

Promotion of the tomato value chain through processing and product certification of tomatoes

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Introduction

Tomato production and consumption is relatively high in Malawi. However the income levels of most tomato farmers tend to be low as 80.4% of tomato farmers are encountering post harvest losses due to high perishability of the product and lack of competitive market for fresh tomatoes. Additionally farmers lack enough equipment and knowledge on certification of tomato in order to penetrate commercial and formal markets.

Value chain affected

- The tomato value chain in Malawi is mainly into sales of fresh than value added tomato products.
- Tomato processing and certification will increase the income of tomato producers and processors.



Solution approach

- The farmers will be supported with equipment and certification training to establish a profit making processing unit for tomatoes.
- Mwimba college of Agriculture will be used as an institution to train farmers in technical and entrepreneurial skills in processing of fresh tomatoes into powder, puree and sauce.

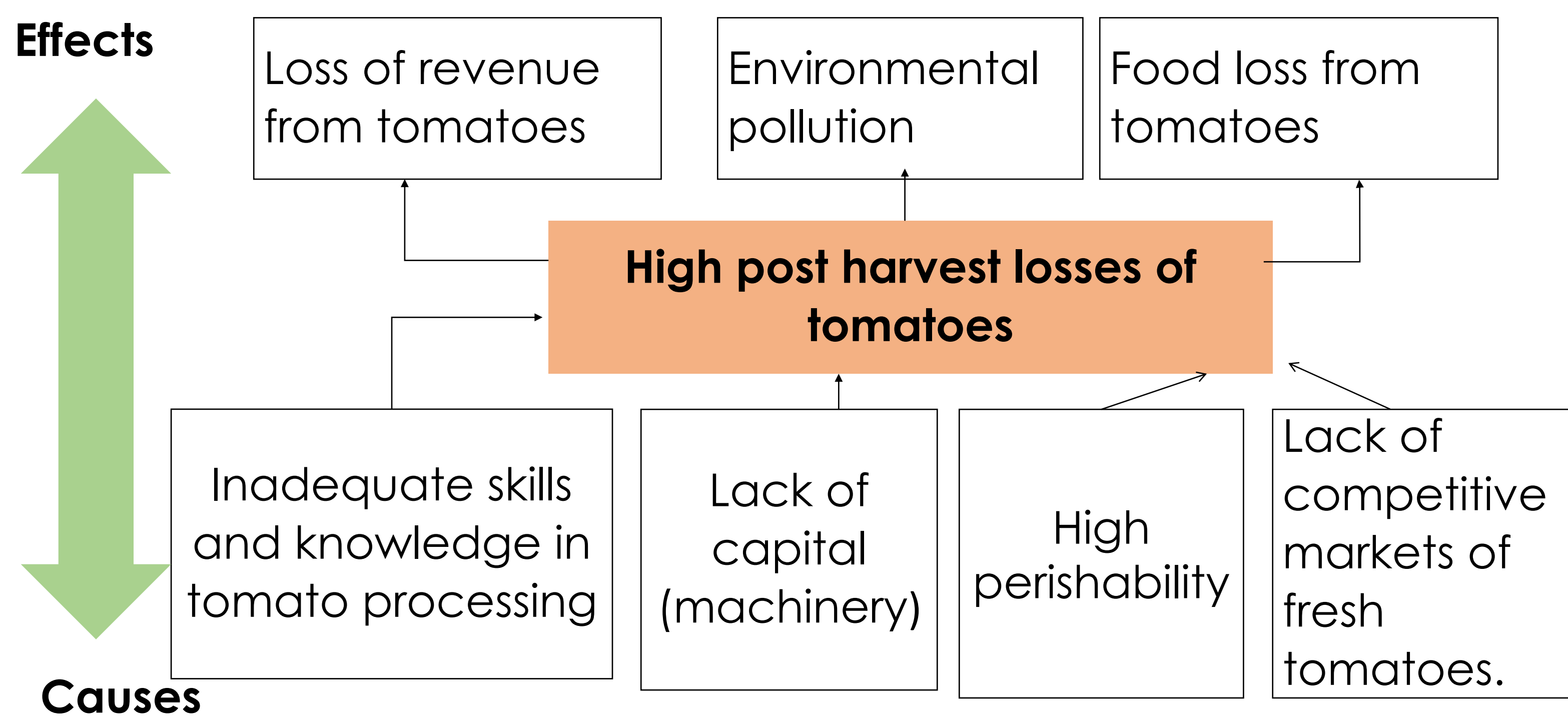
Objectives

The overall objective is to increase small scale tomato processors income through product certification.

The specific objectives are;

- To train farmers in improved tomato value addition
- To equip farmers with resources for value addition
- To help farmers attain tomato value added product certification
- To link farmers to potential markets.

Problem tree

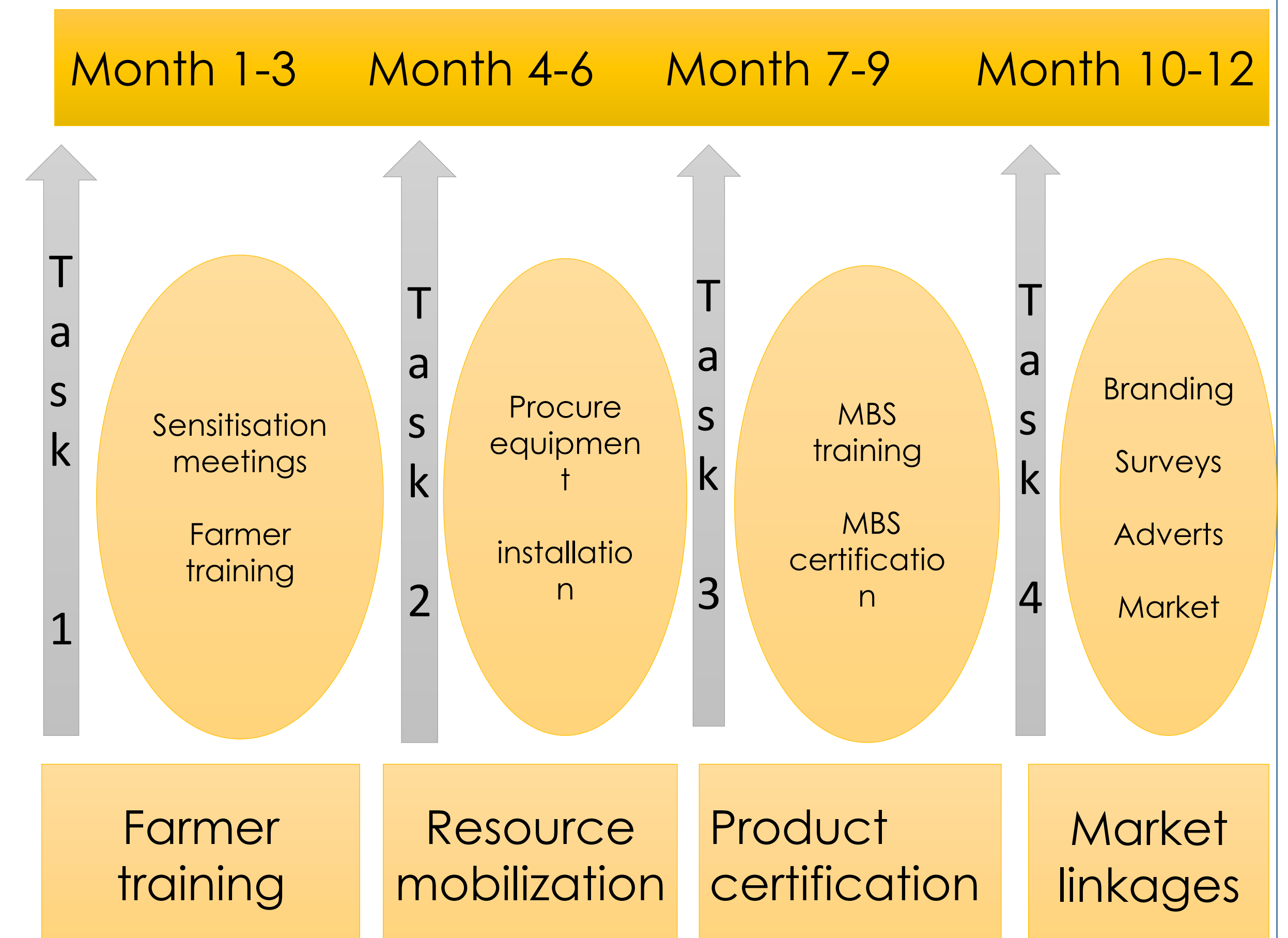


Possible risks

- High perishability of tomatoes
- Competition with other imported tomato products
- Climate change affecting productivity and supply.



Implementation steps



Expected costs

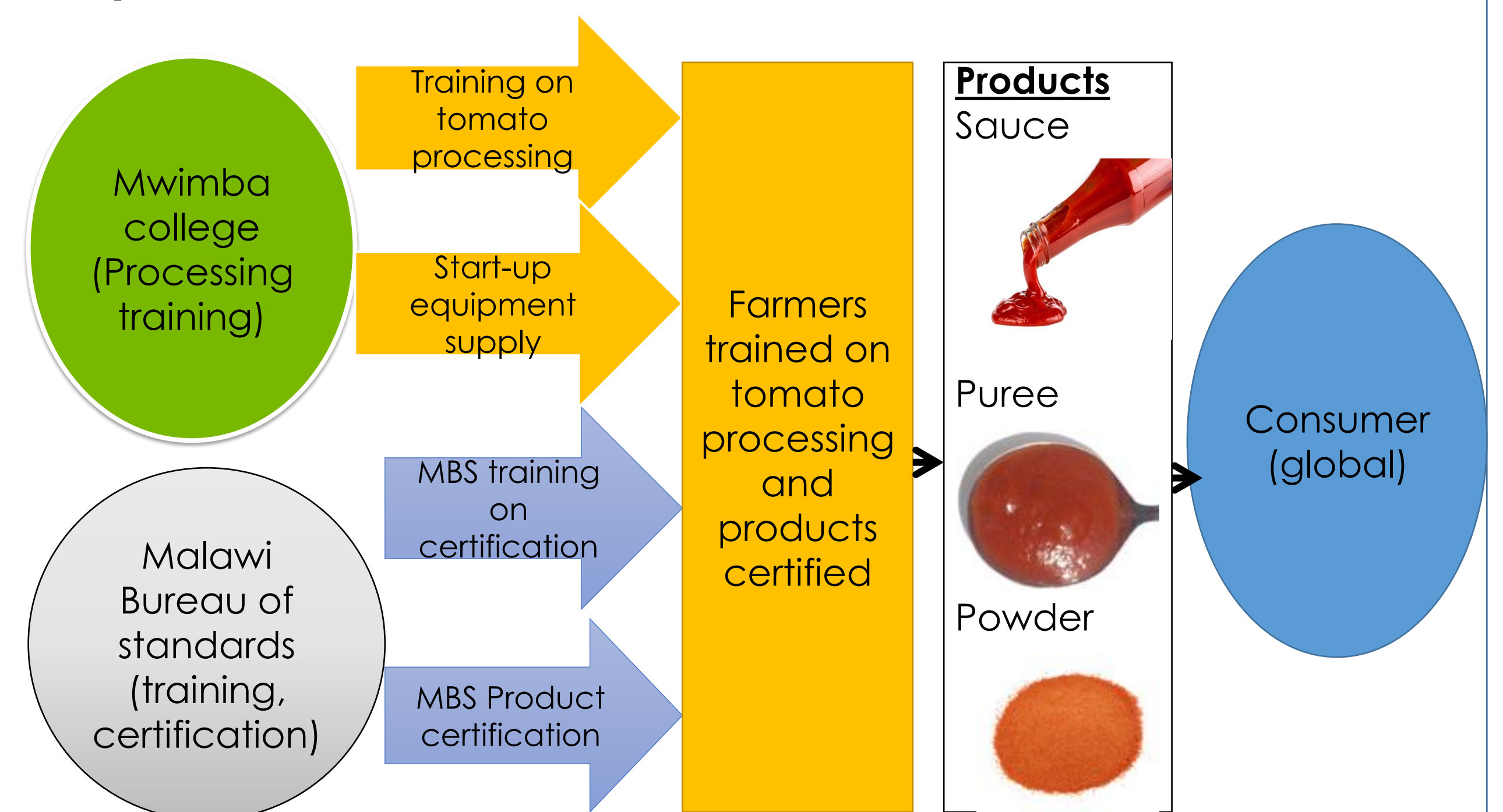
Fixed costs: 5000€

MBS training & Product certification
Machinery procurement
Installation
Website development

Variable costs: 1000€/ month

Raw materials supplies
Utilities
Repair and maintenance
Marketing and communication
Packaging materials

Expected outcomes



Conclusion

- Value addition
- Reduction of postharvest losses
- Poverty reduction
- Economic development