



Over
Tsh80M

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premium fresh vegetables and fruits which meet world-class standards. Over the past ten years, the company has grown from strength to strength to become a vertically integrated producer and exporter with major agribusiness operations on around 200 acres of farms in Iringa and Njombe regions while supporting about 2,500 smallholder farmers. The company is building sustainable, inclusive, climate resilient horticulture value chains that benefit

smallholder farmers while broadening its horticultural economic contribution and inclusion of women and young people in these value chains in the SAGCOT region of Tanzania.

GBRI has embraced technology in its enterprise and introduced an App, by the name, Bwana Shamba App. The technology in this App is designed to bridge the technical skills gap in an accessible manner for free. The Bwana Shamba App provides agricultural extension services online as a way of guiding farmers on good agricultural practices, request for technical assistance like an agronomist as well as provide access to service providers like agricultural input suppliers, agri-technology company and financiers.

The App has been rolled out in Tanzania and proven to be very successful. Plans are underway to extend the use of the technology into Kenya and the rest of the region, eventually all of Africa.

On matters agribusiness, Ms. Jabiri has all the angles covered; from production and processing to markets and capacity building. Through the training consultancy arm of Agriedo Company, the organization trains the farmers and gives them access to those skills and technologies that will improve their agricultural productivity as well quality of their produce. The organization also incubates emergent enterprises in the agricultural sector.

A business Administration graduate, Ms. Jabiri has relentlessly pursued agricultural enterprise out of her own passion and volition as none of the family members are into agriculture.

GBRI is promoting smart agriculture and investing in horticulture infrastructure as well as cold chain agri-logistics to

increase efficiency and productivity. Determined to consistently improve its cold chain infrastructure, the company has invested over Tsh 80 million in a 60-ton cold storage facility at its Iringa packaging facility elevating its storage capacity to over 80 metric tons.

Inclusivity of smallholder farmers remains central to GBRI's operating principles and success through provision of extension services, handling equipment and transport services as well as farm input loans for vital necessities such as fertilizers and pesticides to hundreds of farmers. This initiative aims to promote social-economic inclusive growth by empowering smallholder farmers to shift from subsistence farming to formalized agribusiness. These efforts have continued to improve productivity, volumes and mitigate post-harvest losses hence increase return on investment for both the smallholder farmers and exporters. As a result, GBRI outgrowers are making remarkable progress in technology adoption rates, yields, gradual improvements in crop quality and a reduction in post-harvest losses which is considered one of the most achievable means of improving competitiveness in the horticulture sector.

As part of its efforts to help farmers reduce post-harvest losses, GBRI provides them financial credit during the harvest season to facilitate availability of sufficient human resource and ensure produce is harvested on time and maintains its export quality. This program has enhanced productivity per acre and enabled farmers to increase land areas from one acre to an average of 2 to 3 acres leading to exponential growth in incomes and transformation of their living standards.

As a woman, Ms. Hadija Jabiri admits that she has to work extra hard to compensate for the bias against women in the society. She has achieved a lot at the helm over the past ten years or so. According to Ms. Jabiri, getting the smallholder farmers a ready market that pays well, creating jobs and building the Eat Fresh brand to GAP certified standards are the biggest achievements she has recorded while at the helm of GBRI.