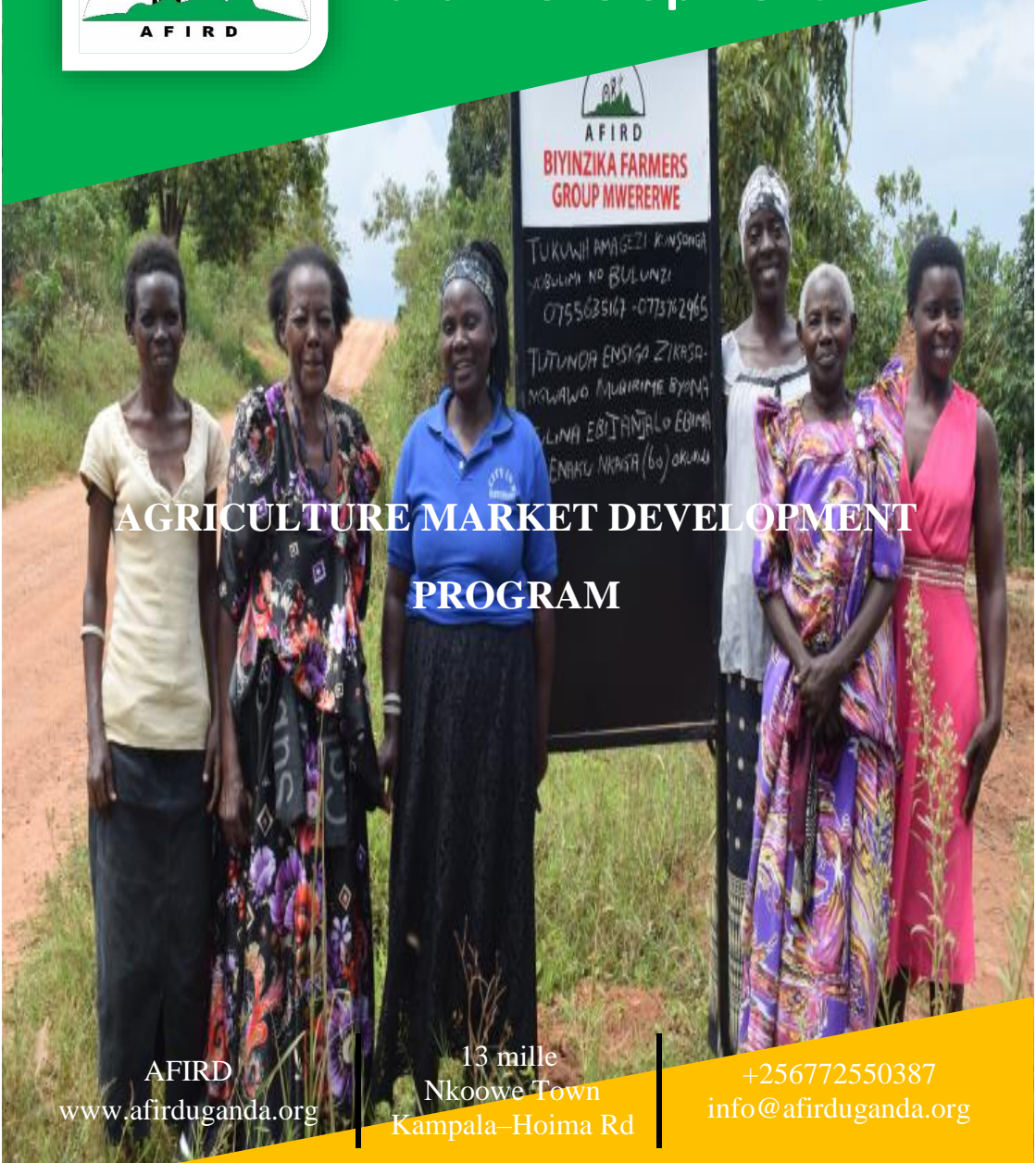




Agency For Integrated Rural Development



AGRICULTURE MARKET DEVELOPMENT PROGRAM

AFIRD
www.afirduganda.org

13 mille
Nkoowe Town
Kampala–Hoima Rd

+256772550387
info@afirduganda.org

CONTENTS

PROGRAM OBJECTIVE	2
AFIRD’S INTERVENTION ON MARKETING.....	3
1. Farmer mobilization & sensitization	3
2. Information sharing & dissemination	3
3. Farmer capacity building	4
4. Farmer market infrastructure development	5
ACHIEVEMENTS.....	6
CHALLENGES.....	7

PROGRAM OBJECTIVE

To continue exploring marketing opportunities for small scale holder farmers in Wakiso, Mukono and Mpigi Districts.

The area where our farmers operate has a high human population with a high potential for selling small livestock, and fresh vegetable and fruits. To achieve this strategy, AFIRD put emphasis on collective marketing.

Presently, AFIRD is implementing a project promoting sustainable agriculture among small holder farmers with a marketing component. AFIRD handles different marketing interventions in her groups depending on the group's class (either New or Medium)

In addition, AFIRD is running a demonstration center at its office to show case enterprises and their value chain development process. The enterprises promoted are those that are suitable for small scale farmers with limited land resources and financial capital.

AFIRD'S INTERVENTION ON MARKETING

Interventions are broadly grouped into four categories;

1. Farmer mobilization & sensitization

AFIRD ensure that all her farmers are in groups so as to marketing their produce and products easily. A group of a minimum of 25 members is eligible to benefit from AFIRD's intervention. This is done in the early stages of formation of new groups

2. Information sharing & dissemination.

The means used include;

i. Information (marketing boards)

As a marketing strategy, AFIRD supports Medium farmer groups with marketing/information boards which they use to advertise their produces and products collectively in their respective localities.

ii. Mainstream Media

Different media platforms including; Newspapers and radio talk shows have been used to advertise farmer's products and produces. This is among both the New and Medium.

iii. Exhibitions

AFIRD supports her farmer groups to participate in both local, regional and national agricultural based exhibitions in order to broaden their market opportunities and network with their

fellow farmers, agro-processors, consumers and other relevant stakeholders. Every farmer group category is supported (New, Medium and Old).

3. Farmer capacity building

i. Conducting training

Farmer groups are taken through a number of trainings which help to strengthen their groups and equip their groups with the relevant knowledge about sustainable agriculture. In this aspect, some trainings on marketing are held like; training on collective marketing, enterprise selection, saving and credit schemes etc. For both New and medium groups.

ii. Agro processing/Value addition

Farmers are supported to add value to their produce and products through trainings and supported with some starter funds to carry out this activity which increases the shelf-life of their produces especially perishable vegetables and fruits which tend to be in abundance during the peak of the season but after a short period, they are scarce. Solar drying of fruits, vegetable, mushrooms and juice, jam and wine making are emphasized. This is for Medium groups.

iii. Exposures visits

AFIRD takes her farmers for exposure visits to their fellow farmers who have excelled in S.A practices and value chain development. This helps to build courage of the visiting farmers to also replicate the same work they are exposed to. Specifically for New groups.

4. Farmer market infrastructure development

i. Marketing stalls

In past years, AFIRD has supported some of her farmer groups to establish market stalls from where they directly sell their produces and products collectively at local community level. Old farmers

ii. Storage facilities

Having identified a challenge of poor storage and lower market prices of some agricultural produces, AFIRD supported some farmer groups to establish appropriate storage facilities to help farmers keep them for a longer period of time as they waited for better prices. Old farmers

ACHIEVEMENTS

1. Avenues for sharing market information established and have benefited the farmers
2. Incomes have increased through;
 - i. Farmers have been able to start up cottage industries like juice and/or wine making, liquid soap making.
 - ii. Collective marketing where farmers have benefited from selling animal products like milk, small animals like rabbits and rats
3. Links to markets achieved. This has enabled farmers to negotiate market prices and make informed decision. Like Joyce in Namusera who now is able to sell her herbs and spices to Nakasero daily market sellers
4. Model farmers have arose. Their fellow farmers come to learn from them and these have greatly inspired the visiting farmers to also do the same work they learn from these model farmers.

CHALLENGES

1. There is no established value chain developed yet
2. Price fluctuation for farmer's produce.
3. Insecurity – thefts.
4. Low involvement of youth in agriculture
5. High production costs especially on fertilizers, herbicides, pesticides, seeds, value addition inputs etc.
6. Fake agro-inputs especially seeds, agrochemicals etc.
7. Narrow range of products.
8. Lack of skills for value addition
9. Taxes and other agricultural related policies
10. Low customer awareness about the value of consuming safe (organic) food.
11. Low standards and certification measures being adopted by farmers.