



ssnup

Smallholder Sustainability
Upscaling Programme

ENHANCING SUSTAINABLE PRACTICES IN THE MAIZE VALUE CHAIN IN TANZANIA



Africa



Latin America



Asia



Financial services delivery



Capacity building for end beneficiaries



Market access and product development



Management systems improvement

CONTEXT

The agriculture sector is a cornerstone of Tanzania's economy, contributing approximately 27% of GDP and employing over 67% of the workforce. Maize is the country's staple food, accounting for nearly 70% of cereal production and playing a key role in food security and agro-processing. The maize sector supports millions of smallholder farmers, with 80% of production coming from this group. Farming is largely rainfed with minimal external inputs. Also, value addition remains minimal, with only 20–35% of output reaching commercial markets as most is consumed at the household level. The development of agro-processing and fortified maize-based foods presents an opportunity for economic empowerment, improved nutrition, and greater market access for farmers.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Founded in 2017 and located in the Dar es Salaam area, Goldenpot Ltd counts 25 permanent employees. It operates a farm-to-market model, aggregating maize from over 1,500 smallholder farmers in Manyara and Arusha region in Tanzania and processing it into ready-to-eat fortified foods. The product portfolio includes maize flour, instant porridge, corn puffs, honey crunch, and choco pops. Products are distributed to over 1,000 clients across Tanzania and via cross-border transactions to neighbouring countries, through supermarkets, retailers, and community-based vendors.

OBJECTIVE OF THE PROJECT

The project aims to increase the resilience of smallholder farmers through promotion of climate-smart and agroecological farming practices, improved post-harvest handling and storage while strengthening their commercial relationship with Goldenpot Ltd

The expected results of the project are:

- Train 1,050 smallholder farmers on agroecological production techniques and post-harvest handling and storage.
- Roll out a USSD-based information system to improve traceability of production and facilitate enrolment of smallholder farmers.
- Implement a new accounting software within Goldenpot Ltd and train relevant staff on how to use it.

PRIORITY TOPICS

- Environment and climate change
- Food security and improved nutrition
- Gender equality
- Fair agrifood systems

IMPACT INVESTOR



BENEFICIARY ORGANISATION

Goldenpot Ltd (agri-SME), Tanzania

TARGET

1,050 smallholder farmers

AGRICULTURAL VALUE CHAIN

Maize

STARTING DATE

April 2026

DURATION

12 months

TOTAL TA BUDGET

€41,889
Including €33,345 (80%)
contribution from SSNUP

