



Farm for the Future

Transforming Tanzanian Agriculture

Farm For the Future Leads the Way

Ilula Village, Kilolo District, Iringa Region, Tanzania—Deep in the heart of Tanzania's Iringa region, an agricultural revolution is taking place. Spearheading this change is Farm For the Future Tanzania Ltd (FFF), a groundbreaking initiative supported by the Tanzanian government and Norwegian stakeholders has positioned itself as a vital partner in the Southern Agricultural Growth Corridor of Tanzania (SAGCOT) initiative, "We are committed to creating a sustainable agricultural model that uplifts communities and drives economic growth," says Osmund Ueland, Chairperson and Project Manager of Farm For the Future Tanzania Ltd. "Our work here in Kilolo is just the beginning of what we envision as a nationwide effort to empower smallholder farmers and improve food security across Tanzania."

As a commercial anchor farm, FFF is producing more than 1,000 tons of maize seed for Seed Co and is now also producing seed potatoes.

22,000 macadamia trees have been planted. Outgrowing of macadamia seedlings will follow, similar to the current outgrowing program for potatoes in the surrounding villages

A Model for Agricultural Development

Since its inception, FFF has become a transformative force in the Kilolo District. The 350-hectare farm in Ilula Village serves as a commercial anchor and a beacon of hope for surrounding communities. The farm not only focuses on producing high-quality seeds but also aims to lift 2,000 local farmers out of poverty by 2030 through innovative agricultural practices and strategic partnerships.

"Our partnership with the Tanzanian government and Norwegian stakeholders has been instrumental," Ueland explains. "Together, we are working to install 48 boreholes, providing essential water resources to 16 villages around the farm. This infrastructure is critical to the success of our agricultural efforts and the well-being of our communities."



H.E. Dr. Samia Suluhu Hassan, President of the United Republic of Tanzania, shaking hands with Mr Osmund Ueland the Chairperson and Project Manager of FFF [Photo by Cornelius Poppe/NTB]

Innovation and Education: The Children's Farm.

During her state visit to Norway in February 2024, Her Excellency President Samia Suluhu Hassan met with Mr. Osmund Ueland, the Chairperson and Manager of the Farm For the Future (FFF), and expressed interest in their work. She praised FFF's contribution to food security and community development and promised to visit and inaugurate their Children's Farm.

One of FFF's standout projects is the Children's Farm, a unique initiative designed to educate the next generation about sustainable farming practices. Scheduled for an official opening in March 2025, the Children's Farm aims to blend education with hands-on agricultural training.

"Our goal is to inspire young people to see agriculture as a viable and rewarding career," says Ueland. **"We are working closely with the Ministry of Education to ensure this project not only provides practical skills but also enhances the overall educational experience."** Plans are already underway to expand this initiative. In collaboration with Norwegian Church Aid, FFF is developing a concept note for fundraising for a second Children's Farm to reach even more young Tanzanians. "Education is at the heart of sustainable development," Ueland adds. "By investing in our youth, we are investing in the future of Tanzania

Precision agriculture



Expanding Horizons: From Potato Farming to Global Awareness

FFF is also broadening its agricultural footprint by venturing into potato farming, a strategic move that has led to partnerships with companies like **Silverlands** and **HZPC**. The introduction of an outgrower program and the pursuit of funding for cold storage facilities highlight the farm's commitment to scaling up operations and improving post-harvest management.

"Potato farming is a natural extension of our work here at FFF," Ueland notes. **"We are dedicated to supporting our farmers with the tools and resources they need to succeed, from mechanization to modern storage solutions. Our partnerships with international and local companies are crucial to achieving these goals."**

In addition to these local efforts, FFF is making a significant impact on the global stage. A documentary showcasing the farm's achievements is set to premiere on national television in the U.S. and Europe, aiming to raise international awareness and attract further investment.

"We are incredibly proud of what we have accomplished, and we want the world to see the potential of Tanzania," Ueland emphasizes with the endorsement of **President Samia Suluhu Hassan**, we believe this documentary will not only promote Tanzania as a prime destination for agricultural investment but also showcase our commitment to sustainable development.

Looking Ahead: A Call for Continued Investment

Despite its successes, Farm For the Future recognizes the challenges that lie ahead. To further expand water infrastructure and introduce modern potato farming technologies, FFF is seeking an additional \$800,000 in investment. **"The road to sustainable agricultural development is long and requires a collaborative approach,"** Ueland asserts. **"We need continued investment and engagement from both the Tanzanian and Norwegian governments, as well as private sector partners, to realize our full potential."**

Building Public-Private Partnerships

Strong public-private partnerships are essential to the success of FFF's initiatives. Collaborations with companies such as Yara, Seed Co, and the Tanzania Agricultural Development Bank (TADB) have been crucial in driving growth and innovation. "These partnerships are vital to achieving our goal of sustainable development," says Ueland. "By working together, we are creating a robust agricultural sector that benefits all stakeholders, from smallholder farmers to large-scale investors."

Key Initiatives Driving Change

Farm For the Future is leading several key initiatives aimed at transforming agriculture in Tanzania:

1. **Water Infrastructure Development:** Addressing water scarcity is a top priority. "We are in discussions with the Agriculture Permanent Secretary to secure funding for a water survey in the 16 Villages around FFF starting in September 2024," Ueland explains. "This will pave the way for drilling boreholes, which are essential not just for farming but for the entire community's development."
2. **Children's Farm Initiative:** Set for a launch in March 2025, this initiative aims to educate young Tanzanians on sustainable farming practices. "We want to inspire the next generation to see agriculture as a viable and rewarding career," Ueland notes. A concept note and fundraising plan for the second Children's Farm is also in the works, in collaboration with Norwegian Church Aid, to further expand its reach.
3. **Advancing Mechanization and Farmer Support:** FFF is committed to modernizing agriculture in Tanzania. "We are enhancing mechanization, irrigation, and block farming techniques in the 16 Villages around FFF, thanks to contributions from Norwegian manufacturers like the Keeneland Group and Underhung and partnerships with companies like John Deere," Ueland shares.
4. **The Yara Knowledge Centre at FFF,** which opened this year, provides vital training and demonstrations for farmers.



5. Expanding into Potato Farming:

As part of its strategic growth, FFF has ventured into potato farming, partnering with Silverlands and HZPC. "We have established out grower agreements and are actively seeking funding for cold storage facilities," Ueland says. "These facilities are crucial for preserving seed and ware potatoes for the 16 Villages, and ensuring a stable supply chain."

6. Strategic Investments and Financial Sustainability:

With initial investments exceeding \$3 million, FFF is now looking for an additional \$800,000 to further expand its operations. **"Investment from both the Tanzanian and Norwegian governments, as well as private entities, is crucial for our continued growth,"** Ueland emphasizes.

7. Raising Global Awareness:

To highlight FFF's impact, a documentary is set to air on national television in the U.S. and Europe. **"We are seeking President Samia Suluhu Hassan's endorsement for the documentary,"** says Ueland. **"Her support could significantly enhance international awareness and attract further investment to Tanzania."**

A Vision for Sustainable Growth

Farm For the Future's work is far from complete, but the foundation laid thus far is solid. **"We are building a model that can be replicated across Tanzania,"** Ueland concludes. **"Our focus remains on empowering farmers, enhancing food security, and fostering sustainable development. The journey is long, but with continued support and collaboration, we are confident in achieving our vision."**

As Farm For the Future continues to lead agricultural innovation and community development, it stands as a testament to the power of strategic partnerships, innovative practices, and a steadfast commitment to change. **"By working together, we can make a real difference,"** Ueland says. **"We are just getting started, and the best is yet to come."**



Farm For the Future & Agronomic for Community Empowerment

"A unique model to end poverty with Commercial farming and Community Empowerment on the same arena"

Reach us through info@ffftanzania.com. Or visit our website www.ffftanzania.com