



The Taste of Morogoro Food Festival was launched in Tanzania on 8th December 2018 as a result of successful win of the Danida Community Grant Initiative. The grantee *Mboka Mwanitu*, who is a former Danida alumni (2009) from Morogoro Tanzania. She partnered with Morogoro municipal community to effect the link between University and community in addressing food safety challenges through behavior change communication approach. The event outcome was very successful and happened in outstanding support and engagement with key partners such as SUA, ONA, DANIDA ALUMNI NETWORK TANZANIA, SUGECO, and TAHA (<http://www.taha.or.tz>), ASAS (<http://www.asasgrouptz.com/dairies.html>) The success of this event partnership had greatly benefitted the targeted community. In the light of building up the sustainability of ongoing programme managed by Mboka under her social enterprise, ONA, The community programme LisheYangu initiative was sighted as main beneficiary of the outcome of this event. Therefore with respect to requirements of the grant, the following report is focused on how the event accelerated the work of the initiative as of today.

LISHEYANGU INITIATIVE presents an annual planetary report that is for both beneficiaries and partners. Discover the report's key takeaways and specific actions that we all can take to contribute to the Great Food System Transformation in Tanzania through leveraging the existing population who more than 45% are below 15 years of age and most of them are in the category of school going children.

Input

Engagement of Stakeholders

Through Social media- we launched the Taste of Morogoro Page on Instagram; posted all event activities on Person page (Instagram, twitter), Lisheyangu pages (twitter, instagram) and DAN Facebook page. Emailed and connected with new stakeholders who turned to be more than 100 individuals; 10 development partners' institutions working in different projects in Tanzania such as TECHNOSERVE, WFP, ASPIRE, UNICEF, FAO, USAID, SAGCOT, and Tanzania Food and Nutrition Center.

Schools & College

The event took place a day after closure of schools for holidays. From this, about 27 primary school students participated (list attached) during the event as representative of schools expected to attend. With 4 teachers present as guardians and reviewers of the activities that students undertook. The students participated as audience of the Cooking show, Food demonstrations & learning, Testing and Rating of their understanding on Nutritious food. SUA students from different courses and departments participated in products demonstrations and viewing. The TANZANIA

HORTICULTURAL STUDENT ASSOCIATION (TAHOSA) group is one of the example (See feedback below). They demonstrated about postharvest handling of fruits and vegetables.

Community

Four independent small businesses and SUGECO entrepreneurs collectively (participated in showcasing their products and introduced them to the event walk-in people. The vendors displayed food such as spices, nuts and paste from cashew, nutritious flour, baobab powder, honey, fresh strawberry and sweet potatoes.

Output

The event has three major positive outcome for the sustainability of the LisheYangu initiative

Launch of Annual Fundraising Drive

This activity was done for the first time, where the process attracted good prospective partners like ASAS DAIRIES LTD. Due to the short time of the planning the drive is thought to be on going until the required amount of fund to be raised is reached.

Current Status and Way forward

The community activity under LisheYangu initiative has mission to educate and empower community in particular school aged children to create health eating habits through engaging in behavior change activities. These activities are envisioned to attract partners and expected funds to be raised from 2018-2020 stand at \$ 25,000. The Plan is to solicit funds from strategic partnership and social engagement whereas:-

60% will be collected from joint project proposal with partners (identified such as TAHA, ASAS and Municipal council)

35% is planned to be raised for 2019/2020 Annual events (Taste of Morogoro and Annual LisheFund Drive)

5% was raised from the First Annual LisheFund Drive event (Dinner sponsored by Asas)

1. Opening of LisheYangu Account name | LISHEYANGU | 22110062253 | NMB WAMI BRANCH
2. Improved communication (opened website) –This is still under construction since December 2018
3. Public speaking topic on Nutrition Status in Schools outcome raised issue of doing a pilot Nutrition Assessment- Proposed to be done from February 2019 (just before children are involved in School feeding Programme- supported by the funds collected during the event)
4. New Collaboration/Partners; PCI-Mara - They would like to partner with LisheYangu to launch LisheClubs in Mara region; ASAS-Is interested to do a partnership project research on nutritious food awareness creation. The pilot will start with their Yoghurt brand for school going children; NMB- They have opened up interest to work with LisheYangu initiative on awareness creation and education about nutrition to their working staff in Morogoro, WAMI Branch.

CONCLUSION

The event organizing team, partners and all collaborators would like to sincerely thank the DANIDA FELLOWSHIP CENTER, DANIDA ALUMNI NETWORK OF TANZANIA and The DANISH EMBASSY for the grant support and all logistics follow-up to make the event successful. At this point, as a grantee, I would acknowledge the support of my team and volunteers from Sokoine University of Agriculture who gave their time and commitment to make positive impact to the event. Specifically, from the Cooking show, the 5 volunteers have decided to start a cooking session in partnership with ONA enterprises to make this as a learning platform for school children living nearby ONA KITCHEN HOUSE. It has been also proposed that, Taste of Morogoro event should be done after every four months (Quarterly) to make the effectiveness of reaching population regularly.

Testimonials

Dennis Damian <dennisruhinda@gmail.com>

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Hello,

I trust this finds you well, kindly receive my appreciation and feedback on the Taste of Morogoro Food Festival, an Exhibition that took place on 8th of Dec 2018.

I represented TAHOSA as an Exhibitor presenting on Postharvest Handling and Management of Fresh Produce, I took an Initiative to ask for funding, so as to



exhibit and I was granted a small amount of money to cover purchase of Fresh Produce of various types, plus transport.

It was a great experience indeed, although Turnout was low in regards to my expectations.

Special Thanks to Dr R O Majubwa, Lishe Yangu Initiative Team led by Adrian, and Priscilla Koku Kaijage for their Input and contribution.