



TV

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UN IN ACTION

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MARKET SPIES IN TANZANIA

VIDEO

STANLEY MCHOME IN A CAFÉ /
FARMER WORKING IN THE FIELD

STANLEY MCHOME, FARMER
AND MARKET SPY, ON CAMERA

STANLEY PUTTING ON HIS HAT
AND WALKING OUT / STANLEY
TALKS TO TRADER

STANLEY ON CAMERA

AUDIO

NARRATION

Stanley Mchome is from Magugu, an area of Northern Tanzania famous for its aromatic rice.

Like most farmers, much of his time is spent working in the fields, but Stanley has a secret life. He's a Mkulima Shu Shu Shu ... (15)

STANLEY MCHOME (ENGLISH)

"A 'Mkulima Shu Shu Shu' is a spy, a marketing spy. " (5)

NARRATION

Stanley works undercover, investigating market prices, always on the lookout for new trends and business opportunities. (7.5)

STANLEY MCHOME (ENGLISH)

"This work is difficult, many traders do not want farmers to know the actual price, therefore you must be careful when you do this job. " (9)

STANLEY WITH HIS MOBILE
PHONE / TELECOMMUNICATION
TOWER

NARRATION

Like every self respecting spy, Stanley relies on gadgets, and fortunately for him modern communication technology is rapidly expanding throughout East Africa. (10)

BABATI TOWN / FEMALE
FARMER FEEDS COW

He uses SMS to send today's market prices back to fellow farmers in Magugu which will give them the upper hand when negotiating with traders. (8.5)

FEMALE FARMER WORKING AT
COMPUTER / IFAD LOGO ON SUV
CAR

Encouraging networks of farmers to use modern communication to improve their marketing. All part of the First Mile Project, a collaboration between the Tanzanian Government and IFAD, the UN's rural poverty specialists. (13.4)

STANLEY ON CAMERA

STANLEY MCHOME (ENGLISH)

"First Mile, it has helped us a lot to omit these middle men, for middlemen are getting a lot of profit." (8)

SACKS OF RICE OUTSIDE STORE
/ RICE HARVESTED AND
TRANSPORTED / STANLEY TAPS
MESSAGE ON HIS CELL PHONE

NARRATION

And it seems to be working. In the case of Magugu, profits have doubled since their first harvest, attracting business offers from Dodoma Transport Company, one of the biggest firms in the country.

FARMERS IN LECTURE

But Magugu's success is not only a product of

Stanley's high-tech marketing intelligence, it's also due to the application of state of the art economic theory, in this case, "value chains."

(22)

STANLEY ON CAMERA / FARMER
WORKING / FARMERS,
PROCESSORS & TRADERS

STANLEY MCHOME (ENGLISH)

"We tried to arrange our chain of producers, processors, traders and consumers.

We tried to stay together and talk, so that each one benefits." (14)

CLIVE LIGHTFOOT, PROJECT
LEADER, FIRST MILE, ON
CAMERA

CLIVE LIGHTFOOT (ENGLISH)

"Once producers understand the market chain they are in, who the players are, and they can meet them and talk to them, all sorts of new ideas come up." (10)

RICE WAREHOUSE /
STANLEY USING PHONE /
RICEFIELD

NARRATION

Recently Stanley discovered that consumers were buying Magugu rice at twice the price under a different brand name. Now his investigation could help his group to negotiate a more fair trade for their product. (12)

CLIVE LIGHTFOOT ON CAMERA

CLIVE LIGHTFOOT (ENGLISH)

"They are now exploring how to patent their rice." (3)

STANLEY ON CAMERA

STANLEY MCHOME (ENGLISH)

"To sell our rice in our trademark: 'Magugu Superice'." (4.5)

FARMER / CLIVE LIGHTFOOT ON CAMERA	<u>CLIVE LIGHTFOOT</u> (ENGLISH) <i>“When they eventually do sit around a table they will be considerably more empowered, especially if they have some patent legislation in their back pockets.”</i> (8.5)
LOKII MARKET / TRANSMISSION TOWER / WOMEN THRESHING RICE	<u>NARRATION</u> Across Tanzania hundreds of similar groups are now sending out their own Mkulima Shu Shu Shu’s into the marketplace, proving the old adage ‘knowledge is power’. (9)
UN LOGO	This report was prepared by Declan McCormack for the United Nations. (3)