



# Annual Report 2021

## Yoba for Life Foundation in Tanzania

### INTRODUCTION

In 2021, the number of active Yoba producers remained unprecedentedly high throughout the year with an average of 98 Yoba producers. The total average production of active Yoba producers was 19,843.75 litres per week, compared to total average production of 16,875 litres per week in the previous year. High input prices and short supply of quality fresh milk were observed to be obstacles for many Yoba producers. Four Yoba producers obtained TBS certification and 2 of them were supported to supply their yoghurt to schools where a total of 300 kids were recruited for the program. Four local Yoba starter culture distributors were recruited in 2021, making a total of 8 committed Yoba distributors. An estimated 60 Yoba producers package their yoghurt while the other Yoba producers continue to sell their yoghurt unpacked through their own milk kiosk and restaurant-like outlets or through personal orders.

In November 2021, the Yoba for Life Foundation was awarded a total funding amount of 38,724,000 TZS by the New Zealand High Commission Fund for a 18 months project which has the purpose to upgrade the existing (female) Yoba producers in Tanzania, increase their production output, and expand their market through sales in schools, while at the same time boosting the health of the 5000 children (estimated 2500 girls and 2500 boys) consuming this yoghurt. The implementation of this project will take place in 2022 and the first half of 2023.

## EXPANSION OF PRODUCTION VOLUMES

The development of the production volumes and the number of production units during 2021 can be found in figure 1. In 2021, the Yoba producer's base continued to grow in Tanzania to an average of 98 active Yoba production units over the year.

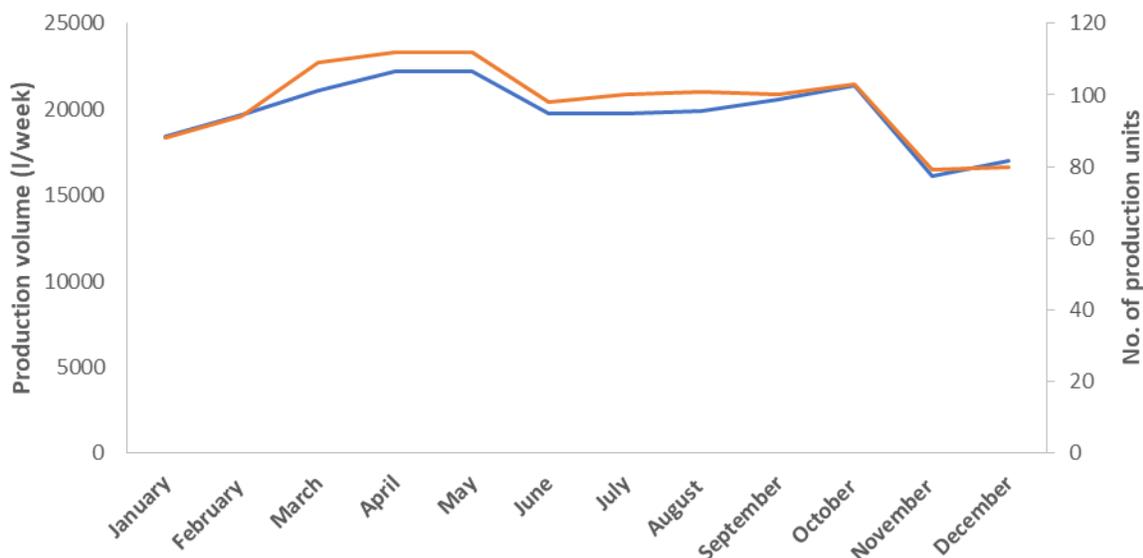


Figure 1 Development of the production volumes in l/week (blue line) and number of production units (orange line) during 2021.

In April and May, production volumes peaked to 22.180 l/week as produced by 112 Yoba producers. In June and August, there was a drop in Yoba production due to shortage of quality fresh milk in Lake Zone regions and cold weather conditions especially in Arusha and Kilimanjaro. In November, about 24 producers fell out of production and as a result the production volume dropped to 16.085l/week. Five of these producers switched to other types of culture because they were disappointed with the elasticity texture of Yoba yoghurt and the fermentation time of twelve hours compared to five hours for other types of culture. The other 19 producers stopped the business completely once they were not able to generate profits. However, the active Yoba producers continued to receive coaching and technical follow-up on the production of high quality and safe yoghurt, guidance on premises construction and registration, guidance on the certification processes, accessing quality packaging materials and ingredients, and developing marketing strategies.

## YOBA PRODUCERS CERTIFICATION

Yoba producer certification by the Tanzanian Bureau of Standards (mandatory food safety & quality standards) remained a focus area for Yoba for Life Tanzania during 2021. The government-owned Small Industries Development Organization (SIDO) trains and supports small-scale processors after which they write a recommendation letter to the Tanzania Bureau of Standards. TBS requires a yoghurt producer to have a production facility with two or three rooms, with separate areas for milk delivery, processing, packaging, and storage. TBS also requires sales of a properly labeled product. TBS certification enables food processors to access formal markets and gain consumer confidence.

By the end of 2021, four Yoba producers had acquired TBS certification (Sebadom Enterprises, Kwanzaa Milk, Kaneza Milk Group, and Yotz Milk) and 12 other Yoba producers are currently in the process of acquiring certification. These Yoba producers have been visited by TBS who took samples for analysis. However, the majority of the Yoba producers are not yet ready for certification, as most of them are still producing their yoghurt at home and selling unpacked yoghurt from their own outlets, and many lack the funds to make the required investments for TBS certification.

## INTRODUCTION OF SCHOOL YOGHURT PROGRAM

In 2021, two certified Yoba producers were supported to supply their yoghurt to schools, with the purpose to expand their markets and improve the health of school going children. These producers were Kwanzaa Milk in Mwanza and Sebadom in Mbeya town. A total of 300 kids were recruited for the program whereby 50 kids are supplied by Sebadom and 250 kids are supplied by Kwanzaa Milk in Mwanza once per week.

Furthermore, SNV Tanzania under its Income and Employment for Women and Youth (IEWY) Project in Hai and Siha districts supported three dairy cooperatives (Kalali women, Marukeni women and Ng’uni) under Kilimanjaro Joint Dairy Enterprises to introduce Yoba probiotic yoghurt in primary and secondary schools in Kilimanjaro area. All these cooperatives are currently struggling, as they have not been able to make the program sustainable. Due to the many concerns they have, there is no any school recruited in school feeding at the moment.

## PRODUCER LED MARKETING CAMPAIGNS

Early 2021, the Yoba for Life Tanzania team introduced a producer-led marketing campaign in order to stimulate marketing activities and to create awareness around the Yoba health benefits. A total budget of EUR 4,000 was allocated for these activities. About thirty four active Yoba producers were expected to benefit from marketing campaign support especially through setting up promotional activities of their choice. The Yoba marketing grant intended to build up and encourage active Yoba producers to take individual efforts to increase sales through creative marketing activities, promotion and advertisements of Yoba yoghurt in their own localities. The requirement is that the ‘Yoba Inside’ stamp is part of the promotional material, to create awareness on Yoba yoghurt in general. At the end of 2021, a total of 4 Yoba producers were supported with a Yoba marketing grant and another 5 producers are currently preparing a marketing activity. The producer marketing campaign has helped and inspired the Yoba producers who received the support to drive sales and create awareness on Yoba yoghurt in their localities.

An organigram of the Yoba for Life Tanzania team can be found in figure 2.

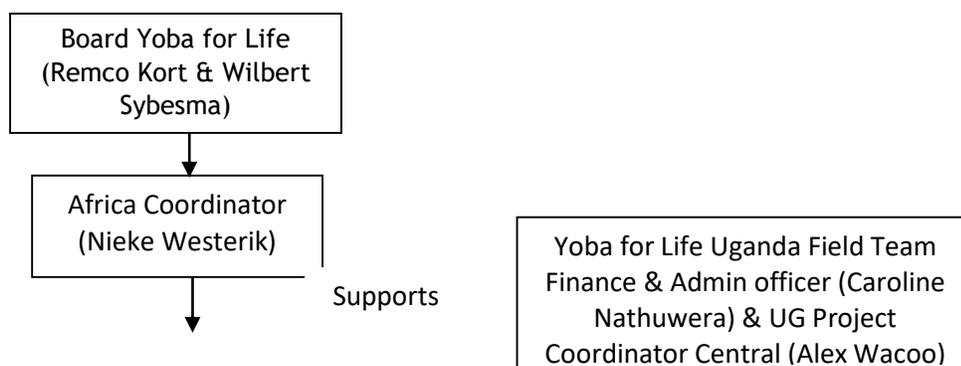




Figure 2 Organigram of the Yoba for Life team in the United Republic of Tanzania

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