

Panel: Future Opportunities in Horticulture

Moderator: Samul Bwalya

Panel: Sylvia Banda, Jim Simon, Mark Stokes, Dale Lewis



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Panel: Future Opportunities in Horticulture

Introduction to panelist: Dale Lewis, COMACO

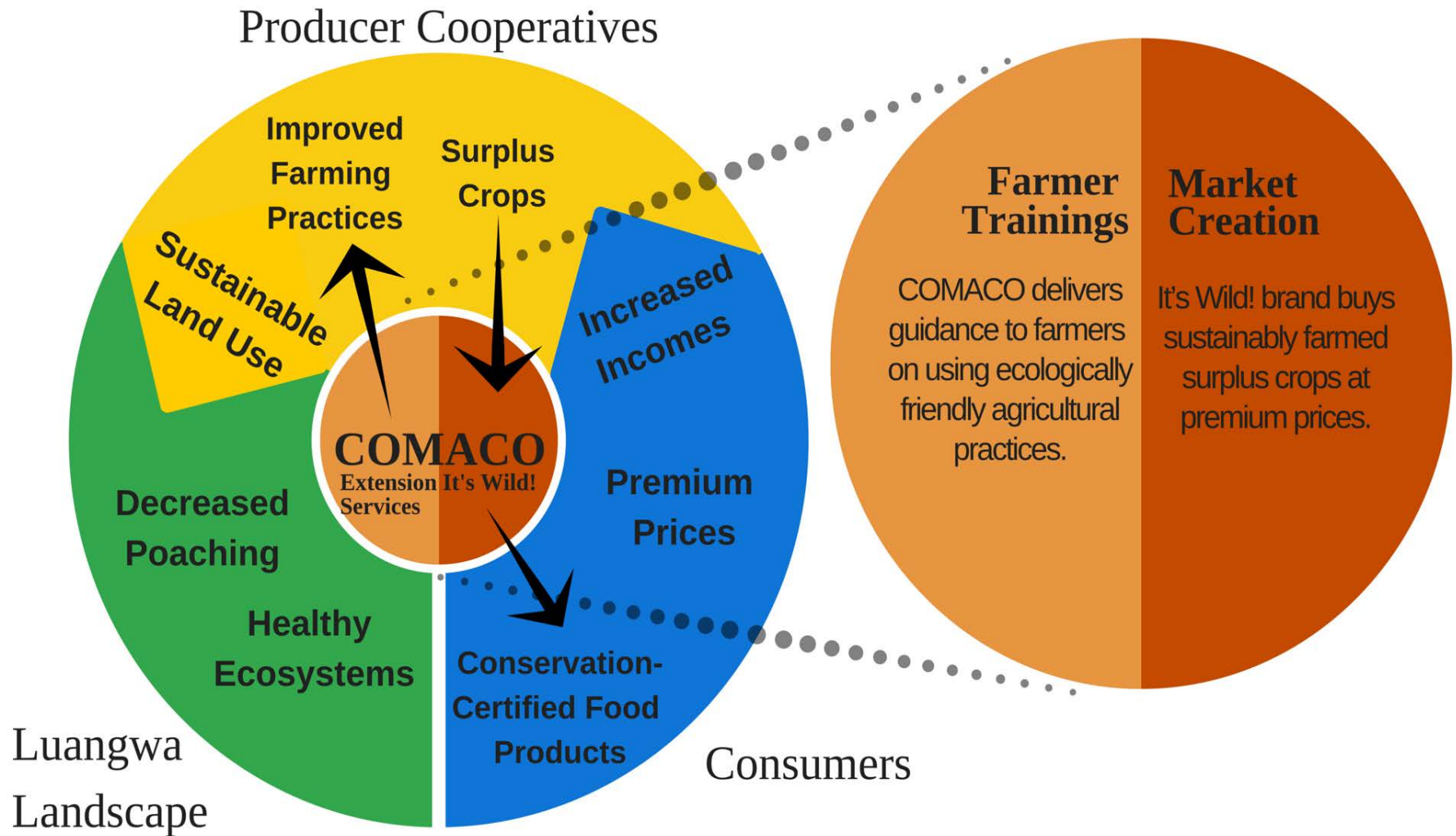


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The COMACO Model



Horticultural products

COMACO is launching under the *It's Wild!* brand



Products already on the market

- ✓ Dried mangos
- ✓ Dried wild mushrooms

✓ Spices and herbs

- Garlic powder
- Ginger
- Chili and tomato powder
- Onion flakes

✓ Dried soup mixes

✓ Moringa powder

✓ Dried tomatoes



The Processing: From Seed to Shelf



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Introduction to panelist: Mark Stokes, MRI/Syngenta

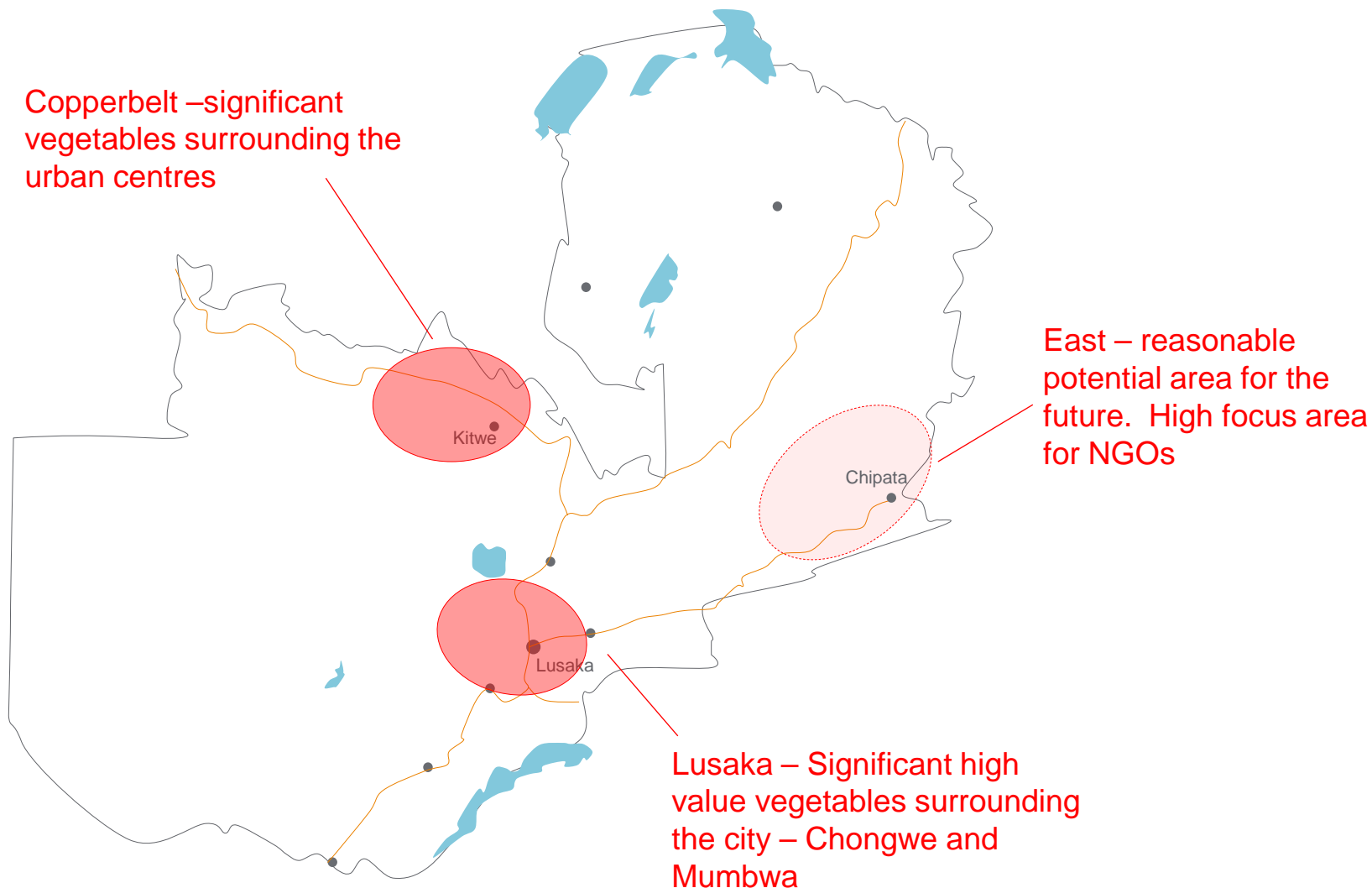


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Significant Clusters of Tomato/Veg focus areas – Urban Veg



Objective: Keep it Simple; Integrated Irrigation Solutions; build awareness and brand with sachets – evolve demand to corepack

CP Core Portfolio



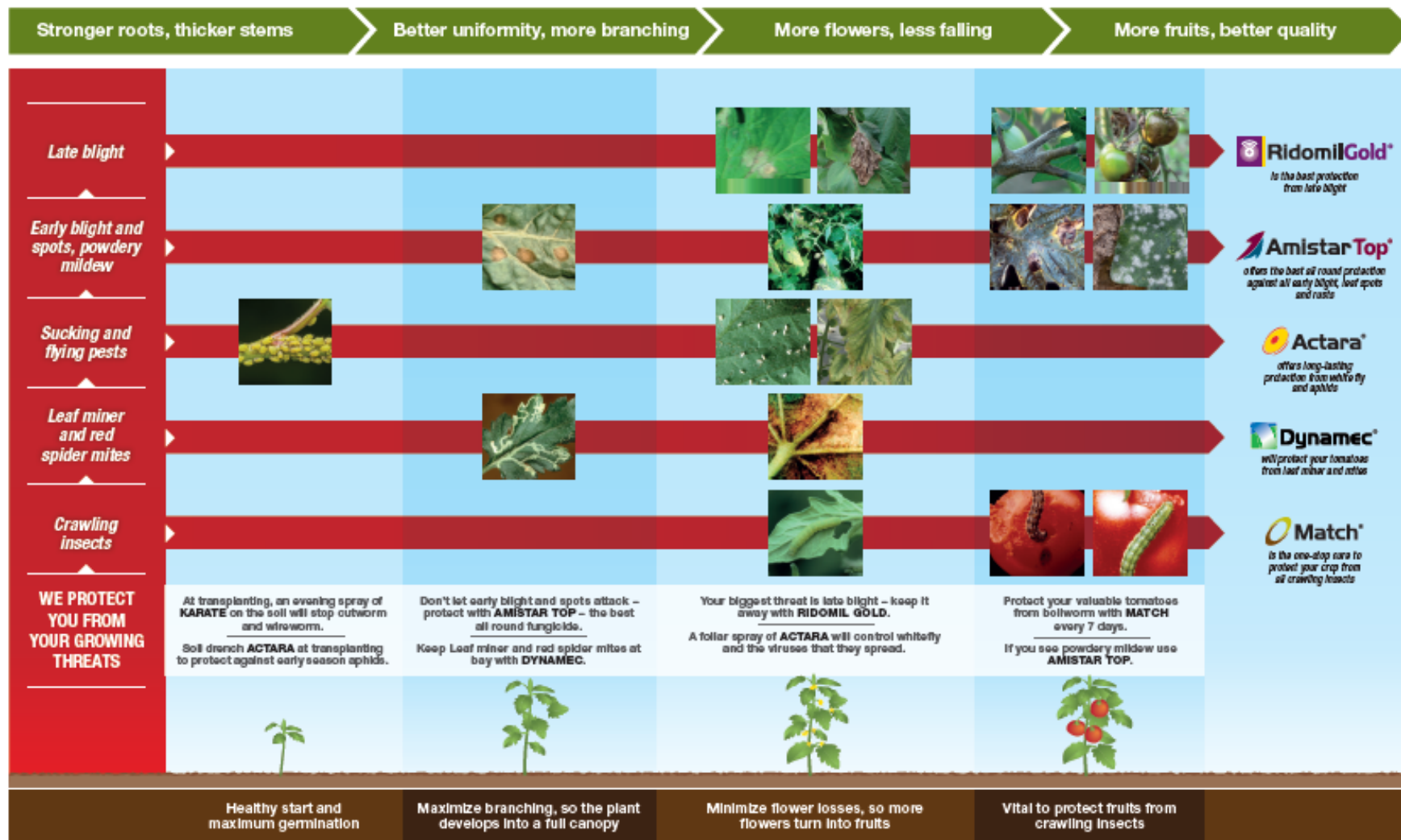
Seed Portfolio



CP 3rd Party Portfolio



Syngenta provides Zambia's best protection for tomatoes



RidomilGold®
Is the best protection from late blight

AmistarTop®
Offers the best all round protection against all early blight, leaf spots and rusts

Actara®
Offers long-lasting protection from white fly and aphids

Dynamec®
Will protect your tomatoes from leaf miner and red spider

Match®
Is the one-stop cure to protect your crop from all crawling insects

syngenta®
syngenta

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Introduction to panelist: Jim Simon, Rutgers University



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Our Models Based upon Market-First- Science Driven Private: Public Approach

- Horticulture as a business- not a hobby
- Knowledge intensive- production, processing and market linkages from outset
- Introduction of technologies and packages to cover value chain rather than piecemeal packages
- Focus on relationships- from selection of lead farmers to communities to partnerships, introducing relevant science and extension; strive toward excellence & impact
- Focus on economic approach rather than donor only
Environmental and Economic Sustainability

Sustainable Agriculture must be economically viable

- Success in horticultural production builds upon good management;
- Knowledge intensive
- Using the best germplasm
- Water management and year round production
- Crop scheduling-linked to markets
- Selling or consuming/trading all that is produced.



The Drivers are our Partners

- World Vegetable Center
- University of Zambia
- Sylva's Catering Solutions
- The Ngsongwe Womens Group
- The Mitengo Womens Group-Lusaka
- All the other communities
- Horticulture Innovation Lab, UC Davis
- USAID
- CASH staff and field team drives the programs;
- The registered smallholder farmers drive this initiative
- The buyers from the hotels to supermarkets drive this initiative, and
- The supportive agri-industries are major drivers
- Bringing all these partners together in an economically sustainable manner is what leads to success and growth.



Horticulture Innovation Lab

2015 Annual Meeting Conference

horticulture.ucdavis.edu/2015



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