

AgDevCo<sup>o</sup>

**RUNGWE AVOCADO COMPANY  
BASELINE SURVEY**  
AGDEVCO SMALLHOLDER  
DEVELOPMENT UNIT





## ABOUT RAC

Rungwe Avocado Company (RAC) is a grower and exporter that has led the development of the avocado industry in Rungwe since its founding in 2009. With an eye on growing markets in Europe, RAC has been making big investments in order to bring avocado production up to international standards.

The company provides inputs, extension services and a purchasing commitment to its smallholder suppliers, and has built a state-of-the-art pack shed and processing system as well as developing an irrigated commercial 'hub' farm.

## ABOUT THE PROJECT

In partnership with the SDU, RAC is expanding its extension services so as to provide a comprehensive package of training and support to its outgrowers. Field days and training videos are being used to showcase new techniques for cultivation, harvesting and packing. New IT solutions are now used to ensure traceability of the crop, with the goal that 75% of avocados procured from smallholder farmers from 2018 onwards should be of export quality.

The outgrowers will benefit from a 20% increase in yield and an export price premium. Women and youth are being encouraged to participate in all aspects of avocado production and marketing, through training on Farming as a Family Business.

## BASELINE SURVEY

This report draws on data from a baseline household survey that was carried out in January and February 2017 by an external survey team. A sample of 275 farmers were surveyed, selected at random from among the registered participants in the outgrower scheme.

## THE SURVEY INCLUDED 25 QUESTIONS

4

questions about the producer and their household.



10

questions drawn from the Poverty Probability Index (PPI).



12

questions about the household's diet.



RAC's team of field extension officers.



RAC provide a package of inputs and technical support to outgrowers, to ensure a good-quality crop.

## DEMOGRAPHICS

46%



of the farmers interviewed were women.

51



The median age of farmers was 51 years.  
(47 years among women, 56 years among men.)

10%



Only 10% of farmers were aged 35 years or below.  
(15% of women, 5% of men.)

63%



63% of the women interviewed were married,  
and 33% were widows. (The remainder were  
either never married or separated.)

100%



All of the men interviewed were heads of household.  
Among women, 41% were heads of household – the  
majority of them widows.

## DIET

The Household Dietary Diversity Score measures how many different types of food household members ate on the day before the survey.

On average, households of farmers surveyed consumed 6.7 of the 12 food types listed.

## POVERTY

The Poverty Probability Index (PPI) gives a way to estimate the percentage of households that are below the poverty line, based on their response to 10 simple questions. In the case of Tanzania, the PPI includes questions about the members of the household, their education, their housing conditions, and their possessions (including televisions, radios and livestock).

Only 2% farmers interviewed were found to be living below the food poverty line, were found to be living below the food poverty line, a level that enables a household to secure a basic minimum diet. 11% were living below the national poverty line for Tanzania, which makes allowance for a basic level of expenditure on non-food items as well as food. (This line is set at 1,191 Tanzanian shillings per adult equivalent person per day, in 2011/12 prices). 26% were below the international extreme poverty line of US\$1.90 per adult equivalent per day, and 60% were living below the more moderate line of US\$3.10 per adult equivalent per day.

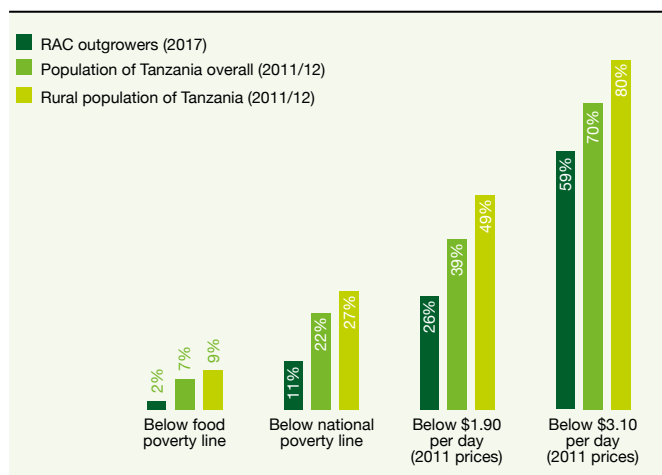
The farmers surveyed are considerably less likely to be below each of these poverty lines than the population of Tanzania as a whole.

Dietary diversity is strongly linked to poverty, as measured by the PPI. Those living above the \$1.90 per day poverty line were consuming 3.1 more food types than those below the poverty line.

### Households that consumed the food type yesterday

Cereals	93%
Vegetables	84%
Fruits	79%
Milk or milk products	68%
Pulses, legumes or nuts	65%
Roots and tubers	52%
Sugar or honey	52%
Meat	42%
Oils or fat	36%
Eggs	36%
Fish	34%
Other food types	29%

### Poverty rates



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