

Panel: Future Opportunities in Horticulture

Moderator: Samul Bwalya

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



USAID
FROM THE AMERICAN PEOPLE

**HORTICULTURE
INNOVATION LAB**

UC DAVIS
UNIVERSITY OF CALIFORNIA

Panel: Future Opportunities in Horticulture

Introduction to panelist: Dale Lewis, COMACO

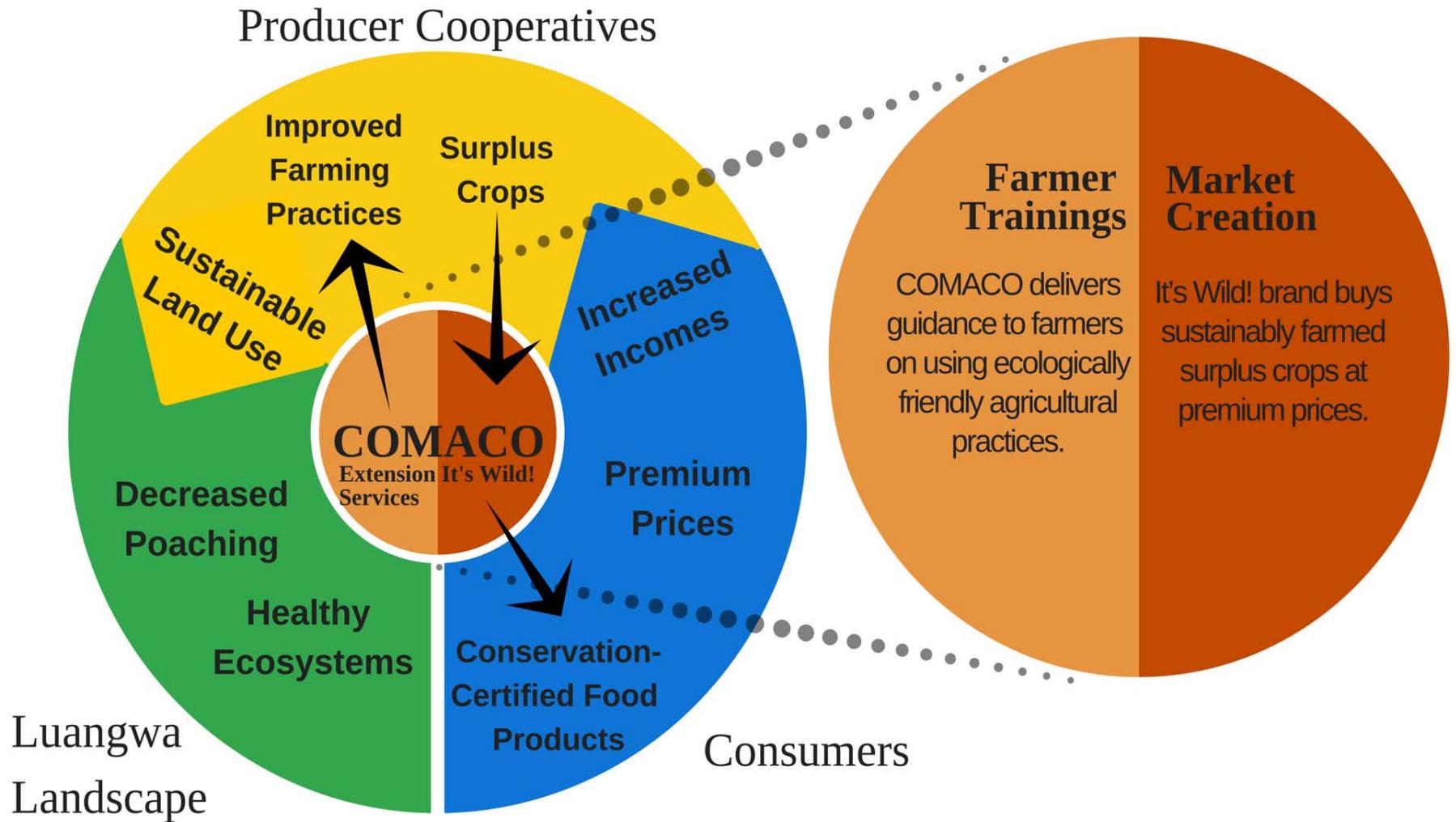


USAID
FROM THE AMERICAN PEOPLE

**HORTICULTURE
INNOVATION LAB**

UC DAVIS
UNIVERSITY OF CALIFORNIA

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



Panel: Future Opportunities in Horticulture

Introduction to panelist: Mark Stokes, MRI/Syngenta

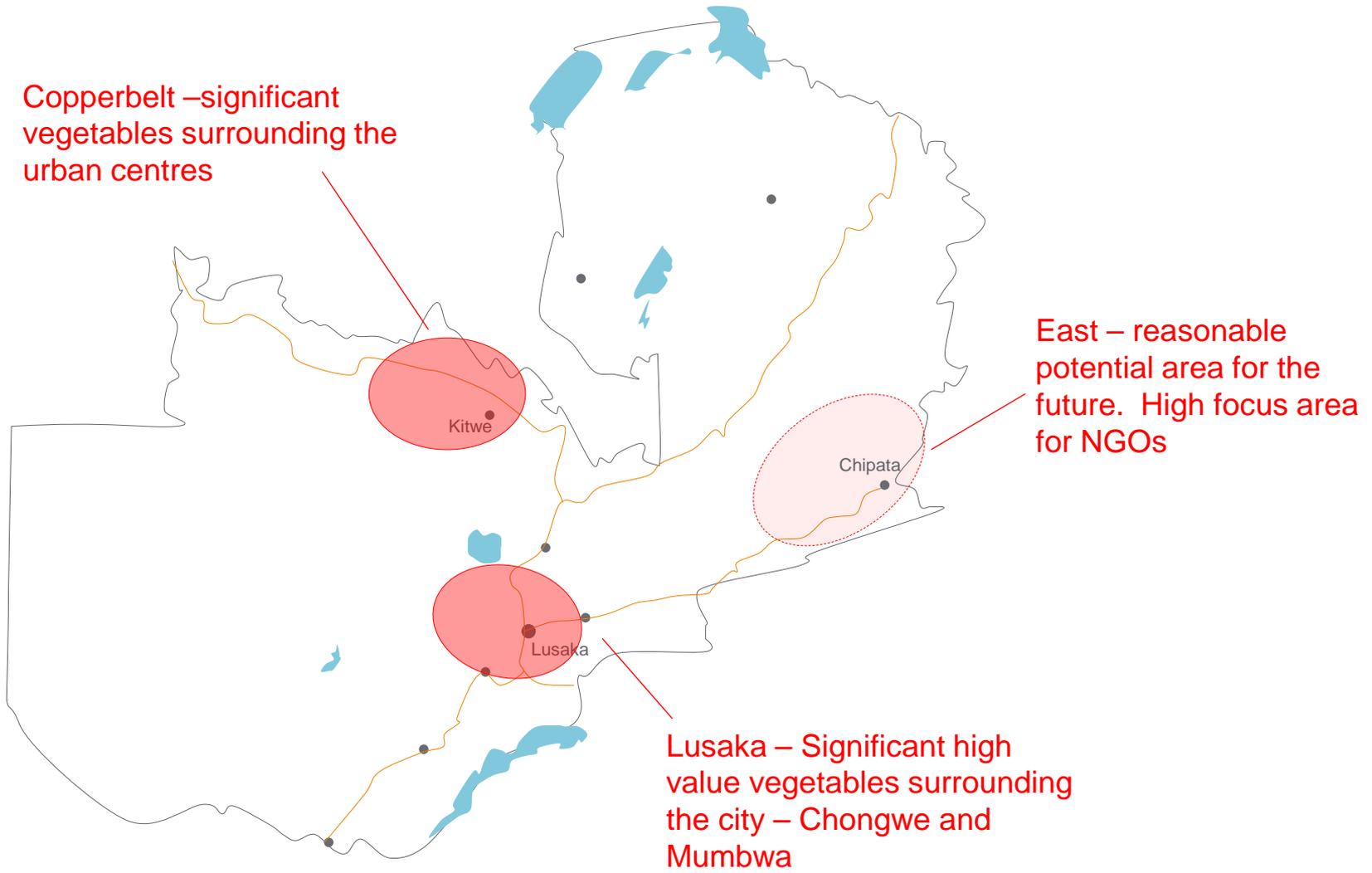


USAID
FROM THE AMERICAN PEOPLE

**HORTICULTURE
INNOVATION LAB**

UC DAVIS
UNIVERSITY OF CALIFORNIA

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



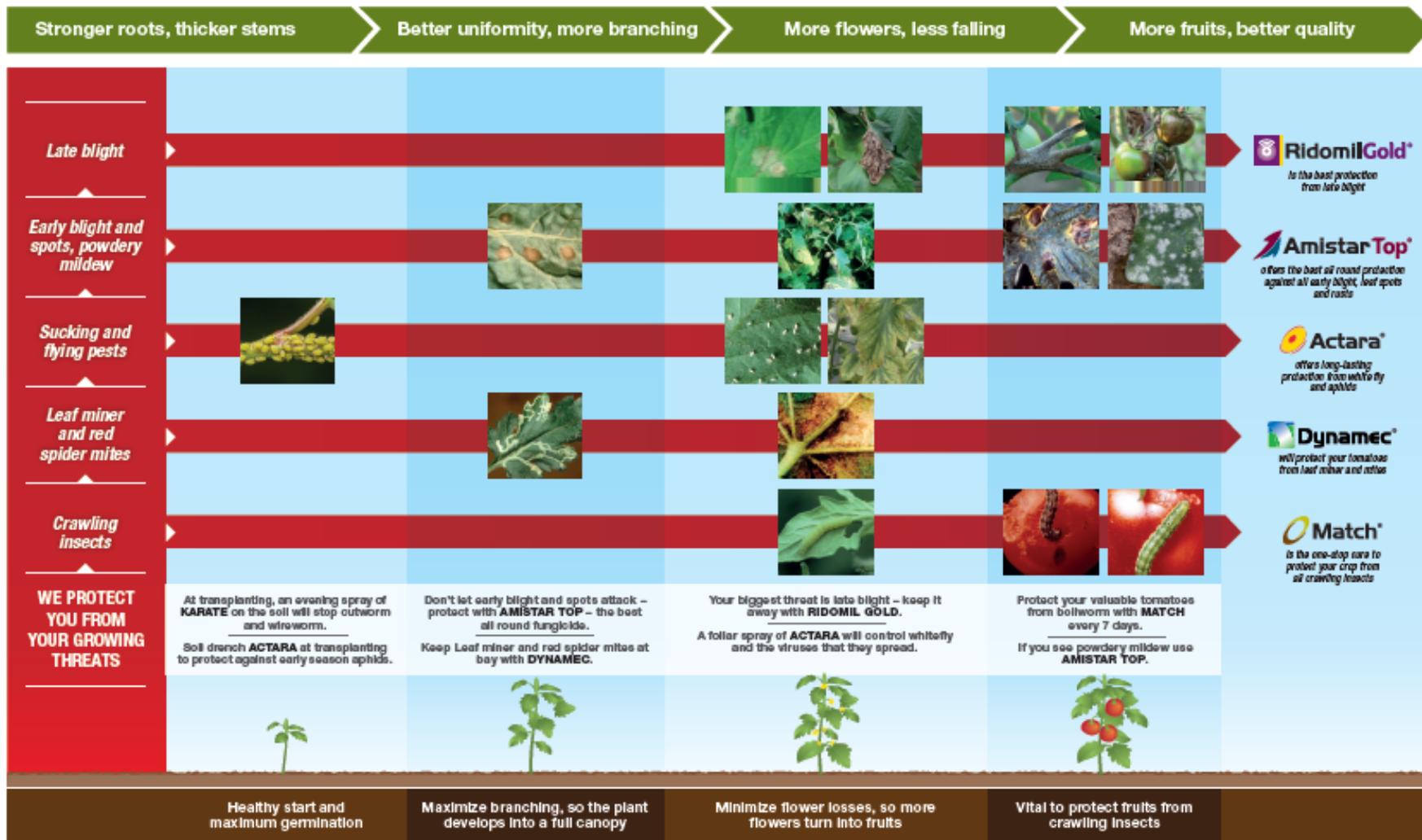
CP 3rd Party Portfolio



Irrigation Portfolio



Syngenta provides Zambia's best protection for tomatoes



Panel: Future Opportunities in Horticulture

Introduction to panelist: Jim Simon, Rutgers University



USAID
FROM THE AMERICAN PEOPLE

**HORTICULTURE
INNOVATION LAB**

UC DAVIS
UNIVERSITY OF CALIFORNIA

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



USAID
FROM THE AMERICAN PEOPLE

HORTICULTURE
INNOVATION LAB

UCDAVIS
UNIVERSITY OF CALIFORNIA