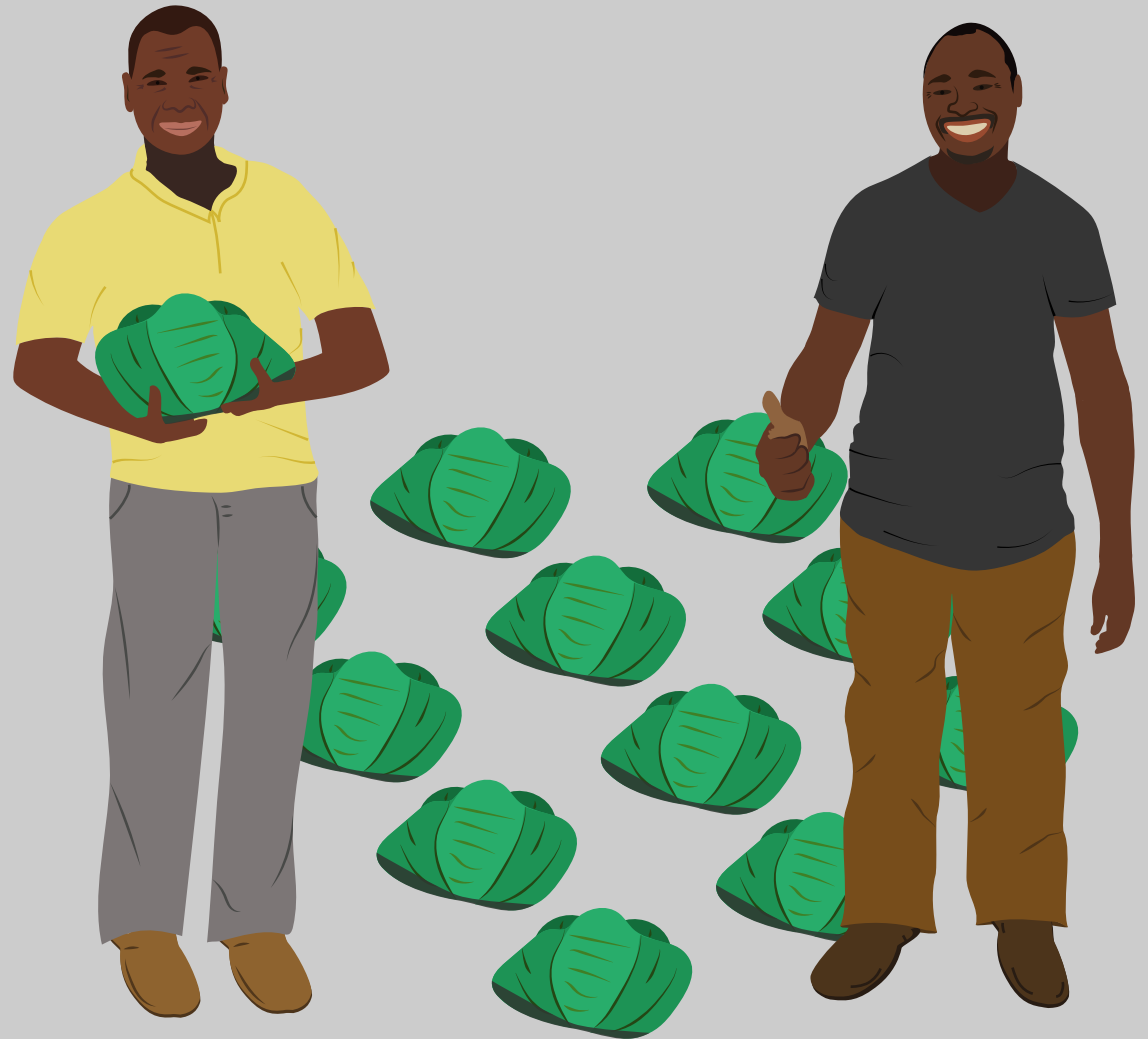


Partnering for Innovation

Meet Octavio and Helder

Octavio can get all the inputs he needs for his farm from Helder's new TECAP agricultural inputs franchise.



When Helder Nivelvew saw Tecnologia E Consultoria Agro-Pecuaria (TECAP)'s traveling product demonstration show, he saw an opportunity. A small agrodealer in the Ribaue area of Nampula Province with limited sourcing options, Helder knew that in Mozambique, few farmers have access to the inputs they need to be successful. In this large, rural country, poor infrastructure and underdeveloped markets mean that most farmers have to travel for hours to get quality seed, fertilizers, inoculants, and other inputs – a cost in time and money that is at best a burden and at worst a barrier preventing farmers from accessing these items at all.

But TECAP, with support from USAID through Feed the Future Partnering for Innovation, is bringing agricultural inputs closer to farmers. TECAP's innovative distribution system is comprised of agrodealers and franchisees who source their products from TECAP's new farmer houses, wholesale supply shops that offer a wide variety of quality, affordable inputs and mechanization equipment at three locations in Namula, Tete, and Manica. TECAP chose Helder to be a franchisee because of his impressive sales volumes as a small agrodealer. Once Helder was selected, he was trained to communicate effectively on TECAP's products with potential customers. He now supplies local farmers as well as 20 agrodealers, many of whom come from a great distance to access his variety of products.

Farmers are happy with Helder's new shop, which saves them a long journey to Nampula city to purchase supplies, and provides them with access to quality, affordable products they need. One such customer is Octavio Manuel, an ambitious farmer who previously had to travel all the way to Nampula, two hours away, to get inputs for his farm, where he grows cabbages, tomatoes, watermelons, and corn. Now, Octavio takes his motorbike to Helder's shop, a short ride away from his farm, to purchase everything he needs. Octavio saw how Helder's shop changed when he became a TECAP franchisee – it started carrying a lot more products, making it a one-stop-shop eliminating a trip to the city to get everything Octavio needed for his farm.

Because of TECAP's new farmer houses, Helder is able to offer a previously unavailable variety of quality goods at an affordable price. With these newly available inputs, farmers can grow more and make more, becoming profitable farmers and lifelong customers, and agrodealers can sustainably reach new markets and increase their own incomes.