

# Maziwa Zaidi (More Milk) in Tanzania

## Maziwa Zaidi: Lessons for ASDP-2 Component 3

Amos Omore<sup>1</sup>, Edgar Twine<sup>1</sup> and Lusato Kurwijila<sup>2</sup>

<sup>1</sup>ILRI <sup>2</sup>Sokoine University of Agriculture

### Key messages

Maziwa Zaidi lessons are relevant to ASDP-2 Component 3 on rural commercialization that emphasizes “market pull” factors. The lessons can be applied to strengthen and grow competitive value chains in the following areas:

- Improving access and use of inputs and services including credit among pre-commercial producers
- Increasing participation of smallholders in output markets
- Improving enabling environment for value chain actors to generate innovation

### Opportunities to invest and scale

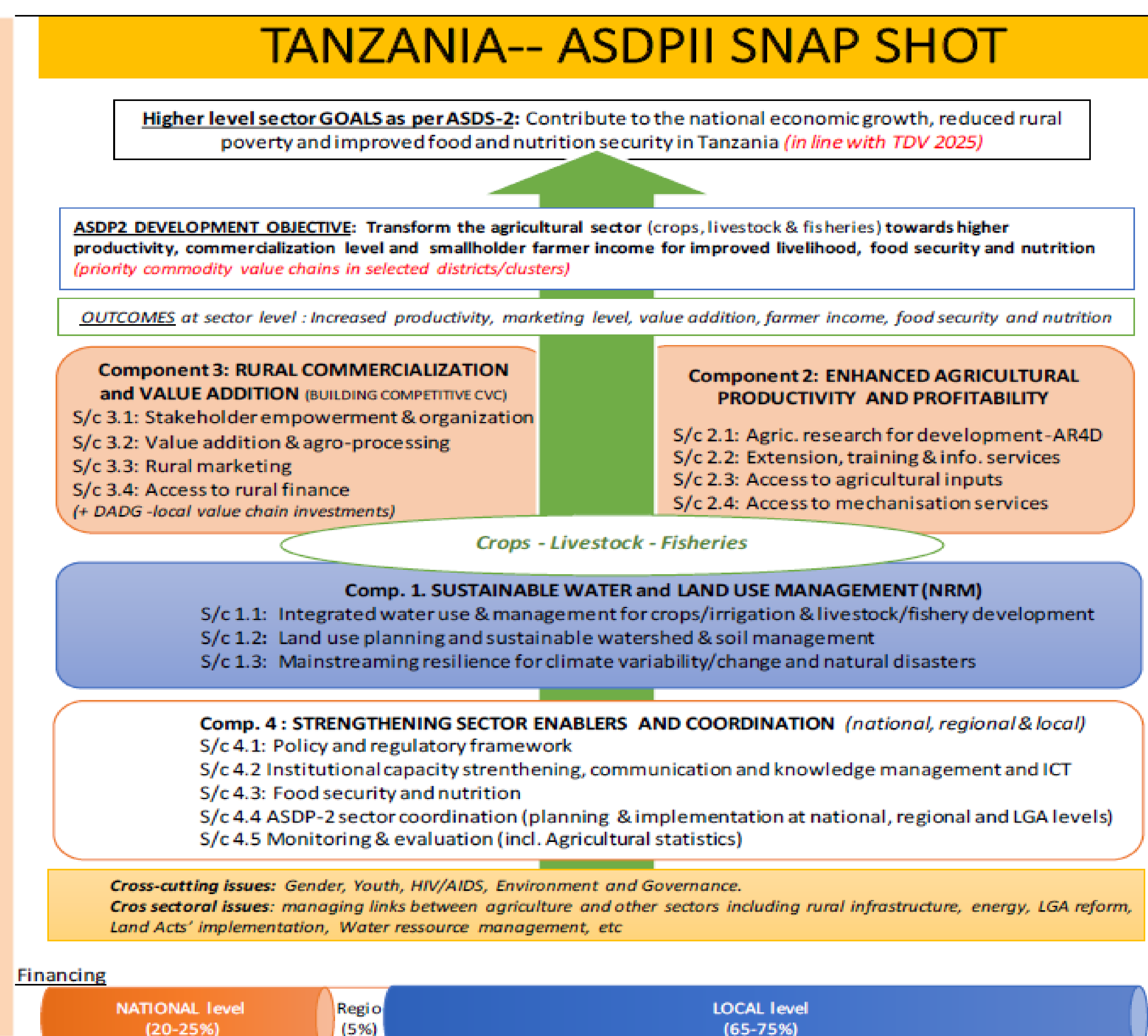
- Focus on growing pre-commercial value chains
- Public investments to strengthen partnerships involving upstream and systems research with problem-solving focus in value chains
- Public and private investments to strengthen MSPs and research-extension linkages
- Extrapolate lessons from Maziwa Zaidi to other high-value commodity value chains and enhance synergies across them

ASDP-2 Sub-components	Relevant Maziwa Zaidi (MZ) lessons: How to...
S/c 3.1: Stakeholder empowerment & organization	<ul style="list-style-type: none"><li>•Develop solution focused blue prints (site-specific plans) for groups development</li><li>•Facilitate hubs and innovations platforms to overcome market barriers</li><li>•Facilitate market linkages to increase revenue and household income</li><li>•Monitor growth of farmer groups and traders towards sustainability using various tools</li><li>•Co-create solutions through specialist working groups/task forces/committees</li></ul>
S/c 3.2: Agribusiness & value addition	<ul style="list-style-type: none"><li>•Improve quality and safety of milk</li><li>•Assess and overcome risk and uncertainty towards more investments by youth, gender</li><li>•Target interventions based on use of various value chain assessments tools</li><li>•Facilitate business planning, contract-based transactions, mentoring and coaching</li><li>•Model systems dynamics and assess responses to policy interventions towards commercialization in stallholder livestock systems</li></ul>
S/c 3.3: Rural marketing	<ul style="list-style-type: none"><li>•Catalyze collective action in pre-commercial areas through traders as entry points</li></ul>
S/c 3.4: Access to rural finance	<ul style="list-style-type: none"><li>•Use check-off to Interlock input and output transactions with milk deliveries as collateral</li><li>•Motivate producers to borrow more through collective action and technology adoption</li></ul>

### Rationale and approaches

Weak private sector in many areas needs to grow. Opportunities for integrating MZ approaches into ASDP-2 Component 3:

- Identify “crystallizing agents”, typically existing product and service delivery agents around whom multiple activities can coalesce
- Support the strengthening of research–extension linkages and provision of extension services in commercially viable ways through private sector
- Enhance local capacity of producers, other value chain agents and extension workers to operate through multi-stakeholder processes (MSPs) involving market hubs and innovation platforms
- Promote access to and use of ICT as a way of increasing access to critical information (ADGG project).



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