

SBL Connects Farmers to New Markets and Resources at NaneNane



Dodoma, Tanzania – 08th August 2024. The NaneNane exhibitions organized by the government annually have proven to be an effective ground to bolster farmers' interests by accessing new market opportunities in the country. Key exhibitors and stakeholders in the agriculture sector such as Serengeti Breweries Limited (SBL) have responded to this call by connecting with the farming community, sharing valuable knowledge, and exploring new market opportunities for local farmers.

SBL has also demonstrated its commitment to connecting its farmers with institutions that provide inputs and credit, offering comprehensive support beyond merely purchasing their produce. This holistic approach ensures that farmers are well-prepared to meet market demands and improve their livelihoods.

Currently, SBL is looking into expanding its sourcing from 400 farmers where it is sourcing 80% of its beer-making cereals such as barley, sorghum, and maize and there is potential to purchase from farmers in Dodoma, provided the quality and quantity meet the company's standards.