
NEWS & FEATURES

The Taste of Tanzania: From Farm to Glass - Crafting Apple Juice and Cider

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The Taste of Tanzania: Celebrating Progress, Innovation, and Opportunity

Cheers to the taste of transformation!

The Taste of Tanzania celebrates how innovation and sustainability are reshaping agriculture in Tanzania, from farm to glass. In November 2024, **Tamu Tamu Tanzania (TTT)** hosted two extraordinary cider-tasting events that highlighted the immense potential of Tanzanian-grown apples.

A Flavorful Celebration of Tanzanian Innovation

These events showcased how locally grown apples are being transformed into premium products, proving their potential to revolutionize industries.

- **November 9:** The first event took place in Iringa, featuring nine distinct Tamu Tamu ciders paired with expertly crafted pizza.
- **November 16:** The excitement moved to Dar es Salaam, in collaboration with a local brewing company, spotlighting apple-based beverages like fresh juice and artisan cider.

These tastings weren't just about the products—they offered immersive experiences into the growing apple value chain within the **Southern Agricultural Growth Corridor of Tanzania (SAGCOT)**. Every sip of cider symbolized the transformative potential of Tanzanian apples to fuel agro-processing, create jobs, and drive economic growth.

Innovation and Sustainability at the Core

Tamu Tamu Tanzania (TTT) is pioneering sustainability and innovation in the apple value chain:

- **Local Adaptation:** Over 100 apple varieties have been tested through years of R&D to identify the most suitable for Tanzania's equatorial climate. These efforts empower smallholder farmers to diversify their crops and significantly boost their incomes.

- **Empowering Farmers:** By providing high-quality seedlings and technical training, TTT ensures resilience in the apple value chain while reducing reliance on imports.
 - **Direct Sourcing:** TTT purchases apples directly from local farmers, ensuring fair prices and benefits for growers.
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From Farm to Glass

The Taste of Tanzania is more than an event; it's a movement towards unlocking Tanzania's agricultural potential. Through partnerships, innovation, and sustainability, **Tamu Tamu Tanzania** is turning apples into a powerful symbol of progress and transformation.

Cheers to The Taste of Tanzania!

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