

Bonde la Chemchem Sabuko in Siha Kilimanjaro.

A Community Based Organization

BcSabuko Structure

- Bonde la Chemchem Sabuko is a registered CBO with elected leadership.
- There are 12 sub -groups running various initiatives.
- Among these sub groups, there are 4 which are running organic activities.
- This presentation is based on one group dealing with Organic Hibiscus – Roselahaai Group.



Hibiscus Rosella

- This is a high value crop.
- It is non traditional crop to the people of Siha.
- Acts as a substitute cash crop and other uses (food security measure, malnutrition gap.)
- Grown by registered members of BcS. Use the registration fee for purchasing fresh hibiscus from the farmers.
- Not yet certified. This is a major concern.

Farmer bringing peeled rosella



Weighing and washing



Sorting and washing



Solar drying using simple boxes



Bulky Stocks



Processing initiatives

- We strive to have value added products.
- Solar drying is our major processing method used
- Rosella is also used in jam making, wine, local brew and juice.
- Whole dried rosella is packed in bags weighing 100gm and sold at Tsh 1000/=

Value added Products: Jam



Rosella in Powder form



A display at the BcS center



Solar Dried Whole Rosella packs



Local Marketing strategies for organic products

- Market link training: Eg Faída Mali and others
- Advocating that producers must enjoy the first benefits of organic production.
- Exploring local outlets. BcS own shop, direct selling to end uses eg hotels, restaurants,
- Taking part in local exhibitions: sabasaba, nanenane, zonal, national, regional,
- Display when we receive visitors.
- Lobbying with the government officials for recognition.
- Training local users.

Visitors are customers too



Finances

- Operating account
- Building capacity initiatives: purchase of value adding facilities
- Future plans: access loan for processing and packaging
- Hire staff

ASANTENI

