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Arusha regional commissioner Mrisho Gambo (2nd-R) presents a trophy to Tanzania National Park (Tanapa) representative Moreen Mwaimale in Arusha yesterday after the agency emerged one of the best employers in the country in implementing Higher Education Students' Loans Board regulations. Photo courtesy of HESLB

By Getrude Mbago

POULTRY farmers have been urged to grab opportunities available in the financial institutions for them to increase productivity and get out of poverty.

The call was made on Monday by financial experts on the side lines of the workshop, which brought on board key players in the country's poultry industry.

Organised by Victoria Finance Plc in collaboration with a US-based non-profit organisation, Global Communities, the workshop among others was aimed at training the poultry farmers on the access of finances to develop their businesses.

Poultry farmers urged to use opportunities offered by financial bodies to fight poverty

One of the financial gurus, Julius Mcharo, said that for a very long time, players in the poultry sub-sector have been left behind by financial institutions something which had been affecting their businesses progress.

Mcharo who is the managing director of Victoria Finance Plc said that poultry was among the fastest growing and payable industries, but its potential was yet to be fully exploited due to various challenges facing farmers including obstacles in accessing capital and funds.

He, however said that his firm has set aside 15 per cent of its credits mainly for the poultry farmers.

"This is why our company saw it better to chip in and invest our efforts and funds to help develop this sector.

"We've so far helped a number of traders in the sector and they are now enjoying their businesses growth...We first educate them on the better use of the loans before issuing them," he said.

He further said that the financial company doesn't focus in providing

funds but material based loans like feeds and machines while providing more trainings on better use of the loans.

"We have brought together poultry farmers, value addition experts, government officials and stakeholders to discuss on better ways of improving the sub-sector. Victoria Finance is here to ensure that farmers have access to capital so as to increase their investments and production meeting local demands and for export," he said.