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Kilimanjaro Origin Sugar: A Tanzanian Pathway to Green Inclusive Growth

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Abstract

The increasing attention to develop the sugar sector in Tanzania to protect its local industries, paves way to create market in which geographical indication (GI) can play a useful role. This paper investigates whether unique attributes of TPC sugar represent a potential for registration with protected geographical indication, protected denomination of origin and/or traditional specialty guaranteed. From a preliminary study of products, TPC producing its sugar in the slopes of mountain Kilimanjaro brought attention for protection.

The paper aims at looking at the unique attributes of sugar from Kilimanjaro and its potential for GI registration. Further, explore the institutional conditions under which the Tanzanian sugar producers currently market their products. A qualitative analysis is presented reporting the estimated gains the Tanzanian economy could harvest by valorizing its sugars through geographical indications. Assessing the producer's perception of territorial qualities of sugars and their potential feasibility for their business strategy.

The study uses in depth interviews, by interviewing sugar producers, stakeholders, key informants and sellers of Kilimanjaro region. The results show that Kilimanjaro sugar has potential for protection using GI since it has some unique attributes and in turn protect their environment from a better cultivation method.

The study revealed from the origin food producer how value addition by incorporating territory specific cultural, environmental and social qualities into marketing, production and processing of unique local, niche and specialty products. The case investigated had prospects for Tanzania to advance in exports of geographical indicated sugar, and allow creating employment and

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building monetary value, while stewarding local food cultures and natural environments and resources, and increasing the diversity of supply of natural and unique quality product.

Keywords: Geographical Indication, Sugar, qualitative analysis, Green growth.

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