



## Calories and Household Incomes from Potatoes Sub-sector (CHIPS)

### Project overview

Potatoes is among the fast growing in demanded food, second to rice in East Africa region. The regional consumption doubled between 1999 and 2010 to rates as high as 125 kg/person/year, due to rapid population growth and urbanization with growing demand for fast food. The crop provides calories and nutrition to potato producing households and millions of urban dwellers in cities and towns in the EAC.



The Calories and Household Incomes from Potatoes Sub-sector (CHIPS) project aims at enhancing incomes and accelerating wealth creation for Smallholder Farmers (SHFs) and Small Retailers and Vendors (SRVs) of round potato in Tanzania. The overall purpose of the project is to increase productivity, efficiency, profitability and volumes of business involved in the potato value chains for at least 20,000 SHFs and 15,000 SRVs. The CHIPS project focus on leveraging private-sector investment into the potato value chain through the consortium approach with matching grants to implement

interventions that are “public good” in nature to accelerate value chain upgrading.

### Objective

The Project has four major objectives:

- Enhance effectiveness of collective marketing/procurement of outputs and inputs by trading associations and cooperatives of 20,000 SHFs and 15,000 SRVs.
- Increase supply of market preferred potato and potato products by 18,000 SHFs and 12,000 SRVs.
- Increase competitiveness and efficiency of trading in potato and potato products through sustainable business consortia.
- Increase equitable involvement of women and youth in decision making and access to resources and benefits of potato value chain.



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## Approach

The Consortium Approach with matching grants will be employed to efficiently link small and medium scale farmers (SMSFs) to outputs and inputs markets. The basic structure has a “Lead Firm” - in the form of a major trading and/or food processing company - with very good and proven linkages to national and or regional (EAC), markets for potatoes and potato products. This allows project to focus on: relevant and timely demand-driven interventions that are fully owned by the trading consortium; and implementation through the consortium members themselves. This will ensure sustainability after the exit of the CHIPS project because of the established strong business relationships, trust and investments made during the implementation of the matching grant sub-project.

## Partners

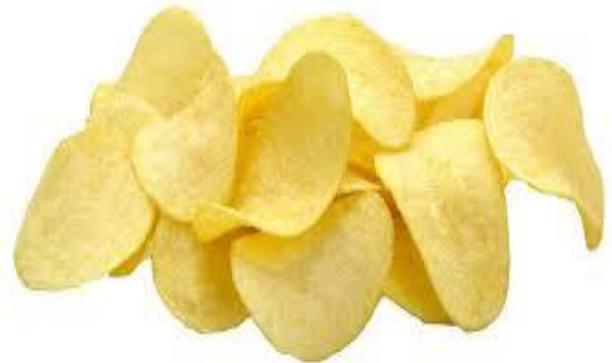
CHIPS project is implemented with the cooperation of public and private sector partners (PPP). These are:

- a) Farmer Business Organisations
- b) Tanzania Horticultural Association (TAHA)
- c) Uyole Agricultural Research Institute (ARI-Uyole)
- d) Private companies



## Funding

The Comic Relief is providing funding to enable CHIPS project establish the Matching Grant fund scheme to trigger private investments for upgrading the potato value chain in Tanzania.



## Contact

Team Leader,  
Dr. Mary C. Shetto,  
Kilimo Trust Tanzania  
Plot 455, Avocado Street, Kawe  
P.O. BOX 106217,  
Dar-es-Salaam, Tanzania.  
Tel: +255 22 278 1299  
Email: [admintz@kilimotrust.org](mailto:admintz@kilimotrust.org)

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