

SPECIAL ISSUE | March 2025

Public-Private Partnerships for AgriDevelopment

Sweet Opportunity Tanzania's Moment to Lead the Global Mango Market



Transitioning into Agricultural Growth Corridors of Tanzania - AGCOT



How AMAGRO is Sweetening the Deal for Mango Farmers - Hamadi Mkopi

"Our vision is to see Tanzanian mangoes on shelves across Tanzania, Africa, and the globe. We need to unlock the true potential of the Tanzanian mango industry as a leading cash crop," says Hamadi Mkopi, a co-founder and Executive Secretary of AMAGRO.

TABLE OF CONTENT

1: Mango Industry: A Hidden Gem Poised for Global Impact	Page 2
2: Off-Season Advantage, Climate-Smart: TZ Strategic Edge	.Page 3
3: For AMAGRO Mangoes Hidden Wealth Generator	.page 4
4: The Launch of the "Her Resilience, Our Planet Project" at Koga Farm: A Global Spo Sstainable Agricultur.e.	
5: The New Push for Growth: A Collaborative Effort Transforming Tanzania's Mango Sector.	Page 7
6: Tanzania Positioned to Lead Africa's Mango Transfomation	Page 8
7: Mango Boom Hinges on Financial Access	Page 9
8: The Mango Mastermind at Koga Farm	Page 10
9: The 'Koga' Mango: A Potential Catalyst for Tanzania's Export Economy	
10: Mango Gold: Why Tanzania Must Lead Africa's Next Big Fruit Boom	Page 12
11: Tanzania's Mango Power: A Fruitful Mix of Variety	Page 13
12: Processing Power Could Turn Mango Fruit into Fortune	Page 14
13: East Africa's Mango Sector: Ripe for Transformation Amid Processing Challenges	Page 15
14: MANGOES & CLIMATE RESILIENCE: SAGCOT's Journey Towards Inclusive Green Growth	Page 16

"Mangoes are our gold," says Dr. Salum Diwani. "While others see fruit, I see factories, jobs, and foreign exchange earnings."

1: Mango Industry: A Hidden Gem Poised for Global Impact

1. The "Mango Transformation" Led by SAGCOT and Partners

The "Mango Economic Transformation" is spearheaded by farmers, SAGCOT, AMAGRO, TAHA, and COPRA collaborations. These organizations facilitate the tackling of critical challenges—pest control, post-harvest losses, and export readiness—while promoting climate-smart practices.

3. Climate-Smart Farming: Sustainability Meets Profitability

Mango farming is emerging as a climate-resilient solution. It combats desertification as a carbon sink, sequestering up to 160 metric tons of CO_2 per hectare. Innovations like solar-powered irrigation have boosted yields by 185%. These efforts make mango cultivation both sustainable and lucrative.

4. Smallholder Empowerment Through AMAGRO

Smallholder farmers are the backbone of Tanzania's mango industry. SAGCOT and numerous other institutions working with AMAGRO empower these growers by strengthening the value chain, enabling Tanzania to lift tens of thousands of rural families out of poverty and attract youth to agribusiness.

5. Value Addition: From Waste to Wealth

Innovative processing initiatives are addressing post-harvest losses of up to 45%. AMAGRO seeks to establish modern packhouses while entrepreneurs create high-value products like juices, dried slices, jams, and oils. These efforts align with a booming global processed mango market projected to reach \$21 billion by 2025.

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2: Off-Season Advantage, Climate-Smart: TZ Strategic Edge

Tanzania possesses a rare and powerful asset in global agriculture —its off-season mango harvest window, when major producers like India, Mexico, and Pakistan are dormant. This unique agroecological calendar allows Tanzania to supply premium international markets at peak prices and minimal competition. Mangoes ripen between October and April, strategically positioning Tanzanian growers to dominate global shelves during the lowsupply season.

"This timing gives us a competitive edge that few other nations possess," notes Geoffrey Kirenga, CEO of SAGCOT. Yet despite producing over 700,000 metric tons annually and being Africa's 12th largest mango producer, Tanzania exports less than 40 metric tons annually. The export potential remains largely untapped due to inadequate cold chain systems, limited value addition, and insufficient export certification infrastructure.

At the same time, mango farming is proving to be one of Tanzania's most climate-resilient agricultural options. Mango trees thrive in semi-arid regions, are drought-tolerant, and act as carbon sinks—sequestering up to 160 metric tons of CO_2 per hectare. This makes them powerful tools in combating desertification and adapting to climate change.

Technologies like solar-powered irrigation, advanced pest control, and precision soil management have boosted yields by up to 185% in model farms like Koga Farm in Mkuranga. These practices enhance productivity and reduce environmental footprints, aligning perfectly with global sustainability trends and increasing demand for eco-conscious agricultural exports. The synergy between seasonal market positioning and climate-smart practices transforms Tanzanian mango farming into a triple win:

For the farmer: increased yields and export opportunities.

For the nation: enhanced foreign exchange earnings and job creation.

For the planet: lower emissions, healthier soils, and reforested landscapes.

As stakeholders rally to scale up these advantages through improved cold storage, farmer training, and export facilitation—Tanzania is primed to become Africa's mango powerhouse.

and increasing demand for eco-conscious agricultural exports.

3: For AMAGRO Mangoes Hidden Wealth Generator

Hamadi Mkopi, a co-founder and Executive Secretary of AMAGRO, discusses the origins and evolution of the association.

History and Evolution: "Originally founded as a Mango Club, AMAGRO transformed into a full-fledged association to provide structured support to its members", Mkopi, says. Initially focused on the coastal regions and Dar es Salaam, with members managing over 4,000 hectares, AMAGRO faced challenges due to rapid urban expansion threatening their operations. This led to a strategic relocation of mango farms to regions like Songea, Tabora, Dodoma, and Tanga, thus preserving their mission amid changing agricultural landscapes.

Membership: AMAGRO has witnessed a significant decline in its membership, currently standing at around 150 active members, a stark contrast to its former roster of over a thousand. To counteract this downward trend, AMAGRO is focusing on increased profitability and potential for growth within the mango farming sector. There is a new awakening, with growing interest among the youth in the mango sector, Mkopi, notes.

Mango Varieties and Markets: Members of AMAGRO grow various mango varieties such as Appelmango, Kesar (Boribo Muyuni), Keitt, Kent, Zill, Alphonso, Koga, and Tommy Atkins, catering to both local and international markets, notably in the SADC region and the Middle East. This diversity has enabled them to penetrate significant markets, bolstering Tanzania's agricultural exports successfully.

Initiatives and Achievements: AMAGRO members have initiated several projects, including educational outreach, nursery development, and land acquisition for new farms. There are several model farms where new entrants can learn. These initiatives have enhanced knowledge transfer among farmers and established sustainable agricultural practices. The association is recognized for contributing to agricultural development and enhancing sustainability.

Current Challenges and Strategic Adaptations: AMAGRO adeptly navigated various challenges by establishing strategic partnerships with key organizations. In December 2024 and January 2025, Agribusiness East Africa, in collaboration with the Association of Mango Growers in Tanzania (AMAGRO), COPRA, TOSCI, SAGCOT, TAHA, Diligent Consulting Limited, and Nature Ripe, presented a critical forum focused on addressing challenges facing mango cultivation, including pests and various diseases that impact these crops..

The Huge Potential of Mango Farming as a Cash Crop:

Mango farming in Tanzania holds substantial potential as a lucrative cash crop, comparable to coffee in terms of profitability. While still developing, the mango industry in Tanzania offers significant advantages due to its potential for both domestic consumption and international export. Mango farming is more adaptable and has a growing market demand, especially in the offseason for major producers like India and Pakistan.

Education and Extension Services: Education remains a cornerstone of AMAGRO's strategy. The association educates its members on best farming practices and offers extensive services through its dedicated extension officers. These professionals ensure that members adhere to the highest agricultural standards, thus boosting yield and fruit quality.

Promotion and Market Expansion: AMAGRO actively promotes mango farming through campaigns and the Mango Tasting Festival, a popular event that connects growers with potential buyers from both local and international markets. This helps expand their market reach and educates consumers about the quality and variety of Tanzanian mangoes. The association aims to leverage Tanzania's seasonal production advantage to fill gaps in the global market, especially during off-peak periods for northern hemisphere producers.

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4

4: The Launch of the "Her Resilience, Our Planet Project" at Koga Farm: A Global Spotlight on Sustainable Agriculture

On May 15, 2024, Koga Farm in Mkuranga, Tanzania, became the epicentre of global attention as it hosted the launch of the "Her Resilience, Our Planet Project," a TZS 38 Billion Initiative to Enhance Sustainable Agriculture and Foster Job Creation for Youth and Women in the SAGCOT Area. The event elevated Koga Farm's profile and cemented its reputation as a model for innovative, climate-resilient farming practices with far-reaching implications for Tanzania and beyond.

The Honourable Ahmed Hussen, then Canada's Minister of International Development, graced the event and highlighted Koga Farm's mango cultivation initiative as a shining example of how sustainable agriculture can drive economic growth and environmental resilience. By positioning Koga Farm as a case study for scalable agricultural innovation, Minister Hussen effectively attracted the interest of potential farmers both locally and internationally.

Madam Fatma Riyami, Chair of The Association of Mango Growers (AMAGRO) and Managing Director of NatureRipe Kilimanjaro, the organization behind Koga Farm. Her insights into the transformative potential of mango farming in Tanzania resonated deeply with attendees. She emphasized Tanzania's status as one of Africa's top mango producers and highlighted the crop's climate-smart attributes, such as its ability to combat desertification and sequester carbon. These remarks reinforced Koga Farm's standing as a beacon of agricultural excellence and sustainability. The launch event served as a strategic platform to amplify the goals of the "Her Resilience, Our Planet Project." The event illustrated the project's dual focus on climate adaptation and economic empowerment by leveraging Koga Farm's proven track record in sustainable mango cultivation. Attendees witnessed firsthand how advanced soil management, precision irrigation, and pest control strategies have transformed the farm into a model of productivity and resilience.

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In essence, launching the "Her Resilience, Our Planet Project" at Koga Farm achieved more than marking the beginning of a new initiative-it positioned the farm as a global exemplar of sustainable agriculture. The "Her Resilience, Our Planet Project" represents a significant six-year initiative in Tanzania, with a total investment of TZS 38 billion, equivalent to approximately CAD 20 million. Funded by the Government of Canada through CARE International Canada, the project aims to enhance sustainable agricultural practices and foster job creation for youth and women within the Southern Agricultural Growth Corridor of Tanzania (SAGCOT) area. Launched on May 15, 2024, the project targets over 175,000 farmers, with a specific emphasis on empowering youth and women. The geographical focus spans five districts within SAGCOT's priority clusters: the Ihemi cluster (comprising Iringa, Kilolo, Mufindi, and Wang'ing'ombe districts) and the Mbarali cluster. Key implementing partners include CARE Tanzania, SAGCOT, and WWF, among others.

The initiative is strategically designed to promote climate change adaptation and mitigation within the agricultural sector while facilitating the transition to renewable energy practices. The considerable financial backing and extended duration of this project underscore a substantial commitment to long-term agricultural development and economic empowerment in Tanzania. Such an investment over multiple years suggests a strategic and patient approach necessary to address the multifaceted challenges of sustainable agriculture and job creation, indicating a strong belief in the potential for lasting positive change within the region. Empowering Women Through Sustainable Agriculture: Launch of the "Her Resilience, Our Planet Project

Photo: The Honourable Ahmed Hussen, Minister of International Development for Canada, alongside Madam Fatma Ryami, Chair of The Association of Mango Growers (AMAGRO) and Managing Director of NatureRipe Kilimanjaro, the owners of Koga Farm, at the launch event on May 15, 2024. Minister Hussen encouraged Tanzanians to explore mango exports into Canada, highlighting mango farming as sustainable agriculture. Madam Ryami emphasized the need for more investments to increase mango volumes for profitable export.



5: The New Push for Growth: A Collaborative Effort Transforming Tanzania's Mango Sector

Tanzania is witnessing an unprecedented surge in attention toward its mango subsector, driven through a dynamic, collaborative effort involving a diverse coalition of stakeholders. Agricultural experts, policymakers, farmers, and private sector players have come together under the banner of organizations like Agribusiness East Africa room , AMAGRO Tanzania (The Association of Mango Growers Tanzania) , COPRA , TOSCI , SAGCOT , TAHA , Diligent Consulting Limited, and Nature Ripe . These entities are fostering critical dialogues to address the challenges and opportunities within the burgeoning mango industry. This collective push reflects a shared commitment to positioning Tanzania as a global leader in mango production and export, marking the dawn of what many are calling the "mango revolution."

A Global Market Opportunity Too Big to Ignore

Tanzania is already one of Africa's top mango producers but yet to fully capitalize on its potential due to challenges such as limited value addition, pest control issues, and inadequate infrastructure. By addressing these bottlenecks collaboratively, stakeholders aim to unlock the full economic benefits of mango farming.

Empowering Smallholder Farmers: The Backbone of the Industry

Central to this effort is the empowerment of smallholder farmers, the backbone of the industry, yet they often lack access to critical resources such as quality planting materials, modern farming techniques, and market linkages. Stakeholders are advocating for increased support to bridge these gaps. Initiatives include providing training on improved agronomic practices, facilitating access to high-quality inputs, and assisting farmers in meeting stringent international market requirements. Programs like the TZS 38 billion initiative —funded by the Government of Canada through CARE International Canada—are empowering over 175,000 farmers , with a focus on youth and women, to adopt sustainable practices and enhance productivity.



Platforms for Collaboration and Knowledge Sharing: The collaborative spirit driving Tanzania's mango revolution provides invaluable opportunities for stakeholders to engage in discussions, share knowledge, and devise strategies for advancing the sector. It also highlights the importance of crosssector collaboration, bringing together farmers, researchers, agribusinesses, and policymakers to align efforts and resources.

As stakeholders continue working together, the dream of turning Tanzania into a mango powerhouse becomes increasingly attainable.

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6: Tanzania Positioned to Lead Africa's Mango Transfomation

Seizing Opportunities in the Expanding Global Mango Market

"Tanzania has what it takes to lead the continent in mango exports," declared Geoffrey Kirenga, CEO of SAGCOT, during a powerful address to galvanise action around Tanzania's untapped mango potential at Agribusiness East Africa room. With global demand surging and Tanzania's unique advantages, the stage is set for a transformation that could redefine agriculture and the nation's economic future.

A Sleeping Giant in the \$67.95 Billion Global Mango Market

Tanzania produces an impressive 700,000 metric tons of mangoes annually, securing its position as one of Africa's top producers and the 12th largest globally (FAOSTAT; KilimoKwanza.org). Yet, despite this abundance, the country captures only a sliver of the booming global mango market, which expanded from 63.65 *billion in* 2023 *to* 67.95 billion in 2024, growing at a robust compound annual growth rate (CAGR) of 6.7% (Mordor Intelligence, 2024).

"The numbers speak for themselves," Kirenga emphasizes. "We produce enough mangoes to compete on the world stage, yet we export less than 40 metric tons annually —a fraction of our potential. The question isn't whether we can claim a larger market share. It's why aren't we doing it already?"

A Seasonal Edge That Can't Be Ignored: Tanzania holds a rare seasonal advantage: it produces mangoes during the global off-season when countries like India, Mexico, and Pakistan are dormant. This positions Tanzania to supply premium markets in Europe, the Middle East, and Asia when competition is lowest and prices are highest.

"This timing gives us a competitive edge that few other nations possess," Kirenga explained. "But without strategic investments in cold chain infrastructure, value addition, and export certification, we risk squandering this golden opportunity."

Kirenga called for urgent action to build modern packhouses, establish reliable cold storage systems, and strengthen farmer cooperatives. These steps, he argued, are critical to reducing post-harvest losses, which currently hover at a staggering 45%, and ensuring Tanzanian mangoes meet stringent international standards.

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From Post-Harvest Loss to Global Success

The stakes are high. Every year, nearly half of Tanzania's mango crop is lost due to poor handling, pest infestations (notably fruit flies), and inadequate processing facilities. These losses represent millions of dollars in missed revenue and countless missed opportunities for rural farmers.

"This is about farming, taking care of the environment,t creating jobs, boosting rural incomes, and establishing Tanzania as a key player in the global horticultural economy," Kirenga stressed. "Every mango saved from rotting is a step toward prosperity for our farmers and nation."

To tackle these challenges, SAGCOT, in collaboration with partners like AMAGRO (Association of Mango Growers Tanzania), COPRA, SAGCOT, TOSCI, TAHA, NatureRipe, and Diligent Consulting Ltd, among others is spearheading efforts to build a resilient mango value chain.

Mango farming isn't just about profit, but it's about sustainability. Mango trees are drought-tolerant and serve as carbon sinks, sequestering up to 160 metric tons of CO_2 per hectare over their lifetime. Innovations like solar-powered irrigation greatly boost yields.

"These practices make mango cultivation both profitable and planet-friendly," Kirenga noted. "They also align with global trends toward sustainable agriculture, giving Tanzania a competitive edge in ecoconscious markets."

8

7: Mango Boom Hinges on Financial Access

Prof. Andrew E. Temu, Managing Director of Diligent Consulting Ltd, envisions a promising future for the mango sector through enhanced access to finance. Prof. Temu advocates for a value chain finance approach and emphasizes the critical role of non-bank financial institutions (NBFIs) in supporting mango growers.

Tanzania's mango growers stand at the threshold of a transformative era, with innovative financial solutions poised to unlock the sector's immense potential. At a recent webinar hosted by Agribusiness East Africa and organized in collaboration with key stakeholders such as AMAGRO Tanzania, COPRA, TOSCI, SAGCOT, TAHA, and Nature Ripe, Andrew E. Temu, a distinguished Agricultural Economist and Managing Director of Diligent Consulting Ltd., delivered a compelling case for why finance is the linchpin to propelling Tanzania's mango industry forward. "Tanzania produces 712,000 metric tons of mangoes annually, yet we are barely scratching the surface of what this industry can achieve," Temu declared. Despite being one of Africa's top mango producers, the sector grapples with significant hurdles—limited infrastructure, stringent export requirements, and, most critically, inadequate access to finance.

Temu painted a stark picture of Tanzania's agricultural financing landscape, revealing that agriculture receives a mere 8.5% of total credit from formal financial institutions, despite its economic significance. Yet, he noted a glimmer of hope: agricultural lending is growing at an impressive annual rate of 38.9%. "This growth signals untapped opportunities, but we must address the barriers that prevent mango growers from accessing the capital they need," Temu emphasized. High perceived risks, lack of collateral, exorbitant interest rates, and financial literacy gaps remain formidable obstacles. To tackle these challenges, Temu proposed a suite of innovative financial mechanisms. "Loan guarantees, letters of credit, contract farming, warehouse receipt systems, and weather-indexed insurance are not just tools—they are lifelines for farmers," he asserted. These solutions not only reduce risks for lenders but also empower farmers to secure the capital necessary to scale their operations.

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A value chain finance approach emerged as a cornerstone of Temu's vision for transforming the mango sector. By providing targeted financing at every stage of the supply chain-from inputs and production to processing and export—this strategy creates a holistic ecosystem that benefits all stakeholders. "Value chain finance allows us to see the mango industry not as a series of isolated activities but as an interconnected system," Temu explained. "It enables us to mitigate risks and seize opportunities at each link in the chain." Nonbank financial institutions (NBFIs) like PASS, Aceli Africa, and TADB are already pivotal in this transformation. PASS assists farmers in preparing bankable business plans and linking them to financial institutions, while Aceli Africa focuses on increasing access to finance for agribusinesses across sub-Saharan Africa. TADB, a state-owned institution, is specifically designed to catalyze access to finance for smallholder farmers and SMEs. "These institutions are not just financiers—they are enablers of growth," Temu remarked.

The rise of alternative lending platforms in Tanzania, projected to reach USD 941.7 million by 2028, offers another promising avenue for mango growers. Peer-to-peer lending and digital lending apps provide flexible financing options without the rigid requirements of traditional banking, making it easier for smallholder farmers to access capital quickly and efficiently. "Alternative lending is the future," Temu stated. "It democratizes access to finance and empowers growers to take control of their futures." He urged mango growers to take proactive steps to improve their access to finance, including enhancing financial literacy, formalizing business operations, demonstrating market demand, embracing collaboration through cooperatives, and maintaining proper financial records. "Financial literacy is not just a skill—it is a tool for empowerment," Temu stressed. "And when farmers come together in cooperatives, they amplify their voices and their bargaining power."

8: The Mango Mastermind at Koga Farm

A quiet revolution is underway in the fertile plains of Mkuranga, Tanzania. At the helm is Dr Salum Diwani, a globally respected agronomist and agroentrepreneur whose work at Koga Farm—a 200-acre innovation hub—is rewriting the future of Tanzania's agriculture through one game-changing fruit: the mango.

From precision soil management to advanced irrigation systems, Koga Farm embodies the fusion of science, strategy, and sustainability. But beyond the farm's high-tech operations lies a bigger story—a blueprint for national economic transformation. "We're not just growing mangoes," says Dr. Diwani. "We're cultivating prosperity, unlocking export potential, and shifting the narrative of Tanzanian agriculture."

Dr. Diwani's journey began with a passion rooted in the soil and refined through academia and corporate agribusiness. With a Ph.D. in Plant Pathology and years of experience with Bayer East Africa, he deeply understands East Africa's agricultural dynamics. A pivotal moment came on a visit to a mango farm in Kenya. "They were exporting mangoes we'd barely value here. That was a wake-up call," he recalls.

Since that spark, Diwani has experimented with over 30 global mango varieties, developing the now-celebrated 'Koga' mango—a premium hybrid with world-class taste and durability. This cultivar isn't just a fruit; it's a symbol of Tanzania's capacity to innovate and compete globally.

Tanzania holds a powerful card: its unique off-season harvest window. While other nations pause, Tanzanian mangoes ripen. "We hit the market when global prices are at their peak," says Diwani. "It's a strategic advantage few countries can claim." With controlled fruit fly infestations and cold chain improvements underway, Koga Farm is preparing to reenter global markets, targeting Europe, the Middle East, and Asia with premium exports.

A Scalable Opportunity for the Nation: Unlike coffee or tea, mangoes grow across Tanzania—from the coast to the semi-arid zones of Dodoma and Singida. This gives the crop a nationwide potential—and positions it as a tool for inclusive economic development. Inspired by the Philippines, where 70% of mango exports come from smallholders, Dr. Diwani envisions a similar transformation.

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We can empower every farmer and every youth. The market is there —what's missing is coordination and belief." Evolution is not just about fruit—it's about economic sovereignty, rural transformation, and positioning Tanzania as a global leader in high-value horticulture. Koga Farm is also investing in value addition—processing mangoes into jams, juices, dried fruit, and even vegan leather from skins. Combined with soil testing technologies and customized fertilizer regimens, this innovation-first approach is reshaping the sector. "Israel didn't get here by accident," Diwani notes. "They invested in data, agronomy, and scale. Tanzania must do the same."

He draws a striking comparison: Turkey earns over \$36 billion annually from agricultural exports. Tanzania? Less than \$2 billion. "We have the land, labor, and climate. What we need is execution, infrastructure, and mindset shift."

On youth engagement, he says. "Agriculture must be marketed as an entrepreneurial frontier, not a fallback career," he insists. With land access, mobile tech, and creative capital models, young people could drive the next agribusiness wave.

He also advocates for global partnerships, urging Tanzania to follow the tobacco sector's example of bringing in Zimbabwean and Brazilian expertise to boost yields. "Agriculture isn't local anymore. It's global. Let's act like it."

"We must pivot from colonial cash crops to crops with modern commercial value," Diwani asserts. And mangoes—resilient, indemand, and adaptable—are leading the charge.

As Tanzania eyes its future, Dr. Salum Diwani stands as both strategist and steward.

Read the full interview with Dr. Salum Diwani at [https://sagcot.co.tz/2025/03/14/dr-salum-diwani-discusses-

transforming-tanzanian-agriculture-through-advanced-soil-managementand-mango-cultivation/]

9: The 'Koga' Mango: A Potential Catalyst for Tanzania's Export Economy

The 'Koga' mango, a variety highlighted by Tanzanian agricultural expert Dr. Salum Diwani, presents a significant opportunity for Tanzania to enhance its presence in the global fruit export market. Characterized by its exceptional sweetness, impressive shelf life, and notable resilience, the 'Koga' mango stands out as a premium product with the potential to meet the growing international demand for high-quality mangoes.

The 'Koga' mango is rapidly emerging as a top-tier export choice from Tanzania, celebrated for its potential to be the world's sweetest mango. Renowned agricultural expert Dr. Salum Diwani has championed this exceptional variety, positioning it as a transformative force capable of elevating Tanzania's status in the international fruit market. With its remarkable flavor, resilience, and export-readiness, the 'Koga' mango represents a bold step forward for Tanzanian agriculture.

A Perfect Harmony of Flavor and Freshness

The 'Koga' mango distinguishes itself through its unparalleled flavor profile—a perfect balance of sweetness and tanginess that captivates the palate. Beyond its taste, the mango's firm texture and extended shelf life make it an ideal candidate for global markets. Its ability to withstand long transportation routes without compromising freshness addresses one of the key challenges of exporting perishable goods. This combination of quality and durability ensures that the 'Koga' mango can compete with the finest mango varieties worldwide.

Resilience: A Game-Changer for Farmers

Resilience is at the heart of the 'Koga' mango's appeal. Developed by Dr. Diwani by hybridising various international mango varieties at Koga Farm, this variety exemplifies innovation in agriculture. While exports from the farm were once interrupted due to fruit fly infestations, these challenges have since been addressed, paving the way for resumed exports. This journey underscores both the innovative spirit driving the 'Koga' mango's development and the practical hurdles faced in Tanzania's agricultural sector. For farmers, the 'Koga' mango represents a crop that not only thrives in diverse conditions but also offers transformative economic opportunities.

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Dr. Diwani's passion for mangoes led him to collect and evaluate numerous varieties worldwide, experimenting with hybridization at Koga Farm. This meticulous process created the 'Koga' mango—a variety so exceptional that Dr. Diwani considers it among the best globally. Named after the farm where it originated, the 'Koga' mango showcases traits specifically selected for superior quality, making it a strong contender in international markets.

Through innovation, resilience, and strategic development, the 'Koga' mango is set to redefine Tanzania's agricultural landscape, offering a sweeter, more prosperous future for farmers and the nation alike.



10 Mango Gold: Why Tanzania Must Lead Africa's Next Big Fruit Boom

Tanzania is sitting on a mango goldmine — and the world is watching.

With over 700,000 metric tons of mangoes produced annually, Tanzania ranks among the top 15 global producers. Yet, the real story isn't just about quantity — it's about untapped dominance in a market projected to hit \$68 billion this year. New research comparing mango varieties across East Africa reveals that Tanzania has the genetics, the climate, and the advantage to become Africa's mango king — if the country acts decisively.

A comparative variety analysis across Tanzania, Kenya, and Malawi has delivered a powerful message: Tanzania's varieties are winning. Varieties like Tommy Atkins, Keitt, and Kent thrive in Tanzanian soils and check every box for global export — high yields, disease resistance, long shelf life, and consumer appeal.

Tommy Atkins, grown widely across Tanzania, may not win taste awards. Still, it's an exporter's dream: firm, red-blushed, and tolerant to fruit fly and anthracnose — the twin enemies of African mango farmers. Meanwhile, with their succulent, fiberless flesh, Kent and Keitt command top prices in Europe and the Middle East. They yield more than 25 tonnes per hectare with proper agronomy — double the national average. That's money waiting on trees.

But Tanzania's true strength lies in its mango calendar. By staggering early, mid, and late-season varieties, farmers can harvest from October to April, dominating the off-season export window when global supply is scarce and prices soar.

Yet most farmers don't benefit. Why?

Because post-harvest losses still swallow up to 45% of harvests. Because pest control is weak. Because processing capacity is minimal. Because roads to packhouses remain impassable. This isn't just a missed opportunity — it's economic sabotage.



And while Kenya aggressively expands mango exports with government-packhouse support and export deals to Europe, Tanzania's farmers are still relying on local markets — selling mangoes for a fraction of their value, watching rot set in before buyers ever arrive.

But hope is on the horizon.

SAGCOT, TAHA, and AMAGRO are now collaborating with growers, researchers, and agribusinesses to scale up the best-performing varieties, train farmers in climatesmart practices, and push for modern packhouses and cold chains. There's growing recognition that mango is no longer just a fruit — it's a strategy.

As Geoffrey Kirenga, CEO of SAGCOT, recently said, "This is Tanzania's moment to lead Africa in mango exports. We must take it seriously — or watch others take our place."

The science is clear. The varieties are ready. The market is hungry.

What's missing is the national will to turn mangoes into a billion-dollar story — and ensure that Tanzanian farmers don't just grow mangoes... they grow wealth.

11 Tanzania's Mango Power: A Fruitful Mix of Variety

Tanzania is fast emerging as East Africa's next mango powerhouse, armed with an unmatched diversity of varieties, a golden export window, and a compelling case for serious investment. As global demand for mangoes surges — projected to hit nearly USD 68 billion in 2024 — Tanzania's orchards may hold the key to the next great horticultural boom.

The country's strength lies first in its extraordinary varietal richness. From Indigenous gems like Sindano, Dodo, and Boribo to global market favourites like Kent, Keitt, Tommy Atkins, and Apple Mango, Tanzania's mango landscape is as colourful as the fruit itself. Each variety brings something different to the table — whether it's Sindano's unique local flavor, Tommy Atkins' long shelf life and firmness, or Alphonso's luxurious sweetness.

A rising star among them is the Koga Mango, grown in the Mkuranga region. Celebrated for its intense sweetness and deep orange flesh, Koga has the potential to become a national brand — and even a regional export icon. These varieties are primarily cultivated in key mango belts such as Tanga, Tabora, Morogoro, and the Coastal Zone, which could serve as strategic nodes for future processing and logistics infrastructure. Experts argue that this geographic concentration is a development asset, enabling economies of scale for post-harvest investments like packhouses, cold storage, and juice processing plants. But Tanzania's real edge comes from its unique timing. The country is part of a rare club — the 15% of global producers capable of harvesting mangoes during the global off-season when giants like India and Mexico are out of supply. This rare advantage allows Tanzania to fill international market gaps when demand — and prices — are at their peak.

Variety Name	Origin	Key Characteristics
Apple Mango	Kenya	Rich yellow/orange to red color, sweet flavor
Keitt	Florida, USA	Large size, sweet taste
Kent	Florida, USA	Sweet flavor, large size, resistance to anthracnose
Tommy Atkins	Florida, USA	Firm texture, good shelf life, disease resistance
Sindano	Tanzania	Favored locally
Dodo	Tanzania	Known for sweetness, late-maturing, high-yielding
Alphonso	India	Rich flavor, 'king of mangoes'
Kesar	India	Sweet flavor
Ngowe	Kenya	Rich flavor, suitable for medium altitude zones
Koga Mango	Tanzania	Reputedly one of the sweetest
Batawi	Indonesia	Late-maturing

12 Processing Power Could Turn Mango Fruit into Fortune

Tanzania's Untapped Mango Wealth: Why Processing Is the Missing Link The global mango market is booming — and Tanzania, with its rich mangogrowing zones, is poised to take a leading role if it seizes the moment. In 2024, the international mango industry reached a staggering USD 67.95 billion, growing at a compound annual growth rate (CAGR) of 6.7%. But within this expansive market, the processed mango products segment is attracting the sharpest global attention.

Valued at USD 2.4 billion in 2021, the market for mango juices, purees, dried slices, and ready-to-eat snacks is projected to more than double, reaching USD 4.4 billion by 2031. This growth is being fueled by shifting consumer preferences — toward convenient, nutritious, fruit-based options that suit busy lifestyles and health-conscious diets. Advances in food processing technology have further boosted the appeal and shelf life of mango-based products, opening up lucrative opportunities for tropical fruit-producing nations.

Tanzania, home to mango-rich regions like Coast, Tanga, Morogoro, and Tabora, produces hundreds of thousands of tonnes of mangoes annually. Yet, most of this fruit remains unprocessed, exposing farmers to volatile prices, limited markets, and heartbreaking post-harvest losses.

Estimates suggest that up to 45% of harvested mangoes spoil before reaching consumers — a devastating figure in a country where mango farming is a primary income source for thousands of rural families. "Farmers often sell mangoes at throwaway prices during the peak season," notes Dr. Salum Diwani, agronomist and visionary behind Koga Farm. "Without processing, we lose nearly half of what we grow."

Signs of change are emerging. Bakhresa Food Products (BFP), one of Tanzania's leading food and beverage companies, has announced plans to more than double its fruit processing capacity, expanding from 45,000 tonnes to 100,000 tonnes annually. This bold move reflects a growing investor appetite for agribusiness, particularly in value-added mango products.

Other firms are also stepping into the space. Nature Ripe Tanzania produces mango purees and juices for both domestic and export consumption.

Processing for Profit, Nutrition, and Jobs

Beyond exports, scaling mango processing holds enormous domestic potential. With rising demand among urban consumers, locally made mango juice, dried snacks, and spreads can reduce reliance on imports and provide affordable, nutritious options for Tanzanian families.

And the benefits go beyond consumer goods. "Investing in processing is about more than profits," says Dr. Diwani. "It's about jobs, rural growth, and national competitiveness."

What's Holding Us Back?

The barriers are clear — inadequate cold storage, insufficient packhouses, and limited access to processing facilities. These gaps are choking a value chain that could transform thousands of lives and lift communities out of poverty.

As Dr. Diwani puts it, "We have the land, the climate, and the yield — but without post-harvest handling and processing, we're leaving money on the table."

The mango sector has the potential to generate hundreds of millions in exports, create thousands of jobs, and drive inclusive agricultural transformation.

It needs vision, investment, and coordination to turn ripe fruit into a lasting fortune.

13 East Africa's Mango Sector: Ripe for Transformation Amid Processing Challenges

East Africa's mango industry is brimming with promise yet faces serious hurdles stifling its full economic potential. A recent regional analysis spotlights Tanzania, Kenya, and Malawi — all major producers — where abundant fresh mango harvests sharply contrast with underdeveloped processing industries.

Tanzania, the world's 12th largest mango producer, has an annual output of 700,000 metric tons. Still, limited processing capacity and a focus on varieties suited for local markets leave much of the crop underutilized. Kenya, which produced over 770,000 tons in 2017, also processes only a fraction of its harvest. Meanwhile, Malawi, ranked 7th globally with a massive 1.9 million tonnes in 2022, suffers post-harvest losses of up to 60%, largely due to poor handling and the dominance of local mango varieties unsuitable for industrial use.

Across the region, shared challenges include inadequate infrastructure—from poor rural roads to limited cold storage—high post-harvest losses, limited access to finance, and barriers to meeting international export standards. Pests such as fruit flies threaten quality and yields, especially for export-bound fruit.

Yet amid these challenges lies a golden opportunity. The global mango market is worth nearly \$68 billion, growing steadily as consumer demand for convenient, nutritious, fruit-based products surges. Tanzania's off-season harvest window offers a unique competitive advantage for premium exports. Kenya's high yields and expanding organic niche markets signal strong potential for value-added production. And Malawi, with its enormous supply base, could dramatically improve export earnings by transitioning to improved varieties and reducing losses through better post-harvest handling.

Governments, private companies, and cooperatives across all three countries are stepping up. Investments in processing infrastructure, farmer training, and export facilitation are rising. From large-scale players to grassroots cooperatives and donor-backed programs, a collective push is gaining momentum. With strategic interventions and targeted investment, East Africa's mango sector is on the cusp of a fruitful transformation one that could boost rural incomes, create jobs, reduce waste, and position the region as a global mango powerhouse.

14 MANGOES & CLIMATE RESILIENCE: SAGCOT's Journey Towards Inclusive Green Growth

Over the years, SAGCOT has positioned mango farming as a key pathway for climate-smart agriculture and inclusive green growth (IGG) in Tanzania. Mangoes are not just fruits — they're frontline defenders in our battle against climate change and rural poverty.

Climate Resilience & Adaptation:

Mango trees are drought-tolerant, carbon-absorbing, and capable of thriving in degraded landscapes. Mango orchards offer shade, prevent soil erosion, and restore micro-climates in regions facing erratic rainfall and rising temperatures. One hectare of mango trees can sequester up to 160 metric tons of CO₂ over their lifetime.

✓ Off-Season Advantage:

Thanks to Tanzania's unique agroecology, mangoes are harvested during the global off-season — giving our farmers a premium export window while stabilizing household incomes in uncertain weather cycles.

Post-Harvest Innovations Using the IGG Tool:

Through the Inclusive Green Growth (IGG) Guiding Tool, SAGCOT has supported smallholders and cooperatives to:

- Shift to solar-powered irrigation systems, reducing reliance on diesel pumps
- Invest in packhouses and improved cold storage to cut post-harvest losses
- Explore value addition with mango pulp, juice, dried slices, and even vegan leather from mango peels

Farmer Empowerment & Community Resilience:

IGG Tools integrates gender inclusion, youth engagement, and climate-smart financing.

Looking Ahead:

SAGCOT continues to promote mango value chains as climate-resilient, high-value green enterprises. From farm to market, we're building a mango economy that works for people, the planet, and prosperity.

Tet's turn Tanzania's mangoes into a symbol of resilience and climate-smart prosperity.





Transitioning into Agricultural Growth Corridors of Tanzania - AGCOT

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