

Proceedings prepared by: Clive Lightfoot and Anne Dennig.



Linking Local Learners

Strengthening Market Linkages in Soroti, Uganda

April 13th to 14th 2006. Uganda Flying School, Soroti, Uganda



with National Agricultural Advisory Services (NAADS), Uganda

Objectives of the 'Trade Fair' Workshop

- To review the level of development of marketing chains in the district
- To derive the way forward for strengthening of marketing chains in Soroti district
- To document and share success stories and experiences of Associations in the district

Schedule for the 'Trade Fair' Workshop

Thursday 13th April

Time	Activity	Organization	Materials	Learning objectives
09.00	Registration			
10.00		Tea break	1	,
10.30	Opening Speech, participant introduction NAADS Objectives & Strategy Sharing Tanzanian Marketing Experience	Plenary Chair: JW Presenters: CAO, JW, CA	Workshop handouts	
12.00	Introduction to market chains and task for the group work on current situation in marketing	Plenary Chair JW Facilitator CL		To understand the concept of market chains
12.30	What are the Associations doing in milk, fruit, sweet potato and honey marketing?	Group work by associations Facilitators CL, JO, JW, AD	Flip Charts, pens, tape,	To understand the level of development of market chains in the district
13.30		Lunch Brea	k	
14.00	Associations Trade Fair of Marketing Experiences and drop box of ideas for strengthening marketing	Plenary Chair: CA Facilitator: CL Trade Fair and Drop Box	Cards, drop box	To share experiences and identify learning needs for capacity building
16.00		Tea break		
14.30	Development and presentation of matrix of ideas for strengthening marketing.	Plenary Chair: CA Facilitator: CL	Flip Charts, pens, tape,	To identify what associations need to learn to strengthen marketing chains



Friday 14th April

Time	Activity	Organization	Materials	Learning objectives
08.30	Action Plans for strengthening marketing	Group work by common interests	Flip Charts,	To develop Action Plans for associations to
		Facilitators CL, JO, JW, CA	pens, tape,	strengthen market chains
10.30		Tea breal	(
11.00	Presentation of Action Plans by common	Plenary		To reach common agreement on action plans to
	interest groups	Facilitators: CL, CA, JO, JW		improve marketing by associations
		Presentations by groups		
13.00		Lunch Brea	ak	
14.00	Ways forward to implement the action	Plenary		To identify the next steps to implement action
	plans	Facilitators: CA, JW, JO		plans
15:00	Evaluation	Plenary		
	Closing Speech	Chair: JW		
		Presenters: CA, CL, DAO.		

For Service Providers only:

16:00	Introduction to LLL training resources CD. Introduction to LLL service for online learning between associations and	Internet Cafe in Soroti town Facilitators: CL,AD,JO, CA	Computers Online	To introduce the LLL training resource CD To demonstrate the use of the LLL internet learning platform
	districts			



NAADS Objectives and Strategies in Strengthening Marketing and Market Information to Farmer Groups.

Presentation by John Wakikona, NAADS secretariat, Kampala.

The general objective for NAADS is to increase farmer incomes through increased productivity at farm level and increased access to market outlets. The specific objectives are to:

- 1. Empower farmers to demand for extension services through their groups
- 2. Increase farmer application of modern technologies
- 3. Increase farmer access to market outlets so that the farmers maximize earnings from market outlets.

These steps are a priori to commercialization of agriculture in Uganda.

Next stage requirements

In confronting marketing, farmers are better organized in high level marketing groups to: 1) bulk farmers' produce, 2) quality control, 3) storage, 4) transportation, 5) market intelligence, 6) marketing planning and 7) setting prices.

Need for high level marketing groups to have: 1) warehousing stores, 2) technical staff, 3) proper plans, 4) market information, 5) value addition facilities, 6) suitable linkages and networks, and 7) suitable infrastructure.

Stores receipt system requires: 1) stores registered, 2) handle storage, 3) issue receipts which are recognized as collateral security, 4) monitor markets and market prices, and 5) quality control.

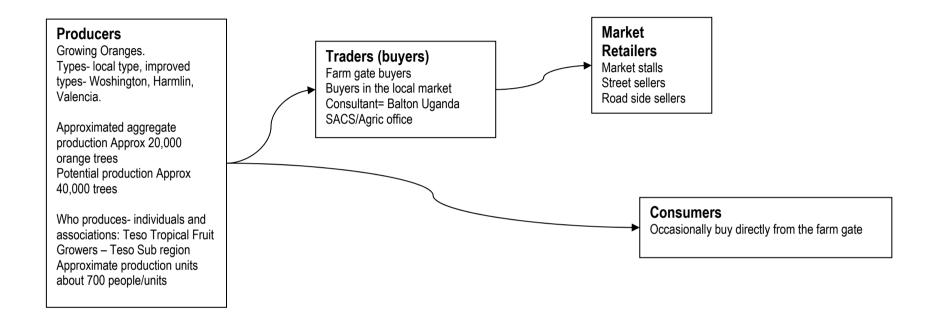
Information Strategy

Macro level includes market surveys, production surveys and regular collection of International market prices.

Micro level includes market intelligence (local market price collection), collection of production data, and analysis of operations of local markets. Information dissemination includes: radios, posters, mobiles and ICTs

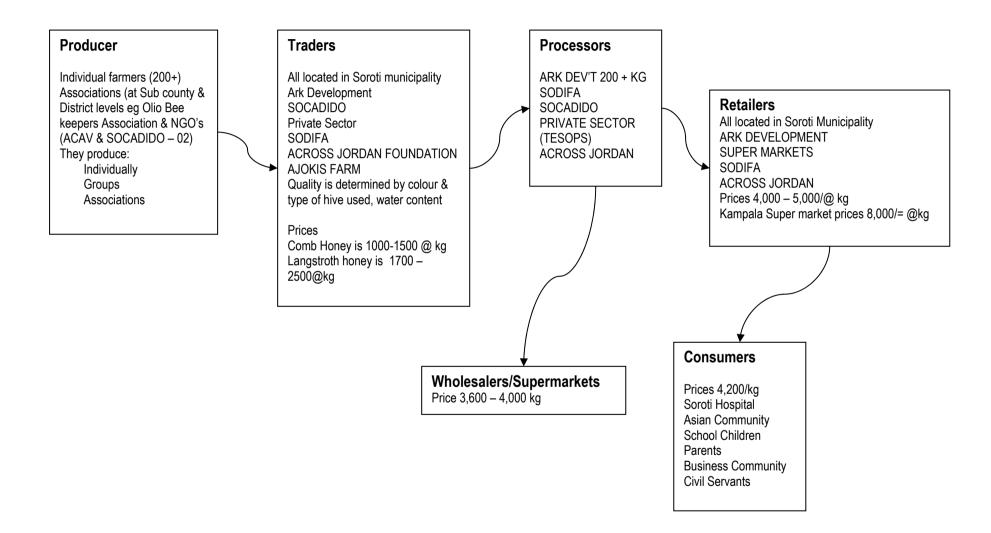


Orange Association Existing Marketing Situation

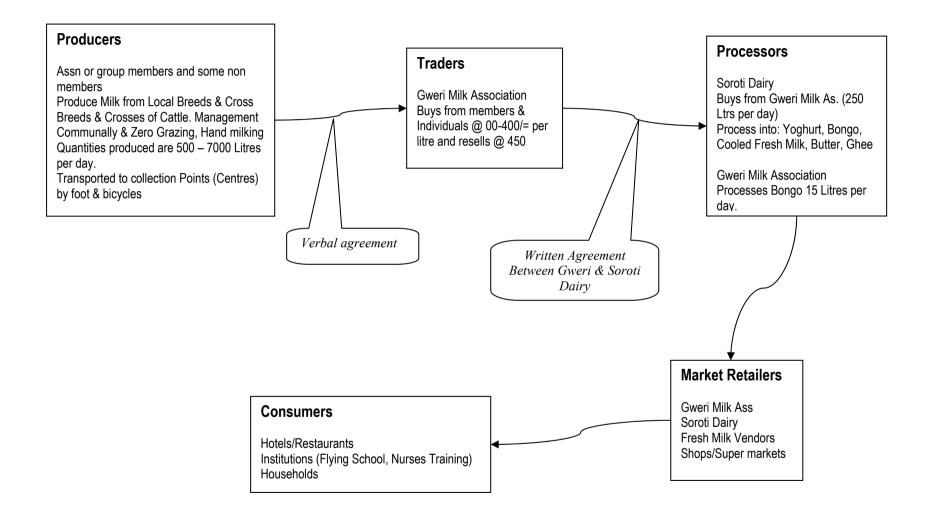




Honey Association Existing Marketing Situation



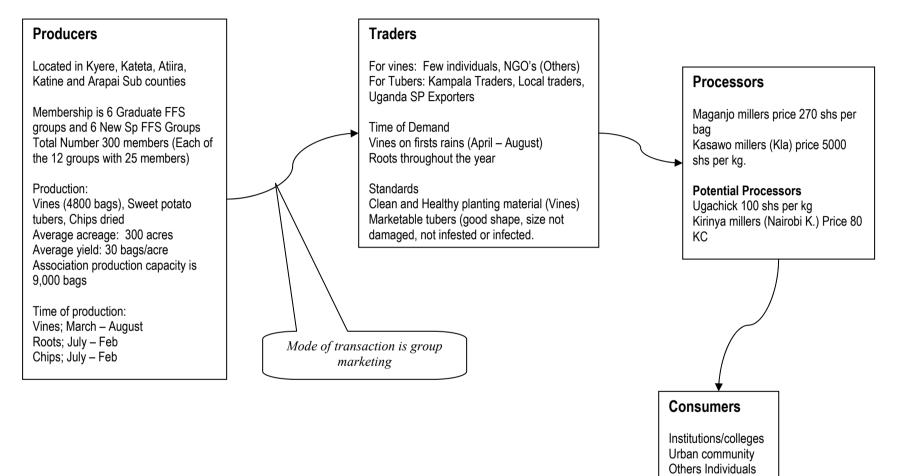
Milk Association Existing Marketing Situation





Sweet Potato Association Existing Marketing Situation

Linking Local Learners



Ideas to Strengthen Marketing and Priorities for the Higher Level Associations

Ideas to Strengthen Marketing	Higher Level Associations			
	Milk	Sweet Potato	Oranges	Honey
How to find out the final prices which the consumer pays				
How to find and link up with processors, wholesalers and big buyers		Gabriel	Ezekial Ethuno	Umega Constant
How to improve the quality of the products	Nelson John Onangole	Lucy Omiat Jennifer	Egaja Celestine D David Cornelius	Dan Edepu Carol Epere Josheph
How to prepare a business plan to get the equipment need eg milk coolers, transport, warehouse, cold storage.	Joseph Opus	Ekinyu Eu Otiira Gabriel	Opin Joremn Amuriat Michael Enokokin Erarkit	
How to determine the correct scale for production for the market				
How to strengthen our higher level associations eg capacity for office bearers / having a good inventory of members / discipline among members / establishment of office with good communication facilities	Otim Okello	John Opola Max	Emura Steven Asege Winnie	Betty
How to organise collective marketing strategy for the association		Ameu Martin	Ejoku	
How to maximize adding value to our raw product including packaging and labelling		Ekinya Christine Amati Mary		Olega John Eriaku
How to set up a market information system				
How to set up reliable data gathering for production weights and measures				Carol



Action Plans for Strengthening Market Chains

How to maximize adding value to raw products

Action	Activity	Responsibility	Time Table
Sweet potato flour and milk products labelling	LAB analysis to get product composition	UNBS contact with local private labs	Jan, Feb
products labelling	Information on lab (Names Orgn, dates Trade marks)	Association	March, April
Packaging of honey, milk products and sweet potato	Identify types of packaging material that is suitable for each product	Association	Feb, March, April
products	Research on quantity and size required by the processors or consumers	Association	Jan - June
	Research on quality demanded by consumers	Association	April, May
Sealing packages for sweet potato products	Identify the appropriate apparatus required	Association	Feb, March
Storage for sweet potato	Training on post harvest handling & storage	Technical persons	Jan, Feb
	Building warehouse	Partners & Ass	March, April

How to find and link up with processors, wholesalers and big buyers

Activity	Responsibility	Time Table
Identification of all Association members and their production potential.	Association leadership and members at Sub county level	April, May
Formation of leadership committee for linking and partnership negotiation	All Associations members at all levels	May
Getting information from news papers, radio and media houses, stakeholders in market chain and internet	Linkage leadership committee members	April - Sept
Documentation of contacts to follow up with	Association secretariat	April -Sept
Convening meeting of Association members to decide on next steps	Association all members	May
Linking up with designated Processors, Wholesalers and or big buyers	Linkage leadership committee members	Sept



Action Plans for Strengthening Market Chains (continued)

How to strengthen higher level associations

Activity	Responsibility	Time Table
Take Inventory of existing Associations including: Number of Assocs., What they do, Membership and geographical coverage	Assoc Secretariat	May - Sept
Review organisation of the Associations Bye laws, Bank Accounts and Executive	Assoc office bearers	May, June
Organise relevant trainings to improve weaknesses in: Financial management, Savings & credit, others	NGO/Firm doing FID	July - Nov
Establish linkage for networks and improve office communications	Assoc Secretariat	Sept - Nov
Reflection meeting to assess results and ideas to forge way forward.	Assoc members and partners	Nov

How to prepare a business plan to get the equipment need (example of milk cooler)

Action	Activities	Responsibility	Time Table
Survey available of equipment	Conduct visits to possible suppliers, surf Internet	Association appointed committee	April
Consultation on durability of equipment and appropriateness	Interview potential suppliers, people already with knowledge on equipment. Surf for information from manufacturers on internet	Assoc appointed committee	Мау
Sourcing technical experts in Business Plan preparation	Conduct stakeholders consultative meeting	Appointed committee	May
Gathering information needed in Business Plan	Conduct stakeholders consultative meeting	Association members, consultants, business communities, traders	June
Writing Business Plan Draft	Committee members workshop or retreat	Appointed committee and consultants	June
Presentation of Business plan draft for approval	General Assembly of Association members	Appointed committee	July
Writing of Final Business Plan & Its Approval	Committee members workshop/retreat	Appointed committee with Assoc executive committee	August
Share Business Plan for possible funding	Share with donor projects, Gov't programmes (NUSAF), local financial Institutions	Appointed committee and Executive committee	September



Action Plans for Strengthening Market Chains (continued)

How to improve the quality of products

Milk quality: white colour, density, butter fat content, no smell, sweet taste and UNBS standards compliance

Action	Activity	Responsibility	Time Table
Improve health and nutrition of milkers	Disease and parasite control, provide balanced nutrition and observe hygiene & sanitation	Farmers and technician	April – Sept
Quality packaging for yoghurt and ghee making	Purchase of proper packaging materials	Individual groups	April, May
Get cooling facility	Mobilised get agreement for site selection, mobilise funds hire contractor, follow up NUSAF pays location of cooler	Association and groups	April – Sept
Get good crates and packs	Mobilize funds for purchase	Individual groups	May - July

Sweet Potato quality: uniform colour and size, pest & diseases free, No chemical residues, UNBS compliant moisture content

Action	Activity	Responsibility	Time Table
Improve sorting	Select proper sizing of tubers	Individual groups	April
Improve processing	Use quality slicing machines for correct thickness of slice	Individual groups	April
Improve packaging	Association to purchase good quality papers for groups	Association	April
Improve storage	Mobilise members on need to use warehouse, Finish construction of warehouse, Improve farmers' stores.	Assoc and groups	April - May

Honey quality: dark brown colour, honey smell, free water content, 80% Brix by UNBS refractometer

Action	Activity	Responsibility	Time Table
Good storage of comb honey	Safety free from insects	Groups	July, Aug, Sept
Improve processing	Type of hive harvested (determines the type of processing)	Groups	July, Aug, Sept
Good storage of liquid honey	Ambient humidity and Temp. of 370C, No direct light and free from any	Groups	July, Aug, Sept
	scent		
Promotion of good packaging	Use of quantity bottles at standard capacities and standard levelling	Association	July, Aug, Sept



Action Plans for Strengthening Market Chains (continued)

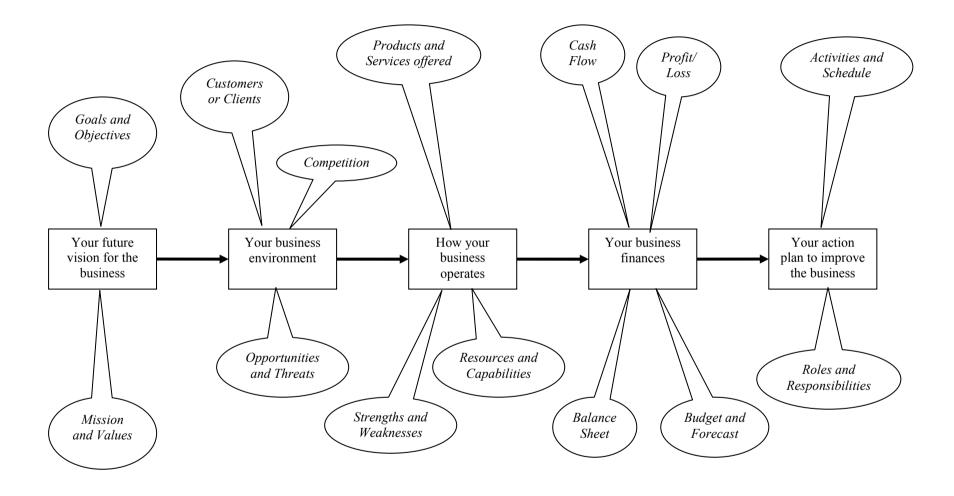
How to improve the quality of the products (continued)

Orange quality determined by: size, colour, shape and appearance.

Action	Activity	Responsibility	Time Table
Improved production	Correct variety selection, proper budding	Individual groups	April - August
Improved harvesting	Select only ripe fruits	Individual groups	April - August
Proper sorting and grading	Use only correct sizing	Individual groups	April
Improved packaging	Purchase of recommended materials	Association and groups	April
	Use only recommended material		
Transportation	Purchase of good crates	Association and groups	April
	Use only good crates		



The Building Blocks for a Business Plan



Way Forward for Higher Level Associations

Sweet Potato Association

- Strengthen the membership of the Association through subscription by new groups and individuals.
- Find alternative market for the dried sweet potatoes chips.
- Improve on packaging and labelling of all the sweet potato products.
- Revamp and strengthen the existing leadership of the Association.

Oranges Association

- Convene meeting of all Citrus growers from the different sub counties.
- Recruit other members into the Association from those who have not joined the Association but are involved in Citrus growing.
- Set up a committee that will work on the Action Plan developed at the workshop.

Milk Association

- Meeting of association members to review action plan developed at workshop.
- Collection of funds to construct two milk collection centers.
- Follow up with NUSAF on proposal for milk cooler purchase and installation.

Bee Keepers Association

- Review the organisation of Soroti Integrated Honey Bee Keepers Association (SIBA).
- Finalise the substantive leadership of SIBA.
- Put a three year business plan in place.
- Establish information contact points and functional offices.
- Increase emphasis on payment of registration of more members under SIBA.
- Ensure adoption of improved methods of bee keeping for quality products that can earn better market.

Participant's Evaluation of the Workshop

The Learning Objectives (Did you feel the learning objectives of the workshop			<u>E</u>	E
were reached?)	No!	A little	Yes	Very much
To review the level of development of marketing chains in the district			71%	29%
To derive the way forward for strengthening of marketing chains in Soroti district	4%	4%	54%	37%
To document and share success stories and experiences of Associations		35%	54%	11%
The facilitators, teaching methods and materials				
Did the facilitators help you to learn?			54%	46%
Were the presentations clear and easy to follow?		4%	50%	46%
Was the workshop done in an interesting way?		3%	50%	46%
Were the visual aids and handouts helpful?		8%	57%	34%
Were the instructions for group work clear and easy to follow? (responses from 24 participants)		7%	66%	22%



What in your opinion were the three main strengths of the workshop?

Building of associations is now going to take place; The participants can now go to their groups to inform what is to do, Participants are going to produce more crops; Ideas how to strengthen the higher level associations (x2); How to prepare a business plan (x2); How to link up with processors; Trained most of the members to know how to strengthen their association; Given associations way forward to establish markets; Identifying challenges and using them as activities in market linkages;

Participation by all members (x4); Group discussions (x3); Sharing of all sessions; Simple facilitation skills used by facilitators (x6); Having knowledgeable facilitators; Friendly way the workshop was facilitated; Right participants invited to the workshop (x2); Workshop was participatory and not discriminatory (x3); Delivery presentations was superb by the facilitator; Handouts given concise to follow (x2); Group work and presentations were lively; Open of our minds; Developing an action plan; free and fair detailed information discovery; learning by doing; participants were actively involved; Sharing of knowledge; free flow of the ideas; participatory learning was highly involved – participation gave answer to their problems; the ability of facilitators to deliver the material the ability of the DNC and secretariat representative to backstop; clarity and simplicity of the facilitation and presentations (x2); participation of the attendants kept the workshop alive; documentation and flow of issues was good; Participants communicated with ease – language.

It helped the capacity building; Associations to make money through being informed through their own efforts; togetherness of the farmers; quality of all the products attract market; learning ideas for strengthening business groups; addressing the existing challenges of the associations in the District; has a future as far as strengthening marketing is concerned

What in your opinion were the three main weaknesses of the workshop?

Time was short we could have had a 4 day workshop; The days allocated were not enough to cover much; Poor time management by participants (x3); little time in terms of duration; Starting time, time of ending was not kept;

Poor coordination especially the organisers; Organisation was a bit poor (x7); Mobilisation of participants; Abrupt invitation communication; Load shedding was experienced; Invitation was not uniform for all participants other were asked to come on the second day.

What I learnt was not in my mind since I joined NAADS; Some participants thought that they could be linked directly to the market; The documentation of experiences from other parts were not so much shared.

Some relevant stakeholders didn't attend e.g. executive members of the associations; Poor representation of some of the associations.



Do you have any other comments you would like to share?

Well designed workshop developed and implemented; Time was limited; Workshop started and ended well; Organise a workshop for at least 2 weeks preferably residential so that even at night we can cover certain aspects exhaustively; Come back again for more knowledge (x4); this should take place in other districts as well.

Please keep monitoring the associations; a follow up should be made; organise more workshops to review the progress and share experiences (x2) Action plans should be implemented and relevant authorities to do constant follow up to make this venture a success; Ensure follow up is done to see the associations are operational in the enterprises they represent.

Tour to learn what others are doing; A concerted effort to follow up this workshop will see associations taking root after a long time of stagnation marketing is an important component of production; All members who attended the workshop should practice what they found in the workshop.

If this programme continues by joining two parties of Uganda and Tanzania so that we collaborate; It is better to do a practical visit to see what other groups are doing and share their experiences.



Participants Contacts Details

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The facilitators: Clive Lightfoot and Anne Dennig.





Photo Record of the Workshop

