

**Research Project on Decentralised Market Information  
Services in Uganda**

**Final Report**

**Synthesis of an Evaluation Survey in Seven  
Sub-counties of Lira, Apac and Soroti Districts**

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**IITA/  
Foodnet      Radio  
Lira      DFID /  
CPHP      PMA /  
NAADS      AT (U)      NRI**

## TABLE OF CONTENTS

<b>ACKNOWLEDGEMENTS</b>	<b>5</b>
<b>SUMMARY</b>	<b>6</b>
<b>INTRODUCTION</b>	<b>8</b>
Background to the Survey	8
Methodology of the evaluation survey	8
<b>LIVELIHOODS CONTEXT</b>	<b>10</b>
Farming systems	10
Soil fertility	11
Livestock	12
Fishing	12
Constraints to farming	12
Marketing System	14
Constraints to Marketing	17
Suggestions to improve the marketing system	18
Sources of market information	19
Group formation	20
Effects of insecurity on Agricultural Production and Marketing	21
<b>THE USE OF RADIO TO ENCOURAGE GROUP FORMATION AND MARKETING</b>	<b>23</b>
Context	23
The Production of <i>Together to Market</i>	24
Findings of monitoring and evaluation surveys in relation to <i>Together to Market</i> radio spots	26
Who listened to <i>Together to Market</i> ?	26
Did they listen individually or in groups?	28
Which spots did informants remember hearing?	28
Which topics did informants like best?	29
What did informants think of the spots?	30
Best time to broadcast the ‘spots’	32
Preferred language to broadcast the spots	32
Focus on local farmers’ groups within the spots?	33
Discussions and impact generated by the spots so far	34
Suggestions made in relation to the spots	35
<b>MARKET NEWS PROGRAMME BY RADIO LIRA AND VOICE OF TESO</b>	<b>39</b>
<b>USE OF PHONES AND SMS</b>	<b>45</b>
<b>FOODNET IN-THE-FIELD TRAINING</b>	<b>46</b>
Background to the Training	46
Evaluation of the Training	47
<b>THE COMBINATION OF ‘SPOTS’ AND TRAINING?</b>	<b>50</b>

**IMMEDIATE ACTIONS TAKEN, FOLLOWING UP ON SURVEYS 52****APPENDICES**

Appendix 1: Farmer Groups in the Sub-counties Surveyed	54
Appendix 2: PRA Checklist	59
Appendix 3: Evaluation Questionnaire	63
Appendix 4: Maps of Sub-counties	70

**ABBREVIATIONS**

ASARECA	Association for Strengthening Agricultural Research in Eastern and Central Africa
AT (U)	Appropriate Technology (Uganda)
BBC	British Broadcasting Corporation
CAO	Chief Administrative Officer
CBOs	Community Based Organisations
CDO	Cotton Development Organisation
CEDO	Community Enterprise Development Organisation, CEDO
CPHP	DFID Crop Post-Harvest Programme
DETREC	Development Training and Research Centre, Lira
DFID	United Kingdom Department for International Development
ELF	Extension Link Farmer
FAO	Food and Agriculture Organization of the United Nations
FHH	Female Headed Household
GoU	Government of Uganda
HH	Household
ICT	Information and Communication Technology
IDEA	Investment in Developing Export Agriculture, USAID Funded
IDP	Internally Displaced Population
IGA	Income Generating Activities
IITA	International Institute for Tropical Agriculture
LC	Local Council
LDLG	Lira District Local Government
LIDFA	Lira District Farmers Association
MAAIF	Ministry of Agriculture, Animal Industry and Fisheries
MHH	Male Headed Household
MI	Market Information
MIS	Market Information Service
NAADS	National Agricultural Advisory Services
NARO	National Agricultural Research Organisation
NGOs	Non-governmental Organisations
NRIL	Natural Resources International Ltd
NRI	Natural Resources Institute, University of Greenwich
PAP	Poverty Alleviation Project
PEAP	Poverty Eradication Action Plan
PMA	Plan for Modernization of Agriculture
PM&E	Participatory Monitoring and Evaluation

PSPC	Private Sector Promotion Centre
PRA	Participatory Rural Appraisal
RL	Radio Lira
RO	Regional Office, Crop Post-Harvest Programme
SAARI	Serere Agricultural and Animal Production Research Institute
UNFFE	Uganda National Farmers Federation
UNHS	Uganda National Household Survey
UOSPA	Uganda Oilseed Producers and Processors Association
UPPAP	Uganda Participatory Poverty Assessment Project
USAID	United States Agency for International Development
WFP	World Food Programme

**Exchange Rates**

£1 = US\$3,100

\$1 = US\$1,800

(mid - 2004)

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- Dokolo Sub-county: Ms Cecilia Agang, Mr Okello A.J., Mr Nobert Adupa
- Kwera Sub-county: Mr Emmanuel Odongo, Rev. Jimmy Agang Okello, and Ms Betty Ajwang
- Adekokwok Sub-county: Ms Kezia E. Oteng, Mr Olet Godfrey, Mr Olet Tom, Mr Patrick Joe Ayogang
- Akalo Sub-county: Mr Geoffrey Anyach, DETREC
- Aduku Sub-county: Mr Sylvano Afai, DETREC
- Gweri and Kamuda Sub-counties: Mr Godfrey Omony, AT (U) and two local NAADS extension officers.

The survey teams in Lira and Apac were co-ordinated by Dr Jacob Oweta, Production Coordinator Lira District, with back-up from Dr Bernard Otim Ogong, NAADS Coordinator, Lira District, and Mr Taiwo Benson Moses, Foodnet Market Information Officer.

We are grateful to our project partners Dr Willie Odwongo and Mr Tom Mugisa, both of the PMA Secretariat, and Dr Shaun Ferris, formerly IITA-Foodnet and now CIAT, for their continued support throughout this project. The efforts made by the two radio stations Radio Lira and Voice of Teso in broadcasting project material are gratefully acknowledged.

Last but not least we would like to thank the DFID Crop Post-Harvest Research Programme for providing the funds for this research.

## SUMMARY

This evaluation survey was undertaken in September and October 2004 as part of the action-research project “Decentralised Market Information System in Lira District, Uganda”. Although the project was initiated in Lira, it subsequently covered two neighbouring districts in North-Eastern Uganda, and a shorter, comparative case study was undertaken in Kasese District.

The evaluation survey was carried out in seven sub-counties in Lira, Apac, and Soroti Districts. The methodology was based on the Sustainable Livelihoods Approach, and the data collection techniques included a combination of Participatory Rural Appraisal (PRA), and questionnaire survey. The data was collected by six survey teams.

As for farmers’ livelihoods, although overall maize is the crop grown by the majority of households, crop preferences can be location specific with cassava, millet, beans, sorghum, sweet potatoes, cotton, simsim (sesame), groundnuts, etc. all playing an important role in the farming system. Constraints to agricultural production include problems such as, drought, lack of capital, pests and diseases, lack of markets, lack of seeds, and lack of implements.

The analysis of the marketing system shows that most traditional food security crops are at the same time also important cash crops (e.g. maize, cassava, beans). Otherwise, cotton is the traditional cash crop in the area. The survey also reveals that most farmers primarily rely on local buyers and local markets. District markets and non-local traders play a less important role.

According to the survey, it appears that women are more reliant on neighbours/ fellow farmers and traders/ buyers for market information, whilst men’s main sources of information are through fellow farmers / neighbours and the Radio Lira Market News programme. The most important constraints to marketing include, low/fluctuating prices, lack of transport, lack of market information, lack of storage facilities, and lack of post-harvest technologies.

A range of suggestions was made as to how to improve the marketing system, including:

- Encourage group marketing;
- Continue training on group dynamics and market information;
- Farmers should be linked with better markets;
- Produce buyers should be trained on marketing;
- Market information sources should be diversified (radio, printed media, etc).

As for the listenership of the programme of radio spots on Together-to-Market, 68% of the households interviewed said that they had listened to them. Out of those, about 30% indicated that they had listened one to three times to the radio spots whilst 21% indicated that they had listened more than 10 times. Farmers prefer the spots broadcast in local languages such as Lango and Teso.

Asked for the usefulness of the radio spots, the majority of farmers said it was educative, whilst only few considered it to be entertaining. As for the benefits of the spots to groups, amongst other things farmers highlighted the following:

- Strengthening of existing groups;
- Better relationship between men and women;
- More transparency;
- Better leadership;
- Better representation of women.

Production benefited from the radio spots mainly through improved planning and better enterprise selection, whilst marketing has benefited in the form of improved negotiating power and access to better markets. Improved quality standards and improved storage were also mentioned but to a lesser extent. When asked for the constraints to listening to the spots, flat batteries, bad timing of the broadcasts, and competing programmes/stations were the most prominent answers given by the farmers (i.e. each receiving about 20%).

When asked about listenership of the Radio Lira Market News programme, the majority of farmers indicated either 'more than once a week' or 'once a week', each response drawing about 31% of the replies. Most farmers find this programme either very or moderately useful. Similarly to the radio spots the Market News Programme has helped the farmers mainly in terms of better planning, enterprise selection, improved negotiating power or better access to markets. Lack of awareness of the programme was the only real constraint mentioned by the farmers.

About a quarter of the farmers interviewed had been trained by Foodnet on collective marketing, and most of them considered it as very useful in the sense that it has also helped them to improve negotiating power and access to markets. Timing, lack of incentives, and distance to the training centres were the main constraints indicated.

The majority of farmers said it is useful to combine in-the-field training with radio spots, preferring the latter to be broadcast once the training has taken place. If given a choice between training and radio broadcasts, the majority of farmers would opt for training. At the same time, although the benefits are likely to be higher because of more direct exposure, it is also acknowledged that an approach focusing predominantly on training is much more expensive.

## **INTRODUCTION**

### **Background to the Survey**

Besides the final workshop, the evaluation survey forms the last activity of the action-research project “Decentralised Market Information Services in Lira District”, which has been funded by the DFID Crop Post-Harvest Programme between January 2003 and December 2004. As part of the project the following activities have been carried out over this period:

- Project inception workshop: January 2003
- Baseline study in five sub-counties of Lira District on farmers’ and traders’ livelihoods and needs and sources of information: March – May 2003
- Drafting of an advice manual for the organisation of collective marketing activities by small-scale farmers: July – September 2003
- Testing of the manual as part of in-the-field training: end of 2003 – mid 2004
- Production of a series of 10 radio ‘spots’ entitled Together to Market in both English and Luo: October – December 2003
- Broadcasting of the radio spots in English and Luo by Radio Lira: January – August 2003
- Monitoring of the broadcasts by a Lira based team: February – June 2004
- Production of an Ateso version of the radio spots: July 2004
- Broadcasting of the radio spots in Ateso by Voice of Teso: August – October 2004
- Comparative case study on farmers’ needs and sources of information in Kasese District: July – August 2004
- Study on how FM Radio and other forms of ICT can be linked: September – October 2004
- Evaluation survey in seven Sub-counties of Lira, Apac, and Soroti Districts using PRA and questionnaire survey: September – November 2004
- Production of additional language versions (i.e. Lunyoro, Luganda and Lusoga) of the radio ‘spots’: October – December 2004
- Final project workshop: December 2004.

The above mentioned baseline study in 2003 was carried out in Adwari, Aloji, Ogur, Bata, and Namasale Sub-counties of Lira District with the intention to concentrate project activities in these Sub-counties. However, due to the insurgency in Northern Uganda it became necessary to shift the geographical focus of the project to the Sub-counties outlined below. Soroti was included in the study due to ATU’s and Voice of Teso’s interest in participating in the project.

### **Methodology of the evaluation survey**

The survey was based on both Participatory Rural Appraisals (PRA) and a questionnaire survey in seven Sub-counties of Lira, Apac, and Soroti Districts. The PRA checklist and the questionnaire used for the study are included in Appendix 1. As shown in Table 1 the Sub-counties were selected based on criteria such as NAADS

or PMA presence, and whether or not they had received in-the-field training by Foodnet.

Five survey teams operated in Lira and Apac under the guidance of Dr J Oweta, Production Coordinator Lira District, with back-up by 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.

Two Parishes were selected in each Sub-county for the purpose of the survey. One Parish was of a semi-urban nature (e.g. close to a market or trading centre), whilst the second one was more of a rural nature.

Draft reports of the PRA studies were produced by the local teams and collated by Foodnet and NRI. The questionnaire data was processed and analysed at Foodnet using Excel and SPSS computer software.

**Table 1: Sub-counties surveyed as part of the evaluation study**

<b>District</b>	<b>Sub-county</b>	<b>NAADS or PMA presence</b>	<b>Foodnet In-the-field training</b>	<b>Households interviewed for questionnaire survey (279)</b>
Lira	Adekokwok	NAADS	Training	39
	Kwera	NAADS	Training	40
	Dokolo			40
Apac	Akalo	PMA	Training	40
	Aduku	?		40
Soroti	Gweri	?		40
	Kamuda	NAADS	Training	40

As for the sample population, 64.5% of the respondents were male whilst 35.5% were female.

## LIVELIHOODS CONTEXT

### Farming systems

Farming is the principal occupation of the vast majority of the rural households interviewed for this evaluation survey (i.e. 99.3% according to the questionnaire survey). Only about 3% of the interviewees indicated secondary occupations that are related to processing or trade (e.g. shop keeper, produce buyer, trader, etc.). Other secondary occupations include politician, civil servant, and construction workers. In total, 10.4% of the sample population indicated a secondary occupation.

Agriculture in Lira and neighbouring Apac district is characterised by the Lango Farming System whilst the Teso Farming System dominates in Soroti District. Intercropping is common and a wide variety of crops are grown. The average size of land cultivated is of the order of three to four acres (i.e. 3.8 acres in the 1<sup>st</sup> rainy season, and 3.4 acres in the second rainy season), whilst the average farm size is 7.5 acres.

The tools used include hand hoes, ox-ploughs and oxen, axes and pangas for cultivation and crop production, whilst knives, sickles and other such tools are used for harvesting the crops. However, it was also revealed that very few people use animal draught power (DAP) following widespread cattle rustling and insurgency in the region. For example, only 7% of farmers in Akalo used ox-ploughs in 2004. As a consequence, agricultural production is limited in that the acreage planted per family is limited to about 4 acres as highlighted above.

Although, by and large, the crops preferred by men, women, and youth are similar in the area, there may also be differences regarding priorities as demonstrated by the example of Adekokwok (Table 2). At the same time, it was also revealed that traditional food crops are increasingly also used as cash crops.

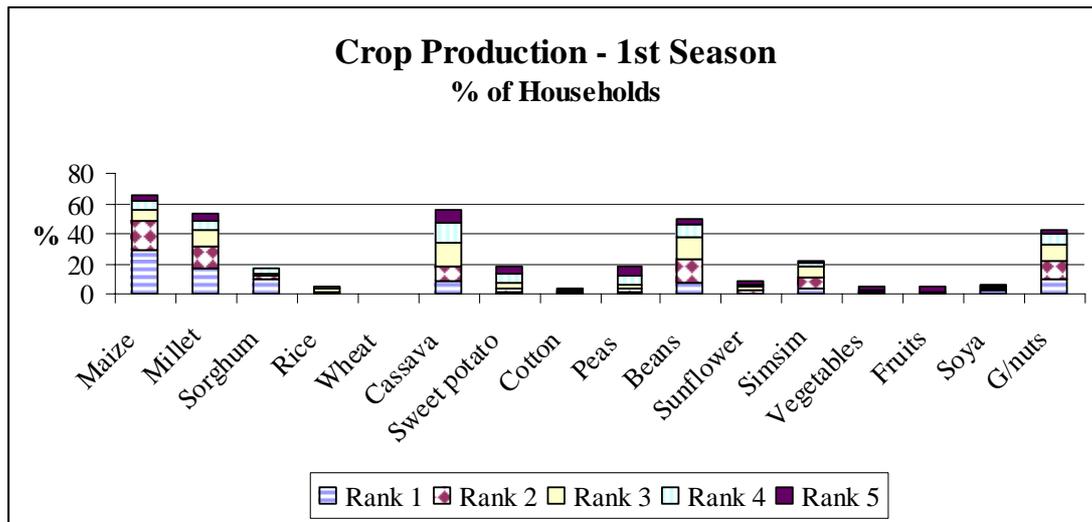
**Table 2: Crop preference ranked – Adekokwok S/C**

Men	Women	Youth	Rank
Cassava	Millet and pigeon peas	Tomatoes	1
Beans	Cassava and beans	Beans	2
Sunflower	Simsim	Sunflower	3
Simsim	Sunflower	Cassava	4
Maize	Maize/beans	Simsim	5
Sweet potatoes	Sunflower and beans	Maize / soya	6

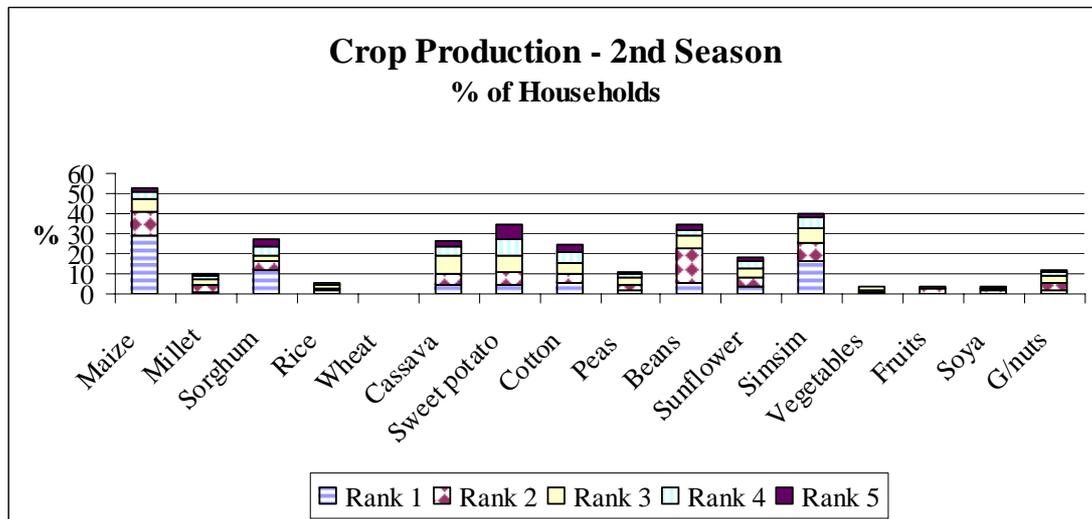
Source: PRA, 2004

Crops (grains) are mixed with chillies, wood ash or actellic powder in order to avoid post-harvest losses. Some farmers have learnt to use *neem* leaf powder or the powder of *tefrosia* leaves (e.g. Adekokwok). Nevertheless, it was also highlighted that, overall, post-harvest handling practices are poor in that produce is stored in poor conditions in granaries and polythene bags often without the use of preservatives. This results in post-harvest losses due to insect and rodent pest damage.

**Chart 1**



**Chart 2**



Source: Questionnaire Survey, October 2004

**Soil fertility**

Soil fertility is considered to be a problem in the two sub-counties surveyed in Soroti District (i.e. Kamuda and Gweri) and this is worsened by shortage of land, which in turn reduces fallow periods and effective crop rotation. As a consequence, land is overused. This is aggravated by soil compaction by animals. The farmers identified low moisture in the soil, drying up of the soil shortly after a down pour and occurrence of soil erosion as the indicators of low soil fertility.

The picture is mixed in Lira and Apac, as far as soil fertility is concerned. Whilst in Adekokwok it is considered a problem (e.g. fallow period has been reduced to 1 – 1.5 years due to land shortage), in Aduku, Akalo, Dokolo, and Kwera sub-counties it is only considered a minor issue. Nevertheless, also in the latter sub-counties it is recognised that soil fertility is starting to decline. Indicators of declining soil fertility identified by farmers in Adekokwok include: poor yields, heavy growth of weeds,

reduction in the level of top soil, presence of striga (a weed parasite), heavy attacks by pests and diseases, crops germinate and then wilt and dry up.

ATU's impact, as far as soil fertility measures are concerned, appear to be area specific. Unsurprisingly, their presence is more acknowledged in their intervention areas, which include the two sub-counties in Soroti (i.e. Kamuda and Gweri), and Adekokwok and Akalo. ATU's messages related to soil fertility technologies include the making of compost and row planting which reduces the amount of labour required for weeding.

### **Livestock**

The PRA revealed that there used to be substantial numbers of livestock in the area in the early 60's, and cattle, goats, and sheep were kept in comparatively large numbers by the households. However, for example in Dokolo, nowadays cattle are kept at an average of 2 per household. These are mainly oxen for ploughing or a cow and a calf for milk. Goats are kept at an average of four per household, while pigs / sheep are at an average of one per family.

Table 3 illustrates the change in livestock ownership before and after rustling (i.e. after mid 1980s) for the sub-county of Kwera.

**Table 3: Trend in Average number of livestock kept per household in Kwera Sub-county**

Animal	No before Rustling	No after Rustling
Cattle	20	2
Goats	10	3
Sheep	10	3
Pig		1
Chicken	20	10

PRA, October 2004

### **Fishing**

Hardly any fishing has been reported in the sub-counties surveyed as they do not have direct access to open-water bodies. However children and some adults sometimes catch mud-fish and other species in swampy areas.

### **Constraints to farming**

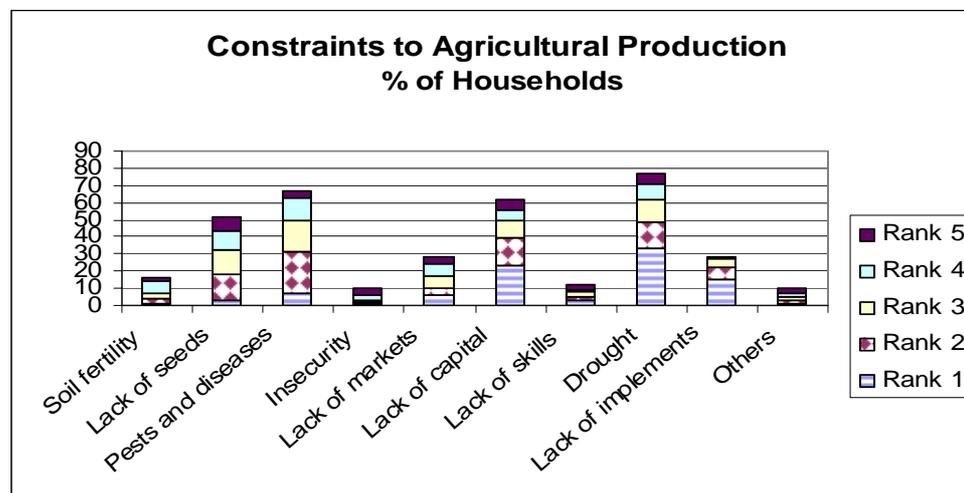
According to the villagers, there is a wide range of constraints to farming, as expressed by the list from Akalo (Table 4). Although, by and large, there are similarities in constraints experienced by different sex and age groups, there are also differences in that, for example, the labour intensiveness of weeding and post-harvest activities was ranked significantly higher by women than by men.

**Table 4: Ranked Constraints to Farming – Akalo Sub-county**

Constraints to farming	Women	Men
Lack / inadequate farming implements (e.g. lack of ox ploughs and oxen)	1 <sup>st</sup>	1 <sup>st</sup>
Natural disasters (ie. mainly drought and hailstorms)	2 <sup>nd</sup>	3 <sup>rd</sup>
Lack of capital to invest in farming	3 <sup>rd</sup>	2 <sup>nd</sup>
Pest and diseases	5 <sup>th</sup>	5 <sup>th</sup>
Vermin like monkeys, burrow rodents, squirrels etc	9 <sup>th</sup>	11 <sup>th</sup>
Low farm gate prices	4 <sup>th</sup>	4 <sup>th</sup>
Lack of quality seeds	8 <sup>th</sup>	6 <sup>th</sup>
Poor choice of crops	13 <sup>th</sup>	12 <sup>th</sup>
Long distances to the market places	10 <sup>th</sup>	9 <sup>th</sup>
Inadequate extension services	12 <sup>th</sup>	10 <sup>th</sup>
Poor methods of agriculture	11 <sup>th</sup>	8 <sup>th</sup>
Inadequate storage facilities	6 <sup>th</sup>	7 <sup>th</sup>
Weeding and harvest labour intensiveness	7 <sup>th</sup>	13 <sup>th</sup>

Source: PRA, 2004

In particular, the lack of farm implements such as ox-ploughs and oxen was frequently mentioned as a key constraint as this limits the acreage to be planted. Other constraints include natural disasters (i.e. in particular droughts), lack of capital, low produce prices, pest and diseases, lack of seeds, and inadequate storage facilities.

**Chart 3**

Source: Questionnaire survey, Oct. 2004

As for the lack of capital, it was argued by the farmers that this is responsible for the continual use of rudimentary tools that limits output, and ultimately keeps farmers in subsistence production. Pest and diseases were also ranked quite highly, although it was indicated that this constraint was aggravated by factors such as shortage of basic pesticides, and inadequate extension services.

Constraints to farming identified in Soroti District include:

- Lack of pesticides and sprayers; no stockists in the sub-county
- Drought
- Lack of market for produce
- Low supply / unavailability of improved seed
- Drugs are expensive
- Lack of crop and animal management skills was reported in Gweri
- Poor livestock breeds.

Table 5 provides an example of how different groups within the farmer communities prioritise their suggestions and recommendations with regard to improvements to the farming system (e.g. Kwera Sub-county). Suggestions made by other communities were more or less similar, although information on production and marketing was ranked slightly higher in communities such as Dokolo. Also, improvements to roads and transport (e.g. Intermediate Means of transport) were mentioned as priorities.

**Table 5: Recommendations to Improve Production - Kwera**

<b>Men</b>	<b>Women</b>	<b>Youth</b>	<b>Rank</b>
Soft loans be extended to farmers	Train on post harvest handling	Train on agronomic practices	1
Avail insecticides and pesticides	Avail farm inputs	Avail loans to farmers	2
Avail improved seeds	Avail improved seeds	Provide improved seeds	3
Provide trainings on modern agronomic practice	Provide loans to farmers	Provide market information	4
Avail market information			5

*PRA Oct 2004*

### **Marketing System**

The marketing of crops is season specific, with maize, simsim, and millet being the main crops in Dokolo S/C grown during the first rainy season for economic reasons other than subsistence. However, during the second rainy season maize, cotton, beans, sunflower, sorghum, and potatoes are likely to be produced for sale (e.g. Dokolo S/C). The majority of food crops are also sold if there are surpluses, whilst there are only a few crops that are purely grown for cash (e.g. cotton). Table 6 shows marketing of crops according to gender or age group for Adekokwok Sub-county. The PRA sessions revealed that women do not prefer cotton because it is labour intensive, not eaten in case of lack of markets, and it takes long to harvest.

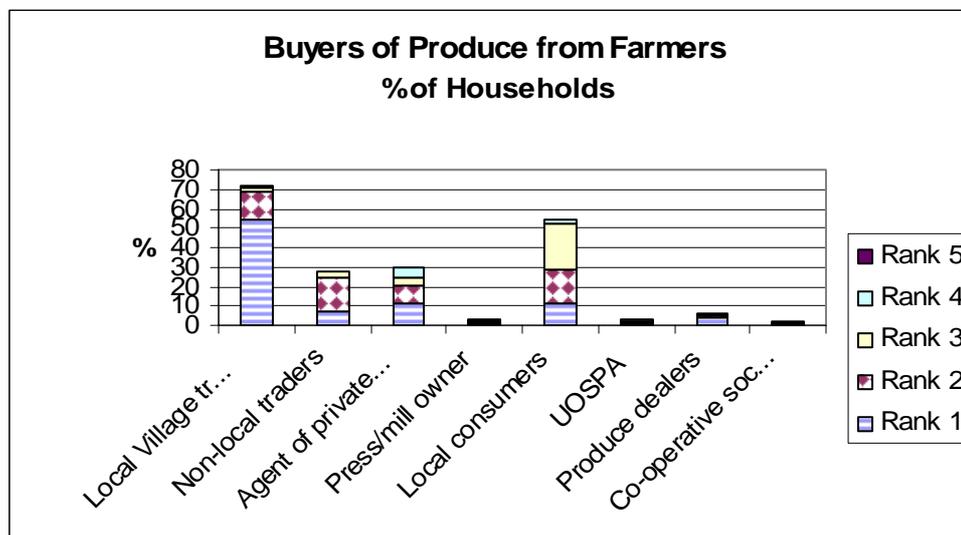
**Table 6: Crops marketed by Men, Women, and Youth - Adekokwok**

Crops Marketed by Men	Crops Marketed by Women	Crops Marketed by Youth
1. Sunflower	1. Sunflower	1. Tomatoes
2. Cotton	2. Maize	2. Sunflower
3. Maize	3. Sorghum	3. Maize
4. Tomatoes	4. Millet	4. Soya beans
5. Soya beans	5. Groundnuts	5. Cabbages
6. Rice	6. Sweet potatoes / cassava	6. Cassava
	7. Simsim/beans	

Source: PRA survey, Oct. 2004

Most sub-counties have one major market where trading takes place once a week. In addition, farmers' outlets include farmgate, trading centres, community markets, and the District market, if the latter is not too far.

Buyers include local village traders, non-local traders, local consumers, agents of private companies (e.g. Mukwano, DUNAVANT, UOSPA), and institutional buyers (e.g. schools). Chart 4 shows farmers' priorities as far as buyers are concerned.

**Chart 4**

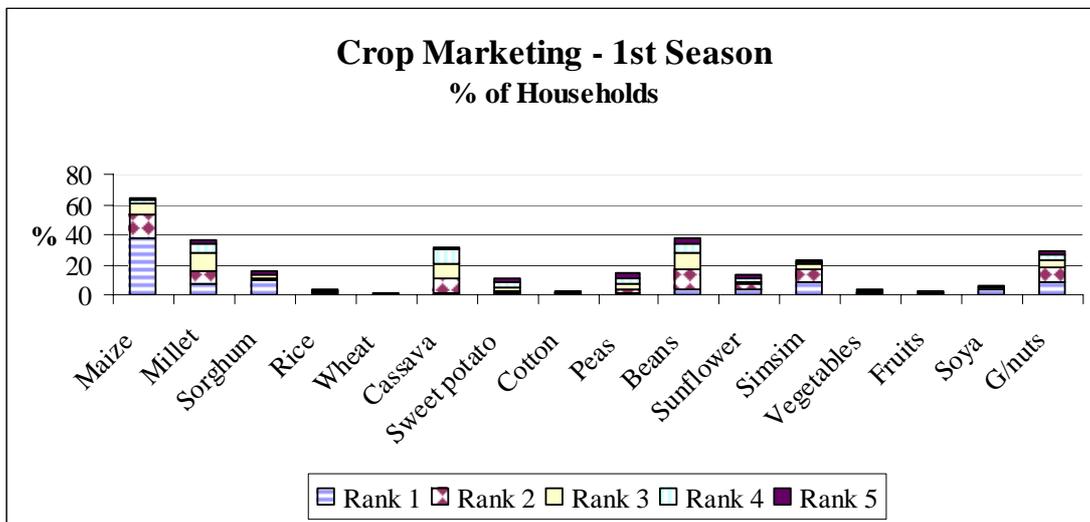
Source: Questionnaire survey, Oct. 2004

**Changes in the marketing system.** Answers by the farmers' groups in this regard were mixed. On the one hand it was felt that not many changes have happened over the last five years in that in some communities it was felt that prices continued to be low and fluctuating. On the other hand, a number of changes were indicated by some PRA groups, including:

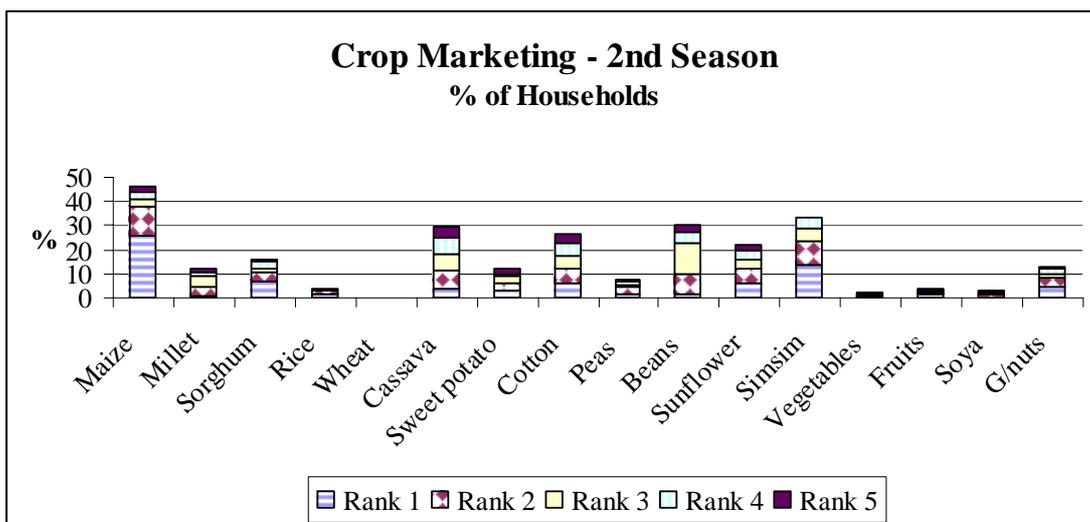
- The cotton marketing system has been liberalized, giving farmers more choice as to where to sell;

- Sources of market information (e.g. Radio Lira) have come into existence as a service to farmers
- There is a changing trend in marketing from selling at trading centers and community markets to farm gate sales.
- Food crops like maize and sorghum have gained market in contrast to traditional cash crops such as cotton.
- Group farming and marketing is a new trend in agricultural production and marketing.
- Higher prices were reported by some groups;
- Local markets and produce stores have increased in number and size
- No marked changes in the marketing system were reported for Gweri and Kamuda Sub-counties in Soroti, with the exception that farmers obtained higher prices as a result of the insurgency. This has now normalized.

**Chart 5**

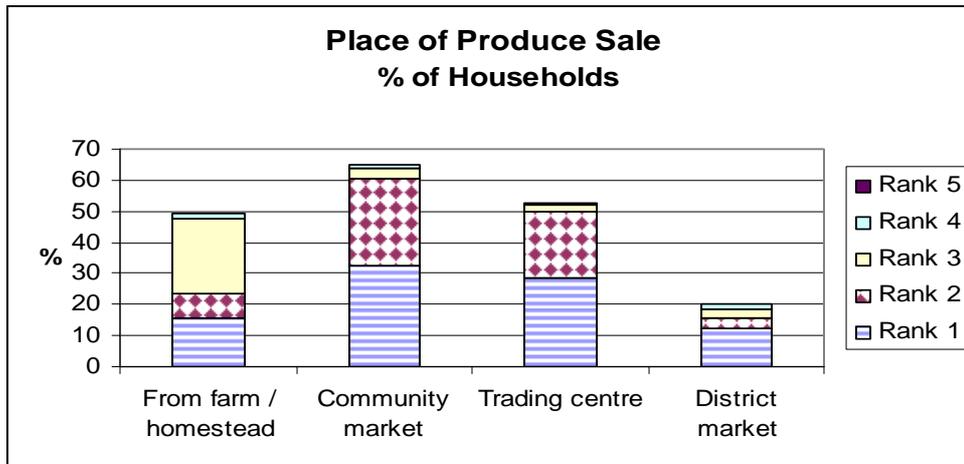


**Chart 6**



Source: Questionnaire Survey, Oct. 2004

Chart 7



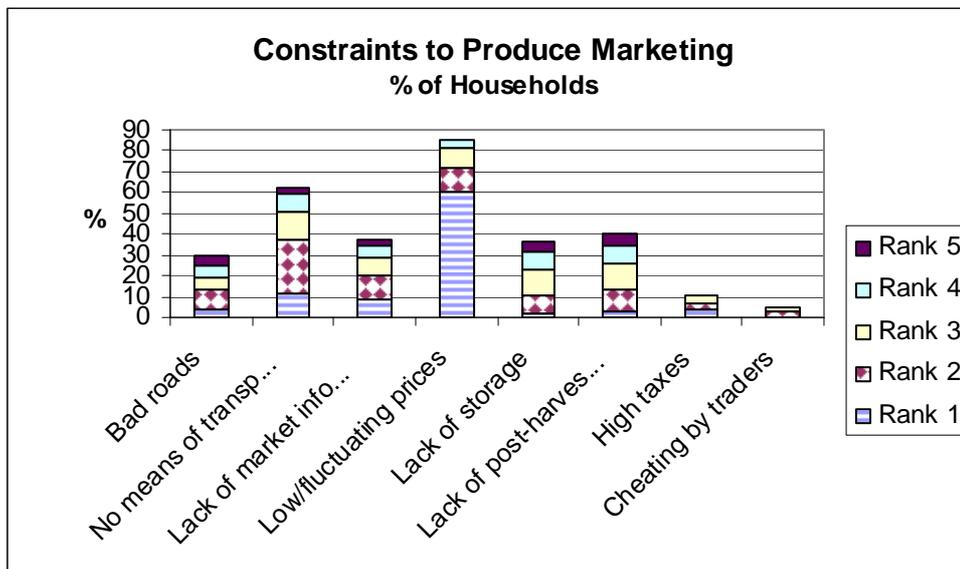
Source: Questionnaire survey, Oct. 2004

### Constraints to Marketing

According to the survey, the farmers are facing the following constraints to the marketing system:

- Low / fluctuating prices, as a result of prices dropping at the end of the agricultural season.
- It is felt that prices offered by buyers are very low and unfair to the producers, also in comparison to the prices broadcast on the radio. Farmers feel that most traders are dishonest and adjust their scales to cheat farmers.
- Inadequate control of post harvest damage causing farmers to sell produce off prematurely.
- Lack of storage facilities.
- Lack of transport as a result of poor roads and lack of transport means to take produce to markets where prices are higher; in particular, women are reportedly affected by the problem.
- Certain communities have been cut-off during the insurgency. As a consequence, produce buyers could not access these communities which in turn led to losses due to pests.
- Local taxes are high and charged at many points (for example, when leaving Apac, and also when entering Lira). Similar concerns were raised in Soroti as far as market dues and income tax are concerned.

Chart 8



Source: Questionnaire survey, Oct. 2004

### Suggestions to improve the marketing system

The following suggestions have been made with regard to improvements in the agricultural marketing system:

- Group marketing should be encouraged to attract potential buyers like firms and non-local traders, whose purchase prices are better. This would also help the farmers have negotiating power, other than individuals' farmers taking their produce to selling points who are left at the mercy of the buyers;
- Training on group dynamics and market information to continue;
- Farmers should be assisted to access better markets; Linkages be established between farming households/ farmers groups and potential buyers by the extension workers in the sub-county;
- Produce buyers should be trained on marketing;
- Produce buyers should inform farmers of their whereabouts and their branches so that farmers can deliver produce to buyers of their choice;
- Infrastructure should be improved upon. This applies to market infrastructure, stores, and transport;
- Local leaders like the LCs should be mandated to mediate the market;
- Market information sources should be diversified through use of information posters displayed in localized community centres. This would help bridge the gap due to non-access to radios, flat radios and problem of competing radio stations;
- Linkages be established with local radio agents or community/government institutions already in place to act as market information delivery agents to supplement the radio programmes e.g., use of radio agents, local councillors and extension workers or Volunteers to disseminate market information to the community.

### Sources of market information

Both, PRA and questionnaire survey revealed that farmers use a range of different sources of market information, including neighbours / friends, radio, traders / buyers, and extension officers. Tables 7 and 8 which were produced for Akalo and Aduku S/Cs are more or less representative of the PRA findings in Lira and Apac Districts. It appears that women are more reliant on neighbours / fellow farmers and traders/ buyers for market information, whilst men's main sources of information are through fellow farmers / neighbours and radio Lira Market news. The youth use the same sources in a similar order.

**Table 7: Sources of market information - Akalo**

Source of market information	Women	Men
Radio Lira, market news	3 <sup>rd</sup>	2 <sup>nd</sup>
Traders/ buyers	2 <sup>nd</sup>	3 <sup>rd</sup>
Fellow farmers/ neighbours	1 <sup>st</sup>	1 <sup>st</sup>
Extension officer	4 <sup>th</sup>	4 <sup>th</sup>

Source: PRA, October 2004

**Table 8: Sources of market information – Aduku**

Sources	Men	Women
Radio	1 <sup>st</sup>	2 <sup>nd</sup>
Individual search	3 <sup>rd</sup>	3 <sup>rd</sup>
Neighbours & Friends	2 <sup>nd</sup>	1 <sup>st</sup>

Source: PRA, October 2004

As far as Gweri and Kamuda in Soroti District are concerned, both the District Commercial Officer and Voice of Teso have been the sources of market information for farmers.

### Group formation

Group formation in the parishes and sub-counties visited as part of this survey varies considerably between locations. For example, whilst hardly any groups were encountered in Aduku S/C (except a few that were recently formed under NUSAF), there are 17 groups in Adekokwok S/C. According to the PRA, there are over 100 groups in Kamuda S/C and less than 100 groups in Gweri S/C of Soroti, although it was not possible to verify this with the extension officer.

The majority of the existing groups have a production or poverty reduction focus, whilst few groups were found to have a marketing focus.

New groups have reportedly been formed in the last year because the farming households have seen the opportunities opened to the existing groups in the parishes. These opportunities, among others, included training undertaken by FOODNET and DETREC, or opening of demonstration units, provision of seeds, training and other services by NARO, UOSPA, and AT (U).

In **Akalo**, the PRA group discussions revealed that group marketing has not been in force in the previous years, but three groups have stored produce which they hope to sell when prices are higher. These include Adyeda Youth group which has 100 bags of maize; St. Luke's Farmers group members have collected 48 bags of maize of individuals to be sold at once as a group, and Woro Mite Women's Group members have also stocked improved pigeon pea to be sold as a group.

The major selling points of groups' produce are compared to individual households' selling points in Table 9.

**Table 9: Major selling points of groups' and households' farm produce**

Selling points	Groups' produce	Households' produce	
		Women	Men
Trading centres	1 <sup>st</sup>	2 <sup>nd</sup>	1 <sup>st</sup>
Community market	2 <sup>nd</sup>	1 <sup>st</sup>	2 <sup>nd</sup>
Farm gates	3 <sup>rd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
District markets		4 <sup>th</sup>	3 <sup>rd</sup>

Source: PRA, October 2004.

Nevertheless, despite the efforts to increase group formation there are a number of constraints related to group formation as indicated in the following list:

- Lack of leadership and management skills
- Lack of funds to undertake activities to achieve the set objectives
- Limited production skills
- Limited linkages to other development partners
- Lack of commitment by farmer group members
- Inadequate farming implements and inputs
- Husbands restrict women wanting to join groups
- Inadequate micro-finance schemes in the area to boost the group's productivity.
- Inadequate market information
- Inadequate knowledge on the benefits of being in groups
- Lack of transparency
- Lack of knowledge in group dynamics

**In view of this, the following recommendations regarding farmer groups were made:**

- Sensitisation of potential members and their spouses on the benefits of being in groups
- More training be done on both production and management skills
- Farming implements and inputs be availed to groups at subsidized prices
- Micro-finance schemes be availed to the farmer groups with less strict conditions (e.g. low interest rates)
- Farmer groups be linked to other development partners
- Market news and farmer group programmes to continue to educate farmers on the benefits of group membership.

Table 10 indicates group membership in households, also distinguishing between membership in production and marketing groups. Approximately half of the adult sample population belongs to groups (i.e. with females indicating a slightly higher group membership) whilst 20% of the youth are also in groups. As already highlighted production groups are more prevalent than marketing groups.

Nevertheless, as far the group membership figures in Table 10 are concerned, it is important to bear in mind that these figures are likely to be biased in that the survey targeted parishes where groups are prevalent. The membership figures for the overall population are likely to be significantly lower.

**Table 10: Group membership in Households**

Households in which men belong to groups	45.9%
Households in which women belong to groups	49.8%
Households in which youth / children belong to groups	20.8%
Households with members belonging to production groups	60.6%
Households with members belonging to marketing groups	20.1%

Source: Questionnaire survey, October 2004

### **Effects of Insecurity on Agricultural Production and Marketing.**

Sub-counties such as Gweri, Kamuda, Adekokwok, and Dokolo were directly affected by the LRA insurgency, whilst Akalo, Kwera and Aduku did not suffer directly but the communities lived in fear and many displaced people took refuge in these sub-counties.

The following describes how the LRA insurgency affected agricultural production and marketing in Dokolo Sub-county. Six of the eight parishes in Dokolo S/C have been displaced to an IDP camp in Dokolo Township and only residents of two parishes have been able to remain in their homesteads.

The major effects of insecurity on the people of Dokolo Sub County include:

- Loss of lives and abduction of people, hence a reduction in labour force for agricultural production.
- Loss of property including livestock.
- Reduction in agricultural production due to the displacement of people from their agricultural lands.
- Deterioration of social services like education, and health services.

As indicated, in the last two rainy seasons, only two of the eight parishes in the sub county were engaged in agricultural production. Even still, in these two agriculturally active parishes, the farmers reveal that availability of food within households is low. This was attributed to the loss of hope by some farmers and also lending out land to their displaced relatives and friends.

Due to the reduced agricultural production in the sub county, there has been a reduction in the marketing of agricultural produce. Also, before the attack of the LRA

rebels, there used to be eight community markets in Dokolo, but currently only two are operational (i.e. Atur trading center and Dokolo Township).

There has been a breakdown in social services in Dokolo Sub-county since the attack by the insurgents. Pupils and students from six displaced parishes are now studying in overcrowded and poorly attended learning centres. The respondents also revealed that Dokolo Health sub district Hospital was looted (by villagers) of equipments and drugs. And up to now the Health sub district hospital is not yet restocked. Also, health workers and other public servants operate from Lira town and thus making service difficult to access.

According to the acting Sub county chief of Dokolo, revenue collection has greatly reduced because most people are displaced in IDP (Internally Displaced People) camps and they have limited economic activities. Besides that they lost their property during the attack.

Other social services affected by the insurgency include:

- High crime rates in and around the IDP due to redundancy and moral decay.
- Sanitation systems are poor.
- Disintegration of small villagers groups.
- People are psychologically stressed.

In Gweri and Kamudu of Soroti District it was also reported that some farmers sold their bulls which were used for ploughing. As a result, crop production has also reduced.

## THE USE OF RADIO TO ENCOURAGE GROUP FORMATION AND MARKETING

### Context

There are many different formats in which radio can be used to bring about change, and some effective formats include:

1. short jingles to bring topics and issues to people's attention
2. dramas ('soaps')
3. 'telling people's stories' – i.e. bringing to life a topic/problem/issue/change in behaviour, illustrating how it has affected real people

In this project, we have used format number 3 to produce a radio series called *Together to Market*, in different language versions, for broadcast on local radio.

Radio is an important tool for bringing about change, but its uses are specific and it should be used together with other media. The decision to use radio does not mean a decision *not* to use another medium; rather radio and other media should be seen as complementary.

In introducing group formation and group marketing, face-to-face training is not an *alternative* to radio; the two perform different functions. Our hypothesis in the project has been that while training provides a kind of 'recipe book', 'how to do it', the radio series *Together to Market* would be a way of bringing the different instructions in the recipe, their implications, their pitfalls, and their positive value, to life.

This is indeed what this project has found to be the case. *Together to Market* was produced for broadcast *in conjunction with* face-to-face training in Lira District. There was a consensus found among farmers interviewed in the monitoring and evaluation exercises conducted as part of the project that this combination of face-to-face training and radio spots of the kind in *Together to Market* was actually what they preferred.

Farmers told us in the monitoring and evaluation exercises carried out as part of the project that they considered that the radio spots in *Together to Market*, which 'tell people's stories', highlighted important issues related to the formation of groups and group marketing which they had been taught in the training sessions, brought them to life by showing how real people had dealt with these issues, and served to revise the points which they had been taught in the training sessions.

The value which farmers placed on the use of training *and* radio, and specifically in this case of short programmes of the kind produced for *Together to Market*, was illustrated by the fact that farmers said that they would like to have cassettes of the series so that they could listen to them together in their groups a number of times, and then talk over the stories and the points raised afterwards.

### **The Production of *Together to Market***

As part of the project, a series of 10 short programmes or ‘spots’, which is entitled *Together to Market* in its English version, was made in October 2003. The intention was to make a radio series which ‘brings to life’ the main points and issues which are highlighted as important in forming farmer’s groups and in marketing as a group in the manual also produced as part of the project, and to broadcast the series, in English and in local languages, in conjunction with training at village level carried out with reference to the manual, so that the series and the training sessions complement each other.

The rationale of encouraging group formation is that it is hoped that farmers organised in groups will be better placed to market their produce. They will also, it is hoped, be better able, in their groups, to make use of market information. Market information is being broadcast through the Market News programmes which Foodnet make available every week to a number of local FM radio stations, and the project has also been involved in monitoring the impact and farmers’ views of this. *Together to Market* was broadcast in close conjunction with the Market News programmes on Radio Lira, as well as within a live agricultural programme, Farmers’ Corner.

*Together to Market* was made by a team consisting of Mr. Kaz Janowski of the BBC World Service, Mr. Benson Taiwo of Foodnet/Radio Lira, Mr. Kai Depkat of RadioWorks/Radio Lira and Dr. Monica Janowski of NRI. Scripting and editing was done in Kampala based on material gathered during visits made by Mr. Janowski, Mr. Taiwo and Dr. Janowski to Rakai and Masindi Districts. In Rakai District there has been a successful programme to encourage group formation and marketing on the part of the NGO CEDO, and the latter facilitated interviews with farmers’ groups which had received training and support from them, as well as with other people involved in various ways with farmers’ groups, including traders, extension workers, community leaders, leaders of farmers’ associations locally and nationally, a member of parliament and CEDO staff involved in promoting group formation and marketing. Excerpts from these interviews were used in making *Together to Market*. The programmes have as their core stories about the successes, pitfalls and excitement of setting up farmers’ groups and marketing through them, told through personal experience. The programmes also contain locally recorded music and sound effects, much of the music being recorded in the field as farmers’ groups sang songs about group formation, about their livelihoods, and songs of welcome.

Before the series was made, a preparatory training session was held in Kampala, at Foodnet, for 13 local FM radio presenters and producers, including those who are working with Foodnet as data collectors. This provided the basics of making a prerecorded programme or ‘package’, including technical aspects of using equipment, use of CoolEdit software, and interviewing techniques. Some of those trained have been involved in making *Together to Market* in its English version and in local language versions.

Programmes in the series cover topics covered in the group formation and marketing manual also produced as part of this project, and are entitled:

1. Why form groups?
2. Why market together?
3. Getting started
4. Trust and transparency
5. Getting information about the market
6. Women and men in groups
7. Keeping going – the Kamukamu womens’ group
8. Money matters – the Bateganda womens’ group
9. Getting the size right – the Andingana farmers’ group
10. A vision for the future – the Kasambiya farmers’ group

The original version of the series was made in English, with voice-overs in English overlapping the original language interview excerpts and an English script. A CD was produced of the English version of the series, which has been distributed without charge.

A Luo version of *Together to Market* was made in November/December 2003, by Benson Taiwo, using the original ‘sessional’ versions of the programmes in CoolEdit, which enable different language version scripts and voice-overs to be inserted in place of the English.

The series was broadcast three times, in both Luo and in English, over Radio Lira, between January and October 2004. It was broadcast on Tuesday and Thursday in conjunction with the Foodnet Market News programme presented by Benson Taiwo, and again on Saturday as part of the live programme Farmers’ Corner, which he also presents. Benson Taiwo provided a ‘wrap-around’ for each *Together to Market* ‘spot’, introducing it and discussing it. He did this both within Farmers’ Corner, and to a lesser extent when the ‘spots’ were broadcast in conjunction with the Market News. There was the intention to include comments by farmers on the spots, but this did not happen for technical reasons. The spots are likely to be broadcast further, in early 2005, and Benson Taiwo plans to incorporate comments by farmers then, gathered on tape, sent in on postcards, or provided in person by guests on the programme. From the surveys and interviews carried out with farmers it would seem that many farmers are interested in participating and contributing; for example, this was stated emphatically to be the case at the meeting with the Can Mi Diro group (see below).

As part of the project proper, we translated the series into Luo. However we hoped that it would come to be translated into other local languages for broadcast on local radio stations besides Radio Lira. This has happened very quickly. The series was translated into Ateso by Emily Arayo of Foodnet and broadcast in Ateso and in English on Voice of Ateso in Soroti District in July-September 2004. It is currently being translated into Lunyoro for broadcast on Radio Kitara in Masindi, led by Fred Kasozi of Foodnet/Radio Kitara; and into Luganda and Lusoga for broadcast in Jinja, Kampala and probably in Rakai District, led by Emily Arayo with the collaboration of David Kaye of Foodnet. After meetings with PANOS East Africa, which is based in

Kampala, it has been agreed that they will provide support for this work to be carried through.

Before the series was transmitted on Radio Lira, brief trails advertising the spots were broadcast a number of times. In the sub-counties within Lira District where training in group formation and marketing was taking place (see discussion of training sessions elsewhere in this report) group members were alerted to the spots beforehand first-hand.

### **Findings of monitoring and evaluation surveys in relation to *Together to Market* radio spots**

Between January and July 2004, Dr. Bernard Otim-Ogong (Lira District NAADS Coordinator), Mr. Taiwo Benson and Mrs. Cecilia Agang, who were involved in the training exercise, carried out a monitoring survey, through which they gathered information from farmers involved in training sessions in groups in the sub-counties of Abongomola, Akalo, Loro, Adekokwok, Lira and Aputi. Farmers' groups were given a form to fill in, and although there were some problems in relation to the initial use of English on the form and in relation to the way in which the form should be filled in, the exercise has produced some valuable data.

An evaluation of the impact of the spots, the training and the Market News programmes was conducted through a questionnaire and PRA discussions in September and October 2004, with farmers belonging to groups which had received training in Akalo, Adekokwok and Kwera sub-counties, and with groups of individuals who had not received training in Aduku and Dokolo sub-counties, which were chosen as control counties. The PRA discussions were organized and the questionnaires were administered by research teams based in Lira, led by Cecilia Agang (Dokolo), Kezia Oteng (Adekokwok), Geoffrey Anyach (Akalo), Emanuel Odongo (Kwera) and Sylvano Afai (Aduku).

As a follow-up to the PRA exercise, Dr. Janowski met with the Can Mi Diro ('Poverty makes you wise') Farmers' Group in Adekokwok Sub-County, Lira District.

On 18 October 2004 a workshop was held in Lira town at which the teams which had just completed the evaluation exercise presented their findings. This was organized by Dr. Oweto, Lira Production Coordinator. Dr. Janowski of NRI was present at the workshop. At this workshop representatives of farmers' groups were also present, and gave their views directly.

The findings laid out below are based on these monitoring and evaluation exercises, as well as from discussions at the workshop.

### **Who listened to *Together to Market*?**

In Akalo, Adekwokwok and Kwera sub-counties, where training had been carried out with groups and they had been alerted to the series, at least some members (according to the monitoring exercise, in most groups at least half, and often three-quarters of the

members) of all groups had listened to the series. At the meeting with the Can Mi Diro Farmers' Group, just under half had heard some of the series. However in Dokolo and Aduku sub-counties, where training had not been carried out, there was a lot of variation in the level of awareness and in the numbers of participants in PRA sessions who had heard it, and many individuals had only vague recollections of it.

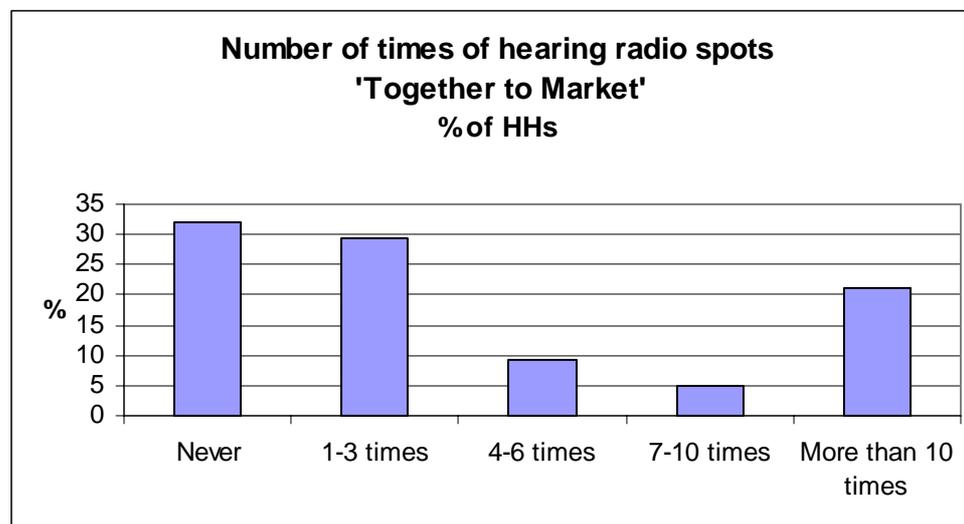
**Table 11: Radio 'spots' listenership**

	Have listened to the radio spots (%) N = 278
Lira District	53.4%
Apac District	68.8%
Soroti District	90.0%
Total	68.3%

Source: Questionnaire Survey, October 2004

Table 11 indicates the listenership of the radio 'spots' in the three Districts. According to the questionnaire survey, Soroti District had the highest listenership (90%), followed by Apac (68.8%), and Lira District (53.4%). At the same time it ought to be mentioned that in Soroti District, the farmers were not made aware that the radio 'spots' were broadcast, and were less sensitised as a result of this. However, as part of listening to the Market News Programme on Voice of Teso they inadvertently also listened to the radio spots.

**Chart 9**



Source: Questionnaire survey, Oct. 2004

### *Men and women*

More men than women were generally found to have listened to the spots (e.g. see table below for groups interviewed in Akalo sub-county). The reason for this is not absolutely clear but appears to be related both to access to radio sets and to leisure time. There was found to be a difference in access to radio sets between men and

women in regard to portable radio sets, which are almost always owned by men. It was found that many/most households have a large radio set, which remains in the house and can be listened to by women. The fact that women listen to the radio less than men is likely to be related to the fact, which many informants highlighted, that they are busier than men and do not have the time to listen. When they are in the fields women generally do not have access to a radio because they do not own portables. In any case, the tasks in which they are engaged are not stationary and so it is not easy to listen to the radio and work at the same time. Men, on the other hand, have more leisure time, and spend time ‘sitting’ (as it was described by informants) with friends in the afternoon and evening, after everyone returns from the fields around the middle of the day. When they are ‘sitting’ they are able to listen to portable radios owned by one of the men present. Women, who remain at home, have access to the domestic radio set (if it works and has batteries), but they are likely still to be busy with household tasks and therefore do not listen. It is to be noted, however, that listening on the part of women in the afternoon and evening probably has the potential to increase, since many domestic tasks do allow one to listen to the radio as well.

**Table 12: Akalo sub-county: Numbers of men and women listening to *Together to Market* in three farmers’ groups<sup>1</sup>**

Group	Women				Men			
	Listen		Do not listen		Listen		Do not listen	
	Nos	%	Nos	%	Nos	%	Nos	%
Adyeda youth	3	100	0	0	7	100	0	0
Woro Mite Women’s	4	44.4	5	55.6	9	81.8	2	18.2
St. Luke Farmers	4	40	6	60	7	63.6	4	36.4

### **Did they listen individually or in groups?**

Most informants had listened individually, in their own homes. One group, Adyeda Youth in Akalo Sub-County, had, according to the monitoring survey, made a special point of listening together. However, many told researchers in the evaluation survey that they would very much like to listen together, in their groups. At the meeting with the Can Mi Diro group, the strong view was expressed that members would like to have cassettes of the series specifically so that they could listen together, and follow up with discussion of the topics of the spots.

### **Which spots did informants remember hearing?**

Those interviewed in Adekokwok, Akalo and Kwera sub-counties, who are in farmers’ groups which have received training in group formation and marketing, tended to remember relatively accurately the topics of the different spots.

<sup>1</sup> *The number of members of the Woro Mite Women’s group in the table is different from the total number interviewed, because during the PRA members kept moving in and out because of domestic matters they had to deal with. When the discussion about members’ radio listening was going on, six women and one man were out of the meeting.*

In Akalo sub-county, members of the farmers’ groups who listened to the radio spots remembered hearing the following spots (some of which do not exactly correspond to the topics of the spots, but probably correspond to topics as covered in the training):

- Group formation
- Group marketing
- Post-harvest handling
- Production planning
- Enterprise selection
- Gender in farmer groups
- The Kamukamu Women’s group

The spots remembered by informants in Adekokwok sub-county were: -

- Why form groups?
- Why market together?
- Group leadership / transparency
- Gender issues / relationships between men and women
- Getting market information

In Kwera sub-country, there was a gender difference; men interviewed said that they could not remember exactly which spots they had listened to. The young people and the women interviewed said that they had heard the following spots:

Young people	Women
Why form groups	Why form groups
Why market together	Why market together
Group dynamics	
Gender issues	

Those interviewed in Aduku and Dokolo sub-counties, who had not received training in group formation and marketing, had vaguer memories of the content of the different spots. In Aduku, those interviewed remembered hearing the ‘spots’ about group formation and development, but some confused them with the market news. In Dokolo sub-county informants remembered that there had been spots on Why Market Together? Getting Information about the Market, and Women and Men in Groups, but did not remember the details of the other spots.

### **Which topics did informants like best?**

When PRA informants were asked which spots they liked best, almost all of them included the following:

- Why form groups?
- Why market together?
- Men and women in groups.

A number of people also said that they particularly liked the spot about leadership and trust and transparency.

Many informants said that they had been particularly interested in the spot in the series which is about gender issues. Group members interviewed in the PRA sessions in Adekwokok sub-county said that the spots had had a marked impact on gender relations. They had improved relations between men and women, had encouraged women to engage in group activities and had led to men being more willing to encourage their womenfolk to become involved in groups. The Can Mi Diro members said that the spots had encouraged them to bring a few men into their group (which is predominantly female). They said, as did many female group members interviewed for the spots themselves in Rakai District that having too many men in a group is not a good idea for a women's group, since they then tend to over-run the group and follow their own interests

According to the questionnaire survey (Table 13), the spots most listened to include 'Why form groups' (50.2% of respondents), 'Why market together' (46.2%), 'Getting information about the market' (41.2%), and 'Women and men in groups' (24.4%). The listenership of all the other spots was below 20%.

**Table 13: Listenership of Spots**

Spots	% of HHs interviewed
Why form groups?	50.2%
Why market together?	46.2%
Getting started	15.4%
Trust and transparency	14.3%
Getting information about the market	41.2%
Women and men in groups	24.4%
Keeping going – the Kamukamu womens' group	11.8%
Money matters – the Bateganda womens' group	5.0%
Getting the size right – the Andingana farmers' group	2.9%
A vision for the future – the Kasambiya farmers' group	3.9%

Source: Questionnaire survey, Oct. 2004

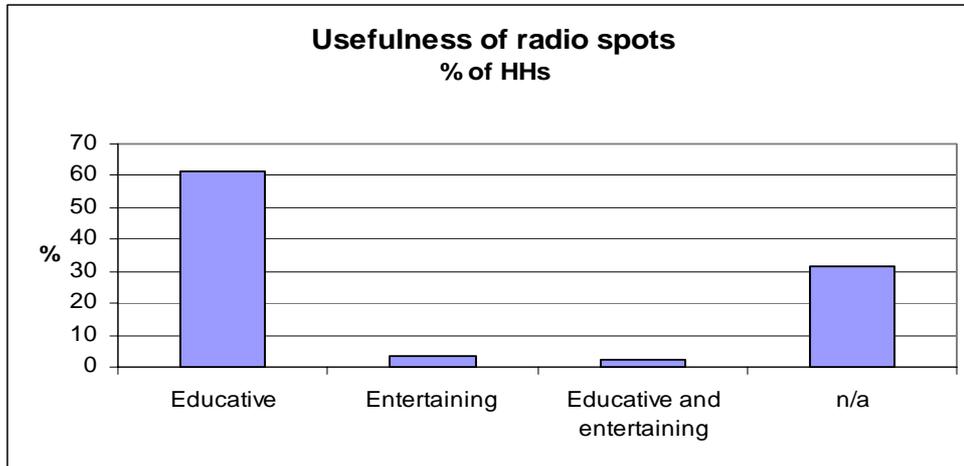
### What did informants think of the spots?

All of those interviewed in all of the sub-counties who had heard the 'spots' said that they liked them and found them informative and educational, and a number of people highlighted the fact that they were found to be entertaining as well. Informants said that they liked the way the spots were broadcast as part of a longer live programme presented by Benson Taiwo; members of the Can Mi Diro group emphasized this at the meeting with them.

There was a strong feeling that they should be broadcast again and that more spots of this kind should be made, on issues related to marketing and other issues as well.

There was a universal consensus that the length of the ‘spots’ was good, with no suggestions that they should be longer or shorter than about 10 minutes each, which is their length. The format in which they were broadcast was also found by all informants to be a good one.

**Chart 10**

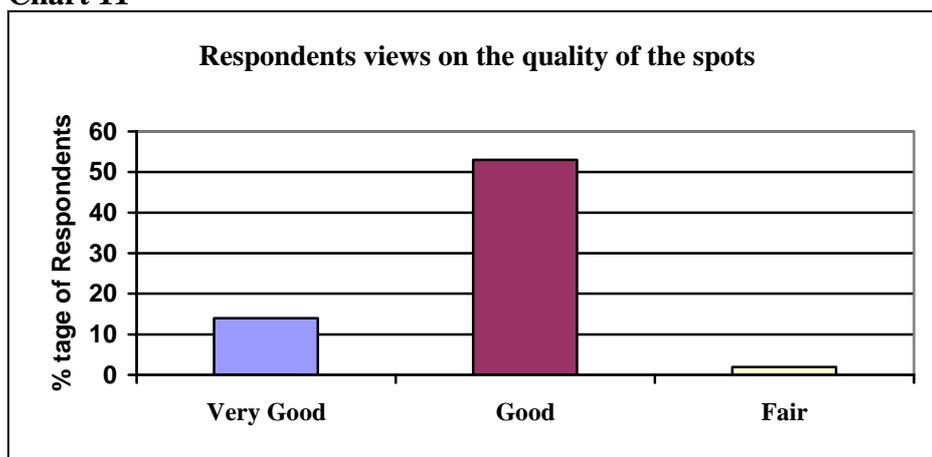


Source: Questionnaire survey, Oct. 2004

Many informants said that they wanted to be able to listen to the spots again, and many informants and groups interviewed asked for cassettes of the programmes so that they could listen again. Many of the groups said that they would like to listen to the spots together in their groups, and having cassettes would make this easier.

In the monitoring exercise in the first half of 2004, 53% of the respondents said that the presentation of the spots was good and 14% of the respondents said it was very good. 31% were undecided and only 2% did not think it was good, as shown in Chart 11.

**Chart 11**



Source: Monitoring survey

### **Best time to broadcast the ‘spots’**

There was no really clear consensus as to the best time to broadcast the spots. A number of informants, particularly women, suggested that they be broadcast in the early afternoon, between about noon and 1.30, after people had returned from the fields but before men went out for their afternoon and evening ‘sittings’ with their friends. This suggests that men take their portable radios with them and that the radios left at home may not always be working.

Women had difficulty agreeing on a time when they would be free to listen, however, and this made it difficult to reach a consensus as to the best time to broadcast.

At the meeting with the Can Mi Diro group members had a discussion about the best time to broadcast, and eventually decided that about 2 or 2.30 was the best time to broadcast, to allow them to gather as a group to listen.

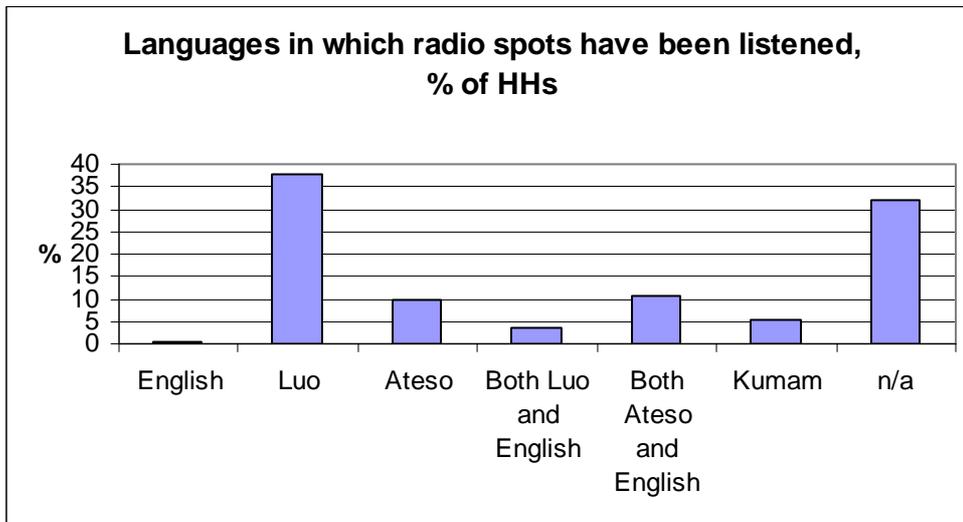
### **Preferred language to broadcast the spots**

During the monitoring exercise conducted in the first half of 2004, the majority of respondents said that they preferred that the spots be broadcast in both English and Luo.

However during the evaluation survey there was a marked preference for broadcasting in Luo, with only a small minority suggesting that they should also be broadcast in English.

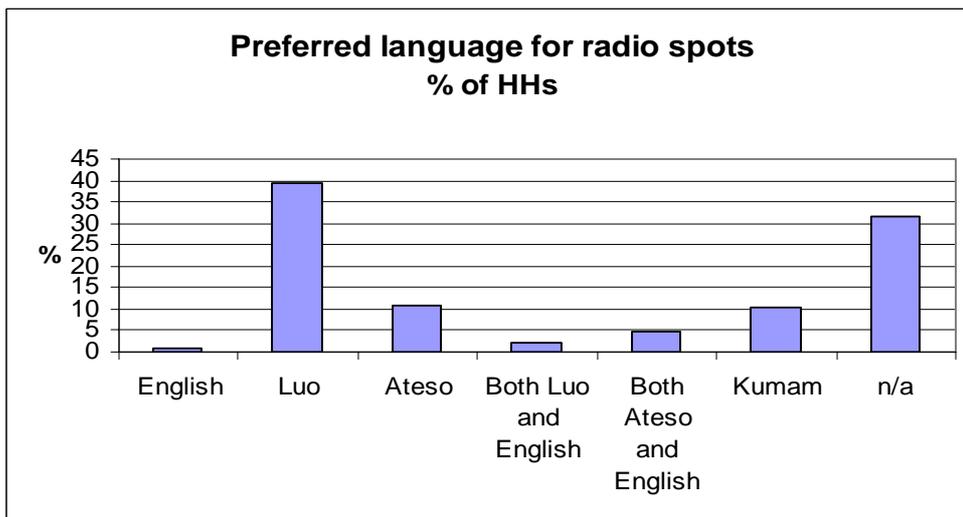
All of the participants in Kwera sub-county and most of those in Akalo sub-county preferred the ‘spots’ to be played in Luo, rather than English. In Adekokwok sub-county most of the PRA participants preferred Luo. A few who could understand English felt that it was a good idea to broadcast in both Luo and English. In Aduku sub-county PRA participants said that the language used in the ‘spots’ should be Luo since the majority in the sub-county are Luo speakers. However, a few preferred a mixture of Luo and English, giving as the reason for this the fact that English at times allows more detail to be given of issues that may be difficult to express in Luo; these informants were better educated and had enough English to understand broadcasts in English. In Dokolo sub-county, the majority of the group members preferred the programme to be broadcasted in Luo and only two of the 48 participants said it should be run in both Luo and English.

**Chart 12**



Source: Questionnaire survey, Oct. 2004

**Chart 13**



Source: Questionnaire survey, Oct. 2004

**Focus on local farmers’ groups within the spots?**

In three of the sub-counties (Akalo, Aduku and Dokolo), informants suggested specifically that spots be made which focus on farmers’ groups in the surrounding area. This would, they said, enable farmers to visit groups and learn at first hand about how to form a group and market together. This was something which was seen as very desirable by many informants.

This point was also supported by the members of the Can Mi Diro group at the meeting with them, who pointed out that ‘Seeing was Believing’. However there was a unanimous view expressed by members of the group that they also wanted to hear about groups in other areas, even in other countries; they mentioned Kenya, Tanzania and England as countries from whose farmers they would like to hear.

At the workshop held in Lira in October 2004, researchers reported that almost all informants also said that they liked hearing about farmers' groups in other areas as well, however, because they were interested in hearing from people who had similar concerns, problems and challenges but whose lives were in other respects somewhat different. It would appear that a mix between local material and material from other areas is appropriate, therefore.

Many group members told researchers in the evaluation exercise that they would very much like a spot to be made about their own group, to be broadcast on the radio. The members of the Can Mi Diro group said that they wanted a recording about their group to be played in other parts of Uganda. They also suggested that it could be played in other countries for other farmers to hear about them.

### **Discussions and impact generated by the spots so far**

Most of those interviewed in the three sub-counties where training has also been conducted said that the spots had led to discussion and had had a beneficial effect on intra-group dynamics and on their ability to market together and more effectively.

In Kwera sub-county farmers said that the spots led to a lot of discussion within the area on the topics covered. The young people said they were motivated to form groups and that the radio spots ignited a spirit of competition amongst groups. The major areas of discussion after hearing the radio spots were said to be:

- How group members can relate to one another
- How they can market together
- The benefits of being in a group

According to the participants in the PRA sessions in Kwera sub-county, the radio spots helped to improve relations in their groups especially in relation to the handling of money. Other informants in Kwera said discussions resulting from the Radio Spots helped them to improve on their record keeping.

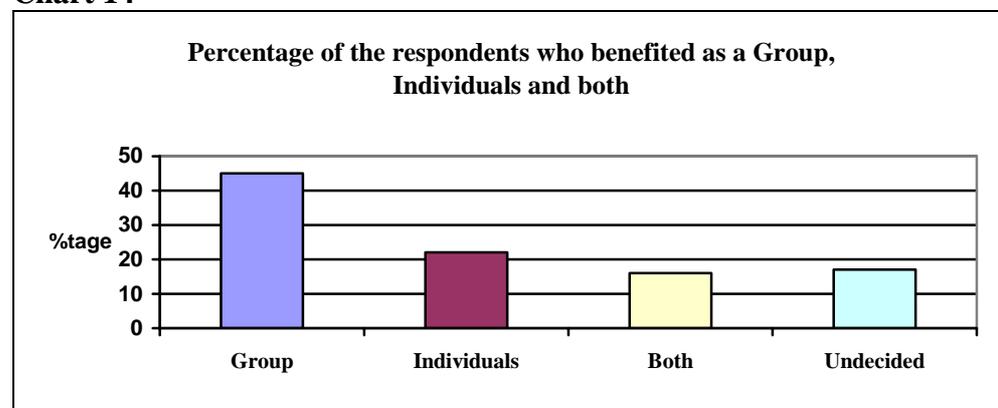
In Akalo sub-county, farmers said that the spots didn't generate discussion on group formation but did generate discussion on group marketing, and the three groups interviewed planned to begin group marketing, as a result, they said, of hearing the spots. All the three groups have stored farm produce awaiting group marketing. Informants also said that the spots had helped improve on the groups' operations, in terms of relations within the group, in particular group dynamics and relations between men and women within the groups. However they said it was early days as yet, and there were no really tangible results.

Those interviewed in Adekokwok said that listening to the spots had led to more unity among group members, including young people. They said that the spots had encouraged members to unite, work harder and stay together. Hearing the spots has also, they said, improved the quality of leadership in groups, and led to a higher level of transparency, so that money matters were much less of an issue. Members had been encouraged to bargain for better prices and to look for different places to sell.

In the two sub-counties where there has been no training in group formation and marketing, the spots appear to have had less impact. In Aduku sub-county, the spots were said to have generated discussions on marketing rather than group formation. This was said to be because people in this sub-county lack experience in group operations. In Dokolo sub-county, those interviewed said the spots did not lead to any discussion, but they helped a few people who had listened to the programme in enterprise selection.

In the monitoring exercise conducted in the first half of 2004 45% of the respondents said they benefited as a group from the radio spots; 22% said they benefited as individuals; 16% of the respondents said they benefited both as individuals and as group members; while 17% were undecided.

**Chart 14**



**Source: Monitoring survey**

### **Suggestions made in relation to the spots**

1. All of the participants and respondents in both the monitoring and evaluation exercises requested more spots of this type on group formation and marketing and on other important topics. Some of those who responded to the monitoring survey said that such spots provided a very special way of communicating between farmers.
2. There was a strong feeling that farmers wanted *both* more face-to-face training and more radio spots of this kind, which illustrate and bring to life the points taught in training sessions. Training and radio used in this way were felt to be highly complementary.
3. At the workshop, a number of female farmers said that they would like spots on health and the care of the children (many said they were caring for orphans and this had created information needs).
4. Participants in PRA sessions in Kwera suggested that the spots be broadcast in other areas so that farmers there could get the benefits of them, as they felt they had benefitted a good deal themselves.

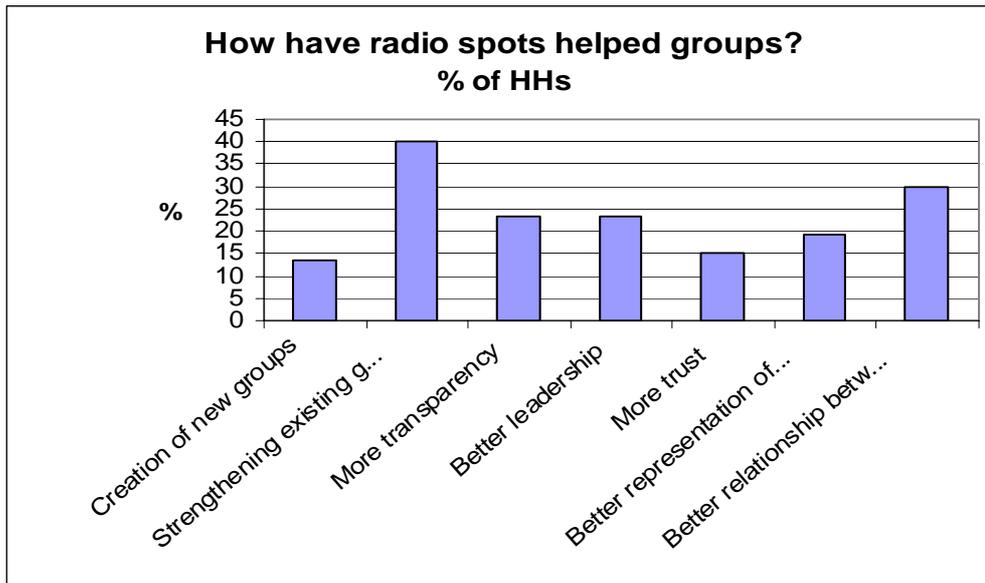
5. Respondents in the monitoring survey suggested that printed media such as pamphlets and brochures, and perhaps also video shows, could be used in conjunction with the radio spots and training.
6. In Adekwokok participants in the PRA sessions suggested that chairpersons of farmers' groups could have talkshows on Radio Lira.
7. Respondents in the monitoring survey suggested that there should be regular meetings between radio staff and farmers
8. Respondents in the monitoring survey suggested that radios be given to farmers' groups so that they would be able to listen together more effectively.
9. In both the monitoring survey and the evaluation exercise, many farmers suggested that there should be study tours for farmers who wanted to visit farmers' groups.
10. Respondents in the monitoring survey suggested that the programmes be put on more than one FM station in the area around Lira District, so as to reach more farmers.

Charts 15 – 18 indicate how farmers perceive the benefits of the radio spots to groups. Amongst other things farmers highlighted the following:

- Strengthening of existing groups;
- Better relationship between men and women;
- More transparency;
- Better leadership;
- Better representation of women.

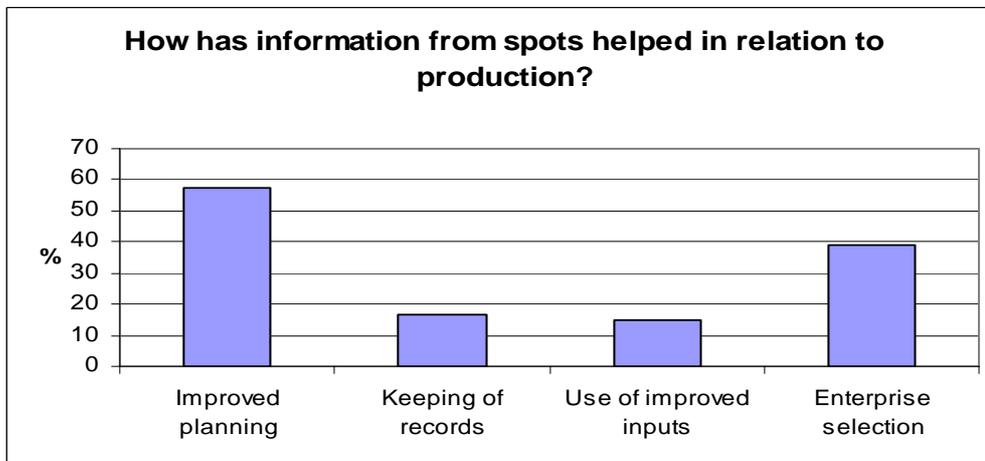
Production benefited from the radio spots mainly through improved planning and better enterprise selection, whilst marketing has benefited in the form of improved negotiating power and access to better markets. Improved quality standards and improved storage were also mentioned but to a lesser extent. When asked for the constraints to listening to the spots, flat batteries, bad timing, and competing programmes / stations were the most prominent answers given by the farmers (i.e. each receiving about 20%).

**Chart 15**



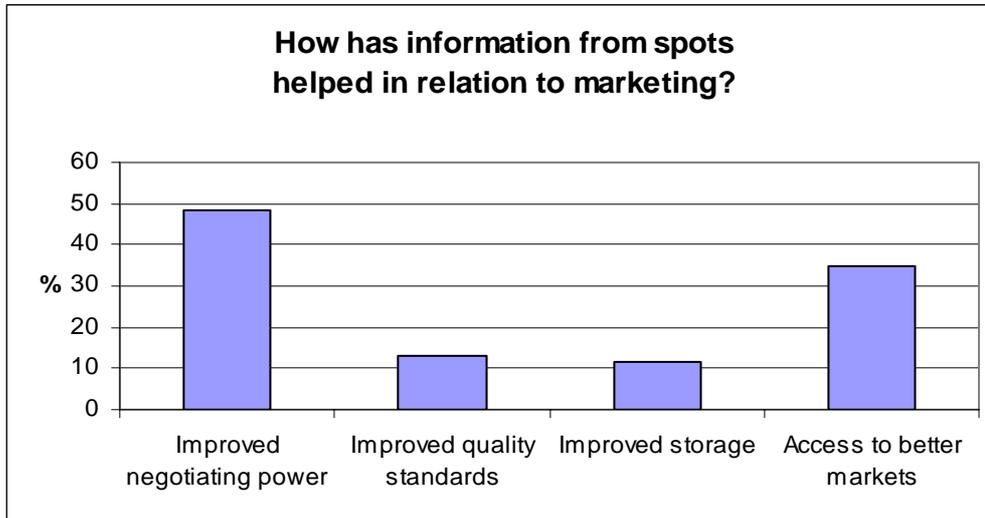
Source: Questionnaire survey, Oct. 2004

**Chart 16**



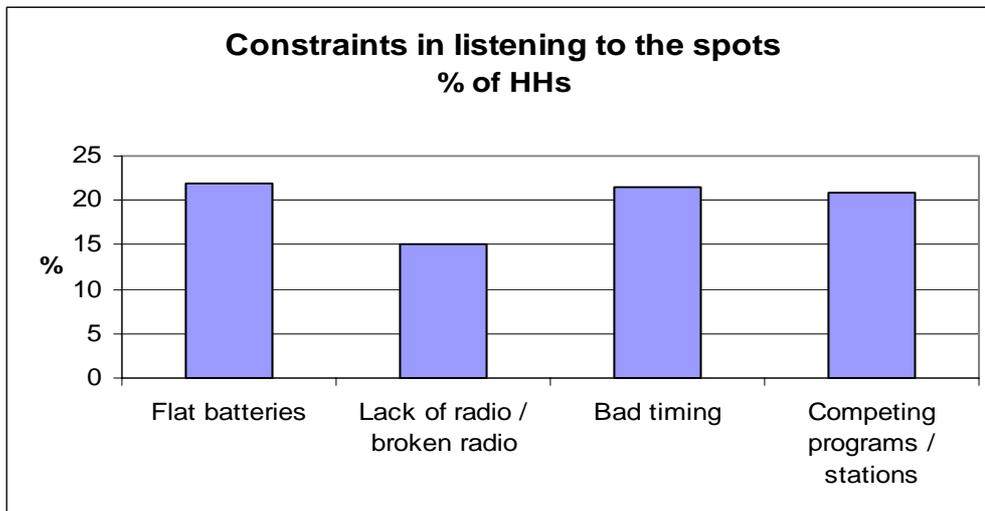
Source: Questionnaire survey, Oct. 2004

**Chart 17**



Source: Questionnaire survey, Oct. 2004

**Chart 18**



Source: Questionnaire survey, Oct. 2004

## **MARKET NEWS PROGRAMME BY RADIO LIRA AND VOICE OF TESO**

Broadcasting of the Market News programme on Radio Lira had started in 2000/01 as part of the Foodnet activities in Uganda. Whilst until 2002 the focus was predominantly on the national market situation, with the start of the action-research project “Decentralised Market Information Services in Lira District” in January 2003, the emphasis shifted towards a localised information system, without neglecting the national aspects.

Throughout 2003 and 2004, the Market News programme has been broadcast twice weekly on Radio Lira, namely on Tuesday at 10.30am, and on Thursday at 2.30pm. In addition, a live programme called Farmers’ Corner has been broadcast on Saturdays at 10.30. In Soroti, broadcasting of a Market News programme has started on Voice of Teso in late 2003. The programme contents are provided by Foodnet with funding from NAADS.

Following the baseline study carried out in Lira in 2003 (Janowski, 2003), some modifications were made to the Radio Lira Market News programme reflecting farmers’ suggestions. For example, it was attempted to provide the farmers with more information on local markets (e.g. supply, demand, and prices on markets in Lira District), and other production and post-harvest matters. Also, as part of this project, the programme has put emphasis on marketing by farmer groups, as a result of which a series of ‘spots’ was broadcast as described above. The findings in the following section are primarily related to the market information part of the Market News programme.

Participants of the PRA in Kwera S/C said they listened to the Market News Programme on Radio Lira. They revealed that the programme improved their negotiation power when marketing their produce like maize, beans, groundnuts and simsim.

They also said the Market News programme has helped them to locate better markets for their produce by comparing the buying prices in the different markets and the associated costs of taking the produce to those markets.

Nevertheless, according to the PRA participants, some farmers have also changed their marketing strategy so that they no longer take their produce to community markets or trading centers. They prefer to wait for produce buyers at home where they have control over their sale and cannot be pressured to sell because of fear of losses due to transportation.

In Kwera Sub County, farmers who participated in the PRA said that the Market News Programme changed the kinds of agricultural crops they produced. For example, there was an increase in the production of maize, simsim, and sunflower as compared to a drop in the production of cotton and millet which are less competitive in the market. Also, sorghum (*Ipuipur*), which was introduced by Bell Breweries Limited for beer production, is quickly gaining in popularity. This is because of the ready market with Bell Breweries.

Also, previously youth and women used to produce subsistence crops whilst the men were more likely to control the production and marketing of cash crops, but nowadays everyone (youth, women and men) are involved in the production and marketing of marketable agricultural produce (i.e. including food crops).

According to the PRA participants in Kwera, the presentation, length and format of the Market News programme were all good.

According to the PRA, in **Adekokwok**, men listen to this program most followed by women and youth listen least. Although they were able to obtain better prices and information on where to sell their produce, they feel the most useful information is the one that enables them to produce, store and sell later. As a result, there was increase in the production of crops that fetch higher prices. Members negotiating power has increased as well as the wish to store produce for longer. For example, better price margins have been achieved with the sale of soya beans, simsim, and also goats.

Although the programmes have been well presented, orderly and lively and interesting, the following suggestions and recommendations were made by the PRA groups in Adekokwok:

- Buyers should use the radio to tell the sellers where their branches are located;
- Buyers should make telephone numbers available to potential sellers;
- Buyers should give some commission/transport refund to sellers for delivering produce to them.
- Group chairpersons should be able to participate in talk shows on Radio Lira.

As far as **Aduku S/C** is concerned, the impact of the Market News programme was also said to be positive as it has empowered the community to negotiate better prices. For example, the radio programme has been cherished by farmers of Apire Parish in notifying them about prices of sunflower, cotton and maize as stated by an elderly man in Apire Parish of Aduku Sub County as follows:

*"They cheated us here, they were buying sunfola at 120 shs a kilo. But when UOSPA made the announcement in Radio Lira, we started taking our produce to town."*

Farmers in Aduku also feel enlightened as far as planning of their activities is concerned. Farmers have now learnt that it is important to choose enterprises, which are more profitable and produce outputs that are easily marketed. In view of this, farmers have learnt to take up specific enterprises for specific reasons. Also, sometimes farmers have stored their produce anticipating a price increase in the near future.

The PRA groups in Aduku made the following suggestions with regards to the Market News programme:

- It should be continued to minimize cheating by local traders who always come to the villages saying that prices have fallen in towns;
- News about market be relayed daily;
- The Market News programme should include information on how and where linkages with buyers could be established;

- Printouts could be made in form of posters and displayed in community centres;
- The programme and publicity should put emphasis on local markets which are accessible to poor farmers; most preferably markets present within the sub-region;
- Local groups within the sub-region should be used to disseminate the merits of group formation and group marketing. Farmer visits to flourishing groups would stimulate them to also form groups.

According to the PRA in **Akalo**, the majority of farmer group members acknowledged listening to the Market News programme broadcast by Radio Lira. The programme has helped them in tracking prices of produce in the markets thus improving negotiating power and also help them to store farm produce to await better prices as evident in St. Luke's and Adyeda Youth which have hoarded 48 and 100 bags of maize respectively. However, they also reported that the Market News programme has not had much effect on crop production as the usual quality and types of crops are still being produced and also on small surfaces (acres).

Presentation of the programme was said to be good, but length was short, they therefore came up with the following recommendations:

- The length of the programme should be increased from 30 minutes to 45 minutes;
- Linkages should be established between the groups and potential buyers and this can be done by selecting agents from within the groups;
- More sensitization on the programme should be done before broadcasting and this should be through field sensitizations and not through radios;
- Produce buyers should also be targeted and trained on better business to promote development as most of them are considered to be very dishonest and only have their profit maximization in mind.

Farmers participating in the PRAs in **Gweri and Kamuda Sub-counties** of Soroti District, stated that knowing the prices has helped them to improve their bargaining power, and they also got to know the markets where to sell what commodity. This information has helped them to make decisions on when and how much to sell. Also, it has helped them to prioritise what to plant and improve their yields.

Apparently, the majority of group members had heard the Market News. As for the effect of the latter on the marketing system, they feel that storing of produce and selling when prices are higher will limit price fluctuations.

Recommendations made at the PRA sessions in Gweri and Kamuda include the following:

- The Market News programme is too short and should be made longer;
- It should be broadcast twice or thrice on specific weekdays; once a week is not enough;
- The best time for broadcasting is in the evening after the news.

At the same time, some farmers in Gweri and Kamuda who listened to the Market News program said that it had not been of help because the information given was wrong, i.e. prices given were far different from those on the market.

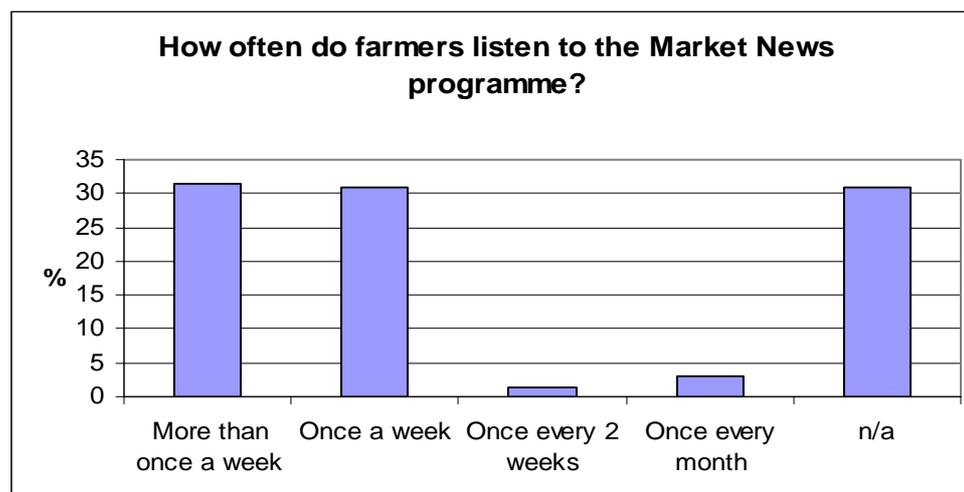
**Table 14: Listenership of Market News programme**

	Have listened to the Market New programme (%) N = 278
Lira District	58.5%
Apac District	61.3%
Soroti District	90.0%
Total	68.3%

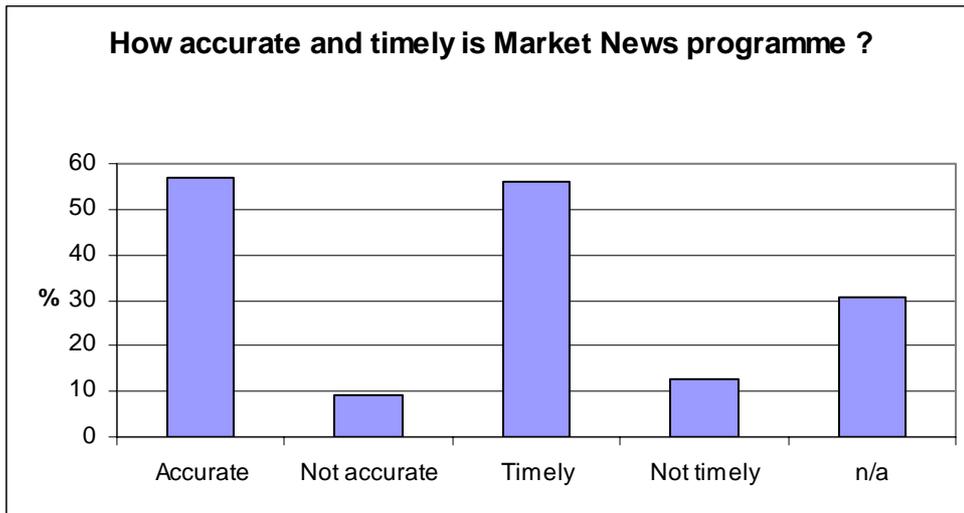
Source: Questionnaire Survey, October 2004

Table 14 indicates the listenership of the Market News programme broadcast in the three Districts by Radio Lira and Voice of Teso. According to the questionnaire survey, Soroti District had the highest listenership (90%), followed by Apac (61.3%), and Lira District (58.5%). The majority of farmers either listen ‘more than once a week’ or ‘once a week’ to the programme, each response drawing about 31% of the replies (Chart 19). As shown in Chart 20, most farmers find the programme accurate (57%) and timely (55.9%). Also, farmers find this programme either very or moderately useful (Chart 21). Similarly to the radio spots the Market News Programme has helped the farmers mainly in terms of better planning, enterprise selection, improved negotiating power or better access to markets (Charts 22 and 23). Lack of awareness of the programme was the only real constraint mentioned by the farmers when it comes to listening to the programme.

**Chart 19**

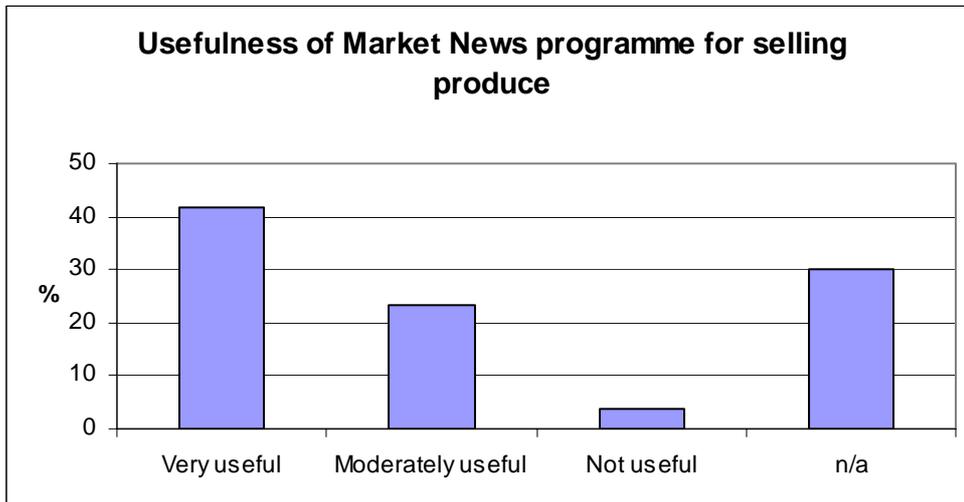


**Chart 20**



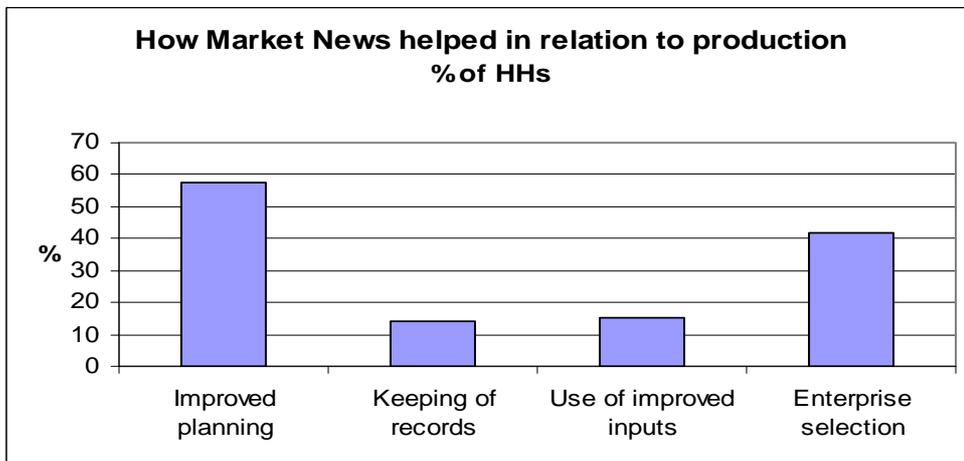
Source: Questionnaire survey, Oct. 2004

**Chart 21**



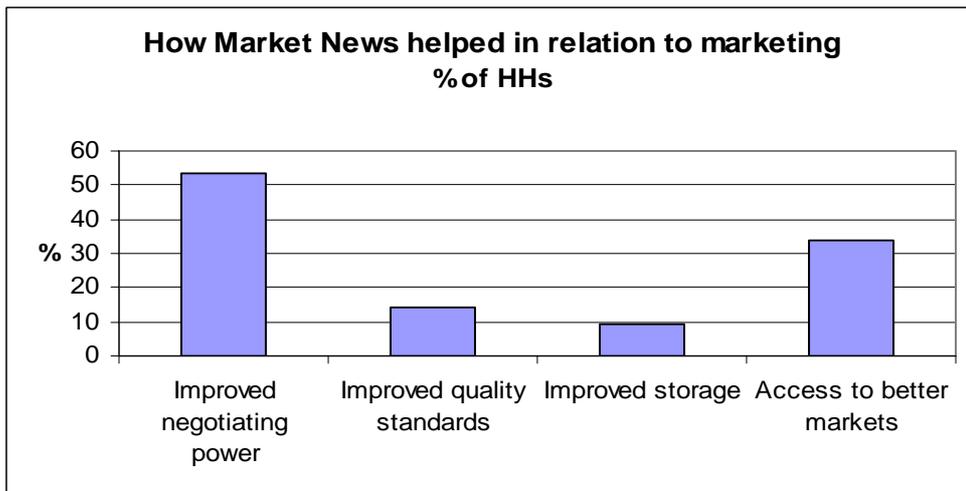
Source: Questionnaire survey, Oct. 2004

**Chart 22**



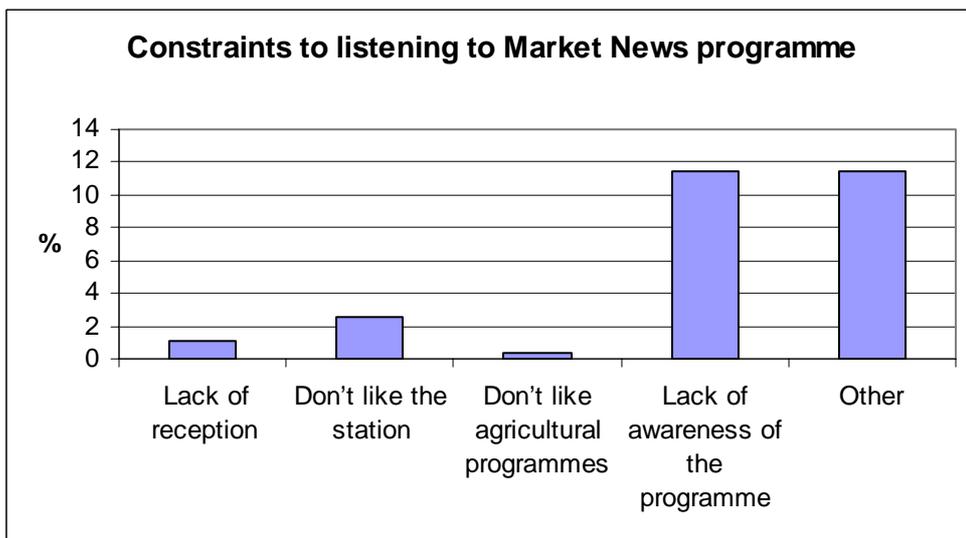
Source: Questionnaire survey, Oct. 2004

**Chart 23**



Source: Questionnaire survey, Oct. 2004

**Chart 24**



Source: Questionnaire survey, Oct. 2004

## **USE OF PHONES AND SMS**

**In Dokolo**, the farmers indicated that within the sub county there were over 20 mobile phones, but accessing market information via SMS is limited to the owners of the phones. They also said that produce buyers in the sub county who had phones use these to establish market prices for some crops.

In Aduku S/C, 5 out of the 75 households who participated in the survey (PRA or questionnaire survey) in the two Parishes of Apire and Ongoceng own a mobile phone. As a consequence, the use of mobile phones in obtaining prices is still new and not known to most farming households.

No farmers were found in the Parishes surveyed in Gweri and Kamuda to own mobile or landline phones. Nevertheless, it was indicated that the use of SMS/mobile phones to obtain prices was available but has never been used.

In Akalo S/C, the farmers were not aware that crop prices are available through SMS on mobile phones and amongst the group members interacted with only one had a mobile phone. Although they could not ascertain the exact number of farmers and traders owning mobile phones in the two parishes, they claimed that it was very few, and none would be able to access prices through SMS. None of the group members interacted with in Adekokwok has mobile phones and, apparently, those who have phones are not aware that prices are available on the phones.

In sum, the ownership of mobile phones is low in the sub-counties. Although the few existing phones are likely to be used by their owners for price and market enquiries, it appears that the use of SMS price information is close to non-existent at sub-levels. Large traders in Lira town, on the other hand, have revealed that they use the SMS facilities to obtain price information around the country. They would then follow up on interesting leads through personal enquiries.

## FOODNET IN-THE-FIELD TRAINING

### Background to the Training

The in-the-field training was the component of the project which came after the broadcast of the series of radio ‘spots’ entitled “Together to Market”. The in-the-field 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.

The training sessions were conducted by Messrs Fred Bikande from Community Enterprise Development Organization (CEDO), Rakai, Geoffrey Okoboi and Taiwo Benson Moses from Foodnet Market Information Service and Ms Cecilia Agang from Lira.

The methodologies used during the training were mainly based on participatory approaches, interaction and brainstorming exercises. The topics covered during the training included:

- Why forming marketing groups;
- Issues of group formation and dynamics;
- Understanding and use of market information; and
- Gender main streaming.

Table xx shows details of the groups trained in Lira and Apac Districts between May and August 2004. Further details on the training are available in the report on In-the-Field Training by Taiwo Benson Moses.

In Soroti, amongst other sub-counties, training was carried out in Kamuda with sponsorship of AT Uganda Ltd. There the topics had an emphasis on group dynamics, post-harvest handling, collective marketing, and soil management. Also, the training in Soroti was conducted several months before the radio broadcasts of ‘Together to Market’ on Voice of Teso.

**Table 15: Groups trained in the seven Sub-counties of Lira and Apac Districts**

	Date	Sub counties	Number of participants	F	M
1	20th May 2004	Lira	40	28	12
2	21st May 2004	Adekokwok	40	24	16
3	17th Jun 2004	Abongomola	49	18	31
4	18th Jun 2004	Kwera	42	03	39
5	2nd Jul 2004	Akalo	40	21	19
6	3rd Jul 2004	Loro	46	19	27
7	27th Aug 2004	Aputi	15	03	12

Source: Taiwo B.M., In-the-Field Training Report

## Evaluation of the Training

This section is primarily based on findings from the sub-counties which were covered by the evaluation survey and where the training had taken place, i.e. Adekokwok and Kwera in Lira District, Akalo in Apac District, and Kamuda in Soroti District.

In **Adekokwok**, both groups participating in the evaluation survey received training on group formation and market information. In addition to Foodnet, trainings were also conducted by UOSPA. The training sessions were generally appreciated by the members, and the topics considered most relevant include 'Starting a group', 'Storage' and 'Marketing'.

According to the group members, the training has been useful in organising groups, produce buying and selling and group marketing. In particular, it was revealed that the training very much improved relationships in the group, transparency, leadership in money matters, and gender relationships. Farmers are now better tuned to producing market oriented crops which sell better. Also, there is an increase in enterprise selection by participants and better agronomic practices are being used in production.

In **Kwera**, farmers participating in the PRA revealed that they received training once from Foodnet on group dynamics and market information. In addition, NAADS had held several farmer group trainings in the Sub County. The farmers said they liked the training format because the topics covered were relevant, the length and timing were all good and the training materials used were educative. Of all the topics presented, the most relevant were: The use of market information, gender related issues, and group dynamics.

According to the farmers of Kwera Sub-county the training was good and it has helped them to:

- Improve their relations in groups, especially in relation to gender aspects;
- Reorientate their agricultural production from subsistence to market orientated production;
- Improve their bargaining power during marketing of agricultural produce.

At the same time, PRA participants in Kwera (youth, men and women) had the following recommendations:

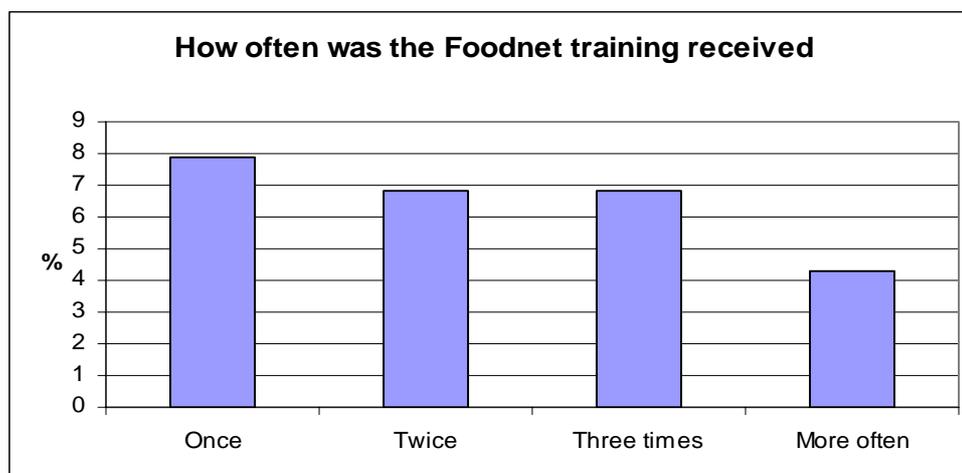
- Improved seed with better yields and market potential should be made available to farmers;
- Market information should be continued; however they said it should not be played on Thursdays because it coincides with Chwagara market day.
- There should be more training on: group dynamics, and post harvest-handling technology.
- If possible, the District or any other relevant body should organize farmers cross visits so that they can share their different experiences;
- Visual aids should be used during trainings. In particular, video should be used in order to show farmers different technologies being practiced by other farmers.

In **Akalo**, members of two groups participating in the PRA (i.e. Adyeda youth and Woro Mite Women’s Groups) acknowledged having received training on farmer group formation and market information. Adyeda youth had training three times while Woro Mite Women’s group had been trained twice by Foodnet. Topics covered were said to be relevant to farmer groups, and the format of the training was also said to be good. The training was also found to be useful to the members of the farmer groups (Adyeda youth) in that it streamlined the groups’ operations, gender relations among group members and group dynamics. However, it was also reported that the Foodnet training programme was not sufficient in relation to agricultural production and marketing of their produce.

In **Kamuda of Soroti**, the training is considered helpful because it has helped improve the relations within the groups and has also helped them in agricultural production.

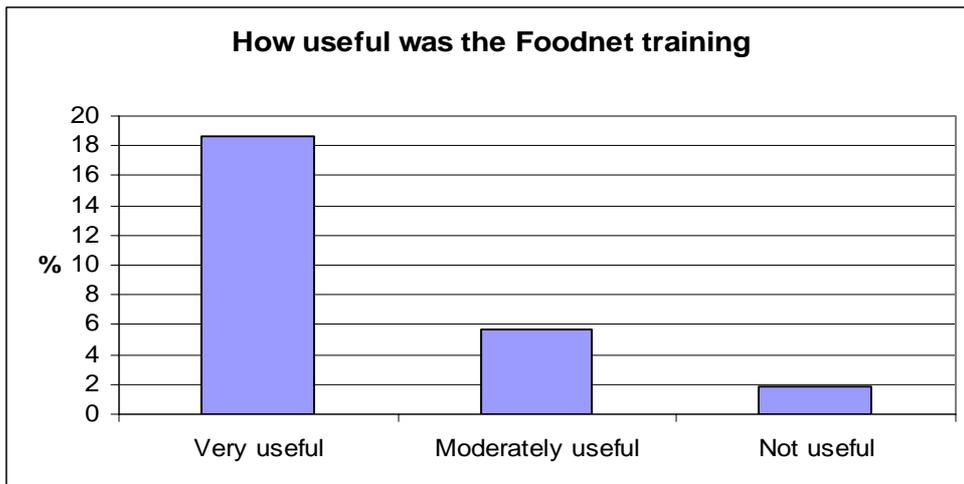
According to the questionnaire survey (Charts 25 – 30), about a quarter of the farmers interviewed had been trained by Foodnet on collective marketing either once or several times. Most of them considered it as very useful in the sense that it has also helped them with planning, enterprise selection, negotiating power and access to markets. Timing, lack of incentives, and distance to the training centres were the main constraints indicated.

**Chart 25**



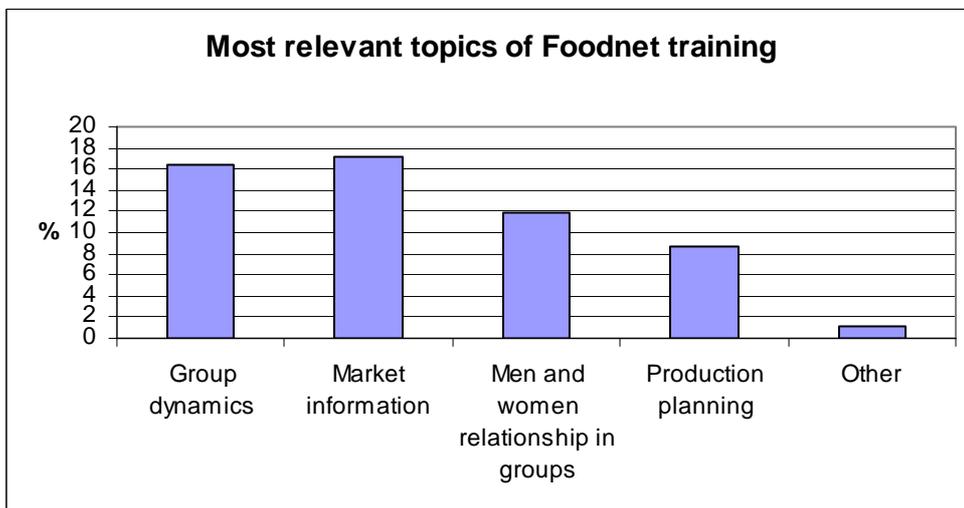
Source: Questionnaire survey, Oct. 2004

**Chart 26**



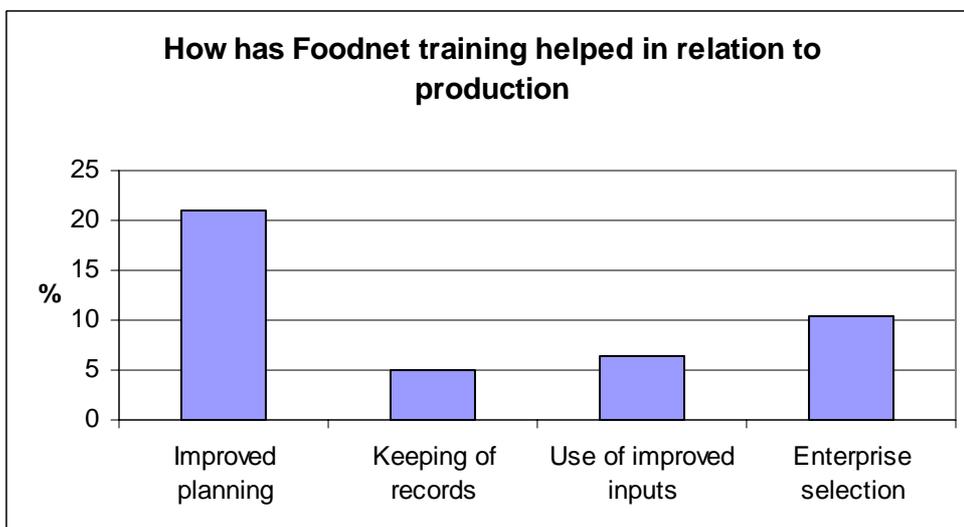
Source: Questionnaire survey, Oct. 2004

**Chart 27**



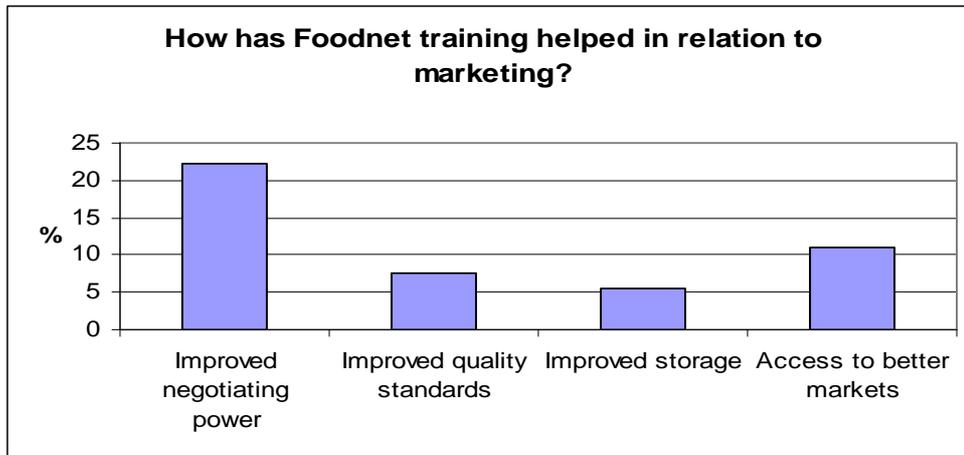
Source: Questionnaire survey, Oct. 2004

**Chart 28**



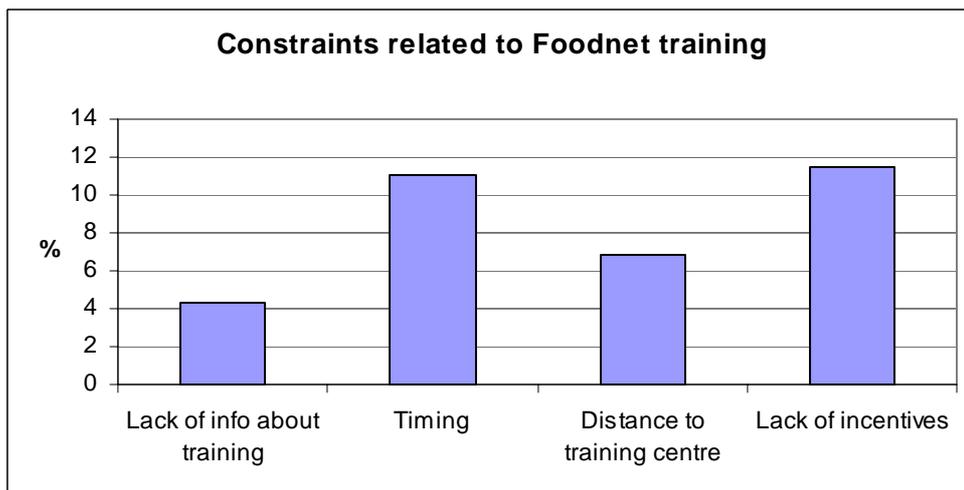
Source: Questionnaire survey, Oct. 2004

**Chart 29**



Source: Questionnaire survey, Oct. 2004

**Chart 30**



Source: Questionnaire survey, Oct. 2004

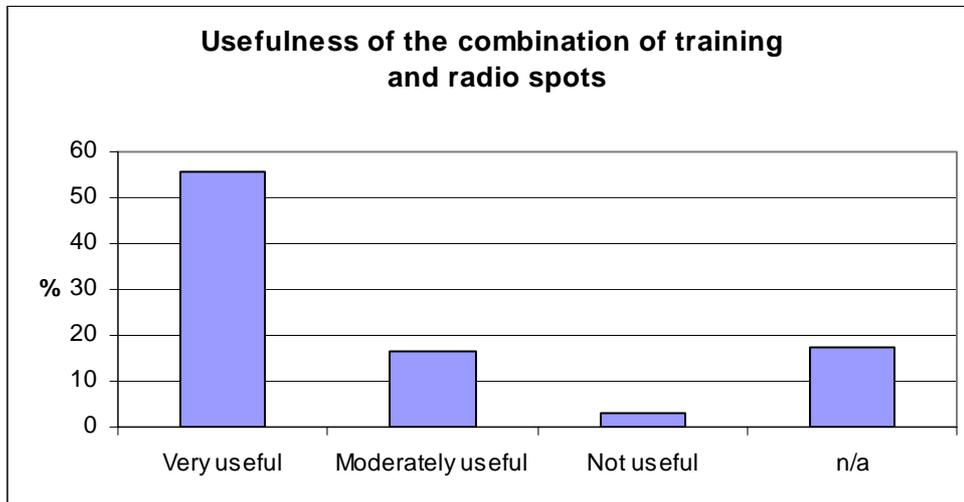
## **THE COMBINATION OF ‘SPOTS’ AND TRAINING**

The combination of training and the broadcast of the radio spots was seen as very useful by all informants who commented on this. The two were said to be complementary. The majority informants said that the spots should be broadcast after the training sessions, since the spots reinforced the training and reminded them of important points, for revision (Chart 33). The Can Mi Diro members also said this at the meeting with them.

Many informants wanted to hear the spots again, feeling that this would act as further revision of the training. They wanted to be able to go on to discuss the topics within their groups after listening to the cassettes of the spots.

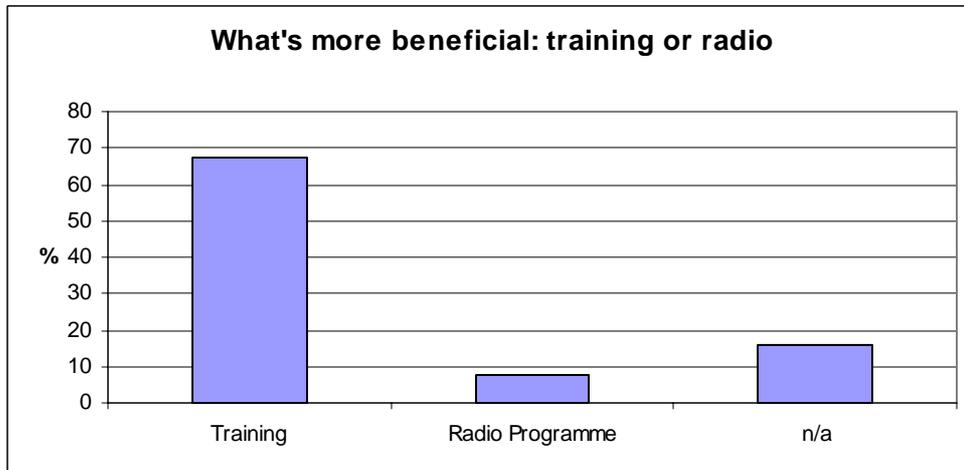
If given a choice between either training or radio broadcasts, the majority of farmers (i.e. 67.4%) would opt for training (Chart 32). At the same time, although the benefits are likely to be higher because of more direct exposure, it is also acknowledged that an approach focusing predominantly on training is much more expensive.

**Chart 31**

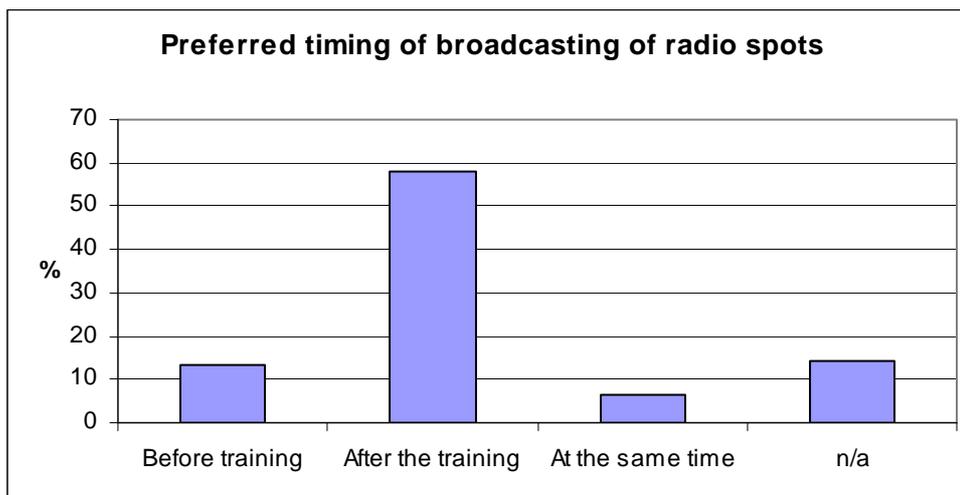


Source: Questionnaire survey, Oct. 2004

**Chart 32**



Source: Questionnaire survey, Oct. 2004

**Chart 33**

Source: Questionnaire survey, Oct. 2004

## **IMMEDIATE ACTIONS TAKEN, FOLLOWING UP ON FINDINGS OF SURVEYS**

Clearly the findings of the monitoring and evaluation surveys could lead to a number of actions on the part of different stakeholders including government, NGOs working in the areas of developing market access and of radio and communication.

After the workshop in October 2004, as a result of the findings, certain immediate actions were decided upon during discussions at Foodnet involving Dr. Janowski, Mr. Okoboi, Ms. Arayo, Mr. Kasozi and Mr. Kaye. These include:

1. Foodnet will arrange for cassettes of the series in Luo language and Ateso language to be produced for distribution to farmers' groups and to organisations involved in training for group formation and marketing in Lira, Apac and Soroti Districts. This is based on the very strong desire of members of farmers' groups interviewed to have such cassettes so that they can listen to the series when they wish, and in their groups. The choice of cassettes is based on the fact that farmers' groups apparently have easy access to cassette recorders but not to CD players.
2. Efforts will be made through Foodnet to broadcast the series again on Radio Lira and on Voice of Teso in early 2005. This is based on farmers' strong suggestion that this was desirable.
3. Lunyoro, Luganda and Lusoga versions of the series are being planned, to be made by Emily Arayo, Fred Kasozi and David Kaye of Foodnet in close liaison with FM radio stations which will be identified to broadcast the series in those languages. This is based on the fact that farmers strongly preferred transmission in local language versions. A meeting was held with Kariuki wa Mureithi, Commissioning Editor at PANOS East Africa in Kampala, who agreed to provide some technical support in the production of these further language versions after the project finishes in December 2004. The English

version of the series may also be broadcast in conjunction with these local-language versions.

4. Lunyoro, Luganda and Lusoga versions of the series are planned to include new material, and probably one or two fresh spots, based on interviews made locally, in the local languages, gathered by Fred Kasozi, Emily Arayo and David Kaye. This is based on the finding that farmers wanted to hear about groups which are close by, which they would be able to visit. It was also found, through the evaluation survey, that farmers liked hearing about groups and from people who are further away. This supports the new language versions containing both material which is gathered from other parts of Uganda (i.e. the material from Rakai and Masindi Districts which is in the English and Luo versions) and material gathered locally.

**APPENDIX 1:**

**FARMER GROUPS IN THE SUB-COUNTIES SURVEYED**

**LISTS OF CBOS IN DOKOLO SUB –COUNTY**

<b>NO.</b>	<b>NAMES</b>	<b>PARISH</b>
1.	TOO RAC	ALWIT MAC
2.	DOGA OMONA LONY	“
3.	ALWIT MAC YOUTH	“
4.	ALWANGA UNITED FARMERS ALENGA	ALENGA
5.	IGULI INDEPENDENT	IGULI
6.	AKOLODONG COMMUNITY DEV'T	IGULI
7.	IGULI UNITED	“
8.	YIK OKRISTO	“
9.	AMWOMA RURAL DEV'T	AMWOMA
10.	OBANGA MIO	“
11.	DIDAGO	“
12.	IBANDA	“
13.	ATUR YOUTH	ATUR
14.	YELE IKOM CAN	“
15.	AWORO MITE	“
16.	ACAN PE KUN	AWIRI
17.	ST. STEVEN	“
18.	GWOK ADAKO	“
19.	BED ACEGI	“

**LIST OF CBO IN ADEKOKWOK (AGRIC PRODUCTION BASED)****VODP GROUPS – ADEKOKWOK SUB-COUNTY YEAR 2004**

<b>Groups</b>	<b>Village</b>	<b>Parish</b>	<b>Male members</b>	<b>Female members</b>
ADOWA	ABEDPINY	ADEKOKWOK	20	49
OBATO	BEE OBATO	“	5	7
KEEPERS	ABORI	“	7	4
AGORO TWERO	ABORI	“	19	18
<b>OBANGA ATWERO</b>	AMOOLEL	AKIA	13	8
APO ICEN	BURLOBO	“	2	14
CAM KWOKI	ARIKINO	BOROBORO	15	38
ARIKONO MIXED	AWANGDYANG	“	13	13
BOBA	DOGKONGO	“	14	11
AMITO MOT	TE-OBWOLO	“	15	3
KET CAN I TIC	ANGWETAGWET	BOKE	0	25
OBANGA BER	ADIDIKGWENO	“	1	15
KET CAN I TIC	AKURIWOO	ANYANGAPUC	6	7
AERO NYERO	ATEGO	ANYOMOREM	5	12
PO PIRA	OKII OYERE	“	3	32
<b>CAN MII DIRO</b>	ALUNGA	ONGICA	15	20
CO PE LWOR	ABAD MUNU	“	23	9
ABAD MUNU				

**DETAILS OF REGISTERED GROUPS IN KWERA SUB COUNTY**

No	Name of Group	Parish
1	Oyeng Opere Target	Anwangi
2	Anwangi Central	“
3	Acan Kwete Odudi	“
4	Akomaler Farmers	Aneralibi
5	Opur Cane	“
6	Obanga Atwero	Anwangi
7	Awerowot Farmers	Aneralibi
8	Orib cing Women’s Group	“
9	Penybadi Farmers Group	“
10	Note en teko Atwako	“
11	Obanga amio Youth Farmers	“
12	Barayom PAG Farmers	“
13	Aja wan acel Women Association	“
14	Aneralibi Widows and orphans Ass.	“
15	Kanycan Iyesu Farmers Group	“
16	Diro apoko Farmers Group	“
17	Ageni Women’s Group	Ageni
18	Ageni United Youth Group	“
19	Kok Can Ikweri Group	“
20	Obanga Dit Amari Group	“
21	Aputaputa Gobarac Group	“
22	Camkwoki Group	“
23	Atimikoma Group	Apyen Nyang
24	Oryemcan Group	“
25	Onotcan Group	“
26	Bedoabeda Tek Cattle Keepers	“
27	Acan too I pur	“
28	Acan Kwete Group	“
29	Wigweng group	“
30	Obanga Akica Group	“
31	Obanga Amio Group	Apenyoweo
32	Atama Farmers Group	“
33	Apenyoweo Dev. Association	“
34	Oturorao Farmers Group	“
35	Kong Apor Apoicen Farmers	“
36	Apoicen Co-operative Group	“
37	Imat Imak Iler	“
38	Awe Iyech Farmers Group	“
No	Name of Group	Parish
39	Amialaki Envnt and Health Assoc.	Apenyoweo
40	Apenyoweo Cattle Breeders	“

**FARMERS GROUPS IN AKALO SUB-COUNTY**

Parish	Name of the group	No. of members	Group's activity	Legal status
Adyeda	Adyeda Youth Group	20	✓ Maize ✓ Sunflower	Registered at the s/county
	Adyeda Women's Guild	20	✓ Maize ✓ Sunflower	Not registered at the s/county
	St. Luke Farmers Group	21	✓ Beekeeping ✓ Soya beans ✓ Maize ✓ Sunflower ✓ Cassava ✓ Sorghum	Registered at the s/county
	Pit Tek Farmers Group	22	✓ Soya beans ✓ Maize ✓ Sunflower ✓ Cassava	Registered at the s/county
	Obanga Omio	20	✓ Soya beans ✓ Maize ✓ Sunflower ✓ Cassava	Registered at s/county
Adyang	Amone Pe Tiyo	28	✓ Maize ✓ Pigeon Pea	Not registered at s/county
	Yesu Atwero Group	20	✓ Maize ✓ Pigeon Pea	Not registered at s/county
	Woro Mite Women's Group	27	✓ Maize ✓ Pigeon Pea	Registered at s/county
Abeli	No information on farmer groups availed by agric extension staff			
Barakalo	No information on farmer groups availed by agric extension staff			

**APPENDIX 2:**

**PRA CHECKLIST**

**Foodnet    Radio Lira    PMA / NAADS    AT (U)    NRI**

**Evaluation Survey of Action-Research Project  
“Decentralised Market Information Service in Lira District”  
funded by DFID Crop Post-Harvest Programme**

***Checklist for Participatory Rural Appraisals (PRAs)***

**Guidelines for PRA teams:**

- PRAs should be carried out in two parishes in each sub-county;
- One parish should be close to the S/C headquarters; the second one should be more distant from the S/C headquarters (say 5 – 10kms away);
- The PRA tools to be used include semi-structured interviews and discussions with farmer groups, direct observations and ranking;
- Men, women, and youth should be equally represented in the group discussions.

**Topics to be Covered:**

**Background - Livelihoods**

Farming system

Crops grown and cropping cycle

Technologies used for crop production, harvesting, and handling

Soil fertility

Is soil fertility a problem? If yes, in which way?

Have they heard about AT Uganda interventions?

If they have benefited, how?

Livestock, animals reared and average number of animals per HH

Fishing, species caught, quantities, and seasonality

Constraints to farming; Suggestions and Recommendations

Marketing system

Crops marketed, main ones, ranking

Who are the buyers? Please rank

Selling points? Please rank

How has your marketing system changed over the past five years?

Sources of market information? Please rank

Constraints to marketing,

Suggestions and recommendations

Farmer Groups

How many groups are there in the S/C and the two parishes selected;

Purpose of group, size of group at formation (males and females, and youth, if possible)

Have new groups been formed over the last year, and how did they come about, and what was their purpose?

Constraints to farmer groups

Suggestions and recommendations

Security Situation

How has insurgency affected the community?

Effect on agricultural production and marketing, and social infrastructure like education, health services, etc

## **Radio Programmes**

### Radio spots on Farmer Group Marketing

Have the farmers listened to the radio spots on farmer group marketing? Please specify for men, women, and youth?

Which spots have they heard?

Which areas have been most striking / appealing ?

Have they been entertaining, informative, or educational ?

Would they want to hear the spots again?

Did they like the format of the spots, the presentation, the length?

Which language do they prefer? English or Luo? Who prefers what or both?

Did the spots lead to discussions within the village on group formation or marketing? If yes, in what way? To what effect did it affect women and youth?

In what way have the spots helped you? For a start let them talk without probing ! Then ask:

Has it helped to improve their relations in the groups, transparency, leadership, money matters, man / woman relationship in the group?

How has it helped them in agricultural production?

How has it helped them in marketing? Please specify how it has helped?

Do they recommend to have the spots broadcast elsewhere ?

What other information do they consider useful to improve their agricultural and marketing practices?

### Market News Programme by Radio Lira

Do they listen to the Market News programme?

If yes, how does it help them?

What do they use this information for?

Please explain how it affected the crop production

Please explain how it affected the marketing system; e.g.

Has it improved their negotiating position?

Has it increased storage?

Has it led to better price margins? If yes, by how much? Ask for examples  
How is the presentation and length of the programme?  
Suggestions and recommendations?

### **In-the-Field Training of Groups**

Did you receive any training on farmer group formation and market information?

Number and sources of training?

Did you like the format of the training;

Topics covered, length, timing, material used

Which topics have been most relevant?

How useful has been the training?

In what way has the training helped you? For a start let them talk without probing ! Then ask:

Has it helped to improve their relations in the groups, transparency, leadership, money matters, man / woman relationship in the group?

How has it helped them in agricultural production?

How has it helped them in marketing? Please specify how it has helped?

### **Combination of In-the-field Training and Broadcasting of Radio Programme on Farmer Groups**

How useful is the combination of the two?

Did the farmers benefit more from the training or the radio programme?

Please specify for men, women, and youth

Which areas are better covered by the training and which ones are better covered by the radio programme on farmer groups?

Is it more useful to have the training before or after, or in parallel to the radio programme?

**Ask for final suggestions and thank the group for their participation!**

**APPENDIX 3:**

**EVALUATION QUESTIONNAIRE**

**Foodnet      Radio Lira      PMA / NAADS      AT(U)      NRI**

**Evaluation Survey of Action-Research Project  
“Decentralised Market Information Service in Lira District”  
funded by DFID Crop Post-Harvest Programme**

**Household Questionnaire  
(final, 24-9-04)**

*Interviewer: Please ensure that questionnaire is filled in with both men and women present and that they participate in the interview. Explain that this is important due to the nature of the research which also relates to both men’s and women’s activities.*

*If it is indicated that a question should be replied to ”without prompting”, this means that the possible answers should not be read out. If there is no such instruction then the possible answers should be read out by the interviewer. Ranking should start with (1) as the most important one.*

**1. General Information**

Questionnaire Number:	
Date:	
District:	
County:	
Sub-county:	
Name of Respondent(s):	
Sex of Respondent(s):	Male                      Female

**2. Occupation of Respondent**

*(Tick only for the main occupations, but not more than two)*

Farmer	
Trader – specify what category of trader	
Processor – specify what category	
Others 1 – specify	
Others 2 – specify	

**3. Group membership of household members**

Which members of the household belong to a group ?: <i>(if yes, please specify the name of the group)</i>	
Men	Yes      No
Women	Yes      No
Youth	Yes      No
Do household members belong to a production group ?	Yes      No
Do household members belong to a marketing group ?	Yes      No

**4. Farming system**

Total farm size, in Acres	
Total area planted in first rainy season, 2004, Acres	
Total area planted in second rainy season, 2003, Acres	

**5. What are your main crops grown?***(please rank up to five)*

	1 <sup>st</sup> season	2 <sup>nd</sup> season
1. Maize		
2. Millet		
3. Sorghum		
4. Rice		
5. Wheat		
6. Cassava		
7. Sweet potato		
8. Cotton		
9. Peas		
10. Beans		
11. Sunflower		
12. Simsim		
13. Vegetables		
14. Fruits		
15. Others <i>please specify</i>		

**7. What are your main crops marketed? (please rank up to five)**

	1 <sup>st</sup> season	2 <sup>nd</sup> season
1. Maize		
2. Millet		
3. Sorghum		
4. Rice		
5. Wheat		
6. Cassava		
7. Sweet potato		
8. Cotton		
9. Peas		
10. Beans		
11. Sunflower		
12. Simsim		
13. Vegetables		
14. Fruits		
15. Others <i>(please specify)</i>		

**8. Where did you sell the majority of your produce during the last 12 months? (please rank)**

Place of sale	
From farm / homestead	
Community market	
Trading centre	
District Market (e.g. Lira town)	
Others (please specify)	

**6. What are your main constraints to agricultural production?***(Ask without prompting, then rank 5 most important ones)*

Soil fertility	
Lack of seeds	
Pests and diseases	
Insecurity	
Lack of markets	
Lack of capital	
Lack of skills	
Drought	
Others <i>(please specify)</i>	

**9. To whom did you sell the majority of your produce during the last 12 months? (please rank)**

Buyer	
Local village traders	
Non-local traders	
Agent of private company	
Co-operative Society	
Press / mill owner	
Local consumers	
Other (please specify)	

**10. What are your main constraints to marketing your produce?***Ask without prompting, then rank 5 most important ones*

Bad roads	
No means of transportation	
Lack of market information	
Low / fluctuating prices	
Lack of storage	
Lack of post-harvest handling	
Others <i>(please specify)</i>	

**Radio Related Questions****11. Have you listened to the Radio Lira / Voice of Teso PROGRAMMES ON FARMER GROUPS ?**

	Yes No
<i>(if yes, please specify)</i>	
1 – 3 times	
4 – 6 times	
7 – 10 times	
More than 10 times	

**12. In which language have you listened to the programmes ?**

English	
Luo	
Ateso	

**13. Which language do you prefer ?**

English	
Luo	
Ateso	
Both, English and Luo	
Both, English and Ateso	

**14. Can you identify which programmes you have listened to from the following titles ?:***(interviewer, please read out titles)*

1. Why form groups	
2. Why market together	
3. Getting started	
4. Trust and transparency	
5. Getting information about the market	
6. Women and men in groups	
7. Keeping going – the Kamukamu Women’s group	
8. Money matters – the Bateganda Women’s group	
9. Getting the size right – the Andingana Farmers’ Group	
10. A Vision for the Future – the Kasambiya Farmers’ Group	

**15. How useful are the programmes?**

Educative	
Entertaining	
Boring	
Useless	
Other (please specify)	

**16. Has the information helped you in relation to groups?**

<i>(If yes, please specify)</i>	Yes No
Creation of new groups	
Strengthening of existing groups <i>(if yes, please specify)</i>	
More transparency	
Better leadership	
More trust	
Better representation of women	
Better relationship between men and women in the group	
Any other (please specify)	

**17. Has the information helped you in relation to production?**

<i>(If yes, please specify)</i>	Yes No
Improved production planning	
Keeping of records	
Use of improved inputs	
Helping in enterprise selection	
Any other (please specify)	

**18. Has the information helped you in relation to marketing?**

<i>(If yes, please specify)</i>	Yes No
Improved negotiating power	
Improved quality standards	
Improvement of storage	
Access to better markets	
Any other (please specify)	

**19. Did you have any constraints in listening to the programmes ?**

<i>(If yes, please specify)</i>	Yes No
Flat batteries	
Lack of radio / broken radio	
Bad timing	
Competing programmes/stations	
Any other (please specify)	

**Market News Programme**

**20. Do you listen to the Radio Lira / Market News Programme ?**

*(Interviewer please specify – this is related to market and price information throughout the country)*

<i>(If yes, please specify)</i>	Yes
<i>(If no, go to Question 26)</i>	No
More than once a week	
Once a week	
Once every two weeks	
Once every month	
Never	

**21. Has the information of the Market News Programme helped you in relation to production?**

<i>(If yes, please specify)</i>	Yes
	No
Improved production planning	
Keeping of records	
Use of improved inputs	
Helping in enterprise selection	
Any other (please specify)	

**23. If you listen to the Radio Lira / Market News Programme, how accurate is the information provided?**

Accurate	
Not accurate	

**24. If you listen to the Radio Lira / Market News Programme, how timely is the information provided?**

Timely	
Not timely	

**22. Has the information of the Market News Programme helped you in relation to marketing?**

<i>(If yes, please specify)</i>	Yes
	No
Improved negotiating power	
Improved quality standards	
Improvement of storage	
Access to better markets	
Any other (please specify)	

**25. If you listen to the Radio Lira / Market News Programme, how useful is it for selling your produce ?**

Very useful	
Moderately useful	
Not useful	

**26. If you do not listen to Radio Lira / Market News Programme, please explain why not:**

Lack of reception	
Don't like the station	
Don't like agricultural programmes	
Lack of awareness of the programme	
Other (please specify)	

**In-the-Field Training of Groups, in the Past Year?****27. Have you received training on farmer group formation and market information by Foodnet?:**

<i>(If yes, specify how often) (if not, go to Question 35)</i>	Yes No
Once	
Two times	
Three times	
More often	

**28. How useful was the training**

Very useful	
Moderately useful	
Not useful	

**29. Did you like the format of the training**

Yes	
No	

**30. Which topics have been most relevant**

Group dynamics	
Market information	
Men and women relationship In groups	
Production planning	
Any other ? (specify)	

**31. Has the training helped you in relation to groups?**

<i>(If yes, please specify)</i>	Yes No
Creation of new groups	
Strengthening of existing groups (if yes, please specify)	
More transparency	
Better leadership	
More trust	
Better representation of women	
Better relationship between men and women in the group	
Any other, (specify)	

**32. Has the training helped you in relation to production?**

<i>(If yes, please specify)</i>	Yes No
---------------------------------	-----------

Improved production planning	
Keeping of records	
Use of improved inputs	
Helping in enterprise selection	
Any other (please specify)	

**33. Has the training helped you in relation to marketing?**

<i>(If yes, please specify)</i>	Yes No
Improved negotiating power	
Improved quality standards	
Improvement of storage	
Access to better markets	
Any other (please specify)	

**34. What were the constraints related to the training**

Lack of information about the training	
Timing	
Distance to the training centre	
Lack of incentives	
Others (please specify)	

**Combination of In-the-field Training and Broadcasting of Radio Programme on Farmer Groups**

**35. How useful is the combination of the two to the farmers?**

Very useful	
Moderately useful	
Not useful	

**36. Do the farmers benefit more from the training or the radio programme?**

Training	
Radio programme	

**37. Does the training encourage you to listen to the radio programme?**

Yes	
No	

**38. When should the radio Programme be broadcast?**

Before the training	
After the training	
At the same time	

**End of the questionnaire**

**Enumerator, ask for final suggestions and thank the interviewees for their time and information!**

**APPENDIX 4:**

**MAPS OF SELECTED SUB-COUNTIES**