



# FARMER TRAINING AND SUPPORT ARE THE KEY TO AGRICULTURAL SUCCESS

TLTC HAS A WELL-DEVELOPED NETWORK OF FIELD BASED TRAINING COORDINATORS AND TRAINING TEAMS WHICH ALLOWS DETAILED TRAINING AND SUPPORT IN ALL STEPS OF PRODUCTION THANKS TO FREQUENT INDIVIDUAL AND GROUP MEETING SESSIONS.

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To produce their crop in the most efficient way and respond to the needs of the market, farmers need extensive knowledge of farming best practises. Technical support is paramount for its contracted farmers, so Tanzania Leaf Tobacco Company (TLTC) has deployed a network of field trainers across the country, each providing one-to-one support to Primary Societies, farmer groups and individual farmers.

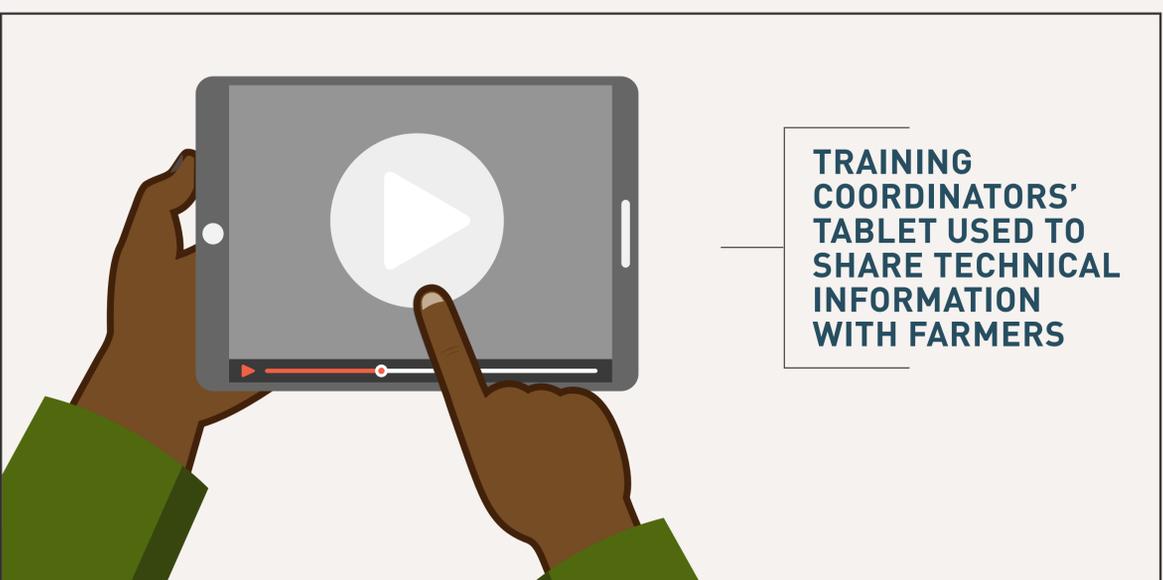


TLTC's field trainers are well equipped, taking part in refresher training every year. Training teams conduct a minimum of five official visits to every Primary Society, but the support does not stop there. In reality, the training coordinators meet with individual farmers much more often.



**TLTC TRAINERS TRAIN FARMERS IN EVERY STEP OF THE PRODUCTION, CURING AND MARKET PREPARATION PROCESSES, AND - EQUALLY IMPORTANTLY - ON LABOUR RIGHTS AND TREE MANAGEMENT.** THE FIELD TRAINING TEAM IS SUPPORTED BY SPECIALIST AGRICULTURAL LABOUR PRACTICES (ALP) TRAINERS, WHO MONITOR THE PROGRESS OF FARMERS WHO ARE FOLLOWING ALP PRINCIPLES.

All visits, actions, training and farmer production information is recorded on Universal's internet-based application, Mobileaf, loaded onto a tablet. The data collected helps the training coordinators to identify potential issues and give feedback to the farmers. **The trainers' tablets are also used to share technical information with farmers and show them educational cartoons and short training videos.** Model farmers are identified, especially those who are influential in their communities, and their farms are held up as aspirational examples for others. The techniques that these model farmers apply are of great interest to neighbouring farmers, as they can improve their own performance by learning from their successful peers.



TLTC has developed a farmer production guide booklet that covers every aspect of tobacco production, forestry and labour rights, largely in the form of cartoons. This ensures that farmers have an easy-to-consult reference at hand if the technician is not able to answer their query immediately. In addition, the company has also developed and distributed a farmer-worker contract template to help farmers comply with the law in this regard.