

AgDevCo^o

WAKULIMA TEA COMPANY BASELINE SURVEY AGDEVCO SMALLHOLDER DEVELOPMENT UNIT



ABOUT WTC

Wakulima Tea Company (WTC) grows, processes, and sells tea for local and export markets, procuring 85% of its green leaf tea from 12,000 members of a smallholder outgrowers' association.

WTC's commitment to quality and good manufacturing practices is evident by its ISO and other global certifications, and it makes ongoing investments in its suppliers, who rely on tea as a stable source of year-round income. From extension services to access to credit, WTC is working with smallholder tea farmers to breathe life into a decades-long growing tradition.

ABOUT THE PROJECT

With support from AgDevCo's Smallholder Development Unit (SDU), WTC is investing \$335,000 to improve extension services for 12,000 smallholder farmers. Ten new field officers will each establish 3 demonstration plots a year to promote better farming practices, inputs and technologies, like fertilisers, pesticides, and harvesting shears. Access to credit for yield-enhancing inputs like fertilisers and pesticides will also be a priority, and WTC has already had in-depth discussions with Equity Bank and Opportunity International.

This initiative is expected to increase yields of green leaf tea, and thereby to raise the annual average income of smallholder farmers by 131% by 2021. The labour-saving tools promoted in this project are expected to benefit women farmers, who carry out most of the tea harvesting and weeding. It is also anticipated that youth will be incentivised through increased incomes to engage more in Green Tea Leaf production and related services.

BASELINE SURVEY

This report draws on data from a baseline household survey that was carried out in March 2017 by 24 extension officers and supervisors, with support from the SDU. A sample of 322 farmers were surveyed, selected at random from among the 4,200 registered participants in the outgrower scheme. The sample was stratified by gender, to ensure that women and men were represented at the same proportions as in the outgrower population.

THE SURVEY INCLUDED 25 QUESTIONS

2

questions about the household structure.



10

questions drawn from the Poverty Probability Index (PPI).



12

questions about the household's diet.



Tumpe Andimile, packing her tea into bags for sale to WTC.



Electronic scales, used to ensure transparency in the purchasing process.

DEMOGRAPHICS

40%



of the farmers registered in the WTC outgrower scheme are women.

49%



of the women interviewed were married, and 42% were widows. (The remainder were either never married or separated.)

96%



Almost all (96%) of the men interviewed were heads of household.

70%



Among women, 70% 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 5.8 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).

8% 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. 24% 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). 46% were below the international extreme poverty line of US\$1.90 per adult equivalent per day, and 77% were living below the more moderate line of US\$3.10 per adult equivalent per day.

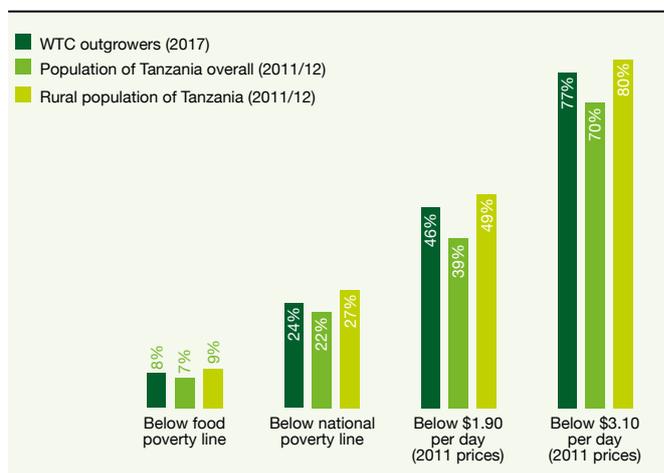
The farmers surveyed are generally poorer than the population of Tanzania as a whole, but they have similar levels of poverty to the rural population in the country.

Dietary diversity is strongly linked to poverty, as measured by the PPI. Those living above the \$1.90 per day poverty line were consuming 0.9 more food types than those below that poverty line.

Households that consumed the food type yesterday

Cereals	94%
Oils or fat	86%
Vegetables	82%
Sugar or honey	67%
Pulses, legumes or nuts	61%
Fruits	60%
Milk or milk products	43%
Roots and tubers	16%
Eggs	16%
Fish	13%
Meat	13%
Other food types	33%

Poverty rates



TO LEARN MORE ABOUT OUR WORK AND APPROACH

AGDEVCO UK (HQ)

Peer House
8-14 Verulam Street
London
WC1X 8LZ
United Kingdom

T + 44 (0) 20 7539 2650
E info@agdevco.com

AGDEVCO GHANA & SIERRA LEONE

235A Soula Loop, Labone
PO Box CT 8889 Cantonments
Accra, Ghana

T +233 (0) 302 968980

AGDEVCO MALAWI

PO Box 31590
Capital City, Lilongwe
Malawi

T +265 1 794 857

AGDEVCO MOZAMBIQUE

Maputo

T +258 213 055 57
E mozinfo@agdevco.com

Chimoio

T +258 251 229 53
E mozinfo@agdevco.com

AGDEVCO TANZANIA

1481 Rufiji Street
Masaki, Dar es Salaam
PO Box 105350
Tanzania

T +255 22 2600759

AGDEVCO UGANDA & RWANDA

Plot 7, Bandali Rise Bugolobi
PO Box 40194, Redstone
House, Kampala, Uganda

T +256 (0)200 923 864
E info.uganda@agdevco.com

AGDEVCO ZAMBIA

5th floor, Mpile Office Park
74 Independence Avenue
Lusaka, Zambia

T +260 211 255 963

