Landscape labeling in Mbeya:

Advancing an agro ecological market innovation

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System of Rice Intensification Innovation action team

- Dr. Zacharia Malley (Zonal Director, Southern Highlands Zone Ag Research & Dev Institute – ARI Uyole)
- Michael Sanga (District Agricultural Economist, Agricultural Sector Development Programme, Mbeya Region)

Biodiversity Conservation Innovation team

- Noah Mpunga (Regional Director, Wildlife Conservation Society, Southern Highlands)
- Rodgers Masha (Coordinator, Southern Highlands, Tanzania Agricultural Partnership (TAP) – SAGCOT)

Landscape Labeling Innovation action team

- Ms Hawa Kihwele (Regional Coordinator, Tanzania Farmers Network (MVIWATA), Mbeya Region)
- Daniel Musokwa (Regional Coordinator, National Environmental Management Council, Mbeya Highlands)

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EXECUTIVE SUMMARY

EcoAgriculture Partners (EcoAgriculture) and the Environmental Resources Management Center for Sustainable Development (ERMCSD), together with the Cornell Ecoagriculture Working Group (CEWG), with support from the HIVOS-OXFAM NOVIB, initiated a forum to advance market opportunities that financially reward producers and their communities for stewarding biodiversity in agricultural landscapes. Stemming from the forum called "Greening Agricultural Development in Mbeya," conducted in March, 2013, the landscape labeling workshop sought to:

- Enhance appreciation and understanding by leading agroecological producers, local enterprise owners and agriculture and conservation professionals in Mbeya about the potential and the requirements for landscape labeling to improve local livelihoods and conserve biodiversity and ecosystem services,
- Agree upon a conceptual framework for pilot testing a landscape labeling approach to marketing agroecologically grown products in Mbeya
- Initiate a plan for pilot testing the development of a landscape label tied to enterprises that stand to benefit smallholder producers including women and their families,
- Contribute to the exchange of knowledge and experience among participants that would guide the preparation of a learning module on designing and implementing a landscape labeling approach to marketing for use in Mbeya and other distinctive landscapes

For this purpose the EcoAgriculture-ERMCSD-CEWG team identified 20 uniquely qualified local leaders from diverse sectors in Mbeya to learn the new marketing mechanism that can provide financial incentives to farmers, pastoralists, fisherfolk and specialty forest product harvesters for practicing agriculture in ways that help to sustain biodiversity and ecosystem services while improving livelihood security. During the two day workshop these leaders in agriculture, conservation, and livelihood development explored synergistic ways that on how landscape labeling can encourage consumers who share these values to participate through their purchases and payments to help promote a healthy landscape.

Four landscape labelling products were considered. System of rice intensification, avocado, agro-ecotourism, and honey were selected for the pilot phase. The participants then identified the steps needed to take off. One of the products of the workshop was a draft outline of the framework for pilot testing the landscape label products. The workshop enabled Mbeya leaders to think of innovative ways to conserve biodiversity and address food security under the challenge of a changing climate.

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1. Introduction

EcoAgriculture Partners (EcoAgriculture) and the Environmental Resources Management Center for Sustainable Development (ERMCSD), together with the Cornell Ecoagriculture Working Group (CEWG), with support from HIVOS-OXFAM NOVIB, initiated an agroecological market innovation in Mbeya. The two day workshop brought together:

- Leaders of innovation action groups that were formed during the March 5th-6th 2013 workshop on *Greening Agricultural Development in Mbeya: Using Maps to Advance Innovations*
- Agricultural entrepreneurs based in Mbeya
- Government officers and leaders fo farmer organizations
- Women leaders from farmer groups and conservations organizations
- A specialist in differentiated product marketing in Tanzania
- The leader of a Kenyan CBO that has been pilot testing landscape labeling
- The leader of an international NGO that specializes in networking and knowledge sharing around biodiversity conservation and sustainable agricultural development.

The workshop is a follow up to a previous one titled "Greening Agricultural Development in Mbeya: Using Maps to Advance Innovations" held in March 2013; that led to the establishment of innovation action plans and maps. A report on workshop is available on the website of EcoAgriculture Partners http://www.ecoagriculture.org/.

The workshop was preceded by a Landscape Labeling Preparation Workshop that was conducted on September 3rd, at the Southern Highlands Zone Agriculture Research and Development Institute – ARI Uyole. The Preparation Workshop enabled planning for the main workshop reported here.

2. Workshop approach, objectives, and methodology

2.1. Objectives

The EcoAgriculture-ERMCSD-CEWG team engaged the innovation action group group leaders in the planning process through a one day pre-workshop event at the beginning of September These leaders are part of three innovation action groups namely: 1) System of Rice Intensification Innovation action team, 2) Biodiversity Conservation Innovation team, and 3) Landscape Labeling Innovation action team. Later on, participants were mobilized prior to this main workshop. The landscape labeling workshop sought to:

- Enhance appreciation and understanding by leading agroecological producers, local enterprise owners and agriculture and conservation professionals in Mbeya about the potential and the requirements for landscape labeling to improve local livelihoods and conserve biodiversity and ecosystem services,
- Agree upon a conceptual framework for pilot testing a landscape labeling approach to marketing SRI-rice and other agroecologically grown products in Mbeya including, for example, forest margin honey, shade coffee, organic avocado, livestock managed through integrated methods and others,

- Initiate a plan for pilot testing the development of a landscape label tied to enterprises that stand to benefit smallholder producers including women and their families, Contribute to the exchange of knowledge and experience among participants that will guide the preparation of a learning module on designing and implementing a landscape labeling approach to marketing for use in Mbeya and other distinctive landscapes.

2.2. Participant selection

The workshop had five resource people and 18 participants. The 18 participants were composed of five government officers, four farmer organization representatives, four private sector entrepreneurs, two conservation group representatives, two representatives from public, private partnerships, and an agricultural researcher. Participants selected were leaders in organizations, and who can influence in local communities. They were also people with innovative ideas with an entrepreneurial ability, and experienced in community development work. Two of the participants attended the SAGCOT Green Growth Leaders Workshop held in Dar es Salaam in May 2012 and were to provide a link between the discussions at the two meetings. In addition, eight of the participants attended the workshop on Greening Agricultural Development in Mbeya: Using Maps to Advance Innovations in Mbeya in March 2013. These eight participants were to be instrumental in sharing their innovations action experiences, to help the rest of the participants in understanding landscape labeling. The full list of participants in found in Annex A. We sought to have a minimum of 40% women leaders to participate in the workshop. Two male participants excused themselves at the last minute, and we had 50% women representation.

2.3. Methodology

This workshop was preceded by a one-day pre-workshop held on September 3, 2013, at the same venue. The pre-workshop was attended by EcoAgriculture Partners, ERMCSD, a marketing consultant, and six leaders from Systems of Rice Intensification, Biodiversity Conservation and Landscape Labeling Innovation Action Teams formed from the March workshop. The pre-workshop objectives were:

- To gather members of the Innovation Action Teams for Landscape labeling, SRI-Rice, and Biodiversity Conservation that emerged from the workshop on "Greening Agricultural Development in Mbeya" in March, 2013 and review their experience in implementing their action plans
- To link Innovation Action Team members with an expert consultant on eco-marketing who will provide analyses and technical support for advancing landscape labeling in Mbeya and participate in the full workshop
- To review the experience of a CBO in Kenya that is piloting a community based landscape labeling strategy and specify roles for the CBO leader in the full workshop
- To detail a strategy for ensuring that females comprise at least 40 percent of participants at the full workshop

- To draft a workshop curriculum and implementation plan designed to produce a successful workshop and lead to on-going local learning and action including proposals for strategic financial support
- To select a Workshop Implementation Committee who will carry forward the recommendations of the Workshop Leadership Team in planning and designing the full workshop

The pre-workshop meeting led to a draft curriculum for the workshop, that could help the new participants understand the concept of landscape labeling and the potential it offers in improving livelihoods. Brainstorming was done on product marketing challenges and landscape values. Approaches towards the landscape labeling (LL) were proposed that could be included in the curriculum. The meeting proposed detailed contents for the first day of the main workshop, and also proposed participants for the workshop. Finally, a committee of three people (Daniel Musokwa, Michael Sanga, and Hawa Kihwele) was formed to help prepare the main workshop. Subsequently the workshop leadership team dispatched letters of invitation to all participants, that were accompanied by a flyer mentioning benefits landscape labeling and aims of the workshop.

3. Day 1: Understanding landscape labeling

3.1 Opening

Dr. Zacharia Malley, the Zonal Director, Southern Highlands Zone Agricultural Research & Development Institute (ARI Uyole), opened Day 1 of the workshop by welcoming participants and introducing the workshop facilitation team. He mentioned that the workshop on "Landscape labeling in Mbeya; advancing an agroecological market innovation" was a follow up to a March 2013 workshop on "Greening agricultural development in Mbeya: Using maps to advance innovations". He also explained how the series of workshops would be useful in spurring the Mbeya leaders to embrace innovation is order to increase agricultural production and generate higher income, while at the same time conserving the environment.

3.2 Introduction to landscape labeling

The lead facilitator introduced the workshop agenda (Annex B) and then linked it with the March 2013 workshop on "Greening agricultural development in Mbeya: Using maps to advance innovations" with a presentation (Annex C). The action groups that came out of it were introduced along with a description of their current activities. This presentation enabled the participants who were not part of the March workshop to understand existing innovations that were being promoted within the Southern Highlands. The workshop resource team then talked about the pre-workshp on LL, including the people who attended, the agenda, and activities. This was followed by an introduction of LL (Annex D) as a new marketing mechanism that can

provide financial incentives to producers for practicing agriculture, fishing or forestry in ways that helps to conserve biodiversity and ecosystem services while improving livelihood in terms of food security and income among the farmers on a landscape. LL can encourage consumers who share these values to participate through their purchases and payments, and employs management strategies that help promote a healthy landscape. It goes beyond eco-labeling initiatives and captures market values for existing social and ecological assets in the landscape. It offers incentives to scale up agroecological farming practices that benefit biodiversity conservation and improve people's livelihoods. It also provides incentives for collaborative production and marketing, defining and mainstreaming best practices and standards, and also accessing new markets.

A member of the resource team gave a presentation on key ideas and components of a LL approach and participants had opportunities to ask many questions for clarity. This presentation is in Annex E and the key issues mentioned are:

1) *Identifying agricultural products and determining marketing channels; Emphasis should be on market demand.* This involves identifying who the customers are; the market both local and global; the key actors in the chain; how the transaction costs can be reduced, the lead actors and is the market product or buyer driven and the possibility of upgrading the product.
2) *Improving Production capacity to satisfy customer's requirements while focusing on greening the environment in the long run.* Land availability and land use planning are driving forces in either increasing or reducing production capacity of the product with satisfaction of the customers being the major objective. The use of improved agronomic practices and post-harvest processing are important for high quality products for the consumer.
3) *Supporting Collective actions by smallholders and stakeholders*. This is useful in reducing corruption as well as other factors that increase transaction costs e.g. opportunistic behaviors, uncertainties, and frequencies of transaction.
4) *Sensitizing of local leaders and smallholder farmers*. They have to be convinced that it is in their best interest to market the unique characteristics of landscape.
5) *Drawing up specifications describing the criteria that will characterize multifunctional nature of the landscape.* Multifunctionality in terms of agricultural production objectives, biodiversity conservation, and aiming at improving the livelihoods.
6) *Identifying local institutions that will give the label its credibility.* The process can be audited using an independent local body that has power to award or reject the label
7) *Continuous consultations and involvement of between stakeholders for effective operationalization*. It should be a participatory process with the aim of developing new agricultural products



Figure 1: Resource people Willy Douma and John Recha explaining key concepts

The discussion session following the presentation on the steps of landscape labeling deepened participants understanding of the opportunities and obstacles for LL in Mbeya. All the participants mentioned that land-use planning was essential for this innovation to takeoff. It was noted that that there was a government policy to support land-use planning but it has not been enforced. This issue was of particular concern to participants. Some of the other challenges and opportunities mentioned include:

- Product branding strategy is needed to maintain high quality, in order to target the growing population of urban-dwellers who fall in the medium to high income bracket
- Access to new markets is important, and it will be easiest in the the rice market because Mbeya is renowned for high quality rice
- Visibility of the products in the existing market is needed. This will help in maintaining the market share in view of the competition
- Differentiation of products and exploring exports outside Tanzania could be an option to ensure long term competitiveness of the products
- Need for opportunities to attract capital investments and new joint ventures in Mbeya. Contract farming with smallholder farmers is one possibility
- The process of labeling needs the involvement of institutions. The biggest shortcoming of the institutions is lack of transparency and enforcement standards

- Practices related to protectionism in the Tanzanian market and the need for a strategy to counter the cartels that try to stifle competition
- High certification costs could lead to higher transaction costs for the landscape products
- Overreliance on expensive foreign experts, and also foreign organization could pose a challenge to the process
- Risks associated with excluding producers who may not comply with LL specifications, which will negate the purpose of improving livelihoods

In the subsequent discussion participants sought to clarify the difference between LL and eco-labeling. The resource team emphasized that LL is more than making a product attractive; it seeks to conserve biodiversity, green the environment while improving food security and income. In contrast, eco-labeling was prompted in part by general poor performance of industries in providing enough information concerning the environmental credentials of products. LL is a new approach to include improving livelihoods of people in the local communities.

3.3 Example of a pilot landscape labeling approach

A presentation of a LL approach used by Kijabe Environment Volunteers (KENVO) was given. It was emphasized that this was just one approach that the participants could learn from as they seek to define an approach that fits Mbeya. The presentation is in Annex F. The pilot approach used in Kenya helped the participants to have a better understanding of the basis for differentiating LL products. This would involve increasing value beyond conventional products sold in local markets. The act of designing a set of meaningful differences to Mbeya LL products would distinguish them from those of competitors. The participants sought to know a number of things from KENVO. These include:

- What was the problem affecting the community before coming up with those interventions?
- How did KENVO marshal resources to undertake the pilot LL?
- How does KENVO work with the Kenya government?
- What measures are put in place by KENVO to ensure quality control of their products and avoid making losses?
- What are the main challenges KENVO faces in this pilot approach?
- What is the impact of this work on the people, and biodiversity of Kijabe?
- Does KENVO respond to the challenge of the changing climate? If so, then how?
- What are the future plans of KENVO?



Figure 2: Presentation by resource person, David Kuria, of a landscape labeling approach used by Kijabe Environment Volunteers

3.4 Prioritising and ranking Mbeya products for landscape labeling

Following plenary discussions, the participants suggested that it would be prudent for them move forward with designing an LL approach for the region by listing the potential products from Mbeya. Through a participatory process, the eligible agricultural products and services were listed, and then prioritized by voting (*Table 1*) based on the maps of Mbeya developed during the first workshop held in March 2013.

Table 1: Initial list of Mbeya products proposed for landscape labeling

	Product	Votes	Rank
1	Rice	17	1
2	Maize	12	2
3	Honey & products	10	3
4	Sunflower	9	4
5	Milk	8	5
6	Avocado	6	6
7	Groundnuts	4	7
8	Beef	3	8
9	Simsim	3	9
10	Tomatoes	3	10
11	Coffee	2	11
12	Forest products	2	12
13	Irish potatoes	2	13
14	Bananas	1	14
15	Beans	1	15

A total of 15 products were listed. Upon ranking, the agricultural products prioritized for LL were rice, maize, honey and products, sunflower, milk, and avocado. The leadership team further guided the participants to filter the first list of products with another set of criteria. These criteria included:

- ability to scale up,
- ease of adoption,
- direct or indirect compatibility with biodiversity conservation,
- accessible market with willing buyers,
- potential for value addition in the landscape,
- active involvement of women in the production process,
- profitability,
- availability of substitute products on the market,
- product prioritized by the Tanzania government, supportive government policy,
- competitiveness of the product.

The list was ultimately narrowed down to rice, avocado, honey, and sunflower. Based on further consultations and realization of current opportunities, agro-ecotourism service was added and ranked fourth (Table 2). The most popular rice production method in Mbeya was flood irrigation. In order to qualify as an LL product, the System of Rice Intensification (SRI) method was agreed upon.

Table 2: Final list of Mbeya products for landscape labeling

	Product	Rank
1	System of Rice Intensification	1
2	Avocado	2
3	Honey & products	3
4	Agro-ecotourism services	4
5	Sunflower	5

4. Day 2: Mbeya products for landscape labeling

The resource team spurred the participants to think critically about the suggested LL products. For example, the products needed to fit into the bigger picture of greening and environmental conservation. A challenge was posed to the participants to think about how the products can be developed for high quality. An example was given of the lack of consumer willingness to pay a price premium for organic products. Therefore, there would be a need to come up with incentives for consumers to buy the Mbeya LL products. They also identified the need for access to research, extension, and financial services.

The participants began undertaking group work sessions on the second day based on the products that had been prioritized. Because of the number of participants and their interests, the sunflower crop was left out. Therefore, only four groups were formed to discuss the products selected. The basis of discussion sessions included:

- The current production system and practices
- The key stakeholders and their roles
- The linkage of the product with biodiversity conservation
- The prevailing market conditions for the product
- Current policy environment
- Key values that will guide the landscape label
- The target quality standards
- How to innovatively address the climate change problem
- Proposed leadership and coordination mechanism for achievement
- Options for getting finances for the product

4.1 Landscape label product one: System of Rice Intensification (SRI)

Current production system and practices: Rice production is generally dominated by small-holder farmers, with few large scale producers, mainly consisting of investors in particular areas of Mbeya. Rice cultivation is predominantly done using hand hoes, oxen, and small machines (e.g. power tillers). Over the years, these small scale farmers have been growing mainly local varieties of rice. However, in some areas there are few farmers who have organized themselves into producer groups, allowing them to gain bargaining power and acquire financial services and better inputs.

Key stakeholders: The actors in the rice value chain are researchers, farmers, agricultural extension officers, input suppliers, buyers/ middlemen, and the final consumer. The most important actor in the chain is the farmer. The next important actor is the input supplier because provision of seeds, fertilizers, pesticides and farm machinery is reflected in the yield levels. The activities of these two key actors have a direct impact on biodiversity conservation

through. The rice yield levels and quality are therefore determined to a great deal by the practices of the farmers and input suppliers. The agricultural extension officers who guide the farmers on use of improved agronomic practices have a profound impact on the practices that farmers adopt. For the current conventional practice of paddy rice production, water availability is critical. Therefore water management institutions (e.g. Rufiji Water Basin) are critical in ensuring higher production levels, and avoiding conflicts among water users. The aforementioned actors are more important during production stage. At harvesting stage, transporters and processors play vital roles including that of value addition, storage and eventually linking the farmer with the final consumers. These actors need to be involved in the rice landscape label for Mbeya.

Linkage to biodiversity conservation: There are by-laws meant to safeguard the environmental. However a close follow-up is needed to realize better biodiversity conservation. Also there are regulations for farmers to follow in order to make the best use of the water resource. Despite the existence of these rules, poor agronomic practices (e.g. mono cropping, lack crop rotation, planting of unimproved rice varieties, etc), burning of rice residues, deforestation, and wastage of irrigation water are prevalent. These practices contribute to degrading the environment.

Prevailing market conditions for rice: Farmers sell the produce either to processors or middlemen. They also store the rice as liquid capital and sell it whenever they face problems. The rice farmers face many challenges due to the poor quality produce, low yields that are not able to provide for the family, poor infrastructure and lack of record keeping that is also related to low literacy levels. Additionally, farmers face challenges related to lack of proper information about markets, and value addition after harvesting. However there are many opportunities such as increased demand in Tanzania which is actually a net importer of rice, room for increased yield per unit area through intensive agriculture, and government good will that seeks to ensure food security. Additionally, when compared to other crops, rice can be stored for a longer time using less costly methods.

Current policy environment: There are several policy incentives in favor of rice production. Three polices of agriculture and marketing, cooperatives, and water use and management support rice production. If the three polices are implemented, a better environment for rice growers will be created. However, there are some policies that are not favorable. These include export- ban, lack of land use planning, and multiple taxation of the rice produce from the farm to the market. Additionally, quality assurance mechanisms are either lacking or poorly implemented.



Figure 3: SRI group discussion

Key values that will guide the landscape label: Four main values were identified. They include efficient water use, conservation of the environment, farming that empowers women, and high quality seed for better nutrition.

Target quality standards: The most desirable and marketable qualities are shiny rice, unique aroma, and long grain.

How it will innovatively address climate change: The SRI production system is an adaptation to climate change whereby less water used, and intensive production takes place on the same parcel of land.

Proposed leadership and coordination mechanism: Mr. Rodger Masha was proposed as the overall leader & coordinator. However there is a need to convene a stakeholder meeting to discuss the mechanism of implementation

Options for getting finances for the LL product: Mobilizing resources through farmers groups is the best option since many people are members of different groups. Another option to consider was seeking funding from development partners, micro-finance institutions, and through proposal writing.

4.2. Landscape label product two: Avocado

Current production system and practices: Production of avocado is currently dominated by one major investor, and scattered smallholder farmers who grow local varieties that have limited yield potential. The improved avocado varieties are gradually gaining popularity among smallholder farmers. The local variety takes a long time to mature and harvesting is a bit difficult because it gets damaged easily. The improved variety matures faster, is not easily damaged and has a long shelf life. There is only one big investor with an out-grower scheme promoting the new variety and export of the same. The challenges facing farmers include lack of capital which hinder small holders to participate in the modern farming, highly priced seedlings for the new varieties, pests cold rooms.

Key stakeholders: The avocado value chain actors are farmers, agricultural extension officers, buyers/ middlemen, and private entities like Rungwe Avocado Company. The farmers get ideas from agricultural extension officers, which has led to the growing popularity of the improved varieties, although the agronomic practices used are still unimproved. When the fruit is ready for harvest, the buyers who happen to be mostly middlemen take the lead, because the commodity is highly perishable.

Linkage to biodiversity conservation: Planting avocado is essentially adding tree in the landscape. So naturally the production system has positive impacts associated with trees. Organic avocado production is a possibility in the region. However a proper balance with other crops and trees is needed to ensure a balance in the ecosystem.

Prevailing market conditions for avocado: Avocados attract consumers from within and outside Tanzania. The export market is however dominated by only one private investor and new varieties (especially Hass). The improved varieties have a long shelf life compared to the local type but most farmers haven't planted them. The biggest local market is urban centers like Dar es salaam. There are opportunities for achievement by partnering with the current private investor in access markets abroad, using the new Mbeya Airport (Songwe), accessing improved varieties, training of farmers, and provision of extension services.

Current policy environment: Just like for rice production, the agriculture and marketing and investment policy favor avocado production. However, the punitive taxation system remains a major policy disincentive for this commodity as well.

Key values that will guide the landscape label: The key values include the biodiversity conservation and increased tree cover, minimizing land degradation, involvement of youth and women farmers, and high quality produce.



Figure 4: Avocado group discussion

Target quality standards: Organic production will ensure high international standards are adhered to, betters taste, less prone to damage, and longer shelf life.

How it will innovatively address climate change: The avocado farming will make use of improved varieties that are faster maturing, and also have mitigation co-benefits associated with increased tree cover. If the organic production methods are used, then reduction in greenhouse gas emission will be notable.

Proposed leadership and coordination mechanism: Participatory leadership involving farmers was proposed. The farmers will inform others, and be able to bring in other interested innovative people. The experts in various aspects of the value chain will be involved. There was a need to have a stakeholder's forum for discussing the way forward on this.

Options for getting finances: Financing the avocado LL will mostly be accomplished through farmer groups. Due to the perishable nature of the product, a lot of investment in needed in preservation and also value addition. This necessitates access to unique facilities that can be funded through financial organizations, and the government of Tanzania.

4.3. Landscape label product three: Agro-ecotourism services

Current practices: In some parts of Mbeya, farming communities are adjacent to national parks or protected areas. Some of the areas have practiced eco-tourism. However, the concept of agro-ecotourism is new. The existing tourism attractions as Maasai culture, food and traditional dances. The most notable place in Mbeya region is Matebete village within Itambula Ward in Mbarali district, which currently presents unique tourism attraction.

Key stakeholders: The Tanzania National Parks (*TANAPA*) is the dominant actor in tourism within the game parks. In Mbeya, the agro-ecotourisn actors will include the Maasai people, particularly women who make souvenirs for tourists. Other important players are the private sector, local government, and forest department. The Ministry of Agriculture will be a new actor in this service.

Linkage to biodiversity conservation: This service promotes the integration of natural habitats with adjacent farms that use improved agronomic practices that do not lead to degradation. The livestock keepers (e.g. the Maasai) and crop producers both have to use practices that conserve the biodiversity.

Prevailing market conditions for agro-ecotourism services: The livestock keepers have been the main actors in ecotourism, while marketing has been more informal through word of mouth using the existing networks. For this innovation of agro-ecotourism, these farmers, livestock keepers and other actors will have to advertise the service. Marketing related challenges include poor promotion and market sustainability. There are however more opportunities including identifying and designing special sites, social ceremonies, cultural food, traditional housing and local processing of farm products (including milk). The model of Matebete village can be improved upon.

Current policy environment: There are a number of policy incentives offered through forestry, land use planning, and tourism policies. Cultural tourism is has been promoted in Tanzania alongside game drives and beaches. The enforcement of these policies can help the development of agro-ecoctourism in the region. The challenges that have to be overcome include water use conflicts, poor infrastructure, and limited understanding of the importance of biodiversity conservation.

Key values that will guide the landscape label: The unique culture of generosity of the southern Tanzanian people, and unique natural tropical rainforest type of environment will be the key selling points.



Figure 5: The agro–ecotourism group discussion

Target quality standards: Promotion of crop-livestock production for food security in a unique cultural lifestyle of the people who minimize degradation of the environment.

How it will innovatively address climate change: The agro-ecotourism service will seek to maintain the existing biodiversity, minimize land degradation, and help farmers become food secure.

Proposed leadership and coordination mechanism: It was proposed that an agro-ecotourism organization needed to be established in Mbeya that can have branches as the grassroots.

Options for getting finances: The most common method is fundraising through community resource mobilization initiatives. Public-private partnerships are essential in this kind of service, and development partners can be involved too.

4.4 Landscape label product four: Honey

Current production system and practices: Beekeeping is of two types, using either traditional or improved practices. Producers are mainly the small holder farmers, a minority of whom are organized into groups for higher bargaining power to seek a market and better prices. There is generally limited knowledge on beekeeping, harvesting and processing of honey.

Key stakeholders: The smallholder farmers and conservation organizations like the Wildlife Conservation Society (WCS) are involved. The actors are fewer due to low production levels in Mbeya compared to other places in Tanzania like Tabora.

Linkage to biodiversity conservation: Beekeeping enhances biodiversity conservation because apiaries don't alter the environment, and helps improve crop production through pollination. Generally where beekeeping is practiced, the tree cover is maintained for the apiary to flourish. However, the long lasting beehives are made of timber and traditional log-hives use more trees than the improved hives.

Prevailing market conditions for honey: There are no formally organized markets for honey, and most beekeepers sell the product on individual basis. The biggest challenge is maintaining a high quality of honey which is tied to the harvesting and processing techniques, and also appropriate packaging.

Current policy environment: The agriculture and marketing, and forest policy provide an avenue for beekeeping. Generally the enormous potential for beekeeping has not been exploited by the community.

Key values that will guide the landscape label: Pure honey from a region that strives to conserve the environment, and has reputation for highest quality products.

Target quality standards: Processing adheres to the guidelines of Tanzania Bureau of Standards, and appropriate packaging that makes the product stay longer.

How it will innovatively address climate change: Beekeeping has mitigation co-benefits because tree cover and bee forage is maintained. It helps within off-farm come generation as a climate risk management strategy. The hives are designed from suitable timber for long duration, which minimizes deforestation.



Figure 6: Honey group discussion

Proposed leadership and coordination mechanism: Participatory process where a honey organization will be established that will involve the District Councils. The Councils of Rungwe and Mbarali districts already have prioritized honey production for income diversification and environmental conservation.

Options for getting finances for the LL product: Financing can be accomplished through resource mobilization within farmer groups. The conservation groups and local government can also be involved in financing farmer training and related investments in beekeeping. So far, microfinance institutions have not shown interest in investing in beekeeping.

5. Emerging themes and next steps for Mbeya landscape labeling

5.1. Key themes emerging from workshop discussions

There is a need for networking and knowledge sharing because this LL innovation is new in the community and needs the involvement of different organizations. Networking and the generation of knowledge are important in order to have a competitive advantage of the LL products compared to the mainstream products in the market. The knowledge generated by the four LL groups was identified as the source of competitive advantage, and dealing with knowledge creation, transfer and exploitation will be increasingly critical to the survival and

achievement of the groups. The knowledge transfer will involve one group being affected by the experience of another, and will be manifested through positive changes in performance right from the pilot level.

Another theme that drew consensus is the risks to LL. These risks need to be identified so that a strategy is put in place to address them during the implementation. This could be dealt with by having one strong body that could coordinate the four LL groups. This body can identify the label(s), and then provide support to the four groups in the pilot testing phase. The same body will be involved in getting experts that can provide support

The monitoring and evaluation theme came out prominently. It was also emphasized that in the process of implementation, an in-built monitoring and evaluation system is needed so that the improvements can be done in a timely manner.



Figure 7: Participants listening to group presentations in plenary session

It was emphasized that there is need to look for greening champions for each LL group was also emphasized. In this theme, the champions could be organizations like WCS for the honeys LL group, or individuals. These role models can easily influence others and are essential in the knowledge sharing process aforementioned.

The land use planning (LUP) theme was evident. Workshop participants were in agreement that LL can thrive where LUP has been accomplished for livestock keeping and crop producing communities. An example was given of the high level of entrepreneurship in the Matebete village where LUP was done. LUP is a supporting activity that can greatly motivate farmers. This is because political decisions are made favoring private investors and huge chunks of unplanned land can be hived off by the government for this purpose. This creates uncertainty, discourages entrepreneurship, and negatively affects biodiversity conservation.

5.2. Next steps and recommendations

It was recommended that an overall LL coordinating team needs to be established in Mbeya to guide and help the four LL groups. The team will then put in place an implementation strategy and schedule of activities. The strategy will involve bringing on board key partners, engaging the government, identifying experts who can help with the process, and outlining a plan for documenting experiences and lessons learned with time. Once the overall Mbeya LL group is in place, then the four LL groups can implement activities following the outlined action plans.

SRI group action plan for implementation

- Target area: Mbarali, Mbozi and Kyela districts
- Have an umbrella SRI group and mobilize farmers' groups
- Start fundraising, and sensitizing and training of people
- Start SRI production in the next rainy season

Avocado group action plan for implementation

- Target area: Rungwe district
- Establish an umbrella Avocado LL group and mobilize farmer groups
- Resource mobilization and training farmers on appropriate agronomic practices
- Establishment of tree nurseries & transplanting on farm

Agro-ecotourism group action plan for implementation

- Target area: Matebete village, Mbarali district
- Form an agro-ecotourism LL group and establish the baseline of the community
- Spruce up and promote the area
- Implement the service and plowback proceeds into the community
- Upscale and out scale the service

Honey group action plan for implementation

- Target area: Rungwe and Mbarali districts
- Form a honey LL group that incorporates conservation organizations
- Market research and baseline to establish resource level
- Fund raising and putting in place improved beehives
- Training in beekeeping, honey harvesting, processing and labeling skills



Figure 8: The workshop participants

Based on the discussions, a draft outline of the framework for pilot testing the LL and producing a learning module was proposed (Table 3).

Table 3: Draft outline of the framework for pilot testing landscape labeling

Step	Purpose
Step 1: Establish an overall landscape labeling organization and coordinating unit	Overall coordination, and engaging the government and partners. Provide strategic support to the 4 Mbeya landscape labeling groups
Step 2: Build and strengthen partnerships for land use planning	Build support among farmer group to engage in land use planning using
Step 3: Resource mobilization	Get funds that can be used in land use planning and implementation of activities
Step 4: Characterize resource levels for each target area and proposed landscape level product	Develop an overall biodiversity conservation strategy that integrates conservation priorities and plans, with input from and adoption by all stakeholders
Step 5: Establish markets for the products and promote agro-ecotourism	Help in establishing marketing strategies and standards for quality control
Step 6: Planting the avocado and SRI crops, designing the agro-ecotourism villages, and installing the beehives	Operationalize the LL activities while integrating biodiversity conservation
Step 7: Continuous monitoring and evaluation launched; to assess the effects on biodiversity conservation objectives	To provide feedback for quality control and impact
Step 8: Scaling up LL innovations	For wider reach in the southern highland region and beyond

ANNEX A: LIST OF PARTICIPANTS

Landscape labeling in Mbeya:
Advancing an agroecological market innovation

September 24-25, 2013

Mbeya workshop leadership team, resource people and invited participants

Name	Position & organization	Contacts
Leadership team		
Dr. John Recha	ERMCSD team leader	0769 913369 John.recha@gmail.com
Ms. Hawa Kihwele	Regional Coordinator, Tanzania Farmers Network (MVIWATA), Mbeya Region *Landscape Labeling Innovation action team*	0762 979397 hawakihwele@yahoo.com,
Mr. Daniel Musokwa	(Regional Coordinator, National Environmental Management Council, Mbeya Highlands) *Landscape Labeling Innovation action team*	0715 905001 musokwajr@gmail.com
Mr. Michael Sanga	District Agricultural Economist, Agricultural Sector Development Programme, Mbeya Region *System of Rice Intensification (SRI) Innovation action team*	0757 30263 myco404@gmail.com
Resource people		
Mr. David Kuria	Coordinator, Kijabe Environmental Volunteers, Kenya	+254713603251 davekenvo@hotmail.com
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Ms. Willy Douma	HIVOS-OXFAM NOVIB	wdouma@hivos.nl
Dr. Elly Tumsifu	ERMCSD Tanzania Coordinator	0754 272571 tom_tim2000@yahoo.com
Participants		
Ms. Rose Komba	Forest Officer, Mbarali District, Mbeya region	0784213097 masharo2002@yahoo.com
Ms. Ritha Kamenya	Community development officer, *World Wildlife Fund*	0784 4482292 rkamenya@yahoo.com rmwakkie@gmail.com
Mr. Rodgers Masha	Coordinator, Southern Highlands, Tanzania Agricultural Partnership (TAP) – SAGCOT	0784 477479 masharo2002@yahoo.com

	Biodiversity Conservation Innovation team	
Ms. Ester Kalomo	Tanzania Farmers Network (MVIWATA), Mbeya Region	0782 404149 masharo2002@yahoo.com
Dr. Zacharia Malley	Zonal Director, Southern Highlands Zone Ag Research & Dev Institute – ARI Uyole *SRI Innovation action team*	0787 261002 malley.zacharia@gmail.com
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Ms. Telina Eliakimu	Madibira Farmers' Association, Mbeya	0784 477479 masharo2002@yahoo.com
Mr. Idrisa Abdala Msuya	Rifiji Water Basin *Establishment of Water User Associations (WUAs) innovation action team*	0754 028930 kiamsuya@yahoo.co.uk
Ms. Mbano Nuru	Eco-tourism specialist, Wildlife Conservation Society, Mbeya region	0784 565368
Mr. Peter Mlegulah	Entrepreneur, Raphael Group (processing trading in rice and other agricultural commodities)	0767 409340 pmlegulah@yahoo.com
Mr. Charles Hingi	Small Industry Development Organization (SIDO)	0754 315804
Mr. Daniel Maswi	Technical Coordinator, Luhanga Rice Farmers *Landscape Labeling Innovation action team*	0767 425424 luhangaricefarmers@gmail.com
Ms. Rose Salwengele	Coordinator, Mbeya Bee keeping Farmers' Association	0759 208938 masharo2002@yahoo.com
Ms. Tul Ket	Coordinator, Maasai Livestock Keepers , Mbeya region	0752 945460 masharo2002@yahoo.com
Mr. Simon Parnet	Regional Beekeeping Officer, Mbeya	0786 931540 sjparmet@gmail.com

ANNEX B: WORKSHOP AGENDA

Landscape labeling in Mbeya:

Advancing an agroecological market innovation

September 24-26th, 2013
Mbeya, Tanzania

Workshop Objectives

1) To enhance appreciation and understanding by agroecological producers, local enterprise owners and agriculture and conservation professionals about the potential and the requirements for landscape labeling to improve local livelihoods and conserve biodiversity and ecosystem services in Mbeya
2) To prepare a plan for pilot testing the development of a landscape label tied to multiple enterprises such as SRI-rice, organic avocado, woodland honey, shade coffee, agro-eco-tourism and others that stand to benefit smallholder producers including women and their families
3) To contribute knowledge and experience exchanged among participants in the workshop to a learning module about a landscape labeling approach for expanding market incentives to conserve biodiversity in agricultural landscapes.

Tuesday, 24th September 2013

9:00 – 9:30 Participant introductions Dr. Tumsifu and Welcome Dr. Zacharia Malley

9:30 – 10:15 am: Background, purpose and agenda for workshop

- the "greening agriculture innovations Dr. Recha
- Pre-workshop on landscape labeling Dr. Tumsifu

10:15- 10: 45 Introduce Key Concepts for Landscape labeling

- Definition and why is landscape labeling an important opportunity in Mbeya now (Dr. Tumsifu)
- What are key ideas behind and components of a LL approach? (Geraldine)

10:45-11:00 Tea break

11:00- 11:45 Discussion groups around key products; explore meaning of LL in Mbeya and what could make it work here

11:45– 13:00 Example of Landscape labeling initiative in Lari landscape Kenya (David Kuria)

13:00 -14:00 Lunch

13;45-14:30 Introduce steps for a landscape labeling framework (Geraldine)

14:30-15:45 Group work to deepen exploration of characteristics of a LL approach for Mbeya

15:45-16:30 Presentations by discussion groups to understand opportunities and requirements for producing and marketing key products

16:30- 17:00 Synthesis of discussion, toward building a LL framework (Geraldine/Willy Douma)

17:00- 17:30 Wrap-up day 1

Wednesday, 25th September 2013

8:30-9:30 Plenary discussion on values to capture in a landscape label for Mbeya

9:30-10:00 Link values to the framework

10:00-10:30 Group work of linking values to landscape labeling standards

10:30 10:45 Tea break

10:45 – 11:30 Group work of linking values to landscape labeling standards

11:30-12:00 Examples of developing quality and performance standards.

SRI – opportunities and potential strategies including need to scale up production and ways to do so sustainably; water, biodiversity, livelihood performance outcomes (Dr. Malley/Masha)

12:00- 12:30 Examples of developing quality and performance standards. Conservation – biodiversity habitat connectivity as an *ecosystem service* that can be integrated into a label: (Mbano Nuru)

12:30-13:00 Examples of developing quality and performance standards on Honey – WCS example linked to biodiversity conservation – how linked and how does quality verification work? Potential for scaling and maintaining sustainability (Simon Parnet/Salwengele)

13:00-13:45 Lunch

13:45-14:45 Leadership, coordination and knowledge sharing for piloting a LL. Role of networking and knowledge sharing in building multi-sectoral organizational capacity (Willy Douma)

14:45 – 15:30 Funding and financing the LL initiative and pilot test. Options for fundraising (Willy Douma)

15:00 – 15:30 Flesh out the framework. ***15:30*** Wrap up and next steps

ANNEX C: BACKGROUND FOR WORKSHOP ON GREENING AGRICULTURAL DEVLOPMENT IN MBEYA

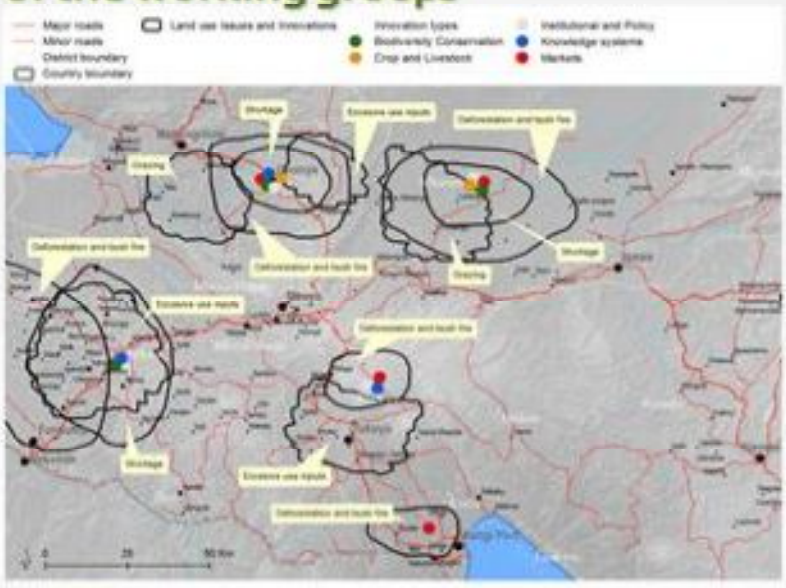




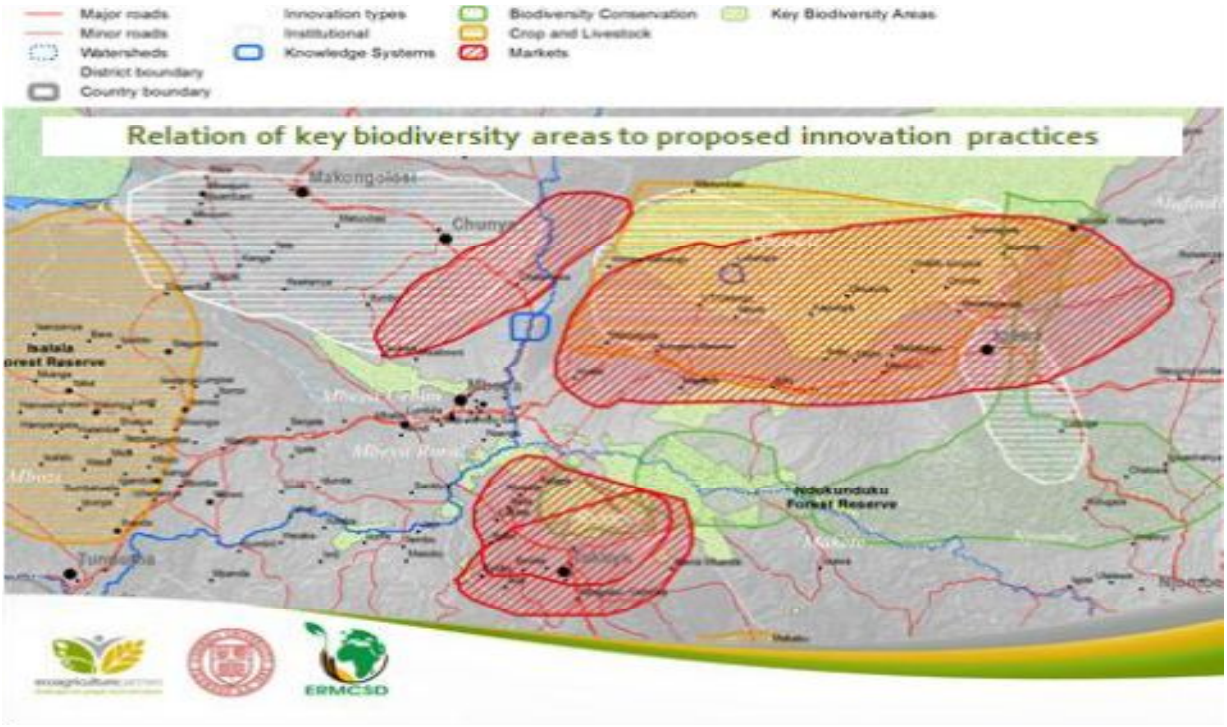




Example: Map of issues and innovations identified by one of the working groups






Major roads
Minor roads
Watersheds
District boundary
Country boundary
Innovation types
Institutional
Knowledge Systems
Biodiversity Conservation
Crop and Livestock
Markets
Key Biodiversity Areas
Relation of key biodiversity areas to proposed innovation practices
Makongolosi
Chunya
Mbeya
Tunduma
Ndokunduku
Forest Reserve
ERMCSD


For more information, visit:
http://ecoagriculture.org/documents/files/doc_505.pdf
ERMCSD

ANNEX D: INTRODUCTION TO LANDSCAPE LABELING






Opportunities with landscape labeling
Captures market values for existing social and ecological assets in the landscape
Offers incentives to scale up agroecological farming practices to benefit biodiversity conservation and local livelihoods
Tundoma
ERMCSD


Opportunities with landscape labeling
Incentive for collaborative production and marketing
Incentive to define and mainstream best practices and standards
Incentive to access new regional and export markets
ERMCSD


What do we need to *learn*, *discover* and *develop* for landscape labeling to be effective in Mbeya?
ERMCSD

ANNEX E: STEPS IN LANDSCAPE LABELING

Steps for Landscape Labeling Framework

(1) Identifying agri products and determine marketing channels; Emphasis should be on market demand

- Who are the customers?
- Local market?
- Global market?
- Who are the key actors in the chain?

Steps for Landscape Labeling Framework

- How can transaction costs be reduced
- Who are the lead actors
- Is it a producer driven or buyer driven chain?
- Is product upgrading possible?

Steps for Landscape Labeling Framework

(2) Production capacity to satisfy customers requirements while focusing on greening the environment in long term

- Land availability and land use planning
- Certified seeds
- Irrigation schemes and water use
- Warehousing
- Production technologies & mechanization

Steps for Landscape Labeling Framework

(3) Collective actions by smallholders and stakeholders to control issues related to:

- Corruption
- Factors increasing transaction costs e.g. opportunistic behaviors, uncertainities, frequencies of transaction,

Steps for Landscape Labeling Framework

(4) Sensitization of local leaders and smallholders to be convinced that it is in their interest to maintain the unique characteristics of landscape in the long term

Steps for Landscape Labeling Framework

(5) Draw up specifications describing the criteria that will characterize multifunctional nature:

- Multifunctional
- agricultural production objectives
- with biodiversity concerns
- aiming at improving the livelihoods

Steps for Landscape Labeling Framework

(6) Identify local institutions that will give the label its credibility:

- Audit the process using an independent local body
- It has power to award or refuse the label

Steps for Landscape Labeling Framework

(7) Involvement of and continuous consultations between stakeholders for effective operation:

- It is a cycle of activities
- New agri products can be developed
- Continuous consultations

Steps for Landscape Labeling Framework

NOTE: Landscape Labeling goes beyond eco labeling initiatives.

- It aims at improving livelihood in terms of food security and income among the smallholders maintaining the landscape
- Provides a basis for differentiating products ,increasing value beyond conventional products sold in local markets

Annex F. The case of landscape labeling in Lari landscape, Kenya

Landscape Labeling: the Case of Lari Landscape, Central Kenya



Landscape Strengthening Activities with Learning Landscapes

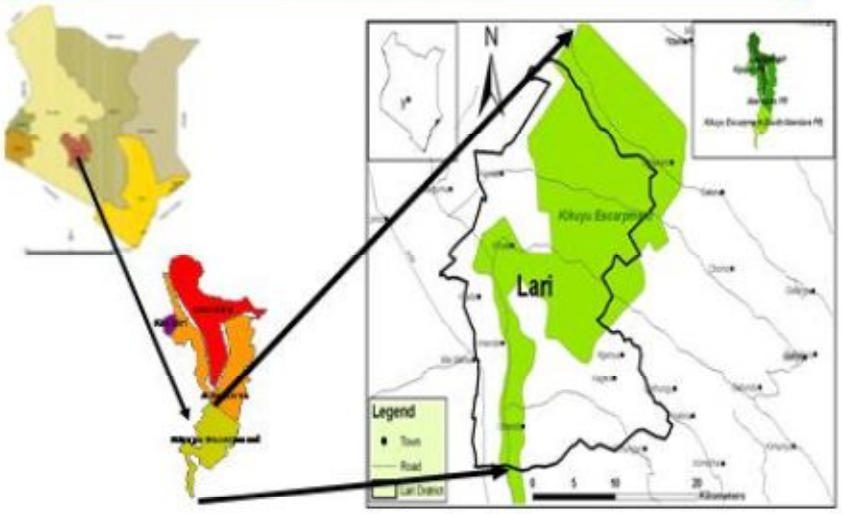
Who is KENVO

- Kijabe Environment Volunteers (KENVO) is a community-based organization (Trust) engaged in conservation and livelihoods programs in Kikuyu Escarpment Forest, Central Kenya- 1994
- **KENVO** works in a number areas including capacity building, environmental conservation, research, promotion of eco-agriculture innovations.
- Our approaches include research and information dissemination, training and awareness



Kijabe Environment Volunteers (KENVO)

Location



Kijabe Environment Volunteers (KENVO)

Main economic activities

- It is a horticultural area for both commercial and subsistence crops (cabbage, potatoes, kales, carrots etc)



Kijabe Environment Volunteers (KENVO)

Economic activities cont'd....

Fuel wood

Herbal medicine

Building materials

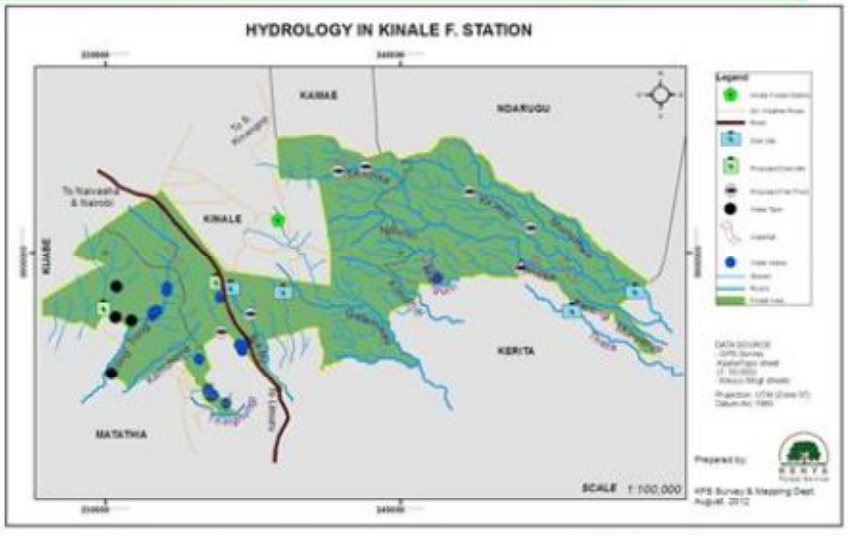
Dairy farming is developing (Zero and free ranging grazing)

Few poultry, beekeeping and rabbit farming initiatives

Several urban centres (Mini wholesales and retailing)

Kijabe Environment Volunteers (KENVO)

Important watershed



Kijabe Environment Volunteers (KENVO)

Conservation and livelihood issues

Forest degradation

- Illegal logging
- Charcoal burning
- Illegal cultivation
- Livestock grazing



Social systems

- Increasing population
- Poverty
- Poor farming methods (soil contamination)
- Ignorance



Kijabe Environment Volunteers (KENVO)

..... cont'd (effects)

- Degradation of water catchment
- Loss of wildlife and their habitat
- Closure of forest industries
- Loss of tourism
- Increasing poverty
- Instability of ecosystem services
- Increasing conflicts over resources





Kijabe Environment Volunteers (KENVO)

Landslides






Kijabe Environment Volunteers (KENVO)

Root causes

- Lack of required information (low awareness) particularly on marketing
- Poor farming methods (limited of extension services)
- Low quality and quantity of farm produces
- Poor coordination (among field practitioners)
- Rapid changing economy/lifestyles (urbanization)
- Poor government policies on NRM

Kijabe Environment Volunteers (KENVO)

KENVO interventions-ongoing programmes and activities

- Promotion of ***ecoagriculture like innovations bee keeping, ecotourism*** (more 1000 farmers)
- Networking and information exchange
- Capacity building (10,000farmers)
- Development of Management Plans for Forest and Micro-catchment
- Landscape Planning
- Voluntary environmental education and awareness (38 schools)





Kijabe Environment Volunteers (KENVO)

Strengthening of farmer Groups

- Provision of information
- Formation of interest groups
- Linking to governments and other service providers
- Advocacy
- Exchange visits and farmer days

Kijabe Environment Volunteers (KENVO)

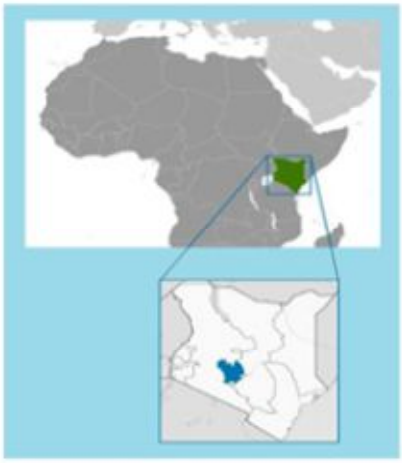
Eco-labelling

- Addressing the issues of marketing
- Aimed at motivating farmers (sense of ownership)
- Prices increase
- Recognition by other stakeholders/Policy Market

Kijabe Environment Volunteers (KENVO)

Steps

- Landscape identification
- KENVO and EP have been working here



Kijabe Environment Volunteers (KENVO)

Stakeholders identification

- Used our networks and field staff from government
- Government sources/Links
- Other stakeholders working in the landscape
- Private sector key but at times hard to please



Kyabe Environment Volunteers (KENVO)

Landscape visioning

- Buy in concept
- Involve serious discuss among the stakeholders
- Why the visioning
- Farmers views
- Key products and landmarks



Kyabe Environment Volunteers (KENVO)

Market study

- Variation of the information given by the farmers
- Identifying key gaps in the markets
- Identifying key products (pilot with the label)



Kijabe Environment Volunteers (KENVO)

Developing the label

- Involve of a local artist (visual drawing with the stakeholders)
- Agreeing the features to include.
- Involve graphic designer (electronic copies and final label



Kijabe Environment Volunteers (KENVO)

Capacity Building

- About the label itself
- Standardization
- Where and how to get the required information
- Linkage with the other key stakeholders particularly services providers



Kijabe Environment Volunteers (KENVO)

Apply Ecolabel

- Use on some selected products





Kijabe Environment Volunteers (KENVO)

Review the label

- Involve all
- Improve the label
- Replicate if possible
- Buy in by the government

Kijabe Environment Volunteers (KENVO)

