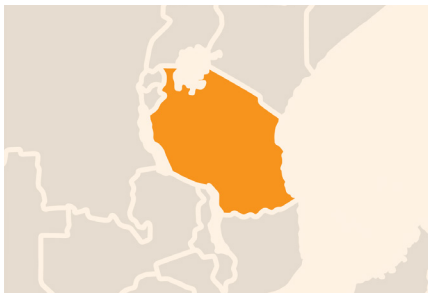




Partner Profile: East Africa Fruits



Photos courtesy of EA Fruits Farm and Company Limited



An estimated 80% of farms in Tanzania are operated by smallholders with less than 2.2 hectares of land, and these farmers play a critical role in feeding the country, producing nearly 70% of Tanzania's food supply.¹ But limited access to markets, fair prices, quality inputs, and agronomic technical assistance constrain both these farmers' production and their income.

EA Fruits Farm and Company Limited (East Africa Fruits) is an agricultural social enterprise in Tanzania within Global Partnerships' Smallholder Farmer Market Access initiative.²

WHO IS SERVED:

East Africa Fruits currently serves nearly 3,200 smallholder farmers annually. Approximately 39% of farmers served are female and the majority live in rural areas, have an average plot size of approximately 1 hectare, and primarily produce bananas, potatoes, rice, beans, onions, and tomatoes.

WHAT IS DELIVERED:

East Africa Fruits facilitates market access and price premiums for smallholder farmers by collecting produce from farmers and delivering it directly to customers in major cities. Typical customers are informal vendors, supermarkets, and restaurants. This enables East Africa Fruits to reduce the number of middlemen in the supply chain, and therefore pay farmers higher prices than they would likely have received otherwise. East Africa Fruits also offers technical assistance to all of its farmers throughout

the growing cycle, including crop-specific agricultural best practices and financial management training.

WHY IT IS IMPACTFUL:

The tailored technical assistance East Africa Fruits offers alongside enhanced access to markets at better prices can increase the income and food security of smallholder households living in poverty. East Africa Fruits believes their services enable farmers to meaningfully improve their crop yields, increase their income, and, for some, even enable purchase of additional land to expand production.

1. "The Economic Lives of Smallholder Farmers," FAO, 2015, <https://www.fao.org/3/i5251e/i5251e.pdf>.
2. East Africa Fruits was a current borrower of Global Partnerships Social Investment Fund 6.0, LLC as of June 30, 2022.
3. Data as of December 31, 2021, as reported by East Africa Fruits.