ssnup
Smallholder SustaiNability Upscaling Programme

IMPROVING PRODUCTIVITY, INCOME AND CLIMATE RESILIENCE WITHIN THE RICE 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. Rice is the second most important staple food in Tanzania and a primary cash crop. With roughly 3 million metric tons annually, Tanzania is the largest rice producer in East Africa covering for over 80% of the rice supply of the region. It largely achieves self-sufficiency and serves a major role in regional food security, exporting mainly across Eastern and Southern Africa. Most production takes place in rain-fed lowland ecosystems, but erratic flooding threatens production. The sector is dominated by smallholder farmers, heavily relying on women who make up about 80% of the agricultural workforce.

CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Founded in 2019, Flamingoo Foods is a Tanzanian rice-focused agribusiness active in production, aggregation, and commercialisation. The company cultivates approximately 50 hectares with access to additional land and works with smallholder outgrowers through structured sourcing and aggregation. It currently works with close to 1,000 smallholder farmers. Around 95% of supplier production is rainfed which leads to unstable supply and rainfall dependency. Flamingoo aims to professionalise its upstream sourcing model and improve water and climate resilience through irrigation support, mechanisation, and agronomic training.

OBJECTIVE OF THE PROJECT

The project aims to strengthen the overall production system and institutional capacity of Flamingoo Foods while increasing the resilience of smallholder farmers.

The expected results of the project are:

- Train 100 producers on improved agronomic practices thanks to the establishment of 5 demonstration plots.
- Implement a structured advisory and farmer support system through training modules and lead farmer models.
- Establish a climate-smart production and monitoring system to track smallholder farmers' yield and income.

PRIORITY TOPICS

Environment and climate change

Food security and improved nutrition

Gender equality

Fair agrifood systems

IMPACT INVESTOR

HELVETAS

BENEFICIARY ORGANISATION
Flamingoo Foods (agri-SME), Tanzania

TARGET
100 smallholder farmers

AGRICULTURAL VALUE CHAIN
Rice

STARTING DATE
June 2026

DURATION
12 months

TOTAL TA BUDGET
€61,716
Including €49,516 (80%) contribution from SSNUP

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