

New information takes farmers 'Together to Market'

RIU

Validated RNRRS Output.

Over one million farmers in Uganda alone have benefited from the radio programme 'Together to Market'. This series of 10 spots brings to life the main points and issues faced by farmers who seek to form groups to market their crops. It is designed to assist service-providers in advising them on marketing strategies and use of market information. It is estimated that one million more people have heard the program in Zambia, and an additional one to five thousand people through community telecentres in Africa, India and Latin America. CDs have also been widely distributed worldwide in response to requests.

Project Ref: **CPH26:**

Topic: **5. Rural Development Boosters: Improved Marketing, Processing & Storage**

Lead Organisation: **Natural Resources Institute (NRI), UK**

Source: **Crop Post Harvest Programme**

Document Contents:

[Description](#), [Validation](#), [Current Situation](#), [Environmental Impact](#),

Description

CPH26

A. *Description of the research output(s)*

Research into Use

NR International
Park House
Bradbourne Lane
Aylesford
Kent
ME20 6SN
UK

Geographical regions included:

[Africa](#), [India](#), [South America](#), [Uganda](#), [Zambia](#),

Target Audiences for this content:

[Crop farmers](#), [Livestock farmers](#), [Fishers](#), [Forest-dependent poor](#), [Processors](#), [Traders](#),

1. *Working title of output or cluster of outputs.*

In addition, you are free to suggest a shorter more imaginative working title/acronym of 20 words or less.

Market Information Tools: Combining Radio and Training to Facilitate Successful Farmer Group Marketing

2. *Name of relevant RNRRS Programme(s) commissioning supporting research and also indicate other funding sources, if applicable.*

Crop Post-Harvest Research Programme

3. *Provide relevant R numbers (and/or programme development/dissemination reference numbers covering supporting research) along with the institutional partners (with individual contact persons (if appropriate)) involved in the project activities. As with the question above, this is primarily to allow for the legacy of the RNRRS to be acknowledged during the RIUP activities.*

R8250 (Decentralised Market Information Service in Lira District, Uganda)

Partner institutions and contact persons:

Mr Ulrich Kleih and Dr Monica Janowski, Natural Resources Institute, University of Greenwich, UK. Contact Mr Ulrich Kleih, Natural Resource Institute (NRI), University of Greenwich, Central Avenue, Chatham Maritime, Kent, ME4 4TB, UK. Tel 00 44 1634 883065, Fax 00 44 1634 880077; u.k.kleih@ge.ac.uk

Dr Shaun Ferris (now CIAT) and Geoffrey Okoboi, Foodnet / IITA, Kampala, Uganda;
 Dr Willie Odwongo (now World Bank) and Mr Tom Mugisa, PMA Secretariat, Kampala, Uganda;
 Mr Fred Bikande, Community Enterprise Development Organisation, Rakai, Uganda;
 Farmer groups and trader associations in Lira, Apac, Soroti, Kasese, and Rakai Districts;
 Radio Lira (Mr Gordon Bell), and Voice of Teso;
 Mr Peter Robbins, Commodity Market Information System, London
 Mr Kaz Janowski, BBC, London, UK;
 Dr Jabob Oweta; Agricultural Production Coordinator, Lira District, Uganda
 Dr Bernard Otim-Ogong, NAADS Coordinator, Lira District, Uganda;
 Dr Rita Laker-Ojok, AT (Uganda);
 Local research organisations (e.g. DETREC in Lira).

4. *Describe the RNRRS output or cluster of outputs being proposed and when was it produced? (max. 400 words).*

This requires a clear and concise description of the output(s) and the problem the output(s) aimed to address.

Please incorporate and highlight (in bold) key words that would/could be used to select your output when held in a database.

The project's main purpose was to develop and promote strategies that improve poor rural communities' access to markets. Focusing on **farmers' market information needs** and their ability to make use of information, the project produced a mix of policy, technical and product outputs, which fed into an **information delivery model** (e.g. **combination of training and broadcast of radio spots**). In this context, the following outputs were produced:

(a) Different versions of an “**Advice Manual** for the Organisation of **Collective Marketing Activities** by **Small-scale Farmers**” were published and disseminated by both the Natural Resources Institute and the International Institute for Tropical Agriculture. The manual was tested in various districts of Uganda and designed to assist the staff of service-providers (SPs) to advise farmers on using group marketing strategies. In particular, the latter are seen as crucial in enabling farmers to make better use of market information.

(b) The **radio series “Together to Market”** is a series of 10 radio ‘spots’ to promote group marketing by farmers, which was produced by BBC, NRI, IITA / Foodnet, Radio Lira, PMA Secretariat. (Available as **CDs**). It ‘brings to life’ the main points and issues which are highlighted as important in forming farmers’ groups and in marketing as a group in the manual, using case studies from other parts of Uganda.

As part of the making of the programme, **on-the-job training** was provided for a group of 12 producers from different radio stations, some of whom were subsequently involved in the translation into other languages (i.e. **Ateso, Luo, Lunyoro, Lusoga**).

(c) Improved knowledge in the form of studies / surveys that were also used for dissemination purposes, mainly in Uganda, including:

- **Baseline Study** carried out in **Lira District** on **Farmers’ Livelihoods**, and **Needs and Sources of Information**.
- **Together to Market – A series of short radio packages or ‘spots’** for use in promoting group formation and group marketing; scripts of the English version.
- Comparative Case Study in **Kasese District** on **Farmers Use & Access to Market Information**.
- **Appropriate ICT and the Farming Community** in Developing Countries: Wider implications drawn from the Ugandan experience.
- **Monitoring** of the Radio Lira Foodnet **Market News and Radio Spots** / Announcements.
- **Evaluation Survey** in Lira, **Apac**, and **Soroti Districts**.

An article entitled “**Farmers’ and Traders’ Sources of Market Information** in Lira District” was published in the **Uganda Journal of Agricultural Sciences** in 2004.

5. *What is the type of output(s) being described here?
Please tick one or more of the following options.*

Product	Technology	Service	Process or Methodology	Policy	Other Please specify
X			X	X	

6. *What is the main commodity (ies) upon which the output(s) focussed? Could this output be applied to other commodities, if so, please comment*

The outputs of this project are not commodity specific. Although the emphasis of the project was on crop marketing, this reflects to a significant extent its funding source. In addition to agricultural crops, the information delivery model tested and validated can equally been applied to other commodities such as fisheries, forestry,

and livestock products.

7. What production system(s) does/could the output(s) focus upon? Please tick one or more of the following options. Leave blank if not applicable

Semi-Arid	High potential	Hillsides	Forest-Agriculture	Peri-urban	Land water	Tropical moist forest	Cross-cutting
X	X	X	X	X	X	X	X

8. What farming system(s) does the output(s) focus upon? Please tick one or more of the following options (see Annex B for definitions). Leave blank if not applicable

Smallholder rainfed humid	Irrigated	Wetland rice based	Smallholder rainfed highland	Smallholder rainfed dry/cold	Dualistic	Coastal artisanal fishing
X	X	X	X	X		

9. How could value be added to the output or additional constraints faced by poor people addressed by clustering this output with research outputs from other sources (RNRRS and non RNRRS)? (**max. 300 words**).

Please specify what other outputs your output(s) could be clustered. At this point you should make reference to the circulated list of RNRRS outputs for which proformas are currently being prepared.

The following RNRRS projects and outputs appear to be suited to form a cluster with R8250.

- a. Linking demand with supply of agricultural information. R8429/R8281 (B Pound, NRI)
- b. Making informed choices: facilitating farmers' enterprise selection processes in Uganda, R8421 (B Pound, NRI)
- c. Market information tools. R7494. (John Orchard, NRI)
- d. Participatory Market Appraisal Tool. R8084. (Robert Brook, SAFA, University of Wales and partners in India)
- e. Farmers Access to Markets. R8275. (Dr Andrew Dorward, Wye)
- f. Market Information Tools. R7151 (Dr Nigel Poole, Wye)
- g. Farmers Access to Markets. R8274/R8498 (Dr A Agona, KARI, Uganda)
- h. Market Information Tools. R8422. (Mr LTH Nsemwa, UARI, Tanzania)

In addition, many projects with technical contents related to post-harvest issues (e.g. related to produce quality, storage technology, pest control measures, etc) may be relevant for this cluster as media persons often ask for practical contents when preparing post-harvest information material for farmers in the form of radio programmes, flyers, and training manuals.

It should be noted that as part of the CPHP project R8433, 'Maximising impact of food safety knowledge of street vended and informally vended foods', a series of radio spots was made for local radio in Zambia, called 'Eating

out Safely'. This built on the lessons learned as part of R8250.

Projects with technical content which is not related to post-harvest issues, including from other research programmes within the RNRRS, could also be clustered with this project in relation to the possibility of promoting the use of radio, either on its own, in conjunction with training and/or in conjunction with other media, for disseminating and prompting uptake of research findings.

Validation

B. Validation of the research output(s)

10. How were the output(s) validated and who validated them?

Please provide brief description of method(s) used and consider application, replication, adaptation and/or adoption in the context of any partner organisation and user groups involved. In addressing the "who" component detail which group(s) did the validation e.g. end users, intermediary organisation, government department, aid organisation, private company etc... This section should also be used to detail, if applicable, to which social group, gender, income category the validation was applied and any increases in productivity observed during validation (max. 500 words).

Monitoring and final evaluation surveys were carried out in order to validate the project outputs.

A questionnaire / checklist was designed by project partners involving the PMA Secretariat, NAADS Lira, NRI, Foodnet, and Radio Lira with the intention of carrying out **weekly monitoring** of the radio programme 'Together to Market' and the Market News which were both broadcast by Radio Lira. At the request of farmer groups the monitoring forms were subsequently reformulated by the monitoring team [1] into the local language Luo and a less time-consuming format.

Selected findings of the monitoring: Many of the respondents had heard both the Market News programme and the radio 'spots' on collective marketing, Together to Market. The main benefits of the radio 'spots' were indicated during the monitoring survey as being the following:

- The programme helped them to market their produce together.
- It improved the relationship between men and women in the groups.
- Trust and transparency among group members has improved.

The **in-the-field training** component of the project came after the broadcast of the series of radio 'spots' "Together to Market". This training was designed as a follow-up to the radio series in order to reinforce the messages provided via the radio. The farmer groups chosen were predominantly members of the groups in Lira and Apac Districts that were involved in the monitoring exercise that accompanied the radio series.

In addition to the aforementioned monitoring of the radio spots, an **evaluation survey** was carried out between September and November 2004, with the following objectives:

- To study the livelihoods context in the sub-counties selected;
- To evaluate the use of radio to encourage farmer group formation and marketing;
- To evaluate the Market News programme by Radio Lira and Voice of Teso;
- To evaluate the use of SMS and phones in the villages;
- To evaluate the Foodnet in-the-field training;
- To assess the combination of radio 'spots' and training.

AT Uganda and Voice of Teso joined the project partnership once it had already started. In particular, they were interested in testing and using project outputs in Soroti District (i.e. training manual, and radio series 'Together to Market'). Five survey teams comprising local researchers operated in Lira and Apac under the guidance of Dr J Oweta, Production Coordinator Lira District, with back-up from Dr Otim Bernard, NAADS Coordinator Lira District, and Mr Taiwo Benson Moses, Foodnet Market Information Officer. Mr Godfrey Omony of AT Uganda Ltd and local NAADS extension staff undertook the survey in two Sub-counties of Soroti.

The methods employed by the evaluation teams included both qualitative and quantitative techniques. In particular, the survey attempted to obtain the views of both women and men in poor farming communities.

[1] Dr Bernard Otim-Ogong, Benson Taiwo, and Cecilia Agang

11. **Where and when** have the output(s) been validated?

*Please indicate the places(s) and country(ies), any particular social group targeted and also indicate in which production system and farming system, using the options provided in questions 7 and 8 respectively, above (**max 300 words**).*

Validation of the project outputs took place in 2003/2004 in three districts of North–Eastern Uganda. The Lango and the Teso farming systems are the dominant farming systems in the project area. Both are based on smallholder rainfed production. Although traditionally not an arid zone, dry spells have been experienced more frequently in recent years.

More details regarding the validation process are included in question 10 above.

Current Situation

C. **Current situation**

12. **How and by whom** are the outputs currently being used? Please give a brief description (**max. 250 words**).

The radio series 'Together to Market ' was originally produced in English and was later translated into the four local languages of Ateso, Lunyoro, Luo, and Lusoga. These versions were disseminated as follows:

District	Language	Radio Station	Contact person
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Soroti/Kumi	Ateso	Voice of Teso	Benjamin Ogunia
Lira/Apac	Luo	Radio Lira	Gordon Bell
Lira/Apac	Luo	Radio Rhino	Taiwo Benson
Masindi/Hoima	Lunyoro	Radio Kitara	Fred Kasozi
Jinja/Iganga	Lusoga	Nile broadcasting	Muganza James

As a result of audience demand, some of the radio stations above have continued to broadcast the series up to now.

300 CDs of the series 'Together to Market' were produced. 150 copies of the CD were distributed at the final workshop held in Kampala. They continue to be sent out in response to requests, and about 30 CDs are left.

Since 2004, the project outputs (i.e. CD and the advice manual) have been used extensively in training in Uganda by NGOs/CBOs such as Masindi District Farmers Association (MADFA) International Care and Relief (ICR), ACTIONAID and Uganda Women's Efforts to Save Orphans (UWESO). The audio of the radio series continues to be used as a home educative sensitization/training material for farmer groups in peer teaching sessions, also involving small-scale traders.

Students and researchers have also used the material.

The audio of the series has been placed on community telecentres.

The CIAT Agro-enterprise Development project and their partners are using the manual on farmer group marketing for training purposes (20 partners in 30 countries).

13. *Where* are the outputs currently being used? As with Question 11 please indicate place(s) and countries where the outputs are being used (max. 250 words).

In addition to the aforementioned districts in Uganda, the manual and the CDs of the radio series have been disseminated widely through the following channels:

- NR International / Crop Post-Harvest Programme has disseminated about 200 copies of the manual and 50 copies of the CD to their partner organisations in developing countries.
- The International Institute for Tropical Agriculture (IITA) have printed a version of the manual and disseminated about 1000 copies mainly in sub-Saharan Africa.
- Staff of the NRI have disseminated the manual and the CDs in developing and developed countries (e.g. 30 copies of the manual have recently been disseminated in Tanzania at the request of local stakeholders).

In early 2006, information about the radio series was placed on the Communication Initiative (CI) website (<http://www.comminit.com/materials/ma2006/materials-2661.html>) and the audio of the series on the IDS Livelihoods Connect website (http://www.livelihoods.org/info/audio/audio_NRI_TM.html). This has led to many requests from

all over the world for information about the radio series and CDs in response to the posting on the CI website, including by organisations working in India, Malawi, Mozambique, Zimbabwe, Ethiopia, Kenya, Zambia and the Sudan. Recipients of the CDs report that it is being used in training purposes and is being placed on community telecentres, which, in India, have also broadcast it locally.

The English version of the radio series was rebroadcast by the Zambia National Broadcasting Corporation (ZNBC) in 2005 and ZNBC reported a positive response from listeners.

14. What is the scale of current use? Indicating how quickly use was established and whether usage is still spreading (max 250 words).

The scale of current use is very high. This was quickly established when radio broadcasters started running the CD with the radio programme 'Together to Market' on FM stations in different parts of Uganda.

In view of the coverage of the radio stations using the project outputs and given that radio broadcasts are listened to by the majority of the rural population it can be assumed that **over one million people** have listened to the radio series 'Together to market' in Uganda alone. In Zambia the number of people who have heard the series is likely to be **another million** at least. Through its use in training and at community telecentres in Africa, India and Latin America it is likely that a further **one thousand to five thousand** people have heard the series.

The manual on collective marketing by farmers is used predominantly in sub-Saharan Africa but also in other parts of the world. The learning alliance between the CIAT Agro-enterprise development project and Catholic Relief Services (CRS) have distributed the manual to 20 partners in 30 countries. In addition, French and Chinese versions of the manual have been produced and disseminated in some parts of Africa and Asia.

In Uganda, the manual is being used by partners of Foodnet (e.g. aforementioned NGOs), NAADS (e.g. Lira) and PMA Secretariat.

The use of the radio series is still spreading, as CDs continue to be requested for use in training, in telecentres, and possibly in broadcasting.

15. In your experience what programmes, platforms, policy, institutional structures exist that have assisted with the promotion and/or adoption of the output(s) proposed here and in terms of capacity strengthening what do you see as the key facts of success? (max 350 words).

"Windows of opportunity" are important for project outputs to be adopted. This may include government initiatives such as the Plan for Modernisation of Agriculture (PMA) and its Marketing and Agro-processing Strategy (MAPS) in Uganda as well as donor and NGO programmes favouring uptake.

In relation to agricultural marketing it has undoubtedly helped that the topic has come to the forefront of development policy during the last decade.

There are several key facts to success including:

- Strong demand for project outputs. In particular, stakeholders such as intermediaries working in farming communities are interested in practical project outputs rather than academic outputs that may be difficult to “digest” by extension staff and farmers alike. The radio series ‘Together to Market’ succeeded because of its lively and relevant contents which are based on “real-life” stories (e.g. women groups engaged in crop marketing).
- Strong partnership between project coalition members such as farmer groups, NGOs, government agencies, and international research organisations. This requires attributes such as transparency, stakeholder engagement on equal footing, etc.
- Existence of windows of opportunity as described above.

Environmental Impact

H. *Environmental impact*

24. *What are the direct and indirect environmental benefits related to the output(s) and their outcome(s)? (max 300 words)*

This could include direct benefits from the application of the technology or policy action with local governments or multinational agencies to create environmentally sound policies or programmes. Any supporting and appropriate evidence can be provided in the form of an annex.

There are little direct and indirect environmental benefits and disbenefits from the aforementioned project outputs. A more market orientated farming system may lead to more intensive production methods, however this does not automatically result in environmental degradation as farmers have a stronger interest in preserving their assets. On the other hand it has also been shown that subsistence agriculture can also lead to environmental damage through production methods such as slash-and-burn.

As a consequence, it can be assumed that the environmental effects of the project outputs are more or less neutral.

25. *Are there any adverse environmental impacts related to the output(s) and their outcome(s)? (max 100 words)*

There are no negative impacts on the environment resulting from the project outputs. Improved dissemination of market information does not necessarily lead to more monoculture. On the contrary, increased diversification away from underperforming cash crops into other crops can be envisaged.

26. *Do the outputs increase the capacity of poor people to cope with the effects of climate change, reduce the risks of natural disasters and increase their resilience? (max 200 words)*

Rural radio can also be used to broadcast environmental programmes in countries suffering from climate change and natural disasters, which includes many parts of Africa. The development of the capacity on the part of local radio professionals to make more effective programmes is likely to allow messages relating to use of the

environment to be made.

