

## PROJECT OVERVIEW

# Pareto ni Pesa

## LIVELIHOODS STRENGTHENING IN THE PYRETHRUM VALUE CHAIN

### PROJECT GOAL

Strengthen the livelihoods of smallholder pyrethrum farmers in Tanzania's Iringa region through improved market linkages and use of technology

Tanzania is the world's second largest producer of pyrethrum, a flower which contains the chemical compound pyrethrin that is used in the production of organic pesticides. A by-product, pyrethrum marc, is also sold on the export market and is used primarily in the manufacturing of mosquito repellent coils and in cattle feed.

Pyrethrum provides quick and ongoing returns for smallholder farmers who can start harvesting 3 – 4 months after planting it and continue to harvest flowers every two weeks for 10 months out of the year. Currently, pyrethrum farmers can earn, on average, a gross income of \$320/year. If these farmers use best practices for production, harvesting and drying, they can earn as much as \$1,300/year by increasing yield and quality. With an average per capita income of just \$936 in Tanzania, pyrethrum production represents a significant opportunity for smallholder farmers to earn a substantial, steady income throughout the year that greatly enhances livelihood stability.

In Tanzania's rural districts of Kilolo, Mufindi and Iringa, Lutheran World Relief's Pareto ni Pesa project is strengthening the livelihoods of smallholder farmers through improving their market linkages throughout the pyrethrum value chain, pyrethrum production and post-harvest handling, and use of technology solutions. Lutheran World Relief is collaborating with Pyrethrum Company of Tanzania, the major buyer of pyrethrum in the country, to ensure project success and sustainability.

Lutheran World Relief has worked to reduce poverty in Tanzania since 1961 and currently collaborates with agricultural small and medium enterprises (SMEs) to improve quality and quantity of production, post-harvest handling and marketing.

### EXPECTED RESULTS

- **More than 2,000 farmers**, of which 35% are women and 20% are youth, participated in the project and were profiled in eProd, a digital platform providing extension services to SMEs
- **60% increase in yield** for pyrethrum farmers
- **54% increase in income** from sales of pyrethrum flowers
- **3 Agricultural Marketing Cooperative Societies (AMCOS)** strengthened their capacities
- **3 large capacity dryers** constructed for farmers' use
- **100 home dryers** distributed
- **More than 3,000 farmers** supported with labor-saving technology for weeding



### The Corus Effect

Lutheran World Relief works in concert with Corus International, an ensemble of global leaders in international development and humanitarian assistance. In addition to Lutheran World Relief, the Corus subsidiaries include global public health agency IMA World Health, U.K.-based technology for development company CGA Technologies, impact investing firm Ground Up Investing, and direct trade company Farmers Market Brands.

We operate as permanent partners, integrating expertise, disciplines, approaches and resources to overcome global health challenges, develop productive and stable economies, improve resilience in the face of climate change, and respond to natural disasters and humanitarian crises.



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