Decentralised Market Information Services in Uganda

Synthesis of Evaluation Survey

Ulrich Kleih, Natural Resources Institute
University of Greenwich
Methodology

- Livelihoods Approach
- Participatory Rural Appraisal
- Questionnaire Survey
- Six Survey Teams
### Sample

<table>
<thead>
<tr>
<th>District</th>
<th>Sub-county</th>
<th>NAADS or PMA</th>
<th>Foodnet Training</th>
<th>Household survey (N = 279)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lira</td>
<td>Adekokwok</td>
<td>NAADS</td>
<td>Training</td>
<td>39</td>
</tr>
<tr>
<td>Kwera</td>
<td>NAADS</td>
<td>Training</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Dokolo</td>
<td></td>
<td>Training</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Apac</td>
<td>Akalo</td>
<td>PMA</td>
<td>Training</td>
<td>40</td>
</tr>
<tr>
<td>Aduku</td>
<td>?</td>
<td></td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Soroti</td>
<td>Gweri</td>
<td>?</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Kamuda</td>
<td>NAADS</td>
<td>Training</td>
<td>40</td>
<td></td>
</tr>
</tbody>
</table>
Crop Production - 1st Season

% of Households

- Maize
- Wheat
- Sorghum
- Rice
- Cassava
- Sweet potato
- Cotton
- Peas
- Beans
- Sunflower
- Simsiri
- Vegetable
- Fruits
- Soy
- G/nuts

Rank 1
Rank 2
Rank 3
Rank 4
Rank 5
# Crop Preferences – PRA Adekokwok

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
<th>Youth</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cassava</td>
<td>Millet / pigeon peas</td>
<td>Tomatoes</td>
<td>1</td>
</tr>
<tr>
<td>Beans</td>
<td>Cassava/ beans</td>
<td>Beans</td>
<td>2</td>
</tr>
<tr>
<td>Sunflower</td>
<td>Simsim</td>
<td>Sunflower</td>
<td>3</td>
</tr>
<tr>
<td>Simsim</td>
<td>Sunflower</td>
<td>Cassava</td>
<td>4</td>
</tr>
<tr>
<td>Maize</td>
<td>Maize / beans</td>
<td>Simsim</td>
<td>5</td>
</tr>
<tr>
<td>Sweet potatoes</td>
<td>Sunflower / beans</td>
<td>Maize / soya</td>
<td>6</td>
</tr>
</tbody>
</table>
Constraints to Agricultural Production
% of Households

- Soil fertility
- Lack of seeds
- Pests and diseases
- Insecurity
- Lack of markets
- Lack of capital
- Lack of skills
- Drought
- Lack of implements
- Others

Rank 5
Rank 4
Rank 3
Rank 2
Rank 1
Agricultural Constraints, PRA - Akalo

- Lack of farm implements
- Natural Disasters (e.g. drought)
- Lack of capital
- Low farmgate prices
- Pest and diseases
- Inadequate storage facilities
- Lack of quality seeds
- Weeding and harvest labour intensiveness (mainly women)
Crop Marketing - 1st Season

% of Households

- Maize
- Millet
- Sorghum
- Rice
- Wheat
- Cassava
- Sweet Potato
- Cotton
- Peas
- Beans
- Sunflower
- Simsim
- Vegetables
- Fruits
- Soya
- G/nuts

Rank 1  Rank 2  Rank 3  Rank 4  Rank 5
Place of Produce Sale

% of Households

- From farm/homestead
- Community market
- Trading centre
- District market

Rank 5
Rank 4
Rank 3
Rank 2
Rank 1
Buyers of Produce from Farmers

% of Households

- Local Village trader
- Non-local traders
- Agent of privat. Press/mill owner
- Local consumers
- UOSPA
- Produce dealers
- Co-operative so...

Rank 5
Rank 4
Rank 3
Rank 2
Rank 1
### Source of Market Information – PRA Akalo

<table>
<thead>
<tr>
<th>Sources of market info</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Lira, Market News</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt;</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt;</td>
</tr>
<tr>
<td>Traders / buyers</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt;</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt;</td>
</tr>
<tr>
<td>Fellow farmers / neighbours</td>
<td>1&lt;sup&gt;st&lt;/sup&gt;</td>
<td>1&lt;sup&gt;st&lt;/sup&gt;</td>
</tr>
<tr>
<td>Extension officer</td>
<td>4&lt;sup&gt;th&lt;/sup&gt;</td>
<td>4&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
</tbody>
</table>
Constraints to Produce Marketing
% of Households

Bad roads
No means of trans...
Lack of market in...
Low/fluctuating pr...
Lack of storage
Lack of post-harv...
High taxes
Cheating by traders

Rank 5
Rank 4
Rank 3
Rank 2
Rank 1
Suggestions to Improve Marketing System, PRA results

- 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
- Produce buyers should inform farmers of their whereabouts
- Infrastructure should be improved (transport, stores, markets)
- Local leader should mediate the market
- Market information sources should be diversified (posters)
- Linkages between radio agents and community/ LG institutions, so that they can also disseminate market info
Impact of Insecurity on Agricultural Production and Marketing

- Loss of lives and abduction of people, hence a reduction in workforce
- Loss of property including livestock
- Reduction in agricultural production due to displacement of people; this also affected marketing; for example, in Dokolo S/C only 2 out of 8 community markets were operational at the time of the PRA (Oct 04)
- Deterioration of social services
## Radio ‘Spots’ Listenership

<table>
<thead>
<tr>
<th>District</th>
<th>Have listened to the radio ‘spots’ (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lira District</td>
<td>53.4%</td>
</tr>
<tr>
<td>Apac District</td>
<td>68.8%</td>
</tr>
<tr>
<td>Soroti District</td>
<td>90.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>68.3%</strong></td>
</tr>
</tbody>
</table>

*N = 278*
Number of times of hearing radio spots
'Together to Market'
% of HHs

- Never
- 1-3 times
- 4-6 times
- 7-10 times
- More than 10 times
Preferred language for radio spots

% of HHs

- English
- Luo
- Ateso
- Both Luo and English
- Both Ateso and English
- Kumam
- n/a
Usefulness of radio spots

% of HHs

Educative
Entertaining
Educative and entertaining
n/a
How have radio spots helped groups?

% of HHs

- Creation of new groups
- Strengthening existing groups
- More transparency
- Better leadership
- More trust
- Better representation of...
- Better relationship bet...

%
How has information from spots helped in relation to production?

- Improved planning: 60%
- Keeping of records: 10%
- Use of improved inputs: 10%
- Enterprise selection: 40%
How has information from spots helped in relation to marketing?

- Improved negotiating power
- Improved quality standards
- Improved storage
- Access to better markets
Constraints in listening to the spots

% of HHs

- Flat batteries
- Lack of radio / broken radio
- Bad timing
- Competing programs / stations
How often do farmers listen to the Market News programme?
How Market News helped in relation to marketing

% of HHs

- Improved negotiating power: 50%
- Improved quality standards: 10%
- Improved storage: 5%
- Access to better markets: 30%
Usefulness of Market News programme for selling produce

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very useful</td>
<td>45</td>
</tr>
<tr>
<td>Moderately useful</td>
<td>20</td>
</tr>
<tr>
<td>Not useful</td>
<td>5</td>
</tr>
<tr>
<td>n/a</td>
<td>30</td>
</tr>
</tbody>
</table>
Constraints to listening to Market News programme

- Lack of reception
- Don’t like the station
- Don’t like agricultural programmes
- Lack of awareness of the programme
- Other

%
How often was the Foodnet training received

- Once
- Twice
- Three times
- More often
How useful was the Foodnet training

- Very useful: 18%
- Moderately useful: 6%
- Not useful: 2%
How has Foodnet training helped in relation to marketing?

- Improved negotiating power: 22%
- Improved quality standards: 6%
- Improved storage: 4%
- Access to better markets: 10%
Usefulness of the combination of training and radio spots
What's more beneficial: training or radio

- Training: 70%
- Radio Programme: 10%
- n/a: 20%
Preferred timing of broadcasting of radio spots

- Before training: 10%
- After the training: 60%
- At the same time: 5%
- n/a: 25%
Thank you for your attention!