



RESILIENT GRAIN MARKETS: **UNLOCKING AFRICA'S FOOD SECURITY POTENTIAL**

2ND-4TH, OCTOBER 2025 | ZANZIBAR, TANZANIA

Main Session 2

Innovating for productivity.

Scaling climate-smart technologies and practices for sustainable food systems

**Session
Sponsors:**



**John
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Corporate Relations Director
Serengeti Breweries Limited,
a member of DIAGEO



RESILIENT GRAIN MARKETS: UNLOCKING
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Off-taker perspectives & standards





SBL AGRIBUSINESS PROGRAM



**SERENGETI
BREWRIES**
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Empowering Local Farmers & Sustainable Sourcing

SBL runs a successful program of over 600 local farmers growing barley, maize & sorghum. The company sources around 20K tonnes of grains annually equal to 80% of its raw materials requirement. TZS 15 billion (4 million Pounds) revenue to farmers.

SBL's Ownership

50%

**Diageo PLC owns
50.03% of EABL**

85%

EABL shares

15%

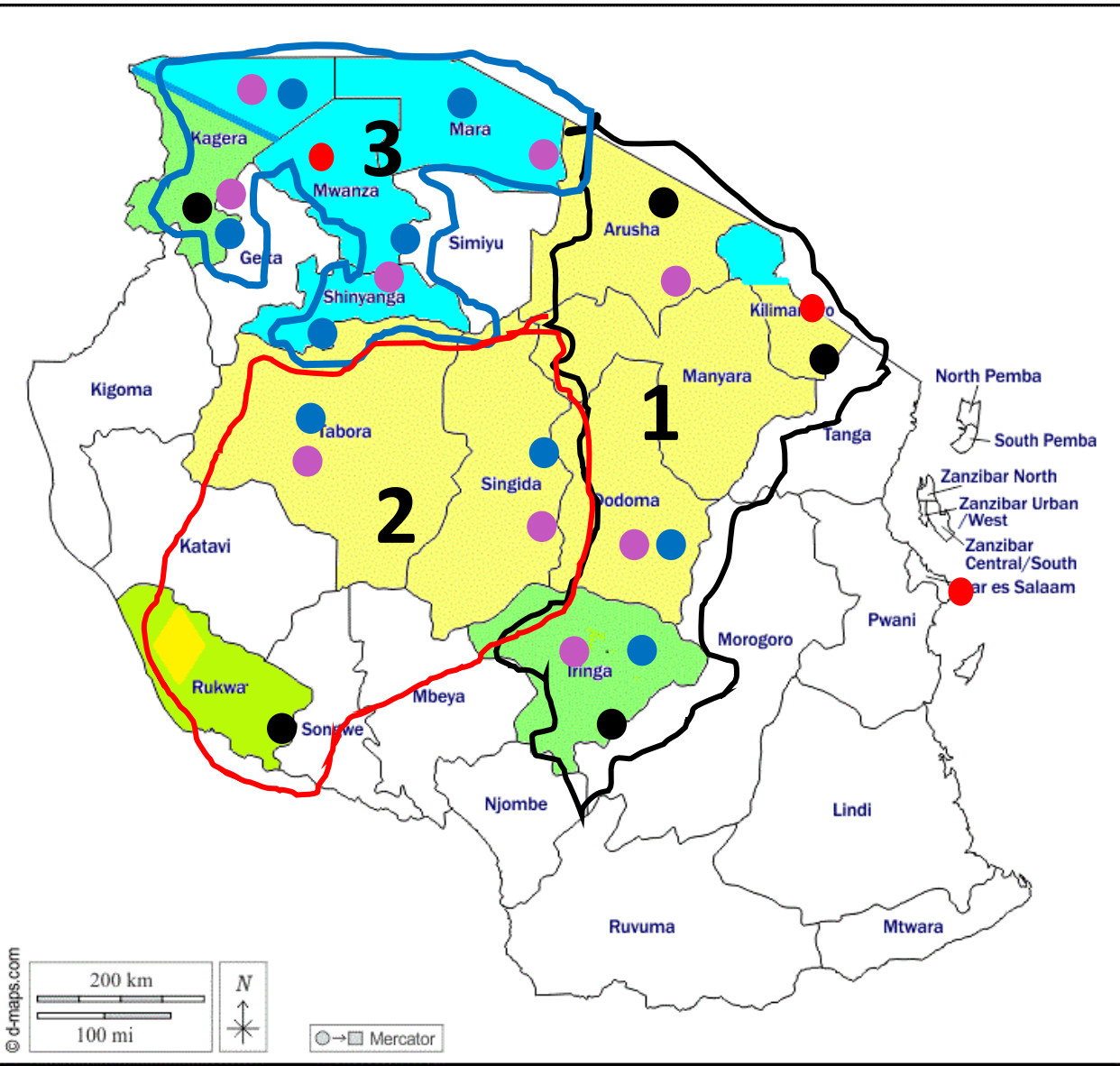
Local Shareholders

1. CMG Investment (10%);
2. Bomani (3%); and
3. Machare Investment (2%)

OUR GRAIN SOURCING FOOTPRINT



- Plant/brewery
- Sorghum
- Barley
- Maize



3 main sourcing zones

Zone 1: Arusha, Kilimanjaro, Manyara, Dodoma & Iringa (has season A, B & irrigation)

Zone 2: Singida, Tabora and Rukwa (has season A) and irrigation

Zone 3: Mara, Mwanza, Shinyanga, Kagera (has season B and irrigation)

Season name	Season period	Supply window
A	Jan - Jul	Aug - Oct
B	Oct - Apr	May - Jun
Irrigation	May - Sept	Oct - Dec

MAIN CHALLENGES OF SOURCING RM LOCALLY



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SERENGETI
BREWRIES

Sorghum

- **Low quality specs** (our specs are higher than EAC standards)
- **Farmer financing**
- **Price volatility**
- **Weather impacts e.g. drought**
- **Competition for food and feed**
- **Low yields due to seed varieties**
- **Traceability / compliance**

Barley

- **Low quality specs**
- **Farmer financing**
- **Price volatility**
- **Escalated competitor activity**
- **Weather impacts e.g. drought**
- **High moisture at harvest period**
- **Broker activities disrupting the value chain**
- **Lack of suitable barley varieties**

Maize

- **Low quality specs**
- **Farmer financing**
- **Price volatility**
- **Frequent impacts due to shifts in weather e.g. drought**
- **Competition for food and feed**

SBL'S STRATEGIC INTENT – *SHAMBA NI MALI PROGRAM*



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Tanzania Agriculture Master Plan

1. Enhance productivity of key commodities in a sustainable and resilient way
2. Increase smallholder income
3. Promote the development of medium & large-scale commercial entities across the value chain
4. Facilitate export
5. Create supportive enabling environment

KEY TAKEAWAYS



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- **Resilience:** Off-takers must invest in climate-smart partnerships
- **Finance & Inputs:** Stronger linkages reduce production risk
- **Quality:** Going beyond EAC standards ensures world-class brewing
- **Digital:** Technology is the bridge to smarter, scalable farmer engagement

THANK YOU.

