MINJINGU
MBOLEA YA UHAKIKA

MINJINGU NEWSLETTER

Arusha, ISSN 007
August 2026

ONE TARGET, ONE TEAM: MINJINGU SETS ITS SIGHTS ON 100,000 MT

As we begin the 2026/27 season, we do so with renewed confidence, a clearer understanding of our market and a shared ambition to take Minjingu Mines & Fertiliser Limited (MMFL) to the next level.

Our recent Annual Sales Planning Meeting brought together our sales and management teams to reflect on where we have come from, the challenges we have faced and, most importantly, the opportunities ahead of us. It was an important moment for us to listen to experiences from the field and agree on how we can strengthen our presence across Tanzania.

For the 2026/27 season, we have set an ambitious target of 100,000 metric tonnes. This is more than a sales figure. It represents our commitment to reaching more farmers, strengthening our partnerships with agro-dealers and cooperatives, and making quality Minjingu fertilisers more accessible in farming communities.

Achieving this ambition requires us to understand our markets better. Every region is different, and our teams must understand the size of their market, our current market share, competitors and where opportunities for growth exist.

We are equally investing in our people. Plans to strengthen our field teams with additional Depot Officers and Agronomists/Sales Officers, together with improved mobility in high-performing and high-potential regions, will enable us to reach more farmers and provide stronger agronomic and commercial support.

We will also focus more closely on key crop value chains, including coffee, cotton, cashew nuts, sugarcane and tea, while increasing awareness and promotion of products such as MOHP (Minjingu Organic Hyper Phosphate).

Our marketing activities will become increasingly market-driven. Demonstration plots, farmer field days, agro-dealer branding, media engagement and farmer success stories must help build trust in Minjingu products and contribute to measurable sales growth.

Most importantly, we will continue listening to our customers. Their feedback on product availability, packaging, pricing and agronomic support will help us improve how we serve the market. The 100,000 MT target is a shared responsibility. Every farmer reached, every dealer supported and every bag sold moves us closer to our goal.

As we enter this new season, I encourage every member of the Minjingu family to see themselves as part of this journey. Together, we have an opportunity to strengthen a proudly Tanzanian fertiliser brand and take Minjingu closer to farmers across the country.

Pardeep Hans
Managing Director
Minjingu Mines & Fertiliser Limited

The Minister of Finance, Hon. Ambassador Khamis Omar (second right), and Deputy Minister for Agriculture, Hon. David Silinde (right), examine Minjingu fertiliser products as Abdulrazack Jamal, MMFL Regional Sales Officer for Kilimanjaro, explains their benefits during a visit to the Minjingu demonstration plot at the Nane Nane Exhibition in Dodoma.

MINJINGU CONNECTS WITH FARMERS AT NANE NANE 2026

This year's Nane Nane exhibitions were more than an opportunity for Minjingu Mines & Fertiliser to display fertiliser products. They provided an important platform to meet farmers, listen to their experiences and demonstrate how the right plant nutrition can contribute to better productivity.

Across eight Nane-Nane zones, MMFL teams engaged directly with farmers, agro-dealers, cooperative unions, government leaders and other agricultural stakeholders. At the heart of these interactions were farmers asking questions, sharing their experiences and looking for practical solutions to improve production.

The demonstration plots became one of the strongest points of engagement. Rather than simply hearing about Minjingu fertilisers, visitors were able to see crop performance in the field and discuss appropriate fertiliser application with MMFL teams. These conversations helped turn product promotion into practical learning.

The company's efforts were also recognised, with MMFL emerging as second winner in both Dodoma and Mwanza. The recognition reflected the commitment of teams on the ground and the quality of engagement created throughout the exhibitions.

More importantly, Nane Nane translated visibility into business. More than TZS 10 million in sales were generated through activities linked to the exhibitions, demonstrating how farmer education, product visibility and direct engagement can contribute to commercial results.

Beyond immediate sales, MMFL used the exhibitions to strengthen relationships with cooperative unions, agro-dealers and other partners who play an important role in connecting fertiliser solutions with farmers. Engagement with government leaders also provided an opportunity to showcase MMFL's contribution to Tanzania's agricultural sector.

During his visit to the MMFL demonstration plot in Dodoma, Minister of Finance, Hon. Ambassador Khamis Omar, highlighted the importance of developing fertiliser solutions that respond to the specific soil conditions and nutrient needs found in different parts of the country.

"As we strengthen agricultural productivity, it is important to have fertilisers that respond to the specific needs of our soils in different regions. Farmers need the right nutrients for their soil and crops if we are to achieve better productivity."

His message reflected an important part of MMFL's approach: understanding that soils and crop nutritional needs differ from one farming area to another. This calls for continued investment in appropriate fertiliser solutions, farmer education and close collaboration with agricultural experts and institutions.

Celebrating success! Minjingu Regional Sales Officers Filmatus Linus (left), Geita, and Eliasi Raphael, Mwanza, proudly display the Second Runner-Up Trophy awarded to Minjingu during the Nane Nane Exhibition in Mwanza.

FROM 3 KILOS TO 15 KILOS: NEW HOPE FOR COFFEE FARMERS IN KENYA

Joel Ngechu (right, in a black T-shirt), Minjingu Technical Sales Representative, facilitates a training session for members of Gatatha Farmers' Cooperative Society at their 6,000-hectare coffee estate at Kiambu county.

For coffee farmers in Gatatha, Kiambu County, and Ng'araria, Murang'a County, declining productivity had become a growing concern. Despite caring for their coffee trees, some farmers were harvesting only 3–4 kilograms of coffee cherries per bush, making it increasingly difficult to earn a meaningful return from their farms.

Today, farmers participating in a partnership between Minjingu Mines & Fertiliser Kenya Limited and the New Kenya Planters Cooperative Union (New KPCU) are seeing a different story.

Through the programme, farmers adopted Minjingu Nafaka DAAP Plus together with Minjingu Organic Hyper Phosphate (MOHP) fertilizers, supported by practical training, demonstration plots and agronomic advice.

The focus was not simply on applying fertiliser, but on helping farmers understand the importance of balanced crop nutrition and healthy soils.

And the results have been encouraging. Across the majority of participating farms, coffee cherry production increased from an average of 3–4 kg to between 12 and 15 kg per bush. Farmers also reported healthier coffee trees, improved flowering and better cherry development.

"We were working hard on our coffee farms, but the harvest remained low. After improving how we feed the soil and our coffee trees, we started seeing stronger trees and more cherries. Coffee is becoming rewarding again," explainsDavid mungai from Ng'araria of Gatatha Farmers Cooperative Society

A key strength of the partnership has been bringing knowledge closer to farmers. Minjingu Kenya provided fertilisers, technical support and farmer training, while new KPCU worked through cooperative societies to mobilise farmers, support distribution and strengthen extension services.

Demonstration plots also gave farmers an opportunity to see the results in the field before making their own decisions.

"Quality fertiliser delivers greater value when farmers understand how and when to use it. Our focus is therefore not only providing crop nutrition, but also giving farmers the knowledge they need to get better results from their farms," says Dr. Lawrence Munene, Minjingu Kenya Manager.

The benefits extend beyond increased production. Higher yields can mean more coffee for farmers to sell, stronger household incomes and greater ability to reinvest in their farms. Increased deliveries can also strengthen cooperative societies and the services they provide to members.

"When farmers see healthier trees and better harvests, their confidence in coffee farming grows. That renewed confidence is important for the future of the coffee sector," says Simon Waweru, chairman Gatatha Farmers Cooperative Society.

The experience in Gatatha and Ng'araria demonstrates a simple but important lesson: productive farming starts with healthy soil and the right crop nutrition.

By combining Minjingu Nafaka Plus with organic fertiliser, farmer knowledge and cooperative support, the partnership is helping farmers improve both immediate crop performance and long-term soil health.

Building on these results, Minjingu Kenya intends to strengthen farmer training, expand demonstration farms and explore similar partnerships with more coffee-growing communities. For participating farmers, however, the impact can already be seen on the trees from 3–4 kilograms to as much as 12–15 kilograms of coffee cherries per tree.

Behind those numbers is a bigger story: healthier farms, stronger farmer confidence and a renewed opportunity to make coffee farming a more rewarding livelihood. The experience of Gatatha and Ng'araria offers an important lesson for the future of coffee farming.

PARLIAMENT COMMITTEE SEES MINJINGU'S INVESTMENT IN TANZANIA'S FERTILISER FUTURE

Deputy Chairperson for the Permanent Parliamentary Committee for Legislation, Hon. Yahya Mfaume Zuberi, and MMFL Managing Director, Tosky Hans, join Committee members and the Minjingu management team for a group photo during the Committee's visit to the MMFL factory in Babati District, Manyara Region.

What begins as phosphate rock from Minjingu hills eventually reaches farmers across Tanzania as fertiliser for their crops. During a recent visit to Minjingu Mines & Fertiliser Limited (MMFL), members of Parliament had an opportunity to follow that journey from the mine to the production lines, laboratory and warehouse.

The Parliamentary Permanent Committee on Legislation visited MMFL as part of its oversight of the implementation of Tanzania's new 2026 fertiliser regulations.

Led by the Committee's Vice Chairperson, Hon. Yahya Mfaume Zuberi, the delegation included 12 Members of Parliament and eight members of the Committee Secretariat.

Representatives from the Ministry of Agriculture, including Deputy Permanent Secretary Prof. Msofe, the Directorate of Agricultural Inputs and the Tanzania Fertilizer Regulatory Authority (TFRA), also participated.

For MMFL, the visit was an opportunity to demonstrate not only how fertiliser is produced, but also the investment being made to strengthen Tanzania's domestic fertiliser industry.

Over the years, Minjingu has continued to expand its production capacity. The company commissioned its first NPK production line in 2009, with an annual capacity of 40,000 tonnes. A second line followed in 2010, adding capacity of 100,000 tonnes annually. In 2024, MMFL commissioned NPK 3, with an annual production capacity of 250,000 tonnes. This continued investment reflects a broader ambition: to increase fertiliser production within Tanzania and help reduce the country's dependence on imported fertilisers and the foreign exchange required to purchase them.

Committee members noted the importance of protecting and strengthening domestic fertiliser manufacturers, particularly because fertiliser availability is directly connected to agricultural productivity and national food security.

The message from the discussions was clear: a country that can produce more of its own agricultural inputs is better positioned to protect its farmers and food production from external supply disruptions. Producing fertiliser is only part of the journey.

Farmers must also receive it when and where they need it. To strengthen distribution, MMFL has invested in 40 trucks, each capable of carrying approximately 32 tonnes. The company also participates in the Government Fertiliser Subsidy Programme in Mainland Tanzania and Zanzibar.

In 2025, MMFL contributed approximately TZS 1.89 billion to the Central Government and provided around 600 permanent and temporary employment opportunities for Tanzanians.

In the community surrounding its operations, the company has also invested TZS 87.8 million in a maternal and child health ward, with further expansion underway.

Deputy Chairperson for the Permanent Parliamentary Committee for Legislation, Hon. Yahya Mfaume Zuberi (2nd from right) and other committee members listening to Wachira Githenya (right), MMFL's Quality Asurance Manager,