



## **PRESS RELEASE**

### **HORTICULTURE SUBSECTOR TRAINING NEEDS ASSESSMENT**

Are you a **Producer of Horticultural Crops, Input Supplier, Transporter, Marketing/Sales Agent, Agro-processor, Development Partner, Consumer Rights Advocate, Value Addition Expert?** Which role are you playing within the Horticulture Value Chain (HVC)?

HORTCUM is conducting a **Horticulture Subsector Training Needs Assessment (HTNA)** in order, to determine the training needs required by HVC actors and therefore, provide need-based trainings programmes.

The Horticulture Cooperative Union of Malawi (HORTCUM) is an umbrella organization of primary cooperatives in Malawi. It was registered in Malawi on 10<sup>th</sup> July 2008 under the provisions of the Cooperative Societies Act Cap 47.02 of the Laws of Malawi. It was established with financial and technical assistance from the African Development Bank (ADB) through the Horticulture and Food Crops Development Project (HFCDP) implemented by the Department of Irrigation of the Ministry of Agriculture, Irrigation and Water Development from 2000 to 2008.

The horticulture subsector, despite being critical to the national socioeconomic growth, has remained underdeveloped. This has resulted in an inefficient and unorganized horticultural produce market system, poor physical infrastructure and facilities making Malawi fail to meet the minimum required domestic, regional and international market standards. Due to the lack of formal markets for horticultural crops, demand and supply information in the country is not collated and analyzed. Lack of such statistical information makes the planning and development of horticulture subsector very challenging. Malawi remains a net fresh produce

importer for many horticultural products for which it has a comparative and competitive advantages based on climate, soil conditions and labour.

Horticultural marketing systems are characterized by lack of horticulture marketing information system. This has resulted in extremely limited availability of market information for horticultural crops in terms of coverage, timeliness and accessibility, particularly on production, market demand and supply, prices, where to buy and sell, quality management. Just to mention a few.

In order to achieve nutrition, food security, increase of farmer income levels, and satisfaction of the ever increasing demand for horticultural products and at the same time to contain the foreign exchange earnings required levels, there is an urgent need to formalize the horticulture market development.

### **Some notable facts**

- The agriculture subsector contributes 33% to the national gross domestic product to which **horticulture contributes more than 50%**
- The major producer of horticulture in Malawi is the smallholder farmer who takes up to 80% of total crop land
- Agriculture sector has the largest workforce in the country and a significant percentage is from horticulture subsector
- The bigger percentage of the workforce are women who are engaged in horticulture. Therefore, improvements in horticulture, all other factors being equally normal would cause a significant change in the lives of women and children.
- Horticulture is an answer to nutrition and food security considering that most of horticultural crops are highly nutritious.
- Horticulture has the potential to significantly increase the national foreign exchange earnings
- Horticulture can favourably compete with tobacco in terms of contribution to the national socioeconomic

If you need horticulture specialized training, please contact us. You can send your training needs through;

**WhatsApp Numbers:** +265 (0) 999 395 495 / 0 888 367 404

**Email:** [training@horticum.com](mailto:training@horticum.com)

**Online link:** [www.hortcum.com/training](http://www.hortcum.com/training) (A selected list of some training topics you can select is available online)

**Physical Address** (*for submission by hand*):

National Office, Lilongwe ADD, Off Kamuzu Procession Rd, near ESCOM Regional Offices

In order to serve you better, please provide the following information (regardless of whether you are providing the information on behalf of someone else who will need the training);

**Full name, organisation, location, phone number, email address, your role within the value chain, training need, value chains you are interested in, the period you will need the training.**



Horticulture Value Chain Management Experts



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