

**INVOLVEMENT AND PERFORMANCE OF PRIVATE EXTENSION SERVICE
PROVIDERS IN RUNGWE DISTRICT, TANZANIA**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE IN
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ABSTRACT

Several studies (Rivera and Cary 1997; AFC Consultants International 2011) show that effectiveness and efficiency of extension services have increased where governments have shifted from being the sole provider towards developing more pluralistic kind of extension system. The general objective of this study was to assess involvement and performance of Private Extension Service Providers in Rungwe District. An interview schedule and a note book were used to collect primary data during focused-group discussions with farmers/clients. The note book was also used to record some important field observations and secondary data from official documentary sources. The data collected from the categories of informants were then organized, processed and analyzed using “content analysis” technique. Based on the findings of the study, it was observed that there is increasing involvement of private extension service providers in the District. According to the study, favourable agro-climatic environment, the National Agricultural Policy, effort of the Government to promote private investment, infrastructure mainly roads and other socio-demographic factors were mentioned to be some of the major external factors influencing involvement of private extension service providers in the District. On the other hand, the above factors together with other factors like organizational internal factors which includes: capacity of given PESP in terms of financial, physical and personnel resources, material capital including working facilities like building structures, means of transport and qualification of personnel were observed to be some of the factors influencing the performance of Most PESP in the District. It was also observed that, given special attention and support, for profit Individuals (FPIs) are potentially capable of performing even much better and have even more socio-economic impact to individual households and the whole community at large.

DECLARATION

I, Dimitri Kwileja do hereby declare to the Senate of Sokoine University of Agriculture that this dissertation is my own original work and that it has neither been submitted nor being concurrently submitted for degree award in any other institution.

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The above declaration is confirmed

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Date

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LIST OF ABBREVIATIONS AND ACRONYMS

AFC	Agriculture and Food Consulting
ARI	Agricultural Research Institute
ASDP	Agricultural Sector Development Programme
CBD	Coffee Berry Disease
CEPA	Cambridge Economic Policy Associates Limited
CLR	Coffee Leaf Rust
COMESA	Common Market for Eastern and Southern Africa
CSOs	Civil Society Organizations
CUTS	Consumer Unity Trust Society
DFT	District Facilitating Team
DFT	District Facilitating Team
FBO	Farmer-Based Organizations
FGDs	Focus Group Discussions
FPIs	For-Profit Individual Enterprises
FPOs	For-Profit Organizations
HPI	Heifer Project International
IGA	Income Generating Activities
KAMBAKISI	A joint FBO joining two wards namely, Kambasegela and Kisiba
KK-Kyimo	<i>“Kijiji Kitulivu Kyimo”</i>
LGAs	Local Government Authority
MAFC	Ministry of Agriculture Food Security and Cooperative
MeTL	Mohammed enterprise Tanzania Limited
NGO	Non-Government Organizations
PESPs	Private Extension Service Providers

RAC	Rungwe Avocado Company
RSTGA	Rungwe Smallholders Tea Growers Association
RUMBIAA	Rukwa, Mbeya and Iringa Agricultural Association
SACCOS	Saving and Credit Cooperative Societies
SAGCOT	Strategy on Southern Agricultural Growth corridor of Tanzania
SHDDP	Southern Highlands Dairy Development Project
SHGs	Self Help Groups
SPFS	Special Programme on Food Security
SSA	Southern Saharan Africa
TATEPA	Tanzania Tea Packers
TDCU	Tanga Dairy Cooperative Union
TRA	Tanzania Revenue Authority
TRIT	Tea Research Institute of Tanzania
TTE	Tukuyu Tea Estate
UPASI	United Planters Association of Southern India
URT	United Republic of Tanzania
UWAKA	<i>“Umoja wa Wafugaji Katumba”</i>
UWATU	<i>“Umoja wa Wafugaji Tukuyu”</i>
WATCO	<i>“Wakulima Tea Company”</i>
WFT	Ward Facilitating Team

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background Information

The major objective of extension services is to facilitate farmers to increase agricultural production and productivity thus improving their socio-economic status. Extension services aims at empowering farmers to identify and analyze their agricultural problems, and give the right decisions on matters pertaining to profitable and sustainable agriculture. As a form of adult education discipline it facilitates farmers to learn improved agricultural practices including farm management and efficient utilization of available resources (MAFC, 2009; Adebayo, 2004).

For a long time, agricultural extension in Tanzania has been seen as supply driven and public good and almost entirely financed by the public through its Ministry of Agriculture. Historically, it dates back prior to 1988, during the two major periods, namely, the Post-Independence (1961-1966) characterized by liberalization of markets for agricultural produce and the Post-Arusha Declaration (1967 to mid-1980's), characterized by state control of major means of production. During all these periods, efforts were aimed at transforming peasant agriculture to large-scale and improved agricultural production. During the latter period (under state control), neither private enterprises nor civil societies were encouraged to offer major services, including extension (Rutatora and Mattee, 2001; Mdemu, 2000).

In recent times, however, due to rising costs and limited resources available worldwide, most governments have found that they are less able to continue providing all the services previously provided. Studies (Rivera and Cary, 1997; AFC Consultants International,

2011) show that effectiveness and efficiency of extension services, increased where governments shifted from being the sole provider towards developing more pluralists' kind of extension systems. However, to reach especially poorer segments of the farming community, government funds, but not necessarily government service provision, are still required. As a result of ineffectiveness and inefficiencies of public extension services, many countries have reviewed their systems and made some structural arrangements. For example India and China, had decided to decentralize their extension system to the district/county level where they are now pursuing a more market-driven approach. They also make effort to involve both private-sector firms and civil society organizations (CSOs), in an attempt to find more effective approaches of providing basic extension services (Swanson, 2008; Sulaiman, 2012).

In Tanzania, similar reforms have taken place. For example, in 1997 the government decided to decentralize its public extension system to district level. According to the Local Government Act of 1997, the roles of LGAs pertaining to the sector development include: supervising and coordinating the delivery of extension services, providing favourable environment for effective participation of private sector organizations and empowering farmers' organizations in the form of cooperatives, associations and groups. On the other hand, the role of the central government pertaining to extension is to facilitate and support local authorities to carry out extension services effectively by training extension staffs, providing guidelines, regulations and dealing with coordination in general. As a result of these efforts by the government, several NGOs, church based organizations, private agribusiness are engaged in supplementing the public extension services often by using government extension staff (URT, 2006; MAFC, 2009).

1.2 Problem Statement and Justification

Involvement of the private sector in agricultural extension has been in response to a perceived failure of the public extension provision due to bureaucratic inefficiencies, poor staff working conditions and weak linkages with other relevant institutions. Irrespective of the agricultural potential in Rungwe District, findings by Mhagama *et al.* (2004), Simbua *et al.* (2004) and Mwamfupe (1998), had commented on limited involvement of private extension providers in the district. The findings show that there were only few private companies which were mainly concentrated on tea plantations and processing factories. In her M Sc. dissertation, Mdemu (2000) also reported that despite the fact that farmers in Mbeya Region had positive attitude towards cost-sharing and cost-recovery for extension services, the agricultural extension system was heavily overburdened by the government as the major extension service provider.

It is more than eight years now since these studies were done and since then to date, there have been several initiatives and interventions by the government to promote involvement of the private sector in provision of extension services. For example, in order for the government to realize her aspirations of a modernized and highly productive agriculture, in 2009 it launched its strategy ‘*Kilimo Kwanza*’, or ‘Agriculture first.’ The strategy, properly anchors the involvement of the private sector in the development of agriculture. It also underscores the critical importance of the private sector participating actively in agricultural production, provision of agricultural inputs, crop marketing and in the agricultural value chain (SAGCOT, 2010). Again in its National Medium Term Strategic plan (2007-2010) the Government, specifies the mission of the Ministry of Agriculture, Food Security and Cooperatives being to provide a conducive environment to stakeholders, build capacity of Local Government Authorities and to facilitate the private sector to contribute effectively to sustainable agricultural production, productivity and

cooperative development (URT, 2007). There is evidence which suggests that the above initiatives, that is '*Kilimo Kwanza*', National Medium Strategic Plan and others have led to the growth of the private sector extension provision in Rungwe District. However, little have been done on assessing the involvement and performance of Private Extension Service Providers in Rungwe District this is therefore, the rationale of carrying this study.

1.3 Objectives

1.3.1 General objective

The general objective of the study was to assess involvement and performance of private extension service providers in Rungwe District.

1.3.2 Specific objectives

- i) To describe the profile of private extension providers in the District.
- ii) To determine the performance (effectiveness, relevance, impact and sustainability) of extension service delivered by private extension providers in the area
- iii) To identify factors influencing involvement and performance of private extension service providers in the area.

1.4 Research Questions

1. What is the profile of private extension providers in Rungwe District?
2. What is the perception of extension workers, clients and private extension providers themselves on the performance of Private Extension Service Providers in the area?
3. What are the factors influencing involvement and performance of the extension service providers in the area?

1.5 Operational Definitions of Terms

Extension a system that should facilitate the access of farmers, their organizations and other market actors to knowledge, information and technologies; facilitates their interaction with partners in research, education, agri-business, and other relevant institutions; and assists them to develop their own technical, organizational and management skills and practices (Christoplos, 2010). In this study, extension will often be used to denote a system that facilitate the access of farmers, their organizations and other market actors to knowledge, information and technologies; and facilitates their interaction with partners, in education, and more important agri-business.

Agri-business in this study is defined as business and management activities performed by firms that provide inputs to the farm sector, produce farm products and/or process, transport finance, distribute, or market farm products.

Private extension services refer to extension activities being undertaken by different providers except the government and its agencies (Umali and Schwartz 1994; Chapman and Tripp, 2003). In this study Private Extension Service Providers will comprise the following categories: Non-Government Organization (NGOs), For Profit Organizations/Companies, (FPOs), For-Profit Individuals/Enterprises (FPIs) and Farmer-Based Organizations/Groups (FBOs).

Government extension services in this study, the term will be used to refer to extension activities being implemented by the Ministry of Agriculture, Food Security and Corporative (MAFC) at national level and on the other hand the Ministry of Regional Administration and Local Government at local level.

Involvement of private extension service providers refers to the extent to which private extension providers are taking part in provision of agricultural extension services (Pearson, 2003). In this study it will be described in terms of identifying kinds of extension services providers, and their respective kind of extension services a given PESP is engaged in, and extent of its activities coverage in the District.

Performance of private extension service providers is defined in terms of the: effectiveness (mission fulfillment), relevance (the extent to which their extension services suit the needs of their clients impact (socio- economic, and environment changes as a results of activities of private extension providers) and sustainability (continuity of the benefits of private extension services in the area) (Macpherson and Pabari 2004; Rey García, 2008; Christoplos, 2011).

1.6 Conceptual Framework

The conceptual framework in Fig. 1 shows that involvement and performance of Private Extension Service Providers in Rungwe District, presented by green-coloured cycle as dependent variable, is influenced by other organizational internal and external factors (presented by peripheral non-coloured cycles as independent variables). These independent factors have been categorized into three: external environmental factors, organizational internal factors of the given PESP and social economic characteristics of clients of the given PESP. External environmental factors include institutional infrastructures such as the extent to which national policies and interventions support the involvement of other extension service providers, physical infrastructure such as the presences and nature of roads and power supply and agro-climatic factors. Organizational internal factors of a given PESP include: human resource and financial resource capacities and how the organization is resourced with other physical facilities like possession of

transport and buildings to work with. On the other hand socio-economic characteristics of the clients of these PESPs (most of whom are small-scale farmers) with regard to such factors as extent to which they support and cooperate with these private providers, their willingness and capabilities to afford extension services provided by private providers bearing in mind that for long time the services has been supply driven provided by the government/public.

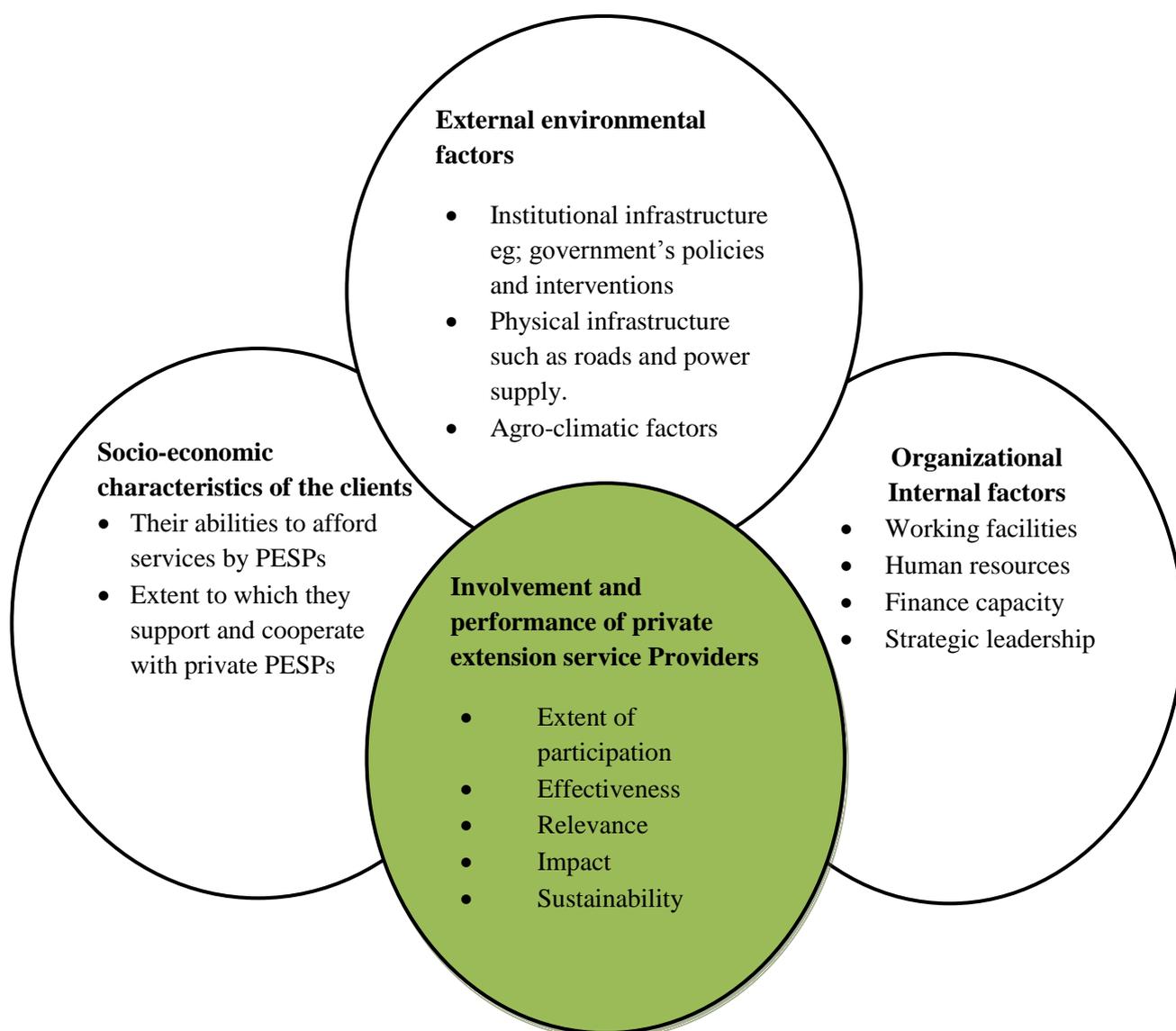


Figure 1: Conceptual Framework

Source: Adapted from MacPherson and Pabari (2004)

CHAPTER TWO

2.0 LITERATURE REVIEW

Davis (2008) defines extension as the entire set of organizations that support and facilitate people engaged in agricultural production to solve problems and to obtain information, skills, and technologies to improve their livelihoods and well-being. This can include the government and its agencies, private agribusiness, NGOs and Community-Based initiatives (Sulaiman, 2012). Broadening the definition, Christoplos (2010) defines extension as a system that should facilitate the access of farmers, their organizations and other market actors to knowledge, information and technologies; facilitates their interaction with partners in research, education, agri-business, and other relevant institutions; and assists them to develop their own technical, organizational and management skills and practices. Agribusiness in this sense is defined as business and management activities performed by firms that provide inputs to the farm sector, produce farm products and/or process, transport finance, distribute, or market farm products (Downey and Erickson, 1987).

2.1 Involvement of Private Extension Providers in Delivery of Extension Services

A number of cases illustrate the fact that public services, recognize that other actors such as Non-Government Organizations (NGOs), Farmer-Based Organizations, (FBOs) or specialized consulting firms, can provide certain types of extension services more efficiently and more effectively than public sector agencies. Each type of Private Provider however, has its own niche and comparative advantages (Rivera, 2004).

2.1.1 Non-Government Organizations

A study on major agricultural extension providers in Tanzania, Rutatora and Mattee (2001) have observed that many NGOs have significant advantages to public extension systems particularly, with respect to integrating several services including credit, training,

and empowerment of farmers by targeting some otherwise neglected groups, example. women, and the rural poor. This observation on NGOs corresponds with the study by Tumbo *et al.* (2008) in Rungwe District who cited an example of Heifer Project International (HPI), being an international NGO that aims at reducing malnutrition and improving household incomes among smallholder farmers in the district. The NGO is involved with distributing milking cattle, goats and chicken to low income farmers as well conducting some training on sustainable agriculture such as the use of organic fertilizer and botanical insecticides.

2.1.2 Private Agribusiness Firms

According to Rutatora and Mattee (2001), most private agribusiness firms, do not have their own extension methodology as they are dependent on government extension staff who receive from them token allowances, transport assistance and in-house training on very specific technical or business messages. Most of them are more concerned with enterprise and profit maximization than the empowerment or personal development of the farmer and his/her farm family. There are few privately-owned tea plantations and several tea-processing factories in Rungwe District. These are, Katumba and Mwakaleli tea factories owned by Wakulima Tea Company (WATCO) and the Musekela, Chivanjee, and Mwasoni factories which are owned by the Tukuyu Tea Estates (TTE) (Mhagama *et al.*, 2004; Simbua *et al.*, 2004; Mwamfupe, 1998).

2.1.3 Farmer-Based Organizations (FBOs)

According to Adejo *et al.* (2012), formation of cooperatives and other rural farmers' organizations give their members a collective voice and help them to harness their resources together in order to raise their economic status. In India, for instance, the United Planters Association of Southern India (UPASI) is one of the oldest and most successful farmer's organizations. It has a long tradition in leadership, research and extension

services in the plantation industry. It is engaged in research, statistical analysis, commodity affairs, industrial relations, taxation, finance, legal issues, publications and public relations and represents the growers' interest in national and international forums. It also organizes conferences, seminars, workshops and rural development programme (Sulaiman, 2012).

According to Maghimbi (2010), the Tanga Dairy Cooperative Union (TDCU) is one of the very successful dairy cooperative unions in Tanzania which support small livestock keepers by providing them with highly productive milk cows and organizing a milk plant and markets for their produce. The Rungwe Smallholders Tea Growers Associations (RSTGA) is an FBO in Rungwe aimed at consolidating smallholder tea farmers in order to increase tea production so as to improve their income generation and alleviate poverty in the district. Its mission includes: promoting the use of improved farming practices among tea growers, and linking the farmers with the extension services from the Wakulima Tea Company (WATCO), Tea Research Institute of Tanzania (TRIT) and the District Council (Mwamfupe, 1998).

2.2 Performance of Private Extension Providers on Provision of Extension Services

2.2.1 Non-Government Organizations (NGOs)

Several NGOs in India for example, are involved in the promotion of micro-credit through organizing Self Help Groups (SHGs). These NGOs received funding from the Government, philanthropic and corporate bodies as well as international donors. Due to their effectiveness and flexible operational mechanisms, governments are now increasingly partnering with them whereby, several ministries of the Union Government have a separate funding system for NGOs for a given specific activities (Sulaiman 2012; Rivera 2004). According to Rutatora and Mattee (2001) some of the NGOs and projects

which are seen to be doing an effective job in Tanzania include: the Special Programme on Food Security (SPFS) in Morogoro and Dodoma, the Southern Highlands Dairy Development Project (SHDDP) in Iringa and Mbeya, and the Soil Erosion Control and Agro forestry Project (SECAP) in Tanga.

2.2.2 Private Agribusiness Firms

According to Rutatora and Mattee (2001), and Rivera (2004) private firms stand a better chance of complementing government efforts for commercially oriented farmers, provided they have a good capital base, and good management. A study by CUTS International (2011) shows that in order to ensure consistent supply of produce adapted to their overseas markets, some private exporters are now providing production support to farmers' organizations through contract farming. Under these forward agreements, the farmers produce a particular product of a particular quality and quantity at an agreed price, which guarantees them a market for their produce, while the purchaser provides them with a range of support services including the supplying of inputs on credit (seeds, fertilizers and pesticides) and technical advice. These expenses are in turn, deducted from farmers' income after the harvest. Mhagama *et al.* (2004), experienced good public-private partnership provision of extension services in Rungwe District whereby, for a period of three years from January 2001 to December 2003 the Tea Research Institute of Tanzania (TRIT) was contracted by Wakulima Tea Company (WATCO) to provide extension services for smallholder tea growers in Rungwe District. Due to successful implementation of this project, the contract was extended for another three years from January 2004 to December 2006. The contribution of private extension providers on tea production in Rungwe is significant. According to Mhagama *et al.* (op. cit) and Simbua *et al.* (2004), Rungwe District is the second largest tea grower in Tanzania after Mufindi District, Iringa Region.

2.2.3 Farmer-Based Organizations (FBOs)

According to Maghimbi (2010), Tobacco growers in Tanzania seem to have made more progress in increasing the income of their cooperative. The standard of living (measured by observing their housing, dressing, freedom from debts and ownership of bicycles, radios and mobile phones) of cooperative members in villages is better when compared to those who are not members of cooperatives. Mutual support systems between cooperative members are found mostly in the established special borrowing schemes (SACCOS). Indeed, these SACCOS are viewed as a mechanism for social protection for the millions of people whose only available channel of credit is the local SACCOS (Maghimbi, 2010).

2.3 Major Factors Influencing Involvement and Performance of Private Extension

Service Providers

2.3.1 Non-Government Organizations (NGOs)

Irrespective of their positive impact, findings by Rutatora and Mattee (2001) show that almost all NGOs share some common weaknesses which impairs them from collaborating in a common programme with others. These include: inadequate staff for fieldwork, and their tendency to rely mostly on government staff, being territorial-minded with a great degree of autonomy and lack of transparency in operations.

2.3.2 Private agribusiness firms

It has been observed Mhagama *et al.* (2004); CEPA (2005); CUTS International (2011) and Adejo *et al.* (2012), that some challenges influencing Private agribusiness include lack of profitable opportunities and high (actual-perceived) business risks that cannot be mitigated in a cost-effective manner. In addition, farmers may not have credit to pay for extension services even though they were available. A high energy cost, poor and unreliable power supply has been mentioned as another constraint to many agro-processing industries. Other challenges according to Rutatora and Mattee (2001) include

limited financial resources (especially for locally based ones), providing goods and services generally unaffordable to poor farmers and lack of qualified staff, which reinforce their dependence on government extension staff.

2.3.3 Farmer-Based Organizations (FBOs)

Findings by CUTS International (2011), Maghimbi (2010), Rutatora and Mattee (2001), show some common challenges influencing most FBOs. These include unequal power relationships with wholesalers, middle men, exporters and agro-processors. Crises, such the global financial crisis, drive the prices of some crops, such as coffee and cotton. Others include; poor coordination mechanisms between groups, lack of leadership skills, lack of credit facilities, low education level to their members, conflict of interest among members. Due to these factors, sustainability of groups is mostly questionable.

CHAPTER THREE

3.0 METHODOLOGY

3.1 Introduction

This Chapter describes the methodology used in this study. It covers description of the study area, research design, sampling procedures, tools and procedure used for data collection processing and analysis.

3.2 Description of the Study Area

The study was conducted in Rungwe District, one of the oldest districts in Tanzania as its history dates back to the German Colonial period in the 1890s. In 1961 the District by then, included Kyela and Ileje, adopted the Colonial Local Authority System until 1972. In 1975, it was split into Kyela and Ileje District respectively. The District was selected for the study because of having private companies and enterprises, NGOs, and FBOs involved in provision of extension services.

3.2.1 Administrative units

The District is divided into four divisions namely: Ukukwe, Busokelo, Pakati and Tukuyu. In these divisions there are 30 Wards, which comprise of 162 Registered Villages. Tukuyu Division, which is made up of two wards with 13 Sub-villages, constitutes the main Town of Tukuyu. Busokelo and Pakati divisions are the largest in the District covering an area of 969.14 and 822.13 sq km, respectively.

3.2.2 Geographical location

Rungwe District lies between Latitude 8⁰30 and 9⁰30 South of Equator and Longitudes 33⁰ and 34⁰ East of Greenwich Meridian. The District shares borders with Kyela District in the

South, Ileje District in the West, Makete District (Iringa Region) in the East and Mbeya District in the North. The District Headquarter is situated at Tukuyu Township, which is about 72 km from Mbeya City along Uyole–Ibanda Highway, which passes through Kyela District to Malawi.

3.2.3 Demographic characteristics

3.2.3.1 Ethnic groups

The District has four main ethnic groups- the Nyakyusa, Ndali, Safwa and Kinga. The Nyakyusa comprise about 95% of the population and they live in the high-density areas of Tukuyu and Ukukwe. The Ndali and Safwa who make up 5%, live along the borders of Ileje and Mbeya District respectively

3.2.3.2 Population size and growth

According to the 2002 National Population and Household Survey Census, the District had 307 270 people with an annual growth rate of 0.9% and population distribution was estimated to be 139 inhabitants per sq. km. Average population density in the District is 139 people per sq.km, which is above the Regional average of 34 people and National average of 39 persons per sq. km; it is the second most densely populated District in Mbeya Region. Tukuyu and Ukukwe Divisions have higher population densities, which are attributed to diverse economic activities undertaken in the area including agriculture and industry. There is an influx of the youth from other parts of the District to the Urban Center of Tukuyu, Ushirika and Kiwira Trading Centre. The average household size in the District is 4.1 persons.

3.2.4 Topography and climate

3.2.4.1 Topography

Rungwe District is generally mountainous, with Rungwe Mountain and the Livingstone ranges rising from an altitude of 770 meters to 2265 meters above sea level. Steep sides of the mountain ranges are characterized by small numerous streams which together form major rivers such as Kiwira, Lufilyo, Mwatisi and Mbaka. River Kiwira, Mwatisi and Mbaka originate from the Rungwe Mountain while Lufilyo originates from the Livingstone Mountain Ranges. These rivers are adjoined by other small streams, which pour their waters into Lake Nyasa in Kyela District.

3.2.4.2 Climate

The mountainous state of the District has consequently great influence the climate making it to experience cold and rainy seasons. The District generally experiences adequate rainfall throughout the year. The average rainfall ranges from 900mm in the lowland zone to 2 700mm in the highland zone. The temperatures are generally modest and range from 18°C-25°C all the year round. This condition is favorable for both crops and livestock production.

3.2.5 Agriculture

Agriculture is the main economic activity in the District, employing about 90% of the workforce. The main crops grown are tea, coffee, cocoa, cardamom, bananas, potatoes, paddy, maize and beans. The District is estimated to have 165 825 ha (Table 1) of arable land of which 36 048 ha is under perennial crops. However, unreliable markets for different crop produce and high production costs, especially for inputs, are reported to be some of the factor for the small pace increase in agricultural production.

Table 1: Distribution of arable land in Rungwe District

Total land Area (Ha)	Arable land (Ha.)	% of Arable land	Crop Production (Ha.)	% of Arable Land Under Crop Production
221100	165825	75	108657	65.5

Source: Rungwe District Administrative Office

3.2.5.1 Agro-economic zones

Basically the District has three distinctive agro-economic zones namely: i) the Highlands Zone ii) the Midlands Zone and iii) the Lowlands Zone.

(i) The highlands zone

These are the continuation of the Mporoto Mountains from Tembela Ward in Mbeya Rural and it covers the whole area of Isongole Ward. It rises to an altitude of 2265 meters above sea level. Generally, the uplands zone is cold throughout the year with high rainfalls averaging between 1500 and 2700 mm per annum. The area is suitable for agriculture and the main crops cultivated are potatoes pyrethrum, maize, beans and vegetables.

(ii) The midlands zone

The zone covers about 75% of the total land in the District and occupies more of Pakati and Busokelo Divisions. The zone experiences cold weather and receives average annual rainfall ranging between 800mm and 2200mm. The soils are good for agriculture and livestock development and the main crops grown are tea, coffee cardamom, maize, beans, bananas and groundnuts.

(iii) The lowlands zone

This zone lies to the South of the District and covers about 15% of the total land area. It lies at an altitude of 772 meters above sea level and covers Ilima, Masukulu, Itete, Kambasegela and Kisegele Wards. The weather is generally hot and suitable for

cultivation of paddy, maize, beans, cocoa and bananas. The Lowlands Zone receives average rainfall between 900-1200 mm (Mussei *et al.* 1999; Nyunza and Mwakaje, 2012).

3.3 Research Design

This study adopted a cross-sectional survey design. According to Babbie (1990) and Creswell (1994), the design allows data to be collected at a single point in time from a random sample. The design is useful for description purposes as well for the determination of relationships between and among variables.

3.4 Study Population

The population from which information was sought (target population) consisted of all Smallholder Farmers (Clients and Non clients) with an experience of extension services provided by PESPs in the area, all Ward Executive and Agricultural Extension Officers, The District Crop and Livestock, Extension Officers and all PESPs Management teams together with their respective Extension Officers.

3.5 Sampling Procedure

A list of all Private Extension Service Providers was obtained from the DALDO's office the Purposive sampling technique was employed to get the sample for the study. According to Neuman (2007) the technique is most appropriate when a researcher want to select unique representative cases that are especially informative. Thus, basing on presence and experiences of working with these PESPs, four wards were purposively selected, each representing one division of the District. The fact that the Ward Executive and Agricultural Extension Officers were few, both of them, were purposively selected for the interview. From the given Wards Executive Offices, registered PESPs and lists of Clients and Non-clients individuals experienced with private extension services were

obtained. Basing on the above criteria and, by the help of Agricultural Extension and Executive Officers 15, individuals were purposively selected for the Focus Group Interview from each of the 4 selected wards to represent 4 divisions of the district. In addition, the following were also separately interviewed: 4 Ward Executive and 4 Ward Agricultural Extension Officers, to represents the four selected wards of the District.10 representatives to management teams of the given PESP in the District, District Crop and Livestock Extension Officers. Only 1Private Extension Officer from Africa Bridge (an NGO) were available for the interview this is due to the fact that most of the PESP especially FBOs receives extension services from Public Extension Agents while most of Companies engaged in cocoa production had no Extension Agents residing or available on the study area. Thus, the sample size comprised of 81 respondents.

3.6 Data Collection Methods

3.6.1 Primary data collection

An interview schedules and a note book were used to collect primary data during focus group discussions with farmers/clients. The checklists were also used during personal interviews with the District crop and livestock Officers, Ward Extension and Executive Officers at ward levels and the managements of private extension providers with their respective extension officers.

3.6.2 Secondary data collection

A note book was used to note down some important secondary data from official documentary sources relevant for the study. The documents included research reports; specific official reports from District extension department, private extension providers, ward offices and the general development profile from the District administrative office describing the study area. In addition, an internet, websites and the Sokoine National Library, were used to supplement other information.

3.7 Data Analysis

Content analysis technique was used to analyze data collected through interviews and focus group discussions (FGDs) with the respondents. Generally, preliminary analysis started when the researcher started the process of data collection whereby a set of data obtained from the identified categories of informants, were read and re-read until the researcher was familiar with the contents. According to Silverman (1993) the crucial requirement of Content analysis is that the categories should be sufficiently precise to enable different coders to arrive at the same results when the same body of materials/information is examined. The technique also helps to reduce the volume of recorded information. Secondly, the categories were reviewed to check if they sufficed the objectives of the study. Thirdly, both conceptual analysis (to establish the occurrence and importance of concepts and phenomenon of given information) and rational analysis (to examines the relationships among concepts and situations). Finally, the researcher came up with the summary of findings across each category of Private Extension Service Provider in the District.

CHAPTER FOUR

4.0 DATA PRESENTATION ANALYSIS AND DISCUSSION

This Chapter presents the findings and discussion of the study in line with the specific objectives of the study, which were:

- i) To describe the profile of private extension providers in the District.
- ii) To determine the performance of extension services delivered by private extension providers in the area.
- iii) To identify factors influencing involvement and performance of private extension service providers in the area.

4.1 Profile of Private Extension Service Providers in Rungwe District

Interviews with the District Crop and Livestock Officers, Ward Extension and Executive Officers in the selected wards of the District, revealed four major categories of Private extension service providers operating in the district, which are:

- (i) For-Profit Organizations (FPOs), (ii) For-Profit Individuals (FPIs), (iii) Non-Governmental Organizations (NGOs) and (iv) Farmer-Based Organizations (FBOs).

4.1.1 For-Profit Organizations (FPOs)

These are companies/organizations engaged with buying and doing some preliminary processing of cash crops (Table 2). They include Wakulima Tea Company (WATCO) and Mohamed Enterprise Tanzania Ltd (MeTL) which deals with processing tea leaves. The latter also buys some cocoa in the lowland zone of the District covering mainly: Ilima, Masukulu, Itete, Kambasegela Kisiba and Kisegese Ward. The major difference between the two companies is that, WATCO has dual (characteristics of being both For-Profit Organization (FPO) and Farmer-Based Organization (FBO)). This is because about 70% of

its share is owned by private investors and the remaining 30% is owned by farmers through their organization known as Rungwe Smallholder Tea Growers Association (RSTGA). According to Mhlanga (2010) and Msuya (2007), records from Tanzania Investments Centre have shown that most of the investment went to sectors with well-organized farmers including tea production in Rungwe, where WATCO and RSTGA are joint investors under Tanzania Tea Packers (TATEPA).

On the other hand, MeTL is a typical FPO Company which apart from dealing with tea, it also deals with buying cocoa in some parts of the lowland zone. Irrespective of these differences, however, there are some similarities between these companies in the sense that they both, possess tea processing factories and some plantations of their own, and both operate almost throughout the entire District.

The second sub-category of FPOs are those specialized in buying cocoa in the lowland zone of Pakati Division. They include Bioland, Hai and Olam. All these companies have their headquarters in Kyela District, and used to hire some local agents to closely oversee the development of the crop in the field. The study has shown that both have their own extension officers who visit their clients/farmers at different times during the season, mainly to provide them with education and some inputs like chain saw so that they produce cocoa of recommended quality and quantity for better income earnings.

The third sub category of FPOs are those engaged in buying coffee, mainly in Kiwira, Lufingo, Ibhigi, Ushirika, Makandana, Katumba and Suma. These include: Olam, Lima and Dai. According to the informants, these companies are mainly active during the harvest and about a month post-harvest periods; they rarely provide other extension services such as education.

The fourth category of FPOs is comprised of only one company Rungwe Avocado Company (RAC) which deals with production, packing and transporting avocados and sometimes fresh banana. It has its own packing factory at Kyimo which encompasses a packing godown, offices and nursery yards for avocado and macadamia. The company possesses some plantations of its own on the slopes of Mt. Rungwe it also buys some fruits by contracting individuals and farmers' groups in the District. The contracted clients receives some initial services which include buying the seedlings at a down payment of 500/= out of the actual price of 3 000/=. The balance, 2 500/= is paid by deducting from ones earned income. The company would also send its own workers to a client to help him/her in digging holes for planting the seedlings and provide some extension services free of charge. Generally, most of the FPOs have been observed to be more organized, and their activities including extension education are for-profit maximization.

Table 2: Profile of (FPOs) Extension Service Providers in Rungwe District

Service Provider	Vision	Mission	Objectives	Coverage	Activities
WATCO/ RSTGA	To build capacity among small scale tea farmers enabling them attain sustainable economy and social development.	-Become an independent association. - Bringing positive social and economic changes amongst its members and the whole district in general by cooperating with Government and other stakeholders.	To support small scale tea farmers in production, processing and selling tea leaves in sufficient quantity and quality so as to meet the market needs. -To have a strong association that provides a conducive environment and enables its members to sustainably benefit from good social and economic services.	The whole District except some few areas of Pakati Division whose agro-ecological zones does not support tea production.	Production, buying and processing tea leaves in the area.
MeTL	-	-	-	Tea: Almost all areas of the District where tea is grown except some lowland parts of Pakati Division. Cocoa: Most lowlands of Pakati Division and nearby Kyela District.	-Production, buying and processing of tea leaves -Buying and processing cocoa.
Rungwe Avocado Co. (RAC)	-	-	-	Centered on slopes of Mt .Rungwe and KK- Kyimo suburb currently is expanding to cover the whole District and beyond.	Avocado and Macadamia production, packing and transportation.
Lima & Dai, Olam	-	-	-	The entire District where coffee is grown especially Lufingo, Kyimo Suma (Ukukwe Division) and Ushirika in Pakati Division mainly	Buying coffee.
Bioland, Hai, MeLT & Olam	-	-	-	Kambasegela, Kisiba, Mbambo, Ilima and almost throughout Kyela District.	Buying cocoa, doing some primary processes and transporting the produce.

Source: Field Data, 2012/13

4.1.2 For-Profit Individuals (FPIs)

Similar to FPOs, For Profit Individuals (FPIs) are profit-oriented entities except that they are comparatively limited in terms of resources (including financial, qualified personnel and working facilities) and have relative simple organizational structure. They fall into two major sub categories (Table 3), the Agro Vets Enterprises which deals with selling farm inputs and drugs, providing advisory services and re-visiting their clients in the District as well in Kyela District. They include: Zai and T and G Agro vets. The second sub-category, include those dealing with milk collection, processing and marketing. These include; Mwaswa and Mwangwata Milk Enterprises which are both located at Ushirika town. Their coverage is mainly confined to small towns along the Uyole–Ibanda highway. Though they have no clear formal vision, mission and objectives, they were reported and observed to be more successful kind of extension service providers as compared to most of the FBOs in the District.

4.1.3 Non-Government Organizations (NGOs)

Unlike FPOs and FPIs, most NGOs (Table 4), were reported to provide extension services with a focus on capacity building for their targeted clientele. Africa Bridge, for example, is an NGO with its headquarters in Tukuyu town, with a mission of improving living standard of orphans and most vulnerable children. It employs participatory approaches which include village meetings to identify their clienteles and support them by enabling them to meet school requirements like school fees, uniforms and text books. It also mobilizes their guardians and parents to form groups and support them on any agreed income generating activity. Dairy cattle project known in Kiswahili as “*kopa ng’ombe lipa ng’ombe*” is the most famous project which literally means “whoever gets a cow on loan is obligated to pay back a cow to somebody else”.

Table 3: Profile of (FPIs) Extension Service Providers in Rungwe District

Service Provider	Vision	Mission	Objectives	Coverage	Activities
Zai Agro vet	-	-	-	Some parts of Rungwe District and Kyela District.	-Selling farm inputs and drugs; advising farmers and animal keepers, Linking farmers and Extensionists in the District.
T and G Agro vet	-	-	-	-do-	-do-
Mwasa Milk Enterprise				Along Mbeya –Kyela main road mainly: Bujela, Kisondela, Ushirika, Mpuguso, Tukuyu, Katumba, KK-Kyimo, Kiwila, and Mbeya City as far as Malawi and DSM City	Milk collection, processing and marketing.
Mwangwata Milk Enterprise	-	-	-	-do-	- do-

Source: Field Data, 2012/13

Africa Bridge has well stated vision, mission and objectives. It had employed one specific government Extension Officer who work for them on secondment basis. However, its coverage is limited to some few wards of the District which are Isongole and Rufingo (Ukukwe Division) Mpombo (Busokelo Division) and Masoko (Pakati Division).

Techno Serve has its headquarters in Kyela. It deals with provision of extension service to groups of farmers involved in cocoa and coffee production, by mobilizing farmers to form groups, facilitate the groups with education and some material support right from nursery

preparation to harvesting. In turn, the NGO finds markets for the produce for its clientele. The NGO does also provide education on environment conservation and organic farming. It operates its activities in the entire District where coffee is grown and most parts of Pakati Division and Kyela District where cocoa is grown abundantly.

On the other hand, Heifer Project International (HPI) is one of the oldest NGOs with a mission of reducing malnutrition and improving household incomes among smallholder farmers in Rungwe District, by distributing milking cattle, goats and chicken to low income farmers. However compared to the past, where it used to serve relatively many parts of the District, the NGO had currently scaled down its operational areas to only some parts of the District mainly parts of KK-Kyimo, Kiwira and some parts of the slopes of Mt. Rungwe.

Table 4: Profile of (NGOs) Extension Service Providers in Rungwe District

Service Provider	Activities	Vision	Mission	Objectives	Coverage
Africa Bridge	-Assisting parents/guardians living with orphans and most vulnerable rural children, with one of the identified income generating activities -Providing the children with education, nutrition and health services.	Wherever an organization works, children will have; Shelter, Nourishment Loving, family, health care, education and Income generating opportunities for their families.	-Listening to Tanzanian children. -Empowering their communities -Protecting, supporting and caring for the orphaned and vulnerable children through integrated sustainable development projects.	- Making the communities aware of the right of a child and role of the community in the care of the most vulnerable children. - Supporting projects that encourage and empower families who care for orphans. Compassionately listening and participating in the lives of children and their families. - Operate with quality know-how and high ethical standards and keeping commitment and promises - Working as a team and collaborating with children, community, government and other service organization.	-Isongole and Rufingo Wards in Ukukwe Division - Masoko in Pakati Division and - Mpombo in Busokelo Division
Techno Serve	-Extension services on cocoa and coffee production -Buying these produce during harvesting seasons.				Coffee: coffee growing areas. Cocoa: Some parts of the District especially Pakati Division and most of Kyela District.
Heifer Project International.	- Distributing dairy cattle to groups of farmers so as to enhance their socio-economic status.				-It used to cover the whole district. Though currently is not as active as in past days thus only notable in some parts of Kiwira, Rungwe Lufingo and KK-Kyimo village.

Source: Field Data, 2012/13

4.1.4 Farmer-Based Organizations (FBOs)

Basing on type of commodity they are engaged in, the study has identified two main sub-categories of Farmer-Based Organizations in the District (Table 5). Sub-category one, are those dealing with collection, processing and marketing milk and milk produce (fresh milk and yoghurt). They include, *Umoja wa Wafugaji Tukuyu* (UWATU), *Umoja wa Wafugaji Katumba* (UWAKA) and Faraja Group. These FBOs operate their activities in towns situated along Mbeya-Ibanda main road mainly in Kyela, Ushirika, Tukuyu, Katumba, Kyimo, Kiwira and in Mbeya City sometimes up to Dar es-Salaam City. Sub-category two of FBOs, are those engaged in cash crops and staple foods (coffee, cocoa, tea, avocado, banana and Irish potatoes). These FBOs work in groups either right from on-farm primary production activities for example, Lugombo Coffee and Bananas Growers and Kambakisi Farmers Association which deals with bananas and coffee production right from nursery preparation, seedlings' transplanting up to marketing of the crops. On the other hand some FBOs like Rukwa Mbeya and Iringa Agricultural Association (RUMBIAA) are engaged with on-farm post-harvest activities, mainly collecting from group members some coffee, grain cereals and bananas and selling them in bulky collectively. Both categories of FBOs however, had no extension staff of their own; instead, they rely on government's extension advisory services.

Most of these FBOs are less formalized with no clear vision, mission and objectives statements. Normally, marketing of given produce, by FBOs, is strategically dependent on the schedules of temporary local markets, popular known as "*minada*" in Swahili which are very common along the main road and other accessible places mainly Ushirika, Tukuyu, KK-Kyimo, Lugombo, Kambasegela, Kisiba, Mbambo, Suma and Kiwira.

4.2 Performance of Private Extension Service Providers (PESPs)

Determination of performance as perceived by the respondents, was based on the following criteria; relevance (whether extension services suit the needs of their clients), effectiveness (mission fulfillment), impact (socio- economic, and environmental changes attributed by Private Extension Providers) and sustainability (continuity of the benefits of private extension services in the area) (Macpherson and Pabari, 2004; Rey García, 2008; Christoplos *et al.*, 2011).

Table 5: Profile of (FBOs) Extension Service Providers in Rungwe District

Name of service Provider	Vision	Mission	Objectives	Coverage	Commodity/Activities engaged in
UWATU UWAKI and Faraja Group	-	-	-	Along Uyole-Ibanda main road including Ushirika, Tukuyu, Katumba, KK-Kyimo and Kiwira towns.	Milk collection, processing and marketing. -Artificial insemination services.
RUMBIAA			-	Areas where banana is grown or sold in bulky e.g. Lugombo KK-Kyimo, Suma and Kiwira.	Collecting grain cereals, coffee, bananas and marketing them.
Lugombo Coffee & Bananas Growers	-	-	-	Lufingo Ward in Ukukwe Division	-Working in groups on coffee and bananas • Crop management from nursery preparation, to harvesting and marketing.
Kambakisi Farmers Association	-	-	-	Kambasegela and Kisiba wards in Pakati Division.	-Working in groups on coffee cocoa and bananas • Crop management from nursery preparation, to harvesting and marketing.

Source: Field Data, 2012/13

Generally, the study shows that nearly all categories of PESPs are significantly important and thus relevant to their respective clients as the District Crop Extension Officer has also remarked:

“Under free market economy, it happens that their activities are no longer in line with priorities of their clients, they automatically fail to survive and in the long run, they either quit or die a natural death.”[Personal Communication: Date: 21/12/2012]

4.2.1 Performance of FPOs

The study (Table 6) shows that all FPOs are engaged with cash crops which are of high economic value in the District which are cocoa, coffee tea and avocado. These companies play great role in absorbing and providing readily available market to the farmers who otherwise, seem to have less experiences on accessing external markets for their produces. However, during focus group discussion with clients to these companies, most of discussants showed to be dissatisfied with prices of produces paid to them by the companies saying and felt that they were exploited.

With respect to effectiveness, most informants, credited FPOs to have relatively better capital base in terms of human, financial and working facilities, enough working experience within and international-wise. Also with exception of WATCO, which has contracted the Tea Research Institute of Tanzania (TRIT) to provide other extension services like providing education and the supplying farm inputs to their clients, most FPOs, are mainly engaged on relatively few extension services mainly by focusing of increasing the quality and quantity of the given produce so that they can maximize profit. All the above attributes have reported to facilitate most FPOs to carry on their activities much more effectively than the rest PESPs in the District.

For-Profit Organizations were commended to have had significant contribution to individuals' household incomes and to the entire District in general, as they provide readily available market to their clients at relative competitive prices. With respect to timely payment, one farmer at Katumba in Ukukwe Division commented on WATCO and remarked:

“This was not the case with our former Tanzania Tea Authority during its late reign when tea farms were abandoned and left to grow into bushy simply because the authority was not timely making due payments.” [Personal Communication: Date: 26/1/2013]

The company is said to have remedied the situation and assured the farmers with inputs through credit/loaning system. In spite of prices fluctuation for cocoa and coffee, yet the two crops are significantly paying. For example in 2011, a price of cocoa ranged between 2 600/=and 3 200/= a kilo while that of coffee shot up to 6 000/= before it dropped to 3 000/= a kilo in 2013. Nevertheless, the two crops are said to be the most profitable cash crops in the District. According to farmers, just selling some kilos of the commodities, one is assured of sending his/her children to school including private ones; building more modern houses and affords major family financial needs. Rungwe Avocado Company is said to greatly influence individuals and group of farmers to scale up production of avocados for the purpose of income generation. The Company has introduced fruits varieties which mature in relatively short time compared to local ones. These short matured varieties were positively accepted by most farmers to the extent that some of them uprooted varieties which were planted by the Uyole Agricultural Research and Training institute, for research purposes. Focusing on importance of conserving indigenous plant species, M/s. Batanyita (An Extension Officer from Ibigi Ward) commented by saying:

“I think for the purpose of conserving plant species, the newly introduced varieties should supplement the local ones and not substitute and compromise the existence of the former indigenous varieties.” [Personal Communication: Date: 16/1/2013].

Even though, according to most farmers prices of tea and avocados are relatively lower (231/= and 200/= per kilo, respectively, as per January 2013), the two crops were reported to have some significant contribution enough to afford some of their daily needs like buying some sugar, food, drinks (to include local brew like “*kyindi*” and “*kimpumu*”), paying small contributions, buying pens, exercise books and pencils for their kids. Alongside with their core mission, most FPOs were credited for supporting education on environment conservation including organic farming and conservation of water sources.

Generally, it is indicated that, where different companies are engaged in the same produce/commodity, as for the case of WATCO, MeTL, farmers have even more wide chance of opting where to send their produce basing on price advantages. The fact that WATCO, MeTL and RAC possess some processing industries and plantations of their own in the area, and that they have been operating for some years; most informants mentioned these to be some indicators for sustainability of the fore mentioned companies. In addition, WATCO works with relatively most extended farmer-based organization (RSTGA), which covers almost the entire District with clear management at different levels from village to District level. Since the process of drying tea leaves demands, high consumption of fuel energy, the company has established sustainable program whereby it distributes some seedlings to farmers and in turn buys fire wood from them. Similar to WATCO, Rungwe Avocado Company, also has a special program of contracting with individuals and group of farmers in this case the company distributes some fruit seedlings and provide some farm preparatory services, on agreements that, during harvest, the farmer will sell his/her produce to the company and allow the company to deduct some of the cost it has incurred to its clients.

On the other hand, most of the companies engaged in buying cocoa had their headquarters in Kyela District and were reported to assign on their behalves, some local agents to observe the progress of the crop in the growing area (the lowlands zone) of the District. These companies have neither plantation of their own nor processing plants in the area. Also similar to companies dealing with buying coffee, like Lima and Dai they do appear in the area seasonally, normally, some days before the harvest seasons. According to the informants, sustainability of extension services by these private providers is determined by the marketability and profitability of given crops especially in the world market. Cambridge Economic Policy Associates Limited (CEPA) (2005) and Mhlanga (2010) have mentioned some factors behind low agribusiness investment in Africa, as lack of profitable opportunities and high (actual and perceived) business risks that cannot be mitigated in a cost-effective manner.

The District Crop Extension Officer commented that, completion of the Songwe International Airport offers an even much better and efficient business environment for the Rungwe Avocado Company for exporting its fresh produce (avocado and bananas) to external markets. Findings by CUTS International (2011) have shown that upgrading of Kisumu and Eldoret International Airports in Kenya has increased export volumes and opened up the entire western region to opportunities for directly exporting. Subsequently, the African region has become the largest market for Kenyan exports accounting for 52% of all exports in 2009 while exports to the COMESA region, accounted for 77.3% of the total exports to Africa in 2009. The general performance of FPOs has shown on Table 6.

Table 6: Performance of FPOs in Rungwe District

Name of service Provider	Commodity/Activities engaged in	Relevance	Effectiveness	Performance Impact	Sustainability
WATCO	Production, buying and processing tea leaves	Relevant to the farmer since most residents own tea farms -They provide to their clients the farmers, with input through credit/loans.	Most effective kind of PESP with relatively good capital base. -Provides extension education through TRIT And other social services through RSTGA.	-They helped to revive tea crop which otherwise was about to die. -They provide their farmers with input through credit/loaning system and extension. -Income from tea leaves, enable their clients to meet at least, some school requirements for their kids, and buy some daily needs like sugar and soap. -They contribute to an increase of income to both to the entire District and individual households. -Participate in environment conservation activities.	It is the strongest organization with good base farmers' association (the RSTGA) right from the grass root. -Apart from buying tea leaves, they also had their own plantations on the slopes of Mount Rungwe. -They have sustainable program of distributing seedlings to farmers and in turn buying their trees for fire wood. - They also provide education on environmental conservation.
MeTL	- Production, buying and processing. tea leaves - buying and processing cocoa seeds	Relevant to the farmer since tea is one of the major cash crop grown in the area.	Relatively more effective, -It has good capital base and autonomous management. -Mainly involved in buying the crops.	-They contribute to increased income of individual households. -Compete with other providers engaged on tea production hence helping to control the prices of tea.	-Similar to WATCO, apart from buying tea leaves, it also possesses its own plantations at Kyimbila village and its own Tea processing factory. However, being purely an FPO, its sustainability depends on the profitability of the crop.
Bioland, Hai, MeTL and Olam	Buying cocoa, undertaking primary processing and transporting	-Relevant since cocoa is an important cash crops in the area. Relatively more effective	-Are companies with better capital, focused mainly on buying cocoa seeds	- Enables farmers to access market for the crop. -They seldom provide extension education (more business oriented) - They also provide education on environmental conservation/organic farming - Inter-companies price competition has advantages to farmers	Sustainability of activities depends on profitability of the business, sometimes disappear and reappear with a new name or engage in another produce they find important to them..
RungweAvocado Co.	Avocado and Macadamia production, packing and transportation	- Relevant since most household have at least some avocado trees on their homestead farm	-Relatively effective. However farmers are not compelled to sell to them due to low prices. -The company has its own most preferable varieties of fruits.	-The company has influenced individuals and group of farmers to scale up avocado production for income generation. -They brought varieties which matured in relatively short time compared to local ones, and thus threatening the existence of the latter varieties. -Some farmers uprooted experimental varieties introduced by Uyole Research Training institute in substitute of the new ones by RAC	Shows to be sustainable since it possesses packing factory of its own, apart from contracting individual and groups of farmers, the Company has some plantations of its own. - Completion of the Songwe International Airport promises better environment for its avocado and banana fresh produce.
Lima & Dai, Olam	Buying Coffee in the area	Relevant as they provide a reliable market for the crop to the farmers	Effective in the sense that they rarely provide other extension services apart of buying the commodity	-Contribute to the incomes of their clients although blamed for offering relatively low prices - Do not provide other services	-Mainly engage with crop production at late stage of harvesting. - Likely to be sustainable if crop is profitable.

Source: Field Data, 2012/13

4.2.2 Performance of FPIs

Performance of FPIs is presented in Table 7 whereby, Zai and T&G Agro-Vet Service Providers were reported to complement the government by providing agricultural advisory services much more readily and efficiently. On the other hand, Mwasa and Mwangwata Milk enterprises were reported to facilitate market between dairy cattle keepers and milk consumers and thus the two categories of FPIs were reported to be relevant to their clients. These findings support an observation by Mohammad (2010) who found that, farmers seem to trust services and information from the private sector compared to those from the public sector, as they find, it is more relevant, up-to-date, accurate and timely for their situations. Like For-Profit Organizations, FPIs were observed to be characterized by self-autonomy management which facilitates quick decisions and actions on whatever they have planned to achieve. They are also dealing with almost one aspect of extension service that is business for profit. The fact that most of them operate their business in towns centers along the main road, most FPIs are in good position of capturing a substantial number of customers, and subsequently, effectively fulfilling their mission.

On the other hand, challenges relating to limited resources and organizational management skills were mentioned to affect most of FPIs in fulfilling their mission. According to the owner of Zai Agro Vets, some dishonest customers do not pay back their debt for the services provided on credit terms. Some of them are unable to afford their service/product at stipulated prices, and tend to keep on demanding for discounts.

Commenting on the professionalism nature of her enterprise, she said:

“My business is quite different from a mere general shop; I can’t employ just anybody to sell and render other extension services to my clients, instead, I need a person with professional ethics who can get insight of my costumers’ needs and be in good position of rendering the services accordingly. Otherwise, the customers will run away and go somewhere else, for the same service”. [Personal Communication: Date: 18/1/2013].

Most of FPIs show close interaction between their enterprise and family matters. For example, the two Agro vets Enterprises were found to be managed and operated with either one of the couple or a close family member. Mwasa Milk Enterprise operates in the family living house and managed by the couples. However household chores like attending a child and washing some clothes were reported to affect some of their scheduled working hours. Counterpart partners engaged in the similar business, seasonal changes (June-November relative colder months) were mentioned to influence the number of litres an enterprises would collect and sell.

Similar to FPOs, FPI dealing with milk and milk products are credited to have significant contribution to household incomes for their members. As per January 2013, one litre of fresh milk from a farmer was bought at a price 500/= and sold at a price of 800/= to 1 000/=per litre. Nearly all of these FPIs afford to pay their clients for the collected milk at two installments (normally in mid and at the end of the month) hence enabling a farmer to solve any immediate and urgent financial needs like medical services, paying school fees and other household needs. They also play part in improving health of the community by promoting milk consumption and absorbing part of unemployed young women and men in the area. Mwasa Milk Enterprise, for example; he has employed 22 workers and pays them a monthly wage of 30 000/= each, for 14 working hours a day) including a cup of milk and buns. These are provided on daily basis free of charge. The Enterprise had also a 2-yearcommitment to offer 20litres of milk a week (free of charge) to each of the following institutions: Tukuyu Day Secondary School, Mpuguso Teachers College and Masebe Primary School. It links its clients with Public Extension Officers and organizes meetings on such matters relating to sanitation on animal house in order to improve milk productivity. It also acts as a guarantor between its clients and the store Owners of

building materials so that where necessary, the former, can buy the building materials on credit basis.

Zai and T and G Agro vets are said to compliment the government on provision of extension services on crop and livestock production more readily and efficiently than their counterparts (public agents). They have located their stores just adjacent to Tukuyu bus stand where whoever needs their services, can access them relatively much easily most of the time throughout a week. Commenting on private Agro-vet dealers in Kenya, Karuga (2012) reported that Agro-dealers are the first to contact with farmers. With greater knowledge about seeds, fertilizers and pesticides, agro vet dealers, have been able to advise farmers on which varieties to purchase and how best to use them. This agronomic expertise enables them to assume the role of frontline extension officers, while training in business management ensures that they run profitable and professional businesses.

According to the owner of Zai Agro vet and District Livestock Officer, sometimes these enterprises have been entrusted by the government to supply subsidized fertilizers to farmers. Similarly, Sulaiman (2012), has reported that, due to effectiveness and flexible operational mechanisms of most NGOs in India, the governments are increasingly partnering with NGOs to the extent that several ministries of the Union Government have a separate provision to fund NGOs for a given specific activities.

In spite of limited resource FPIs employ various techniques to sustain their business. Both owners of Zai Agro Vets and Mwasu Milk Enterprise have been engaged in their respective businesses for not less than 12 and 20 years respectively. Interview with them, showed an interesting common trait sustaining their business that is, in running the business, they also consider other aspects of human relations.

As the owner to Zai Agro Vet commented:

“I try my level best to maintain good rapport with my clients. I keep myself considered as service provider rather than business woman. At the same time I keep my services at high quality as possible in order to withstand competition from my counterparts service providers.” [Personal Communication: Date: 18/1/2013].

Similar experience was also reported by the owner of Mwasa Milk Enterprise who said that a part of doing business for earning money, he also considers other personal needs for his clients including lending some money to them when in need. The latter, also tries his level best to create an extensive network of customers for his product within and outside the District to as far as Dar-es salaam City. Nevertheless low business managerial skills have been reported to slow down their pace of business development as the owner of MWASA Milk Enterprise regretfully remarked:

“I wish I could have gone to school, (meaning he could have attended other higher education levels, more than primary education he have attained) I believe I could have excelled even much better than what I’m doing now”[Personal communication: Date: 21/1/2013]

Table 7: Performance of FPIs in Rungwe District

Name of the FPI	Commodity/Activities engaged in	Relevance	Effectiveness	Impact	Performance Sustainability
Mwasa Milk Enterprise	Milk collection, simple processing and marketing	-Relevant as they link farmers to the market and milk consumers to the milk producers	. Effective because they are carrying out only one aspect of extension services (buying and selling milk). However low capital and business skills affect them in meeting their goals	-Farmers are being paid twice a month hence able to meet some of their daily life expenses. -Contribute to improved community nutrition by promoting milk drinking for example MWASA provides 20 litres to each of the following institutions; Tukuyu day Sec. School, Mpuguso Teachers college and Masebe primary schools. He has employed 22 workers, He affords to pay school fees to his kids and some relatives -However, He regretful admit that low level of education, and business skills he has, limit His performance capacities.	-MWASA, for instance, shows a growing trend. At moment he is in the process of building a much bigger and well equipped building in which milk processing, storage and parking activities will be carried on. -Maintaining good rapport with their clients/customers.
Mwangwata Milk Enterprise					
Zai Agro vet	-Selling farm inputs and drugs, advising farmers and animal keepers and -Visiting their clients for veterinary services in the area	Relevant since they complement the government in meeting the growing demands for extension services in the area.	Their effectiveness is much affected by; -Demographic characteristics and size of the population. - Limited resource -Some unfaithful customers do not pay back for the services offered on credit terms. - Inability of some farmers to afford the services, some are keeping on demanding for price discounts	-They contribute to the dissemination of innovation to farmers alongside with the public extension agents and thus, increase their productivity, -Comparatively efficient in provision of the services. -Not all the clients needing their services can afford them	Challenges relating to business management skills and competition threaten their sustainability.
T & G Agro vet					

Source: Field Data, 2012/13

4.2.3 Performance of Non-Government Organizations (NGOs)

Most informants recognized services by NGOs (Table 8), to be most relevant since they are built on participatory approaches in identifying and prioritizing needs of their identified beneficiaries in the community for the purpose of assisting and empowering them, almost free of charge.

Almost all the studied Non-Government Organizations (NGOs) in the District are externally-based. Similar to FPOs, Non-Government Organizations (NGOs) have mentioned to have relatively sufficient capital enough to undertake their mission more smoothly. However, contrary to the former most of them are geared on empowering their specified clients (extension service for capacity building). Fulfillment of mission by most NGOs is influenced by the fact that in most case the needy to their services exceed their resource capacities. In order to undertake effectively their mission, most NGOs have been strategically dealing with one geographical area at a time. For instance, having finished its project at Isongole and Lufingo wards, Africa Bridge is now running its projects at Masoko (Pakati Division) and Mpombo (Masoko Division), on their hand, Techno serve are mainly concentrated on some few wards of Pakati Division, while HPI have mainly said to concentrates at Kiwila Lufingo and Kyimo wards in Ukukwe Division. Generally, NGOs like FBOs are said to employ participatory approaches by involving relative many co-partners (more bureaucratic) whom in most cases shows great heterogenic degree of commitment enough to work as a team. As a result, decision making and implementation may not be timely realized.

Commenting on impact of NGOs, almost all categories of informants acknowledged that this category of PESP plays significant role in improving socio-economic status especially for individuals with low economic esteem in the community. Techno Serve for

example, apart from running farmer field schools using their own extension officers they also provide some inputs such as chain saw, watering cans free of charge to farmer groups engaged with cocoa production. In turn, they find markets for the produce to their clients. Most of the NGOs like Africa Bridge and Heifer Project International have observed to employ a famous practice called "*Kopa ng'ombe lipa ng'ombe*" a Swahili phrase which literally reminds a client to be ready to give the particular livestock or any field crop in question to somebody else out of what he/she would have been given by the NGOs. The practice has been recommended with informants, to have contributed a lot in disseminating dairy cattle, pigs, goats and chicken on entire District especially among the least poor households.

Commenting on the substantial number of livestock keepers in the District, (70% of the households), the District Livestock Officer supported that, the fore mentioned practice, was easily adopted because historically, indigenous had similar practice known in Nyakyusa as "*Kufufya*" (literally means, lending a particular animal to somebody else). With this technique, a person with certain amount of animals would lend some, to his/her neighbour, relative or a friend mainly for two major purposes. Firstly, it was a way of banking that particular kind of livestock in case of any natural calamity which might kill a considerable number of animals in their houses. Secondly, as a way to enable that particular friend/relative or neighbour who had no or very few ones, to have at least some, and consequently, in so doing they facilitated the dissemination of a given livestock in the area. However, HPI is seen and commented by many informants to be as not effective as it used to be in past. Similarly, Africa Bridge has been commended to bring new hopes to orphans and most vulnerable rural children by supporting them in the areas of education, health and nutrition and empowering their guardians and parents by supporting them on any income generating projects a group had proposed. Similar to FBOs most NGOs have

been commended for participating in environmental conservation activities. Africa Bridge for example alongside with its core mission, it also participates in planting trees around public institutions especially primary and secondary schools as well as around health centers.

Participatory approach employed by NGOs which involve their targeted clients, and their local leaders at various levels from the very beginning, has mentioned to be their major strategy to insure that impact of their service are sustainable even after the projects phase out. However, the study shows that most of the NGOs which are externally-based become very effective under supervision of the pioneer coordinators and less effective when handed to their local successor ones. Explaining on some dishonesty conduct among organizational leaders, some clients of HPI in Lufingo Ward commented:

“Just as the assistance and close supervision of the “white” (Pioneers Coordinators of the project) diminishes or end up and the project handled to our fellow, “Black Coordinators” (Local Successor) it is when, we begin to experience the deterioration of the NGOs and all its benefits.” [Personal Communication: Date: 17/1/2013]

The study shows that the fact that decision making, and implementation for most NGOs, involves relatively much more stakeholders who, in most cases, have different social and personal commitment, this then, was reported to affect the performance and fulfillment of their mission. Heavy rainfall has been found to affect their mobility from one point to another as some rural roads becomes difficult to pass through, hence affecting their scheduled daily routine. According to the coordinator to Africa Bridge and supported by some local community members, there is a notion among local community including their leaders that aids from these external-based NGOs, are free services and costless to the extent that some would try hard to appropriate and personalize the resources and benefits from the organizations.

Table 8: Performance of NGOs in Rungwe District

Name of NGO	Commodity/Activities engaged in	Relevance	Effectiveness	Performance Impact	Sustainability
Africa Bridge	-Assisting parents/guardians living with orphans and most vulnerable rural children, with income generating projects -Providing educational, nutritional and health services to orphans and most vulnerable children.	-Community members are involved on suggesting a kind of project / income generating activity they would like to work with the organization -Gives new hope to children who otherwise missed schooling opportunity because of socio-economic challenges.	-Have relatively better capital base including working facilities, -They are better in close supervision -Too much rain tends to affect their working routine as some of the off-roads become difficult to pass through. -Always the number of targeted clients is relatively higher compared to their resource capacity. -Sometimes too much interference in the participatory process, delays implementation of their projects.	They have helped to improve health of households with orphans, environmental conservation. by planting trees around the schools and health centres; empower households hosting orphans and vulnerable children with IGA -Increased number of meals amongst the assisted families from one to three meals a day, assisted to improve the health and pupils attendance in schools.	- Both AFRICA BRIDGE and TECHNO SERVE employ participatory approach which among others it instill a sense of ownership. -Due to fact that they work on contract basis, most of their services are weakly supervised by their successors and hence their sustainability Jeopardized.
Techno Serve	-Provide extension services to groups of farmers engaged in production of cocoa and coffee. -Assist their client, to find market for the crops.	-Relevant to farmers since cocoa is the most important cash crop grown by most households in the area		-Facilitate learning, and crop production through groups. -The NGO do provide free of charge some necessary materials such as polythene bags, water cans and scissors for the groups. . - Though it does not buy the crop, it plays great role in keeping prices at competitive rate by finding buyers of the crop for the clients hence competing with other PESP in the area.	
Heifer Project International. (HPI)	- Distribute dairy cattle to groups of farmers so as to enhance their socio-economic status.	Relevant since it empowers the households with relatively low socio-economic status.	Used to be relatively much effective well-resourced employing participatory approach.	-Played a great role in innovating the dairy cattle (heifer breed). -Raised incomes and health of their beneficiaries through selling some milk.	-It is not active as it used to be in the past, -Poor management has weakens its sustainability.

Source: Field Data, 2012/13

4.2.4 Performance of Farmer-Based Organizations (FBOs)

Most FBOs (Table 9), got recognition of being most relevant since similar to NGOs they involve their clients by employing participatory approaches right from the beginning including conducting village meetings with the targeted individuals on identifying and prioritizing kind of activities they consider best to be undertaken by the organization.

As far as effectiveness is concerned, with exceptional of RSTGA (which is comparatively most extensive, and matured one), FBOs were reported to face some challenges which in turn affect them on fulfillment of their objectives and mission. The challenges include: low capital invested on their business, employing less skilled labour power to undertake technical activities such as accounting, dishonest action by their group leaders, lack of transparency on resource management of the group lack of confidentiality between leaders and their group members. Also similar to NGOs, FBOs are said to employ participatory approaches by involving relative many co-partners (more bureaucratic) whom in most cases shows great heterogenic degree of commitment enough work as a team. As a result, decision making and implementation may not be timely realized. Generally, FBOs dealing with buying and selling, milk and milk produce, have observed to be relatively much effective compared to their counterparts dealing with cash crops.

Farmer-Based Organizations (FBOs) were credited by informants in mobilizing its members and their resource, unifying their voice in such matters relating to fair prices for their crops, enabling them to enjoy economies of scales and providing better working environment for extension agents who in most cases showed to prefer on working with groups rather than individual farmer. The findings support an observation made by Mhlanga (2010) who found that lack of Farmer/Producer organizations of smallholder activities, leads to high production and distribution costs mainly because individuals are

unable to take advantage of economies of scale. The Kenyan government has also clearly stipulated that the mobilization of farmers for collective action in marketing, training and innovation as well as in implementing quality standards are classical functions of farmers' organizations, groups, co-operatives or businesses (Government of Kenya, 2012). Most members to UWATU, Faraja Group and UWAKA, has admitted to receive significance returns from sales they made to the organization enough to solve their daily financial needs such as improving their meals, health, their houses and for supporting other income generating activities. Faraja Group, has even extended its market beyond the district by partnering with one of the famous milk enterprises in the country namely, Asas Diaries Co. Ltd. According to District Livestock Extension officer, just within a period of three months, sales made by Faraja Group increased from 300 litres per day in 2012 to 1500 litres per day in 2013.

Challenges discussed above which most relates with limited resources and poor leadership was mentioned to jeopardize the sustainability of most FBOs. Nevertheless some of these FBO like UWATU and Faraja Group, have said to run their business for more than 12 years and both are now about to complete their own building which will encompasses milk processing machines, storage room and working offices. Since the major role of the government extension agents is to facilitate the formation and oversee their activities, then, the standing policy is in one way or another, said to guarantee and facilitate the sustainability of most FBOs in the area.

Table 9: Performance of FBOs in Rungwe District

Name of FBO	Commodity/Activities engaged in	Relevance	Effectiveness	Performance Impact	Sustainability
UWATU, UWAKI and Faraja Group	-Milk collection, processing and marketing -Artificial insemination services -Financial services and loans provisions through their SACCOS	-Its relevant as 70% of the residents in the District, keep animals including cows -Through their association, they are able to access markets within and outside the District. -Enhance their members to access other social services provided by the group.	Their effectiveness is influenced with low capital, organization management and example number. of litres they collect, is determined by storage facilities they have and their average number of their customers who buy milk on daily bases	Market for milk is assured to farmers. -Farmers receive their payment twice per month -The association provide employment to the youth - The rate of drinking milk among residents in the district has increased. -Sales from milk enable farmers to afford some daily basic needs and pay some school needs to their children-They provide employment to community members. -	These are among the long survived FBOs with promising sustainable effect in the district. Currently both UWATU and FARAJA are about to complete their own buildings for processing, storage marketing and offices purpose -FARAJA GROUP is partnering with one of the famous milk enterprise in Iringa namely ASAS Milk Co. LTD. -Challenges pertaining to organizational managements has negative impact on their sustainability
RUMBIAA	Collecting grain cereals and bananas and marketing them	Enables their members to access markets for their harvests	Their effectiveness is much affected with competition from others, and the fact that it is not well establishment	-they help to organize local markets especially for bananas	-Small capital and organizational challenges, are threatening their sustainability
Lugombo Coffee & Bananas Growers	Working in group on Coffee and bananas • Nurseries preparation • Crop production and marketing	-Relevant to farmers since these are prominent cash crops.	- Fairly effective due to; - Low capital, Organizational challenges -Effect of disease especially on coffee, and effect of competition with other stronger companies.	- The associations provide an intra and inter learning platform to their members. -Enable members to order farm inputs collectively at relatively cheap price than it could be done individually. -Members enjoy other supplementary social services like contribution when a member falls sick.	Small capital, limited resource, leadership/organizational challenges and competition are major threats to their sustainability
KAMBAKISI Farmers Association	Working in group on Coffee and bananas • Nurseries preparation Crop production and marketing	-Empower their members through education and some small loans			

Source: Field Data, 2012/13

4.2.5 The role of Government to Private Providers in the provision of extension services

Private sector can hardly carry out extension activities effectively without cooperating with the government (the public sector). According to the District Crop and Livestock Extension Officers, Ward Extension Officers and most management of FPI and FBOs, the District Government, plays great role in promoting the available agricultural opportunities in the District by distributing agricultural leaflets and booklets in public areas including: the Farmers' exhibitions popular known as "*Nane nane*", and tourists' centers like the Landmark Hotel. It registers and signs up contracts with PESPs interested to work in the District. Through its Agricultural Subjects Matter Specialists, the government provides advisory services, makes follow up and where necessary, takes discipline measure to any PESPs failing to adhere to the agreed contract. The Government has also established fora in which agricultural stakeholders meet once or twice a year to discuss the agricultural development in the District. However, these fora were reported to be not very much effective due to lack of funds to facilitate them. On the other side, most farmers showed to be dissatisfied with their representation in these fora as they felt that their representatives were overpowered by their counterpart members who were perceived to be more educated and financially better off.

At District and village levels, the Government is one of the key stakeholders in all projects facilitated by NGOs, as it co-operate with the NGOs on identifying areas with great needs according to the mission and objectives of the given NGO, it participates in seconding some of its officers especially Extension Officers. It also plays part in implementing projects by NGOs including assuring security to Officers and properties, of the given NGO. However according to the coordinator of Africa Bridge, sometimes the government becomes too beauracrautic to fulfill in time some commitments it has as it promised during the stakeholders' meetings like paying party of the school fees to the orphans.

The Government has also reported to play great role in formation and facilitating extension services to and by FBOs. According to the District Crop and Livestock Extension Officers they conduct some study tours to the FBOs so that they get an exposure and demonstrate their activities and products meanwhile, learn from other outstanding/successful fellow farmers and companies. This is done through direct visitation and the farmers' public exhibition. Sometimes the Government buys some grafted avocado seedlings from Rungwe Avocado Company and cross-bred dairy cattle from successful institution like Uyole Research Institute and distributes them to Farmer-Based Group/Organizations. It was reported that during 2011/12, the Government disseminated in the District more than 700 dairy cattle to farmer-based groups including Faraja Group.

Commenting on the influence of the Government in his business, the owner of Mwasa Milk Enterprise acknowledged that he has sometimes, being receiving advice and extension education especially on matters relating to quality and hygiene of milk and milk products from the Government Livestock and Health Officers. He has also sometimes been invited to attend seminars on entrepreneurship and matters relating to cooperative organizations. On the other hand, owner of Zai Agro Vet showed her dissatisfaction tax systems complaining that sometimes the Tanzania Revenue Authority (TRA) tends to overestimate taxes beyond their paying abilities.

Basing on guidelines provided for implementing the Agricultural Sector Development Programmes (ASDP), the role of the District Agricultural and Livestock Development Officer apart from being a member of District Facilitating Team (DFT), S/he also has to liaise with all agricultural stakeholders in the district, coordinate training of the DFT and Ward Facilitating Team (WFT) in agricultural plans Meanwhile, Village Agricultural

Extension Officer apart from close collaboration with the Ward Facilitation Team they are also ought to train, facilitate and support farmer group formation and farmer networking (URT, 2006). Furthermore, in order to make sure that cooperatives function effectively and produce desired outcomes, the third Medium Term Strategic Plan (2007-2010) directs the Ministry of Cooperatives and Marketing and Ministry of Agriculture and Food Security to train leaders of cooperatives in financial management, make sure that their members receive training on cooperative principles and governance. The Plan directs the respective Ministry to develop mechanisms that will involve the private sector in agricultural extension including creation of a local input dealer cadre, promotion of medium and large-scale investment, building capacities for research and diversifying export crops (URT, 2007).

4.3 Factors Influencing Involvement and Performance of Private Extension Service

Providers

4.3.1 Factors influencing their involvement

Factors influencing the involvement of PESPs (Table 10) can be classified into four main categories namely: agro-climatic factors, Policy- related factors, infrastructure- related factors and other social factors.

4.3.1.1 Agro-climatic factors

Adequate rainfall almost throughout the year, ranging from 900mm in the lowland zone to 2700mm in the highland zone, cool climate which provide conducive environment for livestock production and the most valuable cash crops mainly; tea, coffee, and avocado. The fact that Pakati Division falls within two agro- climatic zones, the midland and low land zones whereby, the latter is relatively much warmer than the former, the areas are therefore said to be potential to private investors dealing with production of both

temperate and tropical cash crop like tea, coffee and cocoa respectively. The finding is complementing with observation made by Mhlanga (2010), who found that the abundance of natural agricultural resources is a major pull factor for investment in the agribusiness sector. The Author cites an example of an expanding fisheries sub-sector in East Africa due to the presence of some of the largest fresh water lakes in the world. Thus, Ghana, Côte d'Ivoire and Cameroon have attracted investments in cocoa processing as a result of suitable agro-climatic.

4.3.1.2 National Agricultural Policy

Most Ward and District Extension Officers pointed to the National Agricultural Policy to have significant contribution on encouraging the involvement of PESPs, especially FPOs, FBOs and NGOs. Commenting on the impact of the Policy Mhlanga (2010) has observed that the extent to which a given country provides an enabling business environment strongly shapes costs and risks of doing business consequently influences the decisions of domestic and foreign private investors. Thus a good agribusiness environment provides opportunities and incentives for firms to develop and thrive.

On the other hand, Public extension agents and NGOs have reported to play great role in promoting the formation of FBOs as they tend to work with group rather than individual farmer. Similar Observation, has been made by Karuga (2012) who quoted John Mwanike, the Kenya National Deputy Director of Extension Services, that in order to tackle the scarcity of extension field staff, the Kenyan government was modifying extension approaches by working with group rather than focusing to individuals. By this approach, one officer can reach more farmers at a time.

4.3.1.3 Infrastructure

Rungwe District is reported to have relative better inter/intra district road networks, which are said to provide better environment for transportation and communication within and between the District and other nearby districts. According to coordinator of Africa Bridge, Human Resource Officer to WATCO, and some extension officers, during rain seasons however, some of the most peripheral roads have reported to be too difficult for vehicles to pass through and thus it tend to affect their working routine. Mhlanga (2010) had also commented that the level of infrastructure development in an economy influences the cost and efficiency of business operations. The limited availability and poor quality of roads and bridges in most South Saharan Africa have been a major handicap to effective transportation of produce from the rural areas to various markets, resulting in high post-harvest losses and rendering agribusiness investments less profitable. The author cites a report by World Bank (2007) on trader surveys made in Benin, Madagascar and Malawi which had found that transport costs accounted for 50–60 percent of total marketing costs.

On the other hand, failure of the former Tanzania Tea Authority whereby according to informants, it reached a time that the authority could not pay their clients for about six months as a result, most farmers abandoned the crop and opted to concentrate on other income generating activities. The presence of Mwakaleli, Nsekela and Katumba tea factories with their respective tea estates and some indigenous' tea farms, is said to open a door and encouraged involvement of WATCO and MeTL tea companies on tea production.

4.3.1.4 Other socio-economic factors

Relative extremely socio-economic differences prevailing on community such as extremely cases of poverty incidences, orphanages and most vulnerable children in the

community, charity spirit guided by visions and missions of most NGOs parallel to conducive working environment (cool climate) in Rungwe District, were mentioned to be some of the factors motivating most of the external based NGOs to engage in provision of extension services. The findings complies with observation by Muyanga and Jayne (2006) who found that involvement of many non-profit making entities such as Non-Governmental Organizations, Faith-Based Initiatives and Community-Based Organizations involvement in provision of extension service is motivated for search of sustainable ways to curb chronic poverty prevalence among the rural communities

Price fluctuation especially in the world market, diseases mainly, coffee berry disease (CDB), coffee leaf rust (CLR) are said to lower quantity of coffee produced, and consequently the number of companies dealing with buying the produce in the area. Lack of business skills and technical know-how, and relatively few customers especially on peripheral rural areas have mentioned to limit involvement of more technical FPIs, such as Agro Vets. This relates with findings by Mhlanga (2010), who commented that in spite the fact that most African countries have an abundant, low-skilled labour force for agricultural farming purposes. However, as processed foods gain prominence in both domestic and global markets, skilled labour force is becoming highly significant in the development of agro-industries and other value-added services. Some few extension and executive officers mentioned kindness of the indigenous towards guests as one of the factors providing good psycho-social environment to most external-based investors, mainly FPOs and NGOs.

Table 10: Factors Influencing Involvement of PESPs in Rungwe District

Kind ofPESP	Factors influencing their involvement
FPOs	<ul style="list-style-type: none"> -Presence of potential valuable cash crop in the District mainly tea, coffee, and cocoa. -Pakati Division falls within two agro- climatic zones, midland and lowland suitable for both tea coffee and cocoa. - Relatively good inter districts and rural road networks. -Crop profitability especially at world market. -Fertile moist soil and favorable climate. - Open policy for private sector. -Generosity of the indigenous to the investors. -Historical presence of tea factories like Mwakaleli, Nsekela and Katumba and their respective plantations and farms has sustained the presence of tea companies. -Relatively cheap buying price of the produces -Failure of the cash crop authorities, to pay farmers in time, demoralized farmers to work on tea production.
FPIs	<ul style="list-style-type: none"> -Some FPO, fail to compliant according to the contract -Policy which encourage and support private sectors -Sufficient rain and fertile land suitable for the crops and animal feeds cool climate favourable for dairy cattle (plenty milk) and cash crops -Good number of people engaged in crop and animal production, -Population in town centers motivates markets. -Substantial number of people rising dairy cattle in the area. -Increasing demand on animal and farm care in relation to improved production, -Lack of technical know-how skills, limit number of people dealing with Agro vet services.
NGOs	<ul style="list-style-type: none"> Large number cases of orphans and most vulnerable children in the community (the case of Africa Bridge) -Limited resource, affect the number of people and geographical coverage being served - Spirit of helping others -Though most of their service are free of charge but their report Charity guided by the mission of the NGO
FBOs	<ul style="list-style-type: none"> -Relative socio-economical extreme challenges facing human kind. -The National Agricultural Policy is positively promoting and encourages the presence of FBOs. -Influence of other agents like Techno Serve and African Bridge who prefer to work with group rather than individual farmers. -Bad experience from other FBOs, dishonest leaders misusing organization funds and properties. -Need of farmers to enjoy the economies of scale and other services including financial services provided through their SACCOS loan schemes. -Learning and a desire for collective voice on such matters like influencing prices for their crop/produce. -High demand for milk and milk produce within and on other part of Mbeya, Iringa, Morogoro and DSM -Small capital makes difficult for FBOs to compete with other service providers mostly FPOs.

Source: Field Data 2012/13

4.3.2 Factors influencing performance of PESPs in Rungwe District

The Factors influencing the performance of Private Extension Service Providers in the District as shown in Table 11 can also be classified into four main classes namely; Organizational-related factors, Demographic and social related factors, Marketing and Climatic factors.

4.3.2.1 Organizational factors

Informants mentioned relatively better capital base, in terms of working facilities such as transport and building structures, well equipped personnel, better financial position and experience, to be some factors which facilitate the performance of most external-based FPOs and NGOs. In addition, autonomy management (less bureaucracy) and being focused only to profitable extension activities are mentioned to have positive influence to most FPOs. On the other hand, most FBOs and FPIs are said to have insufficient funds, lack of qualified personnel, insufficient working facilities including transport, storage facilities and business skills, which in turn, limit their expansion and growth. The issue of storage and storage facilities becomes even much crucial for perishable products like milk and milk products, fresh banana and avocado as Mhlanga (2010), also commented that in addition to basic infrastructural needs, the perishability of agricultural products requires special facilities such as cold storage and refrigerated transport. Moreover, agriculture-specific infrastructure such as laboratories for product testing and certification purposes is a must if the sector is to be competitive, particularly in compliance with the sanitary and phytosanitary standards for world food trade.

Lack of transparency, lack of confidentiality on members, affairs, tendencies of organizational leaders to mis-use and or /appropriate resources of the organization and conflicts, are said to influence the sustainability of most groups established by NGOs and

FBOs. On the other hand, bad experience from some organizations especially due to poor management and mistreatment are also said to impede new members joining these groups and consequently their expansion and growth. Some members and workers of milk FBOs have been accused of attempting to add water to milk so as to make more litres. This is said to affect the quality of the product as well the image of the organization before their customers.

4.3.2.2 Demographic and socio-economic factors

High population (90%) of people engaged in agriculture and 70% engaged on livestock production including dairy cattle (plenty of milk), strategic business locations (in towns and bus stands) by most FBOs, and FPIs engaged in collecting and selling milk as well agro vets, are said to provide substantial number of customers to the respective organizations. Findings by Muyanga and Jayne (2006) shows that agrochemical companies are to a large extent profitable focusing enterprises and are thus not obliged to extend services to marginal areas. They target areas served with good infrastructural facilities to minimize distribution costs. These arguments hint that the social benefit of providing extension services to farmers in remote areas exceeds the profitability of private firms in providing the services. In such cases, the author remarked to reinforce private-public partnership kind of extension system. This partnership is expected to allow the private systems to operate in areas where they have strong incentives to do so, and allow the public sector to undertake or facilitate a socially beneficial role of providing extension services in areas where the private sector is unable/unwillingly to do so.

Non-Government Organizations have been credited by employing participatory approaches which include conducting village meetings to identify: the kind of project, beneficially of the projects, key stakeholders and responsibilities of each stakeholder in a

given project. This is said to foster good cooperation and a sense of ownership between and among participants of that particular project. Historical cultural practice “*kufufya*”, is mentioned to have significant contribution on innovating the distribution of dairy cattle by HPI and Africa Bridge.

Pioneer organizational leaders/coordinators of most externally-based NGOs have been credited to be more effective in close supervision and efficiency in resource use as compared to most of their counter parts local successors, which is parallel to a notion that an assistance from “white people” (a person coming from abroad especially Europe), is costless and free of charge. As the coordinator to Africa Bridge has also remarked, that sometimes members of the FBOs, would attempt to speak lies by reducing the actual figure of kilos or bags they have harvested from their project’s fields.

4.3.2.3 Marketing

Inter-competition over the given commodity/product between relating companies/organizations versus limited farm sizes and productivity were reported to reduce the amount of produce a given FPO, FBO and FPI would intend to collect and sell. Insufficient machines for doing some initial processing in cocoa pods were also reported to affect efficiencies of companies dealing with cocoa production in the lowland areas. FPOs are indicated to play great role in determining and setting buying prices for almost all kinds of cash crops. These prices were perceived by most farmers’ to exploiting them and favour the companies. This perception was also mentioned to be one of the reasons why some farmers especially the youth, are not motivated to engage in production of some cash crops like tea and instead, opt for other income generating activities.

Comparative high production costs in coffee, in terms of inputs like pesticides, fertilizers and some working implements sand the fact that there was no specific company out of

those buying the commodity which guaranteed the farmers neither, by giving subsidized services nor providing them on credit bases as the RSTGA-WATCO joint venture, does to the tea producers. These were reported to be some of the reasons why most farmers were not seriously engaged in production of coffee. Consequently, less amount of the produce were available enough to meet the needs of most companies engaged in buying the commodity.

4.3.2.4 Weather and climate

Most management to FPO, and NGOs and some extension and executive officers have mentioned heavy rainfall to cause some of the peripheral roads to be hardly passable, enough to impede communication and transportation of commodities within and between different points of the District and hence, distorting their working routine. Very heavy rains were also reported to cause rotting of cocoa pods consequently, affects the quality and quantity of the produce. Season's variation for instance, June is marked by very cold season followed a period of minimal soil moisture content in the successive months up to November, as a results production of tea for instance, becomes relatively lower compared to a period from January-May.

Table 11: Factors Influencing Performance of PESP in Rungwe District

Kind of PESP	Factors influencing performance
POs	<ul style="list-style-type: none"> -Sufficient facilities such as transport vans, better capital base (Physical, Human and Financial) as well working experience. - Provision of extension services is mainly focused on making profit -Autonomous management (less bureaucratic). -Seasonal variation; very cold months (June-November) production becomes relatively low as compared to (January-May) -Presence of cheap, hardworking labour force. -Cheap buying price of produce -Difficult transportation during rainy season. - High production cost due to high fuel energy required to dry leaves. -Inter-competition between companies reduces the bulkiness of crop a company has intended to collect. -Prices of cocoa and coffee is not steady tending to demoralize farmers. - Cocoa fruits tend to rot during rainy season hence affecting quality and quantity of the produce. -Sometimes farmers do not get inputs such as Fertilizers at the right time and sometimes fail to top up on subsidized one. -Insufficient machines used on processing cocoa.
FPIs	<ul style="list-style-type: none"> -Strategic location (town centers) enables them to capture substantial clients for their enterprise. -Improvement in extension services raises social awareness and more number of people who seeks for their services. -Small capital and business management skills. -Considerable number of people with dairy cattle (guarantee the availability of milk) -Extension education increases awareness among farmers and animal keepers and thus the needs for Agro vets services. -Competition with other similar service providers. -Sometimes TRA tends to overestimate taxes beyond paying ability. -Sometimes, drugs and medicine might stay longer in stores beyond it expiring date. -Dishonest practices amongst workers and clients. -Small capital, education and business skill
NGOs	<ul style="list-style-type: none"> -Good cooperation from the community to the extent that they even supervises themselves. -Employ participatory approaches which facilitate transfer of knowledge among group members. -Some members tend to reduce some amount of harvests (say beans) ones has actually harvested from a field set aside for the project. -The government sometimes delays to fulfill whatever it has committed to assist the beneficially as it has agreed on stakeholders' meeting. - Heavy rainfall affects working routine. - Notion that an assistance from "white" (A person coming from abroad especially Europe) is less costful and free of charge. -Long distances between working centres tend to increase running costs
FBOs	<ul style="list-style-type: none"> -Readiness and awareness of people on importance of unity so as to scale up their capital, give them voice and minimizing transaction and running costs. -The role played by Extensionists and other government Officers in promoting the formation of FBOs. -Low turn ups and delaying on attending meetings, failing to pay the required fees accordingly. Disputes and poor management skills are some of the challenges jeopardizing performance -Strategic location (town centers) of most FBOs dealing with, good number of people keeping dairy cattle facilitate business. -Difficult milk collecting routine (a farmer had to be on milk collecting centers as early as at 4:00am). -Members being compelled to sell to the Organization even when prices outside is comparatively higher than that of the organization.. -Delayed decision making to reach consensus consequently implementation. -Dishonest leaders misusing organizational funds and other properties. -Individual differences within the group tend to weaken the group. -Tendency of some members and workers to add some water on milk, so as to increase number of litres, -Seasonal variation; For instance from May-August, it is much relatively colder milk becomes scarce - Failure of members to pay contributions accordingly and delaying, or not attending meetings.

Source: Field Data, 2012/13

CHAPTER FIVE

5.0 CONCLUSIONS AND RECOMMENDATIONS

This Chapter presents conclusions and recommendations made basing on the findings of the study. The Chapter is thus divided into two sub-sections: conclusions and recommendations.

5.1 Conclusions

Based on observations and findings of this study it is concluded that:

- i. There is increasing involvement of private extension service providers which has been represented by the four main categories: For-Profit Organizations/Companies (FPOs), For Profit individuals (FPIs) NGOs and FBOs. Favourable agro-climatic environment in the District, National agricultural policy and effort of the government to promote private investments, presence of infrastructure roads, buildings, some tea estates, energy sources, potential cash crops and markets locally and world- wide, are said to be some of the major factors influencing the involvement of private extension service providers in the District.
- ii. Capacity of given PESPs in terms of financial capital, and material capital to include working facilities like buildings, means of transport and personnel are observed to be some of the internal factors influencing performance of most of the organizations. On the other hand, socio-demographic factors, infrastructures especially roads, powers and climate are mentioned to be some of the external factors influencing performance of given PESPs in the District.
- iii. FBOs engaged in milk and milk products mainly UWATU and Faraja Group, are noted to perform much better than their counterparts engaged in cash crops (with exception of RSTGA an outstanding FBO in tea production). It was also observed

that, given sufficient attention and support, For-Profit Individuals (FPIs) were potentially capable of performing even much better than what they were performing. Generally however, performance of both FBOs and FPIs are seen to be challenged by limited financial, physical and personnel resources.

- iv. It has also been observed that piggery projects and banana produce are among the main income generating sources to most households in the District, which however, most of the owners, use to negotiate and sell at farm gate prices without necessarily passing through any organization. According to the District Livestock Officer, in spite of the swine fever which has swept a considerable number of the flocks in the area, still 9 out of 10 households in the District, are said to own piggery project in their households.

5.2 Recommendations

In view of the above conclusions and observations made in the study, the following are some recommendations:

- i. In order to encourage involvement of more outstanding and successful for profit Individual enterprises (FPIs) and strong FBOs alongside with good agricultural policy in place, and its effort to promote the available agricultural opportunities, the Government should promote and support vocational skills to both leaders/managers and members/workers of FBOs, public extension staffs, as well to owners and workers of the (FPIs) especially on matters relating to: entrepreneurship skills market-oriented extension, organizational management and rights and obligations of both Managers/Leaders and their respective workers in FBOs and (FPIs) respectively.
- ii. The Government should make sure that comprehensive fora for agricultural development stakeholders are encouraged, strengthened, and effectively

coordinated accordingly. And that, farmers' groups and For-Profit Individuals are encouraged, empowered and proportionally represented in these fora. On top to that, the Government should continue with monitoring the competencies of PESPs providing extension services in the District.

- iii. The Government and other development stakeholders in the District should find a permanent investor who can contract with coffee producers and provide subsidized extension services basing on their agreed contract just as what WATCO/RSTGA, and RAC do to their clients, in tea and avocado production respectively.
- iv. The Government is hereby advised to continue investing in rural infrastructures (roads, markets, electricity and irrigation), stabilizing Inflation and currency to lower production costs, so that more private companies are attracted in both production as well as agro processing industries. Where necessary, it should synergize with private sector and conduct feasibility study on possibility of harnessing hydro-powers on the available potential sources, like "*Daraja la Mungu*", and Maramba Waterfalls found on the River courses of Kiwira and Suma respectively.

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APPENDICES

Appendix 1: An Interview Schedule for District Crop and Livestock Extension

Officers in Rungwe District

A) A Profile of Private Extension Providers in the District

1. What are Private Extension Providers are engaged in provision of Extension services in the District?

Name ofa PESP.	Type of a PESP(NGO,FBO,FP O)	Service/C ommodity dealing with.	Vision	Missi on	Objectives	Coverage	
						Wards/Vill ages served (names)	No. of Clients
1.							
2.							
3.							
4.							
5.							

B. The role of Local Government in facilitating involvement of private providers in provision of Extension Services in the area.

2. How does the local government influence the involvement and performance of private Extension Providers in the area?
3. How do you Coordinate and Monitor activities of Private Extension Providers in your district?
 - Coordination mechanism
 - Monitoring Mechanism
4. How does the local government (as public sector) corporate with private providers in provision of extension services in your district?

C. Determination of Performance of each Private Extension Providers in the District.

5. With reasons and basing on the criteria below, how do you evaluate the performance of Private Extension Providers engaged in Extension Services in the District?

- Effectiveness (mission fulfillment)
- Relevance (the extent to which the extension services suit the needs of their clients)
- Impact (socio- economic, and environment changes as a result of priv. extension providers)
- Sustainability (continuity of the benefits of private extension services in the area).

D. Factors Influencing Involvement and Performance of Private Extension Providers in the area.

6. What do you think are the main factors influencing involvement and performance of NGOs, Private Agribusiness and Farmer - Based Organizations in your district?
 - Factors influencing involvement
 - Factors influencing performance

THANK YOU FOR YOUR COOPERATION!

**Appendix 2: An Interview Schedule for the Ward Executive and Extension Officers
in Rungwe District**

Name of the ward -----

A) A Profile of Private Extension Service Providers in the District

1. What are the Private Extension Providers are engaged in provision of Extension services in your ward?

Name of a PESP	Type of a PESP (NGO), (FBO), (FPO)	Service/Commodity dealing with.	Vision	Mission	Objectives	Coverage	
						Villages served (names)	No. of Clients

4. What are the terms of Payment for the Extension services between the Private Extension Providers and their clients in your area?
5. To what extent do their clients in your area afford extension services provided by these Private providers?

B. The Role of Local Government in Facilitating Involvement of Private Providers in Provision of Extension Services in the area.

6. How does the Local Government influence the involvement and performance of private Extension Providers in your area?
7. How do you Coordinate and Monitor activities of Private Extension Providers in your Ward?
- Coordination mechanism
 - Monitoring Mechanism

C. Determination of Performance of each Private Extension Providers in the District.

8. With reasons and basing on the criteria below, how do you evaluate the performance of Private Extension Providers engaged in Extension Services in your District?
- Effectiveness (mission fulfillment)
 - Relevance (the extent to which the extension services suit the needs of their clients)
 - Impact (socio- economic, and environment changes as a result of private extension providers)
 - Sustainability (continuity of the benefits of private extension services in the area).

D. Factors Influencing Involvement and Performance of Private Extension Providers in the area.

9. What do you think are the main factors influencing involvement and performance of NGOs, Private Agribusiness and Farmer - Based Organizations in your district?
- Factors influencing involvement
 - Factors influencing performance

THANK YOU FOR YOUR COOPERATION!

**Appendix 3: An Interview Schedule for Managements of Private Extension Providers
in Rungwe District**

A) The Profile of Private Extension Providers in the District

1. The Profile of Organization

Name and Type of your Organization			
Service/Commodity You are dealing with.			
Your Vision			
Your Mission			
Your objectives			
Organizational Personnel capacity	Name and no of staff at Head Quarter	Name & No of Ext. Field Officers	
Coverage and personnel capacity	List of ward	Number of Clients in each Ward	Number of extension workers in each ward
Your budget per year			

2. Briefly describe the nature of employment of staff members in your organization -----
3. Apart of salaries what other fringes do you offer to your staff members?
4. What are the terms of Payment for the Extension services between your clients and your organization?
5. To what extents do your clients in the area, afford your extension services?
6. How do your clients influence your activities in Provision of extension services in the area?

D. The Role of Local Government in Facilitating Involvement of Private Providers in Provision of Extension Services in the area.

7. How does the Local Government influence your activities in Provision of extension services in the district?
8. How does your Organization as private agency corporate with government (public sector) in provision of extension services in the area?

B. Determination of Performance of each Private Extension Providers in the District.

9. With reasons and basing on the criteria below, how do you evaluate the performance of your organization in provision of extension services in the area?

- Effectiveness (mission fulfillment)?
- Relevance (the extent to which the extension services suit the needs of their clients)?
- Impact (socio- economic, and environment changes as a result of priv. extension providers)?
- Sustainability (continuity of the benefits of private extension services in the area).

C. Factors Influencing Involvement and Performance of Private Extension Providers in the area.

10. What are the general factors influencing your;

- Involvement in Provision of Extension services in the district
- Performance in Provision of Extension services in the district

11. What strategies are do you have to overcome challenges threatening the performance of your organization?

THANK YOU FOR YOUR COOPERATION!

B. Determination of Performance of each Private Extension Providers in the District.

6. With reasons and basing on the criteria below, how do you evaluate the performance of Private Extension Providers engaged in Extension Services in your area?

- Effectiveness (mission fulfillment)
- Relevance (the extent to which the extension services suit the needs of their clients)
- Impact (socio- economic, changes as a result of private extension providers)
- Sustainability (continuity of the benefits of private extension services in the area).

C. Factors Influencing Involvement and Performance of Private Extension Providers.

7. What do you think are the main factors influencing involvement and performance of NGOs, Private Agribusiness and Farmer - Based Organizations in your district?

- Factors influencing involvement
- Factors influencing performance

THANK YOU FOR YOUR COOPERATION!