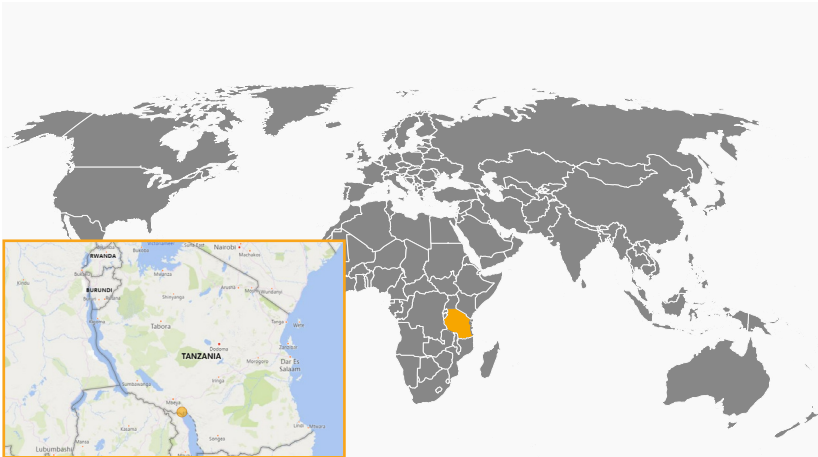


# TANZANIA

## KYELA COOPERATIVE UNION LTD (KYEUCU LTD)



**BHAG:** Improving livelihood of cocoa farmers by providing services like training on cocoa production, business advisory services and marketing of cocoa through their respective AMCOS, the primary cooperative societies



### Outcome

2020-2021

BENEFITING FARMERS



3040 members

2020

TOTAL REVENUE



EUR 102,015

2020

MOBILISED LOANS



EUR 0

2020

MEMBERS EQUITY



EUR 130,918

2020

TOTAL ASSETS COOPERATIVE

EUR 242,309

2020

RATIO EQUITY / TOTAL ASSETS

54%

2020

FARMER BUSINESS LOBBY SERVICES



**Name:** KYELA Cooperative Union LTD (KYEUCU LTD)

PO BOX 415  
KYELA, MBEYA

**Year of establishment:** 2003

**Commodities:** cocoa

**Processing factory:** no

**Start Agriterra:** 2020

**Core business:** Facilitate relationship between farmers and market (organising & supervising Cocoa Auction System)



*“KYEUCU LTD should have a Certificate for Organic Cocoa Production which helps the farmer to get a higher price.”*

Hamis Lastalah Massika,  
General Manager KYEUCU LTD

**AGRI  
TERRA**

*“The cooperative needs to have a future business vision and make sure that all outstanding loan (CRDB Bank) is paid in planned time.”*

Ibrahimu Mwankanye, business advisor Agriterra Tanzania



## Input Agriterra

2020

Strategic Plan & Strengthening of organisation through Financial Management & Governance

2021

Registration of Organic Cocoa production



## RESULTS

1 ✓

Increase number of members from 23 Primary Cooperatives to 37 Primary Cooperatives



Advice



Training



Exchange

2 ✓

Provide training/ education in Record Keeping to individuals members, AMCOS leaders and board members (60 people)

3 ✓

Registration of Organic Cocoa Production Phase I (6755 farmers)



## GOALS KYECU LTD:

- Providing in the best possible conditions, the financial advice and services that members respective to their AMCOS need.
- Improve member commitment & services provision to members

**AGRI  
TERRA**