coffee Day

Thursday 1st October is International Coffee Day! At MARKUP we celebrate the small-scale farmers, processors, roasters and exporters that make our daily cup of coffee possible. MARKUP supports East African SMEs in the coffee sector in Burundi, Kenya, Rwanda, Tanzania and Uganda to become more competitive and to access markets in the EAC, EU and beyond.

This year's focus of International Coffee Day was on 'Coffee's Next Generation' as announced by the International Coffee Organization. It concentrated on the unprecedented economic effects of the COVID19 pandemic on the entire coffee sector, on the demand side as well as on the supply side. Farmers, who had already been struggling before the pandemic due to low prices and global challenges such as climate change, are now in danger of losing their livelihood through a dramatic decline in demand as people around the globe are restricted to their homes and restaurants, cafes and coffee bars are closed. Moreover, young people are moving away from coffee farming and looking for jobs elsewhere – a real threat to the coffee value chain.

## Celebrating the International Coffee Day 2020 across the EAC



The Kahawa Festival is organized in Moshi (Tanzania) from 1-3 October 2020 by the Tanzania Coffee Board, a custodian of Coffee Development in Tanzania in collaboration with sector players to commemorate the International Coffee Day. Kahawa Festival brings together more than 80 organisations along the coffee value chain and more than 1,500 visitors to network and deliberate on pertinent issues within the coffee value chain. The event offers an opportunity for players in the coffee sector to network and forge market links with numerous potential players. The festival aims to increase coffee domestic consumption with the background of promoting Tanzania coffee traditionally, lifestyle and economically for all players involved.

### Coffee Industry: Challenges and Opportunities

When it is harvest time in Tanzania and many African countries what comes to the mind for all producers – especially at this time of COVID19 - is the markets and how they can reach and compete in those markets. AMIMZA is a green bean and instant coffee company working from some of East Africa's most high-tech processing facilities, and Mr Hamza is predicting a good crop harvest. However, "With coffee shops in Europe closed, the market has struggled. Roasted and ground coffee is therefore at a disadvantage. Globally other countries, like Vietnam, have been able to still export, but the pandemic measures in Africa have seen challenges from production through to transport and export."

Through his board role with the African Fine Coffee Association he knows what producers have been dealing with. *"It's the landlocked countries that have been impacted the most at this time. Border closures and congestion have hindered exporting of all coffee types. Fewer ships coming to the port and as such exporting has been severely curtailed. It will take some time to bounce back from this, but this is also the time to think about and invest in the future."*

MARKUP and the Quality Champions initiative has been working with regional SMEs in a mentoring capacity, guiding producers in the ways of reaching quality products that taking them to new international markets.

*"Certification and quality assurance is so important for coffee growers and exporters today. There are so many programs but companies need to be strategic about which ones will work for them in the marketplace. ISO for example is by far the best for quality assurance, and reaching this certification standard puts you in with the best of the best, showing prospective buyers that your business is world class. Other certifications and accreditation labels are more niche – Rainforest Alliance and Fairtrade for example, and companies need to decide if it's worth pursuing. Buyers are looking for proof of sustainability and good production techniques first and foremost."*

In Uganda, UCDA is marking the International Coffee Day with a week long series of activities under the hashtag #UgandaCoffeeDay2020, including a webinar targeting women and youth discussing lessons learnt during the pandemic, how to navigate the New Normal and the future of coffee both locally and globally.

Follow MARKUP on  
*Facebook and Twitter* and  
engage in the great  
diversity of activities that  
are going on!



<https://www.facebook.com/eacmarkup> <https://twitter.com/eacmarkup>

#### INTERVIEW



Amir Hamza wears many hats - President of the Tanzanian chapter of the African Fine Coffee Association, Chairman of AMIMZA Coffee company, Quality Champion with MARKUP - and it is because of this wealth of experience he has a unique perspective on the challenges and opportunities facing the coffee industry not only in Tanzania but across Africa too.



## Making a good first impression to enter new markets in the tea business

Having a strong marketing strategy is fundamental for a business to thrive. A company's marketing and branding efforts are the key for making a good first impression with buyers and potential clients.

*MARKUP supported small and medium sized tea producers from Kenya and Tanzania to upgrade their marketing skills and materials to attract international buyers.*

19 companies participated in the marketing support component and received a set of marketing materials, customized to specific needs of the companies. With the help of new logos, professional business cards and updated brand guidelines, these companies are now ready to introduce themselves to new potential clients in the international market.



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Beyond quality standards, Mr Hamza is adamant about image and branding. *"Producers need to create an image for their coffee, and know the market they are selling to. If it is the tourist market then they need to create packaging for that market, make it attractive and play into the African coffee image."* He acknowledges the steps taken by Tanzania to safeguard the coffee industry, raising import duties on coffee, and dropping import duties on coffee packaging products.

Coffee events globally – important networking and educational opportunities for regional producers - have been cancelled or postponed due to the pandemic. Keeping business moving, and networking and mentoring going, has by necessity gone online. The AFCA board have been holding virtual meetings, as has the Tanzanian chapter, with good results and Mr Hamza sees this continuing into the future.

Mr Hamza puts his hopes on an increased free continental trade area within Africa- however, certain trade barriers still exist, such as value-added tax on sales between countries. Infrastructure, he adds, is another challenge toward the realisation of African Coffee trade.

## Advancing the Regional Agenda

### EAC Adopts Harmonised Food Criteria

Harmonised criteria for the registration and certification of pre-packaged food adopted by East African Standards Committee.

The food trade across border in the East African Community is particularly hampered by non-tariff barriers (NTBs). Each of the six EAC Partner States have different regulations and procedures for enforcement of standards for foods, especially pre-packaged foods. The inconsistencies in trade requirements create a great deal of uncertainty for the business community trading in these commodities and increase the cost of doing business in the region.

The EAC has already approved a framework to facilitate EAC cross border trade of food and cosmetics and has now taken another step of paramount importance to implement this framework. It is a great milestone for intra-regional trade in the EAC that the East African Standards Committee, supported by EU-EAC MARKUP through GIZ, developed and adopted harmonised criteria for the registration and certification of pre-packaged food. The Standards Committee also developed a roadmap for the implementation of the framework, including the harmonised registration and certification of pre-packaged foods.

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MARKUP urges the EAC Partner States to adopt the criteria in order to enjoy the benefits of enhanced intra-EAC trade of pre-packaged food and will support the realisation of the benefits of this tool through sensitisation and training of stakeholders in the public and private sectors.

The criteria include detailed harmonised approaches to registration and certification for three types of pre-packaged food:

1. Pre-packaged food manufactured in conformity to international standards and certified by a national regulatory authority of a Partner State. These products shall be treated as having been certified based on a harmonised EAC standard, thus gaining unhindered access to any other EAC Partner State.
2. Pre-packaged food manufactured in conformity to national standards, in instances where there are no harmonised East African or international standards. On reaching a port of entry, these products shall be treated as having been certified based on harmonised EA standards, upon fulfilling the following pre-export requirements:
  - The exporting Partner State to notify of the intention to export pre-packaged foods certified based on national standards into the importing Partner State and provide the full text of the standards;
  - The importing Partner State to provide the exporting Partner State, with a feedback on results of their evaluation, whether, such products may be accepted in the importing country
  - This is a very positive move towards enhancing intra-regional trade of pre-packaged foods in the region.
3. Pre-packaged food for which there are no national, regional or international product standards.

The procedure and requirements for registration and certification of prepackaged foods with no standards are as follows:

1. Assessment shall be done batch-wise and batch certification done as appropriate.
2. Manufacturer shall be required to prove the fitness of each consignment against pre-set quality and safety requirements by conducting tests using a laboratory recognized by a competent authority in the country of origin
3. The products may, on request of the exporter (who may be the manufacturer), be subjected to batch certification (with clear declaration of the parameters evaluated/tested) by the National Standards Body of the country of origin.
4. At a port of entry, a batch certified product may be detained, sampled or tested and only released upon confirmation of conformance by the importing Partner State

This is an important step towards facilitating international trade in novel products as it fosters and fast-tracks the development of standards for such products.

The harmonised requirements are provided in the EAC harmonised criteria for registration and certification of pre-packaged food, recently adopted by the EAC Partner States.

## Harmonised Standards for Cocoa Products in EAC

Harmonised standards for products across EAC create consistency of laws, regulations and practices. They protect consumer health and facilitate the movement of products from one country to another. The East Africa Standards Committee, through its subcommittees and technical committees, takes the lead in developing harmonised standards for MARKUP priority products. MARKUP implemented by GIZ supports the Standards Committee through capacity building measures to impart the high-level knowledge and skills needed for the development and harmonisation of standards.



TEAM OF NATIONAL CONSULTATIONS ON COCOA STANDARDS FOR BURUNDI

A gap analysis undertaken by MARKUP in 2019 established that about 60% of the priority MARKUP value chains did not have harmonised standards, among them all commodities falling under the cocoa value chain.

In 2020, MARKUP held two national consultations on cocoa standards for Burundi and Rwanda in January and February 2020. Standards under the spotlight were cocoa beans, cocoa butter, cocoa powders and chocolate and chocolate products. Understanding and being able to meet international standards on this range of cocoa products will help local cocoa producers and everyone along the cocoa value chain to capitalise on growing global demand, as well as simply being able to present a world class product to market.

## Harmonised Standards for Cocoa Products in the East African Community continued...

These meetings involved national authorities concerned with food safety and standards, such as the bureaus of standards and relevant ministries, chambers of commerce and industry as well as private sector representatives such as farmers' and processors' associations, insurance companies and cooperatives. The workshops collected and compiled the comments on four draft standards for cocoa and cocoa products, to be submitted first to the EA Standards Technical Committee on Coffee, Cocoa and related products for consideration and further submission to the EA Standards Committee for approval.

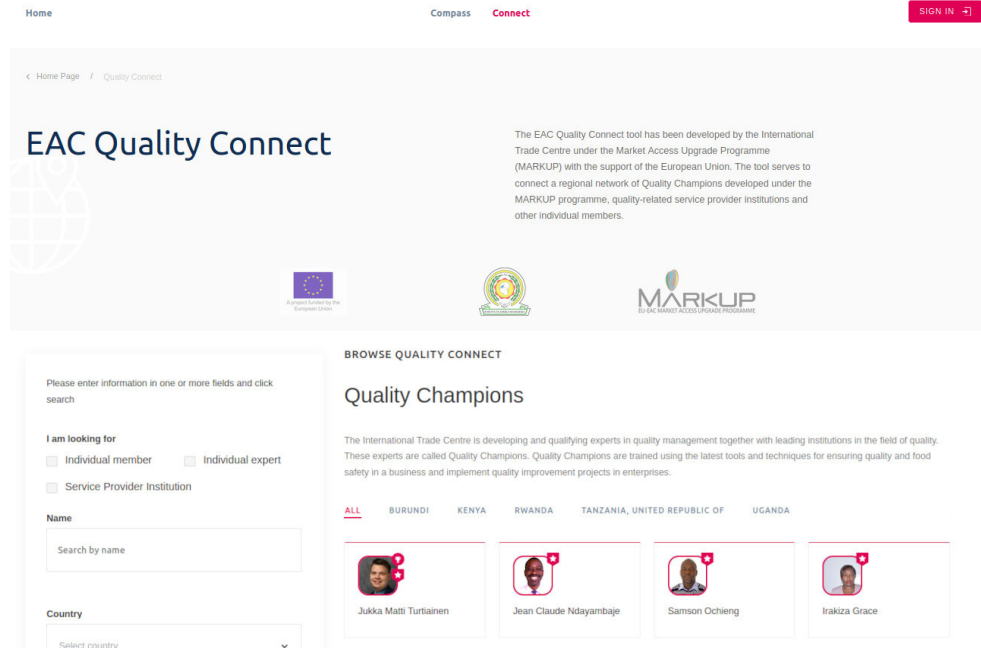
## Trade Barriers in the Coffee Sector

MARKUP through ITC prepared a Regional Draft Paper on Trade Obstacle in the Coffee Sector. This was followed by a webinar for focal points of EAC Coffee Business Management Organisations (BMOs) on 3rd July 2020 with the objective of exchanging views on the regional advocacy approach. In attendance were representatives of the coffee sector BMOs, among them InterCafé (Burundi), Kenya Coffee Traders Association (KCTA), Coffee Exporters & Processors Association of Rwanda (CEPAR), Tanzania Coffee Association (TCA) and Uganda Coffee Federation (UCF) and national ITC coordinators.

The Regional Obstacle Paper aims at addressing among others; specific trade information gaps, issues on quality and SPS measures, monitoring mechanisms and joint regional initiatives.

In the coming months, other stakeholders will be brought on board to provide further input and agree which trade obstacles in the coffee sector should be addressed as top priority.

## New on the Quality for Trade Platform



The second module of the EAC Quality for Trade Portal was launched in June during the first regional virtual meeting for all EAC Quality Champions (QCs). Participants from companies in Kenya, Rwanda, Tanzania and Uganda attended this meeting.

Quality Connect (<https://un-consulting.ch/eac/connect>) is an interactive module to connect the regional network of quality experts, including the QCs trained under MARKUP. Institutional and individual quality experts from across the region were available to offer help, insights and quality-related services specific to selected commodities.

Since 2019, ITC via MARKUP trained 133 QCs, who are now coaching SMEs in their respective countries on quality improvement and food safety standards. When movement restrictions and social distancing norms were introduced, the MARKUP support team quickly adapted to the new way of doing business by organising national conference calls and remote meetings. QCs began virtual coaching sessions for companies and continued working to achieve the agreed upon objectives.

In June, the team brought together QCs from across the region to share best practices, tips and lessons learned to help further strengthen the QC community.

The meeting covered ways of moving forward through COVID- 19 and ensuring safety of products and the launch of new Quality Connect module



Co-funded by the European Union



East African Community



## Expanding our reach through Social media

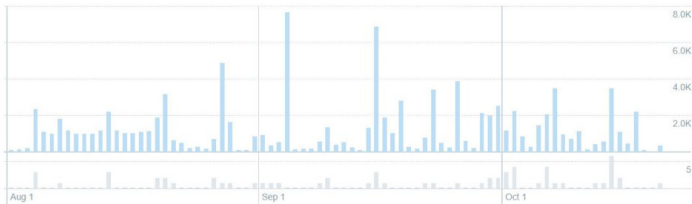
EU-EAC MARKUP has been on Twitter under the tag @EACMARKUP for some time now and is constantly growing its audience. The number of follower currently stands at 567, and it is growing by about 50 new followers monthly on average.

### Tweet activity

Aug 1 – Oct 20, 2020

Export data

Your Tweets earned **101.6K impressions** over this **81 day period**



YOUR TWEETS  
During this 81 day period, you earned 1.3K impressions per day.

The new Facebook @EACMARKUP has been online since the beginning of September 2020 and we are sure that through the combined effort of the two channels we will reach still more partners and stakeholders in MARKUP.

**Please follow us on Twitter and Facebook, like our articles and engage with the experts!**

## Highlights from Partner States

### Kenya



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<https://www.facebook.com/eacmarkup> <https://twitter.com/eacmarkup>



### Burundi

#### COFFEE AND TEA STAKEHOLDER AWARENESS CAMPAIGN ON COVID-19

In a move to mitigate the profound impact of the COVID-19 pandemic on every single sector and small businesses, MARKUP, through International Trade Centre, joined efforts to inform coffee and tea stakeholders, laboratories and factories on essential precautions to adapt during the pandemic period and provided a set of clinical inferred thermometers. These were handed over to the Tea Office of Burundi, OTB (Buhoro, Rwegura, Teza, Jenda and Tora); Coffee Board, ODECA (SODECO, CBC, HORAMAMA COFFEE DRY MILL, BUDECA and SIVCA); Burundi Bureau of Standards (Norms and Quality Control); the National Centre for Food Technology (CNTA) and PROTHEM S.A, a Private Tea company in Mwaro Province.



## New Web site for MARKUP Kenya



MARKUP Kenya, implemented by UNIDO in partnership with Kenya government institutions and private sector organisations, has launched a web site ([www.markupkenya.org](http://www.markupkenya.org)) dedicated to MARKUP's work in Kenya. They have also published the first edition of their newsletter covering events between March and June 2020.

MARKUP Kenya focuses on food safety and market competitiveness for Kenyan produce locally, regionally as well as in the international market. The products are nuts (macadamia and groundnuts), passion fruits, mangoes, chilli, French beans, snow peas, herbs and spices. It is implemented in 12 counties across Kenya.

### Subscribe

<https://www.markupkenya.org>

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**to the MARKUP Kenya  
Newsletter so that you don't  
miss any new issue.**

You can download the 1st issue of the MARKUP Kenya Newsletter here:  
<https://www.markupkenya.org/resources#Newsletters>

## Moisture Meters for better Standards



MARKUP, implemented by the International Trade Centre (ITC), distributed moisture meters to coffee companies in Kenya at the offices of agribusiness service provider Coffee Management Services (CMS). The distribution was officiated by the Director General Agriculture & Food Authority Mr. Muriithi.

Sustained standards and compliance with quality requirement right from the coffee farm are paramount to the marketability of Kenyan coffee. If farmers can ensure to deliver coffee with the right moisture content, there will be less rejections, less post-harvest losses and better markets for better quality produce.

Watch K24TV news bulletin to find out more here:

<https://youtu.be/gFTJvw22JEI>

## Rwanda



Coffee washing station in the Northern Province of Rwanda





## MARKUP Rwanda National Window takes off

### **Interview with Julia Anbalagan, ICU Coordinator MARKUP Rwanda – Coffee Value Chain Development**

ICU, the Institute for University Cooperation, is MARKUP's newest implementing partner, working on the implementation of Result 3 in Rwanda since April 2020 under the guidance of the Ministry of Finance. The coffee value chain development in Rwanda is at the heart of the intervention, aiming at coffee growers and processors along the coffee value chain. From pre-production to production, from processing to market access, ICU takes a collaborative and market-driven approach to increase the quality, quantity and profitability of Rwandan coffee, taking on board public and private stakeholders in a move to promote Rwandan coffee in the international market.

Established in 1966, ICU has vast experience in implementing development projects in areas such as agriculture, water and renewable energy in countries with limited resources and promotes their self-development. ICU will work with 20 coffee washing stations across Rwanda, reaching out to about 11,000 small-holder households.

Julia Anbalagan, ICU Coordinator, explains that ICU will be working at the farming level with KAHAWATU Foundation to organise farmers' groups, provide agri-equipment, distribute seedlings and support certification where required. At processing level, ICU will be working with Positive Planet International to build capacities of SMEs in financial management and access to finance, including providing the skills needed to apply for loans and credits. Besides, the coffee washing station will be equipped with infrastructure inputs such as machineries, improved waste/water management systems and key certification requirements.

ICU is also envisaging activities geared towards connecting coffee farmers directly with potential buyers. As Rwanda tries to establish itself in the specialty coffee market, where obviously besides quality, a shared story and direct connections between producers and buyers will provide an added value, potential buyers will come to Rwanda to do coffee cupping and taking samples on the spot to build relationships.

Working closely with the National Agricultural Export Development Board (NAEB), the project is currently assessing the capacity needs, challenges and solutions along the value chain, with a special focus on traceability, access to markets and information.

Julia Anbalagan explains that currently the project activities are in the stage of pre-implementation – creating a farmers' network, carrying out needs assessments, equipping farmers and coffee washing stations with materials, preparing trainings...

*"Next month, we will start setting up the coffee nurseries at the partnering Coffee Washing Stations, as rejuvenation of old and/or unproductive trees is an important point on our agenda,"* says Julia.

*"The biggest challenge and also the crucial key to success is to gain the trust of people," she adds. "I believe that farmers know very well how to maintain their coffee trees, but they need a 'gentle push' in change of mindset in order to plan further ahead than just the next few months. If we get the trust of the people along the value chain, if they open up and trust that our approach and intentions are to their benefit, we can be successful and create a meaningful impact."*



The challenge with coffee is the extreme price volatility, and if the price is low, farmers lose interest and motivation to look after their coffee. Therefore, ICU focus a lot on higher-yielding coffee trees to increase the productivity per tree.

*"A coffee tree that produces 5kg instead of 2 kg brings down your cost of production per tree, and that makes a very big difference in your unit cost of production and your profit. So it is part of our approach to make farmers understand that if they maintain their coffee trees well they produce more per tree and in the end, they get more revenue,"* explains Julia..

### **Interview with Godfrey Gakwandi, Oxfam Programme Manager – Agriculture Value Chains MARKUP Rwanda**

Oxfam is one of the new implementing partners of MARKUP in Rwanda since January 2020. Oxfam, in consortium with three other local NGOs, secured funding partly from the 11th EU EDF and from MARKUP towards unlocking the potential of Rwanda's horticulture value chains to ensure the supply of safe and high-quality products to local and international markets. Unlocking the potential of Rwanda's horticultural value chains (HVC Project) will contribute to ensuring the supply of safe high-quality products to local, regional and international markets is at the core of the project, with a strong focus on policies affecting the horticulture sector in Rwanda.

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# OXFAM

Oxfam in Rwanda plans to reach out to 21,000 direct beneficiaries. Activities in the near future include identification of smallholders farmers, farmers trainings, project baseline study to collect data at project start, dissemination of a rapid assessment on the impact of COVID-19 on horticulture value chains and business continuity in Rwanda, undertake mapping of potential buyers for horticulture produces at local and regional markets, support activities of horticulture sector working group among others.

On the ground, farmers will be supported to set up horticultural model fields and work very closely with agronomists at decentralised structures to ensure improved farming techniques are used (including planting quality seeds and post-harvest techniques are applied to increase productivity). In addition, the project sets out to build networks of horticulture value chains' actors in districts of implementation, including organising field visits of group members.

*"As a regional programme, MARKUP can share critical information on available regional markets for horticulture produces, share experiences, lessons learned and best practices gained in other EAC countries in the horticulture value chains. MARKUP can play a central role in organizing policy dialogues at national and regional level to get policy commitments on matters affecting horticulture value chains especially horticulture financing, inclusive markets' systems, evidence based research and compliance to regional/international certification processes,"* says Godfrey Gakwandi.

Oxfam and its implementing partners will work directly with farmer cooperatives, groups and smallholder farmers and other sub sector actors to increase investments to raise productivity, responsive to climate change and market demand, increase returns for smallholder horticultural farmers, increase access and capacity to respond to demand/supply to local, regional and international markets and, finally strengthen horticulture policy and regulatory framework to support smallholder farmer's productivity, income and marketing improvements. The four interconnected result areas aim to eliminate all forms of barriers to horticulture sub sector, improve competitiveness while strengthening value addition of horticultural commodities in Rwanda and facilitating smallholders on quality assurance to rules and regulations to access international markets.

Godfrey Gakwandi, Oxfam Programme Manager in charge of the MARKUP-EU funded project in Rwanda explains: *"The horticulture value chains have a huge potential in Rwanda, but the sub sector is challenged by a number of factors mainly funding that is very limited, Market linkages opportunities, processing, specific transport facilities, unaffordable packaging materials and certification to qualify for international markets."*

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## Tanzania





## Sustainable Products from TZ to the EU

EU-EAC MARKUP, implemented by ITC, conducted a survey and extensive research on the European market for sustainable products from Tanzania to offer a perspective on how, on the one hand, retailers in Europe find a growing demand for sustainably-sourced products, and on the other hand, micro, small and medium-sized enterprises in Tanzania embrace sustainability in their business strategies.

"Sustainably produced products" are products produced with a minimum of harm to the environment, while respecting human rights and providing good and fair working and employment conditions.

The study offers an overview of the EU market demand, trends and requirements with regard to sourcing of sustainable products from Tanzania. This study falls under the Tanzania Partner States Window, which aims at "Enhanced awareness on sector enablers through market analysis and research" (R 1), in particular under the output targeting "Improving information on EU destination markets". This study aims at assessing the potential for exports of sustainably produced products from Tanzania into the European market.

The study is available for download on our website:

<https://www.eacmarkup.org/news/country-updates/the-european-union-market-for-sustainable-products-from-tanzania>

## Marking Nane Nane Celebrations



MARKUP, through the International Trade Centre (ITC) and Solidaridad, participated in the Nane Nane 2020 Exhibition that was held in Bariadi District, Simiyu – Tanzania from 1 to 8 August 2020.

Nane Nane, or Farmers' Day, acknowledges and celebrates the accomplishments of farmers in Tanzania. Fairs and exhibitions are held throughout the country to showcase and market agricultural products. Companies, farmers, regional and local officials are drawn to see the latest developments and opportunities in the world of agriculture.

MARKUP took this opportunity to familiarise small and medium enterprises, farmers and associations with the programme and raise awareness for the various tools and studies developed, to position MARKUP and relate its successes and achievements to key stakeholders from the public and the private sector, especially the Ministry of Agriculture, at whose pavilion the MARKUP booth was situated.

The Deputy Minister for Policy, Labour, and Employment Youth, Hon. Antony Mavunde, visited the MARKUP booth and was most interested in the programme.



Nane Nane week was also used to organize bilateral meetings with key stakeholders such as the Tea Board of Tanzania (TBT), the Tanzania Smallholders Tea Development Agency (TASHTDA), the Tanzania Coffee Board (TCB) and the Cereals and Mixed Produce Board (CPB). These meetings confirmed existing good relationships, strengthened the networking and helped to attract more SMEs into the support programme.

## Spices Value Chain in Tanzania



The European Union (EU) Ambassador to Tanzania and the East African Community (EAC), Manfredo Fanti visited Med Food Arusha, a successful Tanzanian enterprise benefiting from the EU-funded Market Access Upgrade Programme (MARKUP) on 6 October 2020.

Med Food Arusha is a spices producer based in Arusha, which has been operational since 2007. Over the years, the company successfully introduced over 20 products on the market, ranging from Spanish paprika to cloves powder and nutritious flour. Med Food Arusha supplies its products to the Tanzanian market and exports part of them to countries of the EAC, particularly Kenya.

EU EAC MARKUP began supporting Med Foods Arusha last year. MARKUP, through the International Trade Centre (ITC), has improved capacity of the company for accessing finance, developing export strategies and improving quality. Med Foods Arusha is also benefitting from MARKUP-trained quality experts on the implementation of food safety systems.



## Uganda

### Matching Grants for the Coffee and Cocoa Value Chain in Uganda

The EU-EAC Market Access Upgrade Programme (EU-EAC MARKUP) financed under the 11th European Development Fund (EDF) has earmarked funds up to a tune of EUR 3.48 million through a matching grant scheme to support smallholder coffee and cocoa farmers in Uganda.

The project focus is to improve access to the European market and, specifically, the matching grant scheme aims to positively impact small holders, create jobs and ensure that the value chains are managed properly. Continued on next page....

With the support of MARKUP, Med Food Arusha is upgrading and improving its food safety system, which covers all aspects of operations along the value chain. The objective is to ensure that the products of Med Foods Arusha are safe and of high quality from the purchase of raw materials to the preparation, packaging, storage, all the way to distribution and sale.

The programme is supporting the enterprise to expand its export potential. It has also supported MED Food in obtaining an improved understanding of ways to navigate the opportunities and risks offered by international markets, and to determine the right channel for exporting them. A competitive export business strategy and its implementation will be finalized soon.

MARKUP is also providing advice to Med Food to obtain easier access to finance. Studies show that only 10% of SMEs have access to finance, especially in the agricultural sector, despite a reported excess of liquidity in local banks. Under this component, the focus is on improving firms' financial literacy, i.e. good business and financial management, accounting and business planning, records keeping, pricing and costing, taxation and available financial sources and thereafter linking with financial facilities.

During the visit, the EU representatives visited Med Food Arusha's factory, where they met the General Manager Mr Robert Likwawa, who guided the visitors in a tour of the facilities, demonstrating product and some of the key processes introduced thanks to the quality coaching and showing the key products of the company.

Med Food Arusha's achievements are an example of MARKUP's contribution to strengthen the spices sector of Tanzania and raise its profile at the international level. ITC is implementing its intervention in collaboration with the local institutions such as Tanzania Spices Association (TASPA), Government ministries and agencies.



### Matching Grants continued...

After a successful call for proposals and final evaluation of the proposals, six companies have been successfully selected to benefit from the grant. Of these six companies, four are from the coffee sub sector and two are from the cocoa sub sector. The funds will be divided among the six companies, as 1 million will go to the cocoa sector and the remaining 2.38 to the coffee sector.

The grants are intended to improve production and productivity, reduce harvest and post-harvest losses, and increase market access in the coffee and cocoa value chains. The recipients of the grants are expected to sign the grant contracts and begin implementation at the start of October 2020.

Successful utilisation of the grant funds will enable the beneficiaries to add value to their products so they can attain high premium returns on their produce and increase the price incentive through diversification into higher value export markets especially to the EU and Africa-Caribbean-Pacific (ACP) countries.



## Upcoming Events

Due to the persisting travel and movement restrictions caused by the COVID19 pandemic in the EAC Partner States, many activities of EU-EAC MARKUP had to be stalled or postponed to a time when face-to-face meetings will again be possible. The events plan will therefore have to be adjusted from time to time

MARKUP M&E workshops with Partner States:

- Burundi 12th November 2020
- Rwanda 26th November 2020



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