



EAGC **Agribusiness** **expo**

COMMUNIQUE

Njombe Region Farmer Field Day

6th June 2026



Wanging'ombe, Mambegu,
Njombe Region





INTRODUCTION

The Eastern Africa Grain Council (EAGC), in partnership with Mtebele General Traders and Creating Opportunities for Small Entrepreneurs (CROSE), successfully organized a one-day Farmers Field Day (FFD) on 6 June 2026 at Mambegu Village in Wanging'ombe District, Njombe Region, Tanzania. The event was held with support from several public and private sector partners, including IDH Tanzania through the Growing Together Programme, Njombe Agricultural Development Organization (NADO), The Coca-Cola Company, and Wanging'ombe District Local Government Authority.

The Field Day attracted over 700 farmers from across Njombe Region and featured 13 exhibitors showcasing a wide range of agricultural technologies, inputs, financial services, and agribusiness solutions. Participating exhibitors included EAGC, Mtebele General Traders, CROSE, NADO, Minjingu Mines and Fertilizer Limited, Seed Co Tanzania, AtoZ Group Limited, National Insurance Corporation (NIC), CRDB Bank, Pee Pee Tanzania Limited (PPTL), PASS Trust, Zana Bora Limited and Simu Solar.

Held under the theme "Climate-Smart Technologies and Practices for Sustainable Food Systems," the Field Day provided a platform for knowledge sharing, practical demonstrations, business networking, and market linkages aimed at enhancing agricultural productivity, reducing post-harvest losses, strengthening climate resilience, and improving market participation among smallholder farmers. Coming at the onset of the harvest season, the event placed particular emphasis on improved harvest and post-harvest management practices. Farmers received practical training on harvesting, shelling, sorting, drying, safe grain handling, storage, and grain quality management, while also interacting with technologies and solutions designed to reduce losses, preserve grain quality, and improve profitability.

The Field Day was officiated by Ms. Veronica Sanga, the District Administrative Secretary (DAS) of Wanging'ombe District, who served as the Chief Guest and was accompanied by officials from the Ministry of Agriculture and the Local Government Authority.

CONTEXT

Njombe Region remains one of Tanzania's key food-producing regions and plays an important role in national food security. However, farmers continue to face challenges related to post-harvest losses, climate variability, rising production costs, limited access to finance, and market constraints. The Field Day was organized to address these challenges by bringing knowledge, technologies, services, and market opportunities closer to farmers.

Ms. Winfrida Mtebele, Assistant Finance Director, Mtebele General Traders

- Highlighted the important role of farmers in driving agricultural growth, food security, and economic development in Njombe Region and Tanzania at large.
- Emphasized Mtebele General Traders' commitment to supporting farmers through the provision of quality agricultural inputs, advisory services, and farmer training to improve productivity and livelihoods.
- Encouraged farmers to adopt improved farming technologies, make proper use of agricultural inputs, and embrace environmentally sustainable agricultural practices to enhance productivity while conserving natural resources.
- Noted the importance of bringing agricultural services closer to farmers through strategic partnerships and decentralized service delivery models that respond to farmers' needs.
- Emphasized the importance of collaboration of stakeholders, among them farmers, agribusinesses, financial institutions, development partners, and government agencies in building a productive, competitive, and sustainable agricultural sector.



The Chief Guest, Ms. Veronica Sanga, District Administrative Secretary (DAS), Wanging'ombe

- Commended EAGC and partners for creating a platform for farmers, agribusinesses, development partners, and service providers to learn, interact and network.
- Recognized Njombe Region's significant contribution to national food security, highlighting the need to strengthen agricultural systems in the face of climate change, rising production costs, pests, and diseases.
- Emphasized the importance of adopting climate-smart technologies and practices that enhance productivity, build resilience, and promote sustainable food systems.
- Reaffirmed the Government's commitment to supporting farmers and agribusinesses through improved extension services, promotion of climate-smart agriculture, strengthened market systems, and investments in storage, processing, and value addition.
- Noted the persistently low grain prices facing farmers in Njombe, emphasizing the importance of structured market access platforms such as EAGC G-Soko, which connect farmers to a wider network of buyers and more competitive markets across the region.





- Encouraged farmers to take advantage of the event and similar events to access certified inputs.



Mshindo Msolla, EAGC Board Member, Tanzania

- Expressed appreciation to all partners, exhibitors, and farmers for their participation, noting that the Field Day had provided an important platform for knowledge sharing, learning, and networking across the agricultural value chain.
- Particularly commended EAGC, Mtebele General Traders, and CROSE for their collaboration in organizing the event and emphasized the importance of sustaining such partnerships to create more opportunities that connect farmers to technologies, markets, finance, and other services essential for agricultural growth.



Ms. Winnie Momanyi, EAGC Operations Manager & Team Leader Tanzania, Zambia and Malawi;

- Emphasized the importance of strengthening post-harvest handling and grain management practices as farmers enter the harvest season.
- Encouraged farmers to adopt improved harvesting, storage, and marketing practices to reduce losses, maintain grain quality, and maximize returns from their produce.
- Highlighted EAGC's commitment to supporting farmers, traders, and agribusinesses through market access initiatives, market information services, quality standards promotion, and business linkages.
- Encouraged farmers and cooperatives to take advantage

of G-Soko platform to access market information, connect with buyers, and expand their trading opportunities.

- Highlighted the partnership between EAGC and IDH through the Growing Together Programme, which is strengthening the capacity of agribusiness SMEs to support farmers with improved harvest and post-harvest management practices and market linkages.



KEY HIGHLIGHTS OF THE FARMER FIELD DAY

A. Exhibition and Farmer Learning Sessions

1. Eastern Africa Grain Council (EAGC)

EAGC sensitized farmers on improved post-harvest handling and grain management practices, including proper harvesting, drying, sorting, storage, and quality management to reduce losses and improve marketability of grain. Farmers were also introduced to EAGC's market information platform – RATIN, and EAGC's trade facilitation service – G Soko which provide access to market intelligence and trading opportunities respectively.



2. Mtebele General Traders

Mtebele General Traders showcased a range of agricultural inputs and services, including certified seeds, fertilizers, crop protection products, and agricultural equipment. Farmers received guidance on appropriate input selection and good agronomic practices to improve productivity and crop performance



Mteweale General Traders

3. Creating Opportunities for Small Entrepreneurs (CROSE)

CROSE engaged farmers on sustainable agricultural intensification, community empowerment, environmental conservation, and entrepreneurship development. The organization highlighted its support for farmer organizations through capacity building, market linkages, financial inclusion, and climate-resilient farming practices.



4. Njombe Agricultural Development Organization (NADO)

Engaged farmers on climate-smart agriculture, good agricultural practices, post-harvest management, collective marketing, and farmer organization strengthening to improve productivity and market participation.



5. Minjingu Mines and Fertilizer Limited

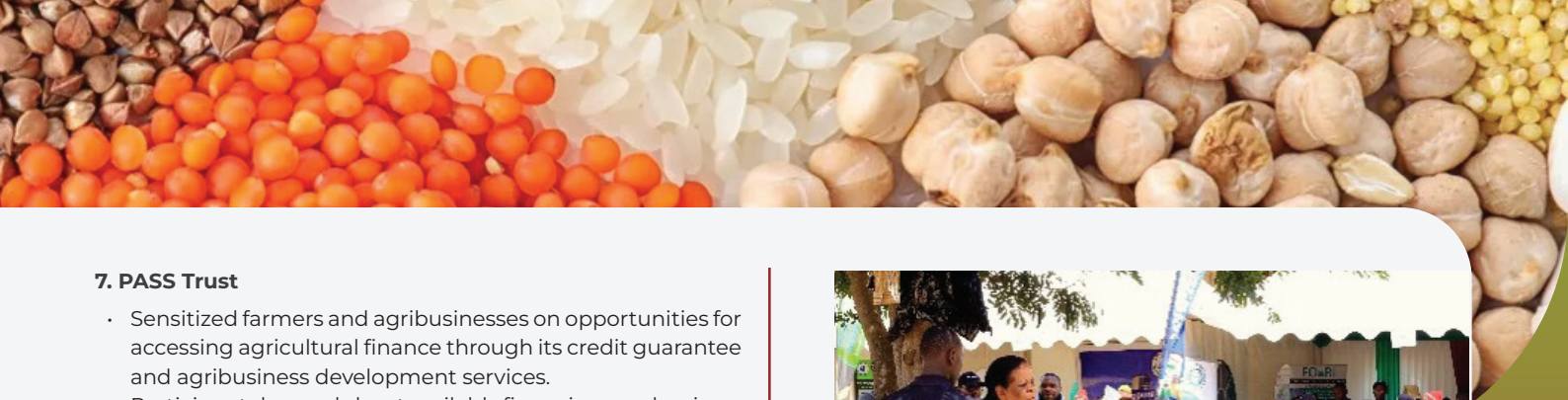
Showcased a range of fertilizer solutions designed to improve soil fertility and crop productivity. Farmers received guidance on appropriate fertilizer selection and application practices to enhance yields, improve soil health, and increase farm profitability



6. CRDB Bank

- Showcased financial products and services tailored to the agricultural sector, including savings, credit, and business financing solutions.
- Farmers and agribusinesses received information on accessing affordable financial services to support farm investments, input acquisition, and business growth.
- Highlighted its TACATDP programme, which provides affordable financing, training, insurance, and guarantee support to farmers for the adoption of climate-smart agricultural technologies and practices. The programme supports investments in improved storage, irrigation, water harvesting, drought-tolerant seeds, and other sustainable farming solutions aimed at increasing productivity, reducing climate-related risks, and improving farmers' resilience and incomes.





7. PASS Trust

- Sensitized farmers and agribusinesses on opportunities for accessing agricultural finance through its credit guarantee and agribusiness development services.
- Participants learned about available financing mechanisms for agricultural production, aggregation, storage, value addition, and other agribusiness investments, particularly for entrepreneurs and farmer groups that may lack sufficient collateral to access conventional loans.
- PASS Trust also highlighted its role in strengthening linkages between agribusinesses and financial institutions, while building the capacity of value chain actors to improve access to financial products and services.



8. National Insurance Corporation (NIC)

The National Insurance Corporation engaged farmers on agricultural insurance products and risk management solutions. Farmers learned how insurance can protect agricultural investments against production risks and contribute to greater resilience and business continuity.



9. Pee Pee (Tanzania) Limited (PPTL)

- PPTL showcased post-harvest packaging and storage solutions designed to improve grain handling, storage, and marketability.
- Farmers were sensitized on the use of hermetic storage technologies that help reduce post-harvest losses and preserve grain quality.



10. AtoZ group

- Showcased post-harvest handling and storage solutions, including hermetic bags, tarpaulins, and conventional grain storage bags designed to reduce post-harvest losses and maintain grain quality.
- Demonstrated the importance of proper grain drying, handling, and storage, highlighting how hermetic technologies protect grain from insect infestation and moisture damage, while tarpaulins support safe drying and handling during harvest and post-harvest operations



11. Zana Bora Limited

Zana Bora Limited showcased agricultural tools and equipment designed to improve efficiency in farm operations. Farmers interacted with technologies that can reduce labor requirements and improve timeliness of farm activities.





12. Seed Co Tanzania

- Showcased improved and certified seed varieties suited to the agroecological conditions of Njombe Region and highlighted the importance of using quality seed to improve productivity and farm performance.
- Through crop demonstrations, farmers observed the performance of different varieties under local conditions and learned about their yield potential, maturity characteristics, adaptability, and resilience to prevailing production challenges.



13. Simusolar

Showcased solar-powered agricultural solutions designed to improve productivity and climate resilience among smallholder farmers. The company highlighted solar irrigation systems and related technologies that enable farmers to access reliable water for production and reduce dependence on costly fuel-powered pumps.



Outcomes of the Expo

1. Farmers strengthened their knowledge and skills in improved post-harvest handling and grain management practices, including harvesting, drying, sorting, storage, and grain quality management, positioning them to reduce post-harvest losses and improve the quality and marketability of their produce.
2. Farmers gained greater awareness of collective marketing approaches and structured market access opportunities, including platforms such as G-Soko, which can help them reach wider markets, strengthen their bargaining power, and access more competitive prices for their produce.
3. Through crop demonstrations and exhibitor engagements, farmers were exposed to improved seed varieties, quality agricultural inputs, mechanization solutions, and climate-smart technologies that can enhance productivity, resilience, and overall farm profitability.
4. Farmers increased their understanding of available financial products and services offered by institutions such as PASS Trust and CRDB Bank, creating opportunities to access financing for production, input acquisition, storage, mechanization, value addition, and agribusiness expansion.
 - » The Expo generated tangible business outcomes, with farmers purchasing certified maize seed, hermetic storage bags, tarpaulins, and other productivity-enhancing technologies showcased during the event.
 - » Exhibitors also reported strong interest in mechanization solutions, particularly power tillers, indicating growing demand for technologies that can improve farm efficiency and productivity.
 - » Overall, the event facilitated transactions and business intentions valued at over TZS 520 million, demonstrating the practical value of bringing farmers, service providers, financial institutions, and agribusinesses together on a common platform.

CONCLUSION

The Field Day demonstrated the value of partnerships in bringing practical solutions closer to farmers. Participants reaffirmed the importance of continued collaboration among government, private sector actors, financial institutions, development partners, and farming communities in strengthening resilient, productive, and market-oriented agricultural value chains in Tanzania.

Upcoming expos:

The upcoming FFD will take place in Songwe Region at Mlowo, Nambala village on July 17th 2026



THEME:
CLIMATE SMART TECHNOLOGIES &
PRACTICES FOR SUSTAINABLE
FOOD SYSTEMS

SONGWE REGION FARMERS
FIELD DAY



Mlowo, Nambala



17th July, 2026



Crop Demo Plots



Exhibition Arena



B2B Meetings



Machinery Display



Livestock Demo Units



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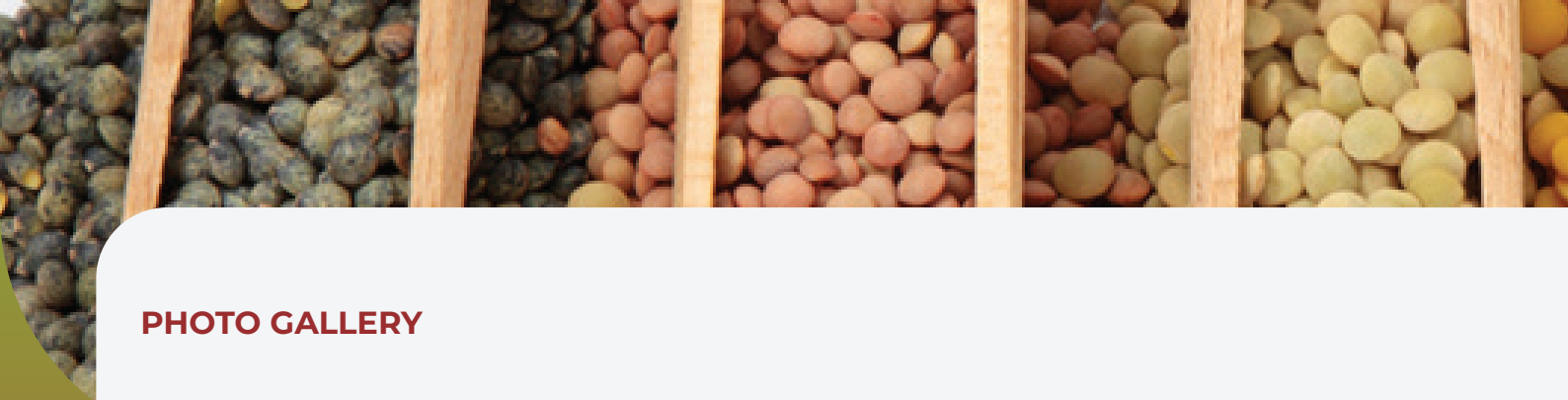


PHOTO GALLERY





EAGC Agribusiness expo



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