



INSIDE

TAMA turns 90

As Govt commends TAMA for promoting tobacco industry

By: Grace Kapatuka

SOLARIS: A POTENTIAL ENERGY CROP FOR MALAWI

OBJECTIVE
To create awareness

Keynote Facts

- Crop selected for Seed by SUNCHEM HOLDINGS, Italian R & D Co.
- Fast GROW / Fast Maturity
- Annual crop with possibility of multiple harvests
- Seeds contain 26-41% oil on dry matter basis
- Oil extraction yields 23 % crude oil
- Has higher oil content than other known oil crops (Table 1)
- Table 1: A comparison of average yields and oil potential in a selection of potential feedstocks (intermediate values)

Crop	Seed yield (tonnes/ha)	Oil content of seed (%)	Extraction Oil yield (t/ha)
Country Broad Bean	3.2	23.3-42.3	140-1100
Sunflower	1.9	33-45	100-342

Solaris Research - Page 2



Pic by TAMA Communications

A 90 year march at Sharpe Valley- Ntcheu-Mana.

Controller of Agriculture Services in the Ministry of Agriculture, Irrigation and Water Development Dr. Alexander Bulilani commended efforts by the Tobacco Association of Malawi (TAMA) in supporting the regulation and promotion of the tobacco industry in the country.

“Tobacco is a crop that uses lots of trees when it is being cured. As it is the situation in the country, most of our areas have been degraded and we need to restore back the lost trees. Let me commend TAMA that apart from promoting the crop, they also encourage farmers to plant trees which is very good,” he said.

Speaking in Ntcheu when he presided over TAMA 2019 annual area meetings launch, which also marked the start of celebrations of the organisation’s 90th anniversary, Dr Bulilani said the tobacco industry plays an important role in the economic development of the country.

Speaking in an interview during the annual area meeting, TAMA president Abiel Kalima-Banda said the Association strives hard to sustain the tobacco industry in the country through production of good leaf that will be able to fetch good prices, developing the country in the process.

“As you know tobacco is an important crop because it makes this country to run. For a country to run it needs forex and when we look at statistics, tobacco brings in over 60 percent of forex through exports,” he said.

“We are trying hard as an Association to ensure that we don’t disappoint buyers. We advise farmers to follow good practices from our Business Officers so that they produce a good crop. There is also an issue of mixing the crop with non-tobacco related materials when sending their commodity to markets. As an Association we have intensified campaigns to ensure that no one does that so that we have a clean record for our industry,” said Kalima-Banda.

He said TAMA plays an important role by providing appropriate services to tobacco farmers in the country who later produce good crop that fetches a lot of money on the market..

“We cannot talk about the growth of tobacco industry without mentioning TAMA. The organization provides extension services to the farmers as well as employing a lot of people involved in the industry,” said Bulilani.

As the tobacco market is about to open for this year’s marketing season, Kalima-Banda urged farmers not to sell the crop to vendors but instead wait for the market to open.

Dr Bulilani said it was pleasing to note that apart from promoting the production of the crop, the organization also encourages farmers to plant more trees every year.

TAMA was founded in 1929 as Nyasaland Tobacco Association before being registered as a trust in 1983 as TAMA. This year TAMA celebrates 90 years of existence.



Mbelwa V inaugurates 2019 tree plantingPage 3

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2019 Annual Area Meeting in briefPage 4



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EDITORIAL

2019 is here. The Business Focus brings you activities that took centre stage in the first quarter of the year. This is one way of being accountable to our members.

The quarter begun with the implementation of the 5 year strategic plan that was approved by the Executive Board as well as the Council in December 2018. A Cooperative Office and Business Development Office became fully operational in the quarter.

The Association collaborated with a number of institutions to ensure the farmers are well serviced. Working with the Agricultural Research and Extension Trust (ARET) and Limbe Leaf Tobacco Company, the Association assisted farmers to plant a total of over 15, 000 tree seedlings across the country. The Association sent a joint team of technocrats with ARET to Brazil on a study tour to the country's Tobacco Association (AFUBRA) to learn how farmers are serviced among other things.

These are some of the issues this edition brings you and it is with sincere hope that you will enjoy reading and learn more on what TAMA is and intends to do.

The Business Focus wishes TAMA members and all the stakeholders all the success in the 2019 marketing season.



Farmers at Kandiya Research Station

SOLARIS:
A POTENTIAL ENERGY CROP FOR MALAWI

OBJECTIVE
To create awareness

Known Facts

- Crop selected for Seed by SUNCHEM HOLDINGS; Italian R & D Co.
- Non GMO / Non Nicotine
- Annual crop with possibility of multiple harvests
- Seeds contain 39-41% oil on dry matter basis
- Oil extraction yields 33 % crude oil
- Has higher oil content than other known oil crops (Table 1)

Table 1: A comparison of average yields and oil potential in a selection of biodiesel feedstocks (international values)

Crop	Seed yield - international averages (ton/ha)	Oil content of seeds (%)	Extractable Oil yield (L/ha)
Canola (Rape Seed)	3.3	33.2-47.6	965-1250
Sunflower	1.9	32-45	534-742
Soybean	1.5-3.3	21-22	274-635
Jatropha curcas	1.5-2	25-40	540-660**
Tobacco Solaris	5.7	39-41	1930-2038

Source: C. Fogher, 2011 and Dar, 2007.

OIL USAGE

- Extracted oil can be processed into
 - a.) Bio-diesel
 - b.) Jet-A
- **OTHER BENEFITS**
 - I. Leaves into Livestock feed - Cake
 - II. Stems and Leaves into Briquettes
- **YIELD RANGE** - Seed 2500 – 3000 kg/ha in Malawi
- **EXPECTED GROSS PROFITS** \$1.33/kg Equivalent MK 971/kg

STAND NO. 3

ARET finalises Solaris research

By: Sam Kalimba

The research department of the Agricultural Research and Extension Trust (ARET) has been conducting a study on Solaris for the past four years.

Presenting the findings of the research was an Agronomist from ARET, Mr. Kingsley Magulu during a launch of the Trust's National Field Day at Kandiya Research Station in Lilongwe on 1st March 2019.

Magulu said that Solaris is a potential energy crop for Malawi.

“Solaris is selected for seed and not leaves despite that it has the behaviour of tobacco. The seed is crashed for biodiesel used for jet fuel and has

no nicotine,” said Magulu.

He told the participants to the field day that the crop has multiple harvests, where the residues of the seed crash and leaves are made into animal feed, and the stalks are made into processed fuelwood.

The crop study is being funded by a foreign investor, DDN Energy Solutions. Country Director is Mr. Robert Mhango who said the crop will first be grown on a 10, 000 hectare piece of land in the 2019/2020 cropping season.

“We can confirm that we are ready to start growing the crop in the next season after a four year research is over and

being accreditation granted. We will produce it ourselves for some years before we engage local farmers to come in,” said Mhango.

He said the approach to the production and processing of the crop would be similar to that of tobacco.

“We will have a major factory in Lilongwe and mobile factories closer to farms. We will be exporting final fuel product because our market is overseas,” he added.

A similar trial was done in South Africa and the country's airline flew a Boeing plane from Johannesburg to Capetown and back in 2016.



TAMA President, Cllr Kalima Banda planting a tree after the Guest of Honour at Gangata Village, TA Mzukuzuku, Mzimba.



The 2019 TAMA-ARET joint tree planting launch was graced by the TCC Board Chairperson, Inkosi Ya makhosi Mbelwa V. In the picture above, the Guest of Honour plants his tree at Gangata Village, TA Mzukuzuku, Mzimba.



ARET Board Chairperson, Cllr Reuben Maigwa speaking during the official launch of the 2019 TAMA-ARET joint tree planting exercise.



A Synod of Livingstonia CCAP Pastor prayed during the launch of the 2019 TAMA - ARET joint tree planting exercise at Gangata Village in Mzimba.



Traditional Authority (TA) Mzukuzuku making a speech during the 2019 TAMA-ARET Joint tree planting exercise. He expressed gratitude for considering his area to host the launch apart from planting the 2600 trees.



The farmer, Mr. Henry Nkhoma who donated his land for a woodlot that was made after planting 2600 seedlings at Gangata Village.



AHL Group, Tobacco Sales General Manager, Mr. Graham Kunimba planted his tree during the launch.



A Limbe Leaf official in the North, Mr. Paul Yianakis planted his tree during the launch.

The Tobacco Association of Malawi (TAMA) and the Agricultural Research and Extension Trust (ARET) conducted a joint tree planting launch on 17th January 2019 at Gangata Village, Vibalgalala Extension Planning Area (EPA), T/A Mzukuzuku in Mzimba District. This was the third time these organizations teamed up in an effort to promoting afforestation in the country. The Previous joint tree planting launches by the two organizations were conducted in Ntchisi and Mchinji in 2016 and 2017 respectively.

The gesture displayed by the two organizations resonates very well with the call by the State President of the Republic of Malawi, His Excellency

Professor Arthur Peter Mutharika to have Malawians and institutions plant as many trees as possible.

To ensure participation and ownership by the local communities, TAMA and ARET have been working with people in their areas. They were trained in seed sowing, seedling and woodlot management.

The function was held under the theme “Plant and Manage Trees – Secure Water, Food and Environment”. Board Chairman of the Tobacco Control Commission (TCC), Inkosi Ya Makhosi M’mbelwa V graced the occasion as the Guest of Honour.

2019 Annual Area Meetings in Brief By: Pearson Juba

In 2019 annual area meetings (AAM) were conducted from 09th February with a national launch at Nanyangu TAMA Depot, Sharpvalley in the tobacco Area 3. The launch ceremony was graced by the Controller of Agricultural Services, Dr Alexander Bulirani, as Guest of Honour.

This year TAMA is also celebrating its 90th anniversary, as such there were some activities at the national AAM launch function that were specifically in line with this celebration. One such was a walk covering a distance of about 200 metres along the M5 road to the venue, with participants hoisting placards of the celebration.

After the national launch each council area was given a day to conduct its own meeting and let growers interact with stakeholders freely. Also present were most industry players being represented by officers from regional offices of these institutions.

Each institution was given time to make a presentation to the growers and explain what service they provide that is relevant to growers. At the end of such presentations growers were being given a chance to provide feedback to the presentations.

Growers attendance was better than that of 2018 in that 5382 growers were recorded in 2019 as compared to 4557 in the 2018 meetings representing a 118.18% increase. Of special interest can be attendance to big growers meeting for central and north where attendance figures have risen significantly over the years.

The presentations made by stakeholders



A high table photo of the 2019 AAM Launch

Pic by ITAMA Communications

can be categorized in two, as;

- i) Primary Tobacco Players: these were those that were coming from players in the industry whose activities are solely or largely for tobacco farmers. These include; TAMA, AHL, ARET, TCC and buyers. The common message from this category was on quality, sustainability and market expectations.
- ii) Secondary Tobacco Players: These are the institutions that provide services to growers but are not exclusively in tobacco business. These include banks, transporters, etc. Presentations from these stakeholders was mostly on those services that they provide exclusively for farmers, like tailor made accounts for growers in case of banks or tax refunds methods as used in tobacco remittances for MRA.

All the stakeholders that made presentations received feedback from growers on different issues based on presentations or outside presentations. Most questions or comments went to the group in here

termed as Primary Players, especially TAMA, TCC, AHL and ARET.

In all the meetings there were no cases of grower dissatisfaction from the conduct of the meetings showing that they were well organized.

TAMA Annual Area Meetings are held each year in February in all the council areas. In these meetings industry players are invited to interact with growers and make their services explained to growers. Growers also have a chance to take their complaints to industry players for solutions. Such an interaction helps to improve the working relationship amongst players in the industry, in this case the producers versus the different service providers in the tobacco industry.

With this practice, there are improvements in the provision of services based on the feedback that each player takes from such meetings.



A cross section of the Nanyangu Meeting



TAMA President joins a Beni dance from Namkumba in Mangochi

Limbe Leaf ipereka mitengo pa sukulu ya Kanyambwe

Wolemba: Maiden Mwale

Kampani yogula fodya ya Limbe Leaf kuno ku Malawi inakwaniritsa lonjezo lake lomwe inapanga pomwe ma bungwe a TAMA ndi ARET anali ndi mwambo wodzala mitengo pa sukulu ya Kanyambwe pa 22 January 2019.

mmodzi wa akulu akulu oyang'anira ntchito za ulim ku Kampaniyi, Bambo Marumbo Mwasinga ndi omwe analonjeza ma bungwe awiriwa pa maso pa Mkulu woyendetsa ntchito za TAMA, Bambo Felix Thole. Bambo Thole ndiomwe analengeza kwa chinantindi cha anhtu ndi ana a sukulu kuti zonse zikatheka adzabzala mitengo yowonjezera yoyowonjezera pa sukulupo.

“Mukukumbuka bwino kuti



Wojambula chitunzi: Maiden Mwale

Yvone Kafoteka Mlangizi wa Limbe Leaf kubzala mtengo wake.

Mphunzitsi wamkulu pa sukulupo anapempha mmawu ake patsikulija kuti ali ndi malo ambiri oti pakhoza kudzalidwa mitengo, ndiye mwamwayi anzathu a Limbe Leaf anali atandilonjeza kale kuti atipatsa mbande zokwana 2000. Ichi

ndi chifukwa chake ndinangolengezeratu kuti mitengoyi izadzalidwa pa Kanyambwe,” anatero a Thole poyankha funso lomwe ndinawafunsa.

Mwambo wobzala mitengo 2000 yoperekedwa ndi Kam-

pani ya Limbe Leaf unachitika pa 12 March. Mlendo wolemekezeka pa mwambowu anali SGVH Kanyambwe womwe anathokoza mgwirizano wa makampani atatu a ARET, TAMA ndi Limbe Leaf pobwezeretsa chilengedwe mdera lawo.

Woyimirira kampani ya Limbe Leaf pa mwambowu, Mayi Yvone Kafoteka anati kampani yawo ndiyokondwa kutenga nawo mbali pobwezeretsa chilengedwe kudzera pa sukulu ya Kanyambwe yomwe ana ake ambiri ndi a alimi omwe amalimanso fodya.



SGVH Kanyambwe kubzala mtengo wawo



Mayi Georgina Chauma woyimirira ARET



GVH Chimongo kubzala mtengo wawo

Mudzi wa Malizani uyambapo ulezi wa ana

Wolemba: Sam Kalimba

Kutsatira zokambirana zomwe zinkachitika pakati pa a dindo ndi alimi a mukoperativi ya Lifidzi ku Salima, ngati njira imodzi yocheperesera mchitidwe wolemba ndi kugwiritsa ana ang'ono ntchito yopyola msinkhu wawo, mudzi a Malizani pansu pa mfumu yaying'ono Phaka mdera la Mfumu yayikulu Ndindi unayamba ulezi wa ana ang'ono omwe sanafike zaka zovomerezeka kuyamba sukulu.

Mudziwu, unapeza anthu odzipereka omwe akuphunzitsa ndi kuphikira

anawa phala kuchokera ku ufa womwe anasonkhetsa mmudzimo.

Masomphenya awo ndiwoti ndi chimanga komanso khobwe zomwe alima, komanso njerwa zomwe akuyembekezera kuwumba kukacha, adzakhale ndi sukulu ya mkomba phala yokhazikika.

Bungwe la TAMA kudzera ku koperativi ya Lifidzi, lithandizira kuti mudziwu ukwaniritse masomphenya ake.



Munda wa Chimanga womwe anthu alima kuti akakolola azapange ufa wophikira phala ana.

TAMA CEO on the impending rebranding



Mr. Thole

TAMA is in its third month of implementing a five year strategic plan that runs from 2019 to 2023. One of other things to implement is for

the Association to rebrand. The Business Focus (BF) engaged the Secretariat CEO, Mr. Felix Thole (FT) on what is happening.

BF: Why should TAMA diversify?

FT: As the saying goes, “Do not put all your eggs in one basket” the Tobacco Association of Malawi wants not to be look-

ing at only one crop - tobacco, for the livelihoods of the grower members. This will bring in other enterprises that would support the farmers’ livelihoods. This is also in cognizant of the fact that global trends in tobacco consumption is slowing down.

BF: What should the members expect from the new business model?

FT: Members should see broadening of the TAMA activities as we endeavour in going into other routes to open avenues for diversification of enterprises alongside tobacco for example, production of non-tobacco crops, off farm enterprises like processing to add value and entry into non-crop businesses.

BF: Three months down the line, where

are we on the drive to rebrand?

FT: From January to date, transitional activities are going slowly as we await the validation of the rebranding by the TAMA Congress in June. A new name has been suggested as *TAMA Farmers Trust*. New logo has been designed.

Stakeholders have been informed of the changes we are to go through. We will go full throttle in implementing this after the ratification by the Congress.

BF: Are there any plans for the next three months?

FT: In the next three months, there would be ratification of the change, publicity of the same and candid implementations of the strategic plan.

Chimwemwe in business development

The Business Focus now turns to the newly established Business Development unit that comes along with the new business model. BF talks to Chimwemwe Mandalazi (CM), the Business Development Manager.

BF: Who is Chimwemwe Mandalazi?

I am 29 years old. I hold a Bachelor of Arts Humanities Degree as a Marketing Psychology major and Human resource management as my minor course which I obtained from Chancellor College, University of Malawi. I also hold a Certificate in professional marketing level 4 which I obtained through the Chartered Institute of Marketers’ Board (CIM).

I joined the then Premium Tama Tobacco Limited as a Human Resource Management trainee in 2013. I later on joined Bata Shoe Company Malawi Limited as an Import Buyer and I was promoted eight months later to Retail and Merchandising Manager. During my time at Bata, I was involved in the implementation of the business turnaround strategies which led to the improvement of the company’s profitability. Thereafter I joined National Smallholder Association of Malawi (NASFAM) as a Sales and Marketing Manager up until recently when I joined The Tobacco Association of Malawi in February 2019.

Personally, I am a very assertive and hardworking woman very focused at my career development. I am also a person who believes that ‘together people will always achieve more’ and this makes me an excellent team player.

BF: What should be expected of your office?

TAMA has been and will continue to be the ‘mother’ of Tobacco farmers in Malawi and with the current decrease in Tobacco de-

mand it is TAMA’s main concern to make sure that its farmers have other avenues leading to a diversified income base. In this regard my office has been tasked to explore, introduce and implement both Agri-based and non-agribased business opportunities which will give the TAMA farmers other income sources and also at the same time servicing the association. It will definitely be business ‘unusual’ since as TAMA we have been well

known for only the Tobacco crop since 1929. Take note that the success of my office will not be an individual’s effort or in this case a one woman’s effort, it will be a team effort from the business section team and of course the rest of the departments.

BF: Any short and long term plans?

Currently we are working towards revamping our seven Agros-hops to give them a more corporate image befitting our association. We are also working with our 49 cooperatives which have been dormant for a while due to lack of access to profitable markets. Our aim is to identify a steady and profitable market to the cooperatives through various produce buyers which will not only lead to improvement in the farmers’ livelihoods but also create other income sources.

Apart from that, in the long term we intend to invest in commercial farming especially in legumes. What is needed is consistency and quality in our farming before we secure the export business.



Chimwemwe Mandalazi

In October 2018 representatives of the Malawi tobacco industry led by TAMA visited Brazil for the International Tobacco Growers Association (ITGA) Annual Global Congress hosted by Afubra. A delegation from TAMA and ARET noted that some institutions in the Brazilian tobacco sector were making good progress in agricultural development and therefore could act as role models for the Malawian tobacco industry, especially TAMA and ARET. It is from that background that a team of 5 was assembled, 2 from TAMA and 3 from ARET, to undertake a study tour of Brazil with Afubra and Profigen as target institutions.

The team comprised Mr. Harrison Ofesi-Acting CEO ARET and Team Leader, Mrs. Violet Phiri, Seed Officer & Acting Head of Investment and Business Development (ARET), Mr. Thaskani Chipeta Agronomist (ARET), Mr. Andrew Mfune Director of Finance and Administration (TAMA) and Mr. Nixon Lita Director of Operations and Technical Services (TAMA).

- Objectives of the Study Tour included:
1. To learn on diversification models and income generation activities being followed by institutions and growers.
 2. To learn on sustainability strategies being undertaken by the tobacco industry in Brazil
 3. To learn on research and seed technologies so as to be competitive.

Background of Institutions visited



The Malawi team with AFUBRA team in Brazil

Profigen

Formed in 1996, it is a Brazilian company that specializes in research, production and commercialization of tobacco seed. Located just outside the city of Santa Cruz do Sul, they are a subsidiary company of Phillip Morris International (PMI), an American cigarette manufacturing company that also has a plant in the same city of Santa Cruz du Sol. With their PMI connections they have managed to penetrate markets in over 30 countries and managed to obtain an ISO 9001:2015 certification.

Afubra

Formed in 1955 as the Association of Planters of Smoke Leaf and changed its name to Association of Tobacco Farmers in 1963 when growers from other growing

states outside Rio Grande joined. It is registered as a non-profit making organization. It was established to curb instability of market prices and lack of Economic Assistance in cases of Natural disasters.

Afubra has managed to set up an insurance scheme to serve its grower members and it has been making good progress.

Afubra Governance

Afubra is governed by an elected council/board of directors that stay in office for 4 years. The board has two main committees that assist in governing the institution, namely Finance and Operations. The association is run by subscription fees that are agreed upon annually at an AGM dependent on hectareage registered. The Association is also involved in other projects like child labour, afforestation, extension. Afubra registered a commercial wing that trades as Agro-Afubra Commercial specializing in trading of agro-inputs and other kinds of merchandise.

Tobacco Farmers challenged on tree planting

By: Steve Chilundu (NPL-Story)

The Tobacco Association of Malawi (TAMA) and the Agricultural Research and Extension Trust (ARET) jointly planted 2 500 trees last week in a bid to conserve the environment.

The exercise took place at Kanyambwe Primary School in Traditional Authority (T/A) Kalolo in Lilongwe, where assorted tree seedlings were planted.

TAMA Chief Executive Officer Felix Thole said they encourage tobacco farmers to plant more trees as they need these during the tobacco production process.

He said, "It is not only tobacco farmers that need trees but every citizen. So we are

leading in the tree planting exercises as a way of encouraging tobacco farmers to follow suit.

T/A Kalolo, who was the guest of honour at the function, advised his subjects to take care of the trees to ensure a high survival rate.

ARET representative Sophie Livimbo assured the community that experts from her institution will be committed for the next five years to ensure that management aspect of the woodlot is considered.



Thole planting a tree seedling

HIV and AIDS in Malawi

Malawi's HIV prevalence is one of the highest in the world, with 9.2% of the adult population (aged 15-49) living with

Malawi (2017)

1m people living with HIV

9.6% adult HIV prevalence (ages 15-49)

39,000 new HIV infections

17,000 AIDS-related deaths

71% adults on antiretroviral treatment*

63% children on antiretroviral treatment*

*All adults/children living with HIV

Source: UNAIDS Data 2018

HIV.1 An estimated one million Malawians were living with HIV in 2016 and 24,000 Malawians died from AIDS-related illnesses in the same year. The Malawian HIV epidemic plays a critical role in the country's low life expectancy of just 57 years for men and 60 for women.

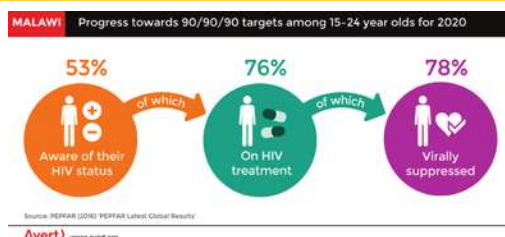
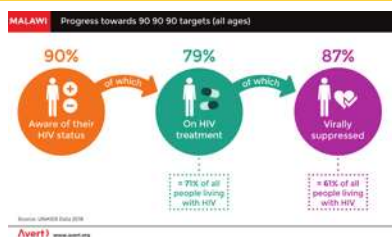
Over the last decade, impressive efforts to reduce the HIV epidemic have been made at both national and local levels. In 2016, 70% of people living with HIV in Malawi were aware of their status, of which 89% were on treatment, of which 89% were virally suppressed. This equates to 66% of all people living with HIV in Malawi on treatment and 59% of all people living with HIV being virally suppressed.

New infections have dramatically declined from 98,000 new infections in 2005, to 36,000 in 2016.5 Malawi has also witnessed a reduction in HIV infections among children. There were 4,300 new paediatric infections in 2016, compared with 16,000 in 2010.6

KEY POINTS

- Malawi has one of the highest HIV prevalences in the world despite the impressive progress the country has made in controlling its HIV epidemic in recent years.
- Young people are particularly at risk, due to early sexual activity and marriage, with 50% of new HIV infections affecting those aged 15 to 17 in Malawi.
- Stigma remains a key barrier to progress, particularly among men who have sex with men and sex workers.

Malawi is on track to achieve the UNAIDS 90-90-90 targets by 2020, which include 90% of people with HIV knowing their status, 90% of these accessing ARVS and 90% of those on treatment being virally suppressed.



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TAMA MISSION STATEMENT

To provide visible and compelling services to the grower members and perpetuate sustainable balance in the generation of wealth in a manner that ascertains wider income diversification and value.

TAMA's NEW VISION

To be the most effective and successful farmer organisation in advancing members' business interests.