

PASS TRUST launches new Agribusiness Magazine to enhance Communication within the Agribusiness Sector

The 1ST Magazine targeting the agribusiness sector in Tanzania has been launched in Dar es Salaam.

The new magazine called the Agribusiness is meant to enhance information sharing within the private and public sectors and particularly targets decision makers in the sector.

The magazine is a production of the private Agricultural Sector Support – Pass (Trust) and one of its kind in Tanzania targeting to link stakeholders in the agribusiness sector for purposes of promoting communication among investors in the sector.

“The Agribusiness Magazine enters Tanzania’s press market as a unique communications platform targeting the agri business sector and stakeholders who have invested in the agri business sector thus supporting the country’s industrialization agenda” Says PASS MD Nicomed Bohay.

Livestock and Fisheries Minister Hon. Luhaga Mpina, Industry and Trade Minister Hon. Innocent Bashungwa as well as Agriculture assistant Minister Hussein Bashe witnessed and graced the launch that took place in Dar es Salaam. Others present also were PASS MD Nicomed Bohay, Tanzania Private Sector Foundation chairperson Ms. Angelina Ngalula, Agricultural Council of Tanzania chairperson Dr. Jacqueline Mkindi among many other participants at the Tanzania Agribusiness Forum.



Ministers Luhaga Mpina, Innocent Bashungwa and Ass. Minister Hussein Bashe together with PASS MD Nicomed Bohay, TPSF Angelina Ngalula and ACT Chair Jacqueline Mkindi during the launch.

The agricultural sector in Tanzania is the major driver of Tanzania's economy. It accounts for 25% of the national GDP, contributing an average of 95% of the national food requirement as well as 65% employment to its population. Bohay says there is need for a proper platform where stakeholders in the sector can communicate, share opportunities as well as learn best practices.

"The aim is also to rally stakeholders in the agribusiness sector in Tanzania into propelling this sector towards contributing towards the country's economic development through identification of challenges and opportunities". Adds Bohay.

There exist hundreds of institutions working to promote and support the agri business sector in Tanzania. The 5th phase government has announced plans to make Tanzania a middle-income country by 2025 and the country is opening up to many new investors. Bohay believes that with this expansion, comes the demand for more communication platforms.

"In view of this, there is therefore the need for these investors to access not only information but quality, timely and reliable agribusiness information, useful for agribusiness to thrive in Tanzania.



A participant at the Agribusiness Forum peruses through the agribusiness magazine after it was launched Thursday.

The Private Agricultural Sector Support (PASS) TRUST who are the producers and publishers of the magazine envisages a Magazine that will be a one stop shop for all agri business information needs that include professionally done articles, feature stories, commentaries, opinions, opportunities in the agribusiness sector among many other sections.

According to the PASS MD, the Magazine (that will be produced twice a year) provides insights into agribusiness entrepreneurship in Tanzania and beyond and outlines potential pathways for support that bolsters such enterprise development. It explores four topical themes

that are at the core of agribusiness in this context – achieving success at scale through financial linkages, women’s entrepreneurship, youth entrepreneurship, and agri business in challenging environments.

Further, the Agri business Magazine aims to contribute broadly to the knowledge base on and promotion of agribusiness entrepreneurship in Tanzania and provide excellent examples of successful entrepreneurs working along agricultural value chains across Tanzania and beyond.

It is envisioned that the publication will serve as a source of lessons learned in agribusiness entrepreneurship, offering key advice to current and aspiring entrepreneurs across Tanzania.