

Research Project on Decentralised Market Information Services

Final Report

Comparative Case Study carried out in Four Sub-Counties of Kasese District on Farmers Use & Access To Market Information and Sources of Information

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**The views expressed here are not necessarily those of DFID.
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Abbreviations

KFP	Karughe Farmers Partnership
KRRC	Kabarole Research and Resource Center
GOU	Government of Uganda
PMA	Plan for Modernization of Agriculture
NGO	Non Governmental Organization
PRA	Participatory Rural Appraisal
NRI	Natural Resources Institute, University of Greenwich

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SUMMARY

The decentralized market information services in Kasese district started in July 2004 with a stakeholders meeting held in Kasese. The main objectives of the study are: -

1. To obtain a better understanding of the information needs of the poor rural people in Kasese.
2. To compare access and use of the market information by the people in Kasese and Lira districts.

The project is in line with GOU initiatives to modernize Agriculture and it has its origins in the previous work done by PMA secretariat, Foodnet and NRI.

The purpose of the research was to gain better understanding of farmers' livelihoods and their needs and sources of information in general terms and related to marketing. The research also focused on the radio Grace Market news programme and provide guidance on how it could be improved.

In addition to the farmers survey traders were interviewed in connection to their information needs and communication channels.

Three sub counties were chosen at the stakeholders meeting in July 2004 to be as representative as possible of different variables affecting market access, including the growing different crops and the varying distance to markets of different sizes, namely Mahango, Nyakiyumbu, and Kyabarungira.

The methodology used during the survey included key informal interview, observations, group discussions and resource map. During the survey the following were expressed as important training needs: -

- Access and use of market information
- Modern agronomic practices
- Nutrition
- Family planning methods

Kasese district is predominantly rural and the livelihoods of the community reflect their farming system that is based on crop production as a major activity and livestock rearing done at minimal level, due to limited land the farmers cultivate all the land they own year in and year out. The average land holding in Kasese stands at 2.5-3.5 acres per household.

In all the three sub counties, subsistence agriculture plays an important part in the people's livelihoods. The major crops grown in the district are maize, beans, matooke, rice, Irish potatoes, yams, soya beans, cassava, millet, groundnuts, pumpkins and passion fruits.

In Kasese district the women are main producers of food crops and the men produce cash crops e.g. coffee and cotton. In regards to this most of the crops are produced for home consumption and cash. Maize, beans, cotton, coffee and passion fruits are the dominant cash crops in the district.

The major selling points for the agricultural produce include the community markets, farm gate and trading centres. Local consumers, village traders, and agents of private companies are the main buyers of the farm produce in the villages.

Selling to non-local traders is done by private buyers. Very few farmers go to Kasese town to sell their produce due to inadequate transport. The main means of transport for sale of produce is on foot or by donkeys.

The farmers expressed the following specific support requirements for marketing: -

- Need for Market Information to help them get profits.
- Organize seminars / workshops to equip them with more knowledge and skills.
- Support for good storage facility to keep their produce till the right time for selling.
- Training on Nutrition to be organized for the groups.
- Regular access to information on Production and Marketing.
- Local markets for organic products to be identified within the country since the groups may not produce enough quantity for export.
- Extension workers should be posted in all the sub counties.
- Need for access to credit facilities, e.g. loans.
- Regular visits by the marketing team to the farmers.
- Information on high yielding good quality improved variety of seeds to be availed to farmers.
- Brochures on market information, production and marketing in the local language to be availed to farmers.
- Demonstration plots to be at every sub county to allow farmers learn technical skills to plant crops.
- Grants to be given to support farmer's activities and needs.

According to PRA, the most important source of information for the farmers include; - agents of private buyers, workshops, radios, visitors and extension agents of NGO / local government.

The PRA revealed that there are location specific variations, market information, training on crop production techniques, other topics include Nutrition and support for good storage.

The radio stations preferred by the people of Kasese are radio Rukungiri, radio Kinkinzi, radio Uganda, West, Voice of Toro radio Grace and radio Messiah. The last two have limited coverage in Kasese district, good reception and good programmes are the main reason why certain radio stations are preferred.

The preferred time for listening to the radio is between 3:00 pm- 6:00pm in Kyabarungira, in Mahango it is between 7:00pm – 9:00pm and Nyakiyumbu is between 4:00pm- 9:00pm.

Information requirements expressed by traders during PRA are as follows:-

- Farmers should do proper drying and sorting of coffee as a way forward for better prices.
- Farmers to observe 90% quality produce to get highest prices.
- Factories around should join the campaign to sensitize the farmers of proper post harvest handling methodologies.
- Work hard to fight the sale of Broken Hand Pieces (BHP) coffee which these processors carry back to sell to farmers at cheap price of only 700= and this at the end is mixed with good quality coffee spoiling the original quality of the good coffee.
- Market information to be given to farmers to boost production.
- Loans to be given to farmers to increase on their production.
- Trainings to be given to farmers on the proper and modern agronomic practices.
- Information on high quality seeds should be availed to farmers to improve on quality of their produce.

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We are also grateful to the farmers and traders for their contributions made to the survey.

Lastly we would like to thank DFID Crop Post-Harvest research programme for providing the funds for this research.

CHAPTER I

Introduction

Background to the study.

This study forms part of the DFID funded research project ‘Decentralised Market Information Service in Lira District’, which lasts from January 2003 to December 2004. Following a baseline study, a manual for in-the-field training and a radio programme on marketing of agricultural produce by farmer groups have been produced and tested in Lira. The project partners include Natural Resources Institute of the University of Greenwich, Foodnet, PMA Secretariat, Radio Lira, CEDO, CMIS, and service providers at district level.

Kasese District was chosen for a comparative case study due to the fact that, contrary to Lira District; it did not have a market information service until mid-2004. The case study in Kasese district started on the 14/07/2004 with a meeting with the District Production Coordinator and the Commercial Officer in Kasese.

The main objectives of the research are:-

- i. To compare the accessibility and user ability of the Market Information by the farmers in Lira and Kasese districts.
- ii. To obtain a better understanding of the information needs of the rural poor in Kasese District.

Methodology;

Choice of the sub counties and parishes for the study:

Three sub counties were chosen at a meeting with the district stakeholders on the 14th July 2004. The criteria for the selection was based on the different variables affecting market access, growing of different crops and distance to different markets.

Summary table of the three sub-counties: Location, size, and population.

Sub county	Size	Total population
Kyabarungira		38280
Nyakiyumbu		22799
Mahango		15493

Source: PRA July 2004

Tools used;

Participatory Rural Appraisal (PRA) sessions were held with the District Stakeholders, 2 organized farmer groups, one cotton producing group, chairperson of one processing group and 3 Traders whom we had direct interviews with and 6 others who witnessed the interviews. The names of farmers who were at the meetings both men and women with dates and location can be got at annex. on Page 35.

During the surveys we encountered problems of climbing up the terrains which needed a four wheel drive pick-up car to reach the farmers on top of the mountain and also since we did not know the local language of the area it was time consuming because of two ways translation.

Three traders were interviewed although we had other six traders who were witnessing the interviews we conducted to confirm.

Research Team;

The team comprised of four members namely Mr. Okoboi Geoffrey, Mr. Benson Taiwo, Dr. Muhindo and Mrs. Cecilia Agang.

Overview of the District and Sub Counties focused upon in the research.

Kasese district is dominated by rural population, and is located in the south-western part of Uganda. The district surface area is estimated at about 3,389.8 square kilometers of which dry land is estimated to cover about 2,911.3 square kilometers, open water 409.7 square kilometers and wetlands 68.8 square kilometers (source: District population office). Livestock rearing in Kasese district is practiced at a minimal level due to the hilly terrains and limited land owned by individual households. Data collection on crop production and marketing, and livestock reared formed part of the research.

Kyabarungira Sub County:

Kyabarungira Sub County is located in the Northern part of Kasese district. The sub county has six parishes namely: - Bwhuhira, Kasangali, Buyisumbu, Rwasanda, Kyabarungira and Kabatuunda.

It is bordered by Rwenzori National Park in the north, east by Kabarole district, west by Maliba sub county and to the south by Kitswamba sub county.

Nyakiyumbu Sub County:

Nyakiyunbu Sub County is situated in the south western part of the district. It has six parishes namely: - Muhindi, Katholu, Kayanja, Lyakirema and Bwakangana.

It is boarded by Rwenzori National park in the north, Bwera Sub County to the west, Ngungu Sub County to the south east and Lake Edward to the south.

Mahango Sub County:

Mahango Sub County is located in the center of the district. It has four parishes namely: - Lhuhiri, Mahango, Kyabwenge and Nyamisule.

The sub county is boarded by Kilembe Sub County to the north, Kyarumba Sub County to the west, Kasese town to the east and Muhokya to the south.

Table 1:1 Total population of the study areas

Sub County	Male	Female	Total
Kyabarungira	18,655	19,629	38,280
Nyakiyumbu	10,773	12,026	22,799
Mahango	7,425	8,068	15,493
Bwera	18,142	19, 573	37,715

Source: PRA July 2004

Natural Capital and Physical Capital

The condition of the natural environment was said to be varying amongst the sub counties of study.

The soil degradation in the mountainous areas of the four sub counties is said to be higher than in the low lands. This has been caused by poor farming methods for instance contours are not made on the hill sides.

Trees that were planted at the edges of the fields are being depleted & this leaves the land open for erosion.

Chapter ii

FARMING SYSTEMS

Agriculture in Kasese district is done at subsistence level with crop production as a major activity. Unlike in Lira district where only 28% of the households interviewed had access to less than four acres of land, 92% of the households interviewed in Kasese owned an average acreage of between 2.5 - 3.5 acres. (Source: PRA or baseline study on rural transport carried out in 2002/03). The major food crops grown in the areas of study in order of priorities include: - cassava, beans, sweet potatoes, Irish potatoes, yams, maize, and pumpkins.

The major cash crops grown in order of priorities are: - coffee, cassava, matooke, passion fruits, maize and beans. Just as in Lira district, it should be noted that most of the food crops produced are also sold for cash and women are predominantly in charge of these crops as indicated in **table 2:1**.

Table 2:1 Crop production across the area of study.

Kyabarungira	Sex	Mahango	Sex	Nyakiyumbu	Sex	Bwera	Sex
Consumption/sale		Consumption/sale		Consumption/sale		Consumption/sale	
Beans	F	Beans	F	Beans	F	Beans	F
Cassava	F	Cassava	F	Cassava	F	Cassava	F
Maize	F	Sweet potatoes	F	Bananas	F	Bananas	F
Matooke	F	Bananas	F	Irish potatoes	F	Irish potatoes	F
Millet	F	Irish potatoes	F	Maize	F	Yams	F
G’Nuts	F	Yams	F	Yams	F	Passion fruits	F
Soya beans	F	Maize	F	Passion fruits	F	Maize	F
Yams	F	Pumpkins	F				
Rice	F						
Irish potatoes	F						
Sale only		Sale only		Sale only		Sale only	
Coffee	M	Coffee	M	Coffee Cotton	M	Coffee	M

NB: Major marketed crops are highlighted in bold.

Source; PRA July 2004

Apart from the traditional cash crops, production and marketing of the rest of the crops is mainly done by women. The men only help in bush clearing.

Table 2:2 Food crops grown per Sub County in order of priorities

No	Kyabarungira	Bwera	Nyakiyumbu	Mahango
1	Cassava	Cassava	Cassava	Cassava
2	Matooke	Matooke	Matooke	Beans
3	Beans	Maize	Beans	Matooke
4	Sweet potatoes	Beans	G’Nuts	Sweet potatoes
5	G’Nuts	G’Nuts	Maize	Irish potatoes
6	Yams	Yams		Yams
Cash crops				
1	Coffee	Coffee	Coffee	Coffee
2	Cassava	Cassava	Cotton	Cassava
3	Maize	Maize	Passion fruit	Matooke
4	Passion fruits	Beans	Matooke	Passion fruits
5	Soya beans		Maize	
6	Beans		Beans	
			G’Nuts	

Source: PRA July 2004

TRADITIONAL CASH CROPS

Cotton: Is only grown in the low lands e.g.: - Kitholu sub county. Farmers on the mountains hire gardens in the low lands. This hinders the production because few farmers from the mountains engage in the cultivation due to long distance traveled.

Coffee: Is the main cash crop grown in Kasese district with households cultivating land of between 0.5- 1 acre.

Harvesting of the crops takes place twice a year, the high season falling between August and November and the low season between March and May.

On average the total production per year falls between 75 kgs per 0.5 acres and up to 1000 kgs for a well managed one acre of land. Currently, production is low due to the coffee variety used by farmers that they feel is not high yielding.

The seasons for growing the crops are as indicated in the table below: -

Table 2:3 Crop production and seasonality

Crop	1st Season	2nd Season
Maize	✓	✓
Coffee	✓	✓
Cotton		✓
Matooke	✓	✓
Rice	✓	✓
Irish potatoes	✓	✓
Yams	✓	✓
Soya beans	✓	✓
Cassava	✓	✓
Millet	✓	✓
G’Nuts	✓	✓
Pumpkins	✓	✓
Passion fruits	✓	✓

Livestock rearing:

Due to its mountainous nature and limited land, very few cattle are reared in Kasese district. Other livestock kept include goats, sheep, Pigs, Poultry and Rabbits.

Natural & Physical Capital:

The condition of the natural environment was said to be varying among the sub counties of study. The soil degradation in the mountainous areas of the four sub counties is said to be higher than in the low lands. This has been caused by poor farming methods for instance contours are not made on the hill sides.

Trees that were planted at the edges of the fields are being depleted and this leaves the land open for erosion.

Soil fertility in Mahango is said to declining due to lack of fallowing which is caused by inadequate land.

Problems hindering production:

- Lack of knowledge in the modern Agronomic practices.
- Lack of land
- Lack of modern farming tools specifically for low lands
- Lack of markets for commodities produced
- Lack of transport
- Inadequate extension service

Chapter iii.

MARKETING OF AGRICULTURAL PRODUCE

Introduction:

This section covers the marketing system, the major agricultural products sold by farmer groups and traders, including their major buyers and general marketing problems.

Agricultural Marketing:

During the survey a total of 65 farmer's belonging to two organized groups, and three produce traders were interviewed. We had two groups meeting with the farmers and one meeting with the traders.

PRA findings indicate that just like in Lira District, there are two types of marketed crops in Kasese district, namely crops grown mainly for subsistence, with little surplus for sale. The crops grown in the area of study for both subsistence and sale include: - beans, cassava, maize, and matooke.

Although certain crops tend to be specifically selected for growing for the market and others are primarily grown for subsistence, the distinction is not necessarily between the crops but an individual household may choose to grow a particular crop in the field e.g.: - Cassava for sale and another may be grown for subsistence.

The selling of the produce in Mahango, Nyakiyumbu, and Bwera are the responsibilities of the women. The men are only responsible for the sale of coffee and cotton.

In Kyabarungira Sub County the participants at the PRA session said both the men and women are responsible for the sale of both food and cash crops. Almost all the produce is sold individually by farmers. The traditional cash e.g.: - coffee and cotton were found to be produced and sold by men in all the four areas of study.

Women's Effort to Develop Natural Resources Group in Bwera Sub County was found to be adding value to products such as passion fruits, pineapple, paw paw, mangoes, and apple bananas. The group which has 21 members and receives support from Karughe Farmers Partnership (KFP) and as well as solar driers from Kabarole Research & Resource Center in order to add value to pineapples, paw paw, mangoes, apple bananas. According to the chairperson Agaba Astaluzi, the group produces and sells their products together.

Another group interviewed in Nyakiyumbu Sub County was Bakonadi Farmers and Producers Association which has a total of 2906 members. According to the chairman of the group Mr. Bweya Kit Patrick the group operates in both Kasese and Eastern parts of Congo. The affiliated members include Nyakalya Grower's Cooperative Society, Bwera / Katondo Grower's cooperative Society, Kupsya Optimistic Association and Katoma Young Farmers Association. The umbrella organization does not have funds to buy cotton from the farmers but they act as agents of Cooperative Unions based in Kasese district.

Outlets for agricultural produce were found to include the following : community markets, farm gate buyers at trading centers, agents of private buyers and traders in Kasese town.

Details are as indicated in the Chart 3.1.

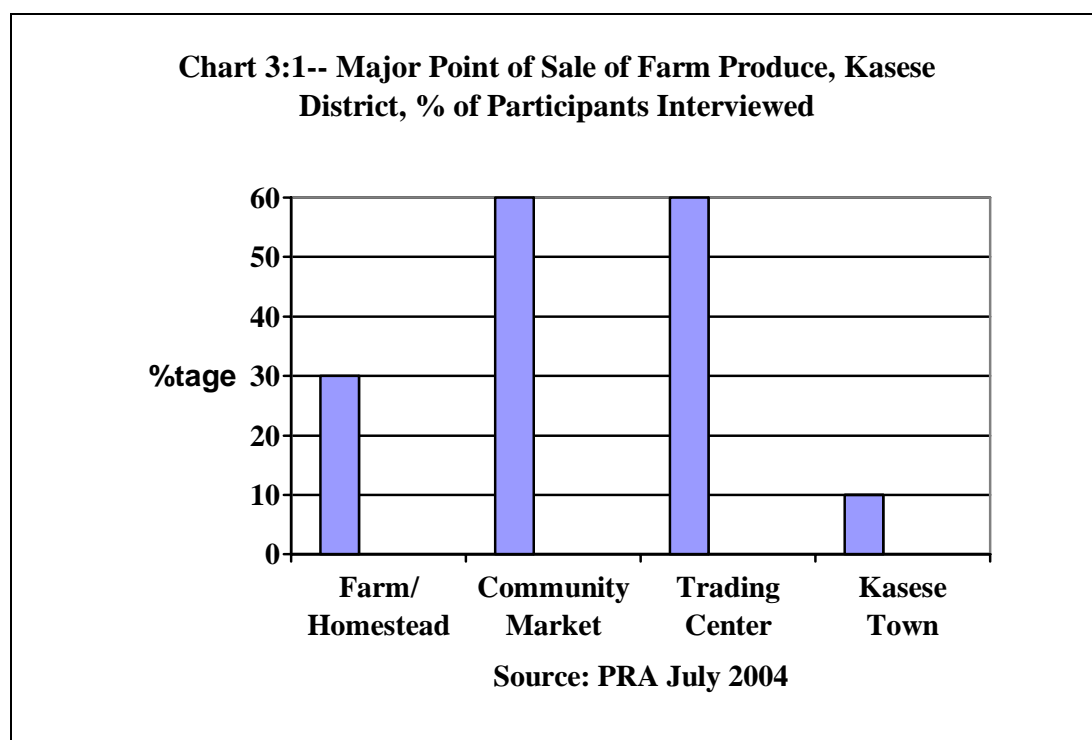
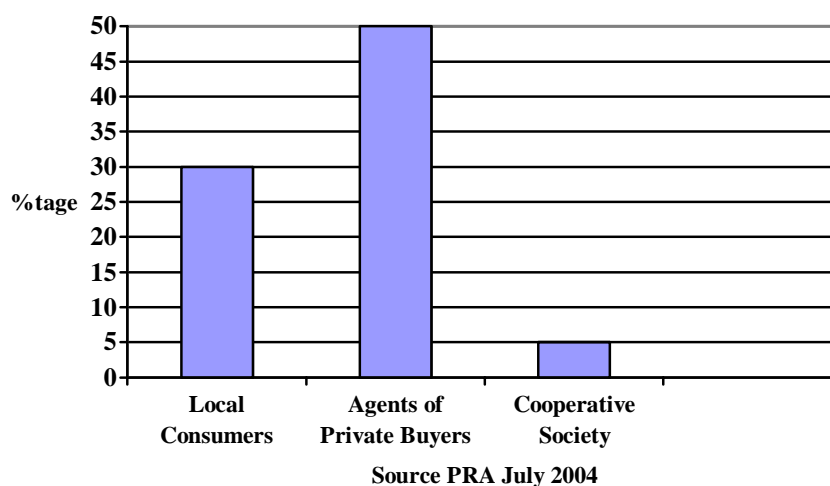


Chart 3:2 Major Buyers of Farm Produce Kasese District % of Participants Interviewed



Marketing of agricultural produce was found to be in order of importance .i.e.: - through the community markets that are located within the trading centers, farm gate buyers and in rare cases Kasese town. (See appendix (i) for major markets).

The relative importance of sale at the farm gate and buyers at the trading centers appear to vary from sub county to sub county mainly due to proximity and size of the trading center.

Farmers also prefer to sell their produce within the sub county due to lack of transport and produce is mainly carried on the backs of women.

The women are responsible for the sale of non traditional cash crops. The proportion of what is sold at the community market is bought by the agents of private buyers and local traders and bulked and brought to Kasese town for sale. Produce in the district market is sold to schools, local consumers, buyers from Kampala, Bushenyi, and Fort Portal and Congo.

The roads within the four sub counties of study are not very good. This makes transportation of goods to the district market very difficult. The main means of transport to the district market is on foot. This is burdensome to women since they are responsible for the sale of most produce. Some households that benefited from the DFID supported donkey project can afford to transport their produce to the district market where as the rest still struggle to put some little on their backs to reach trading centre down the terrains to market their produce. Many households interviewed

expressed interest that if possible DFID should extend support to transport by giving out donkeys to the rest of the groups that never got the opportunity.

Cotton and Coffee are mainly sold by men to cooperative unions or agents of private buyers within the various sub counties.

The cooperative Unions that buy cotton from the farmers include Nyakatozi, Rwenzori cotton ginner and Muwadulira all located in Kasese district. In the last season cotton was bought at 600= per kilogram.

Table 2:4 Traders Interviewed and commodities they deal in.

Name of Trader	Commodities dealing in	Amount sold in the last season
Mr. Birungi Christopher	Maize, beans, Soya beans, G’Nuts, garlic	8-10 tonnes of maize 7 tonnes of beans respectively.
Mr. Uzia Sindan	Coffee	10 tonnes
Mrs. Magret Mary Kawuli	Beans, maize, Soya beans, millet, & pop corns.	5 tonnes of maize & beans respectively.

Source: PRA July 2004

Table 2.5 Prices of commodities per kilogram at home and in the local markets by Sub County

	Cotton	Cassava		Maize		Beans		Coffee		Passion Fruits		Garlic	
	General	Home	Market	Home	Market	Home	Market	Home	Market	Home	Market	Home	Market
Mahango	600=	300=	500=	200=	250=	400=	500=	1200=	1400=	-	-		
Kyabarungira	600=	200=	250=	100=	300=	300=	400=	1200=	1400=	-	-	6500= per basin	7000= per basin
Bwera	600=	200=	250=	150=	200=	300=	400=	1200=	1400=	5000= per basin	7000= per basin	-	-
Nyakiyumbu	600=	-	-	-	-	-	-	1200=	1400=	5000= per basin	7000= per basin	-	-

Source: PRA July 2004

NB: - It should be noted that due to unreliable weather in Mahango maize and beans are being bought by local traders from Kasese town and sold within the sub county.

Major problems in Marketing

PRA conducted with the farming and marketing groups indicated a number of marketing problems as mentioned below: -

- 1) Bad road conditions and lack of transport are very big problems hindering marketing especially in mountainous areas where few vehicles can reach. This limits transportation of the produce to distant markets.
- 2) Produce in the four sub counties of study are carried on women's backs.
- 3) Inadequate information about the market is another problem. Out of the four sub counties of study Radio Grace Market News could only be heard in some spots in Mahango Sub County. Even if the radio reaches here very few PRA participants at Mahango said they are aware of this programme.
- 4) Lack of storage facilities was also expressed as a problem.
- 5) Credit facilities are not easily accessible by the farmers and this hinders production for sale.
- 6) Unreliable rates offered and faulty weighing scales used by traders promote cheating of the farmers.

Chapter IV

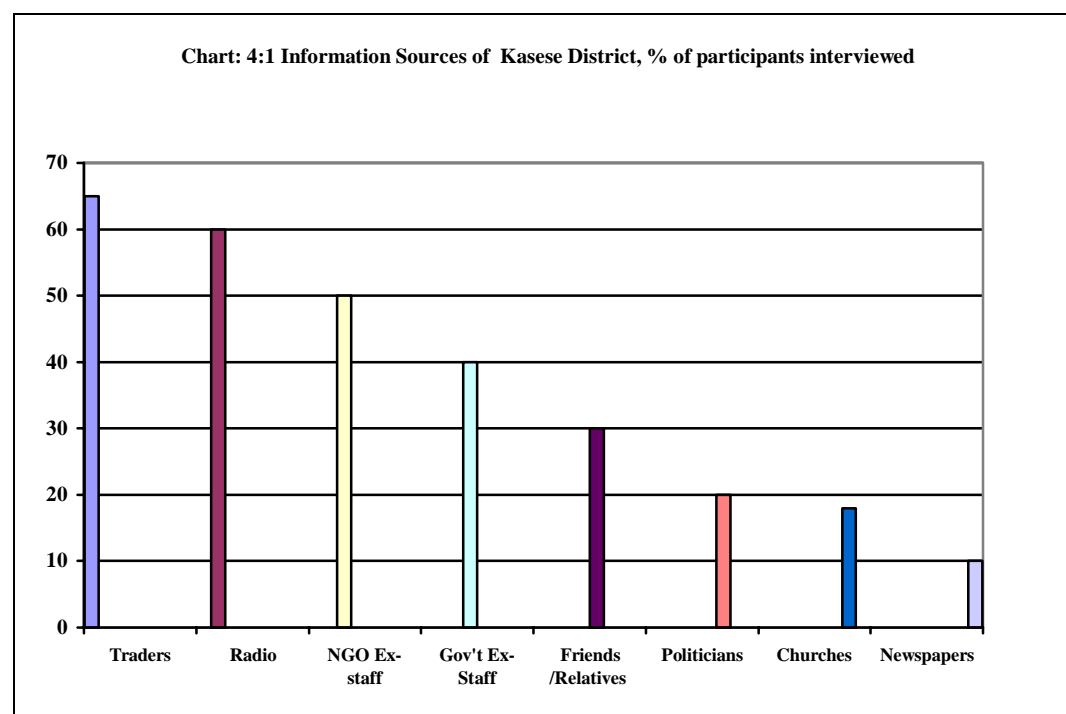
Sources of General Information:

The farmers' sources of information reported through the PRA included traders, Radio, Karughe Farmers Partnership (KFP), newspapers, friends, markets, relatives, agents of local buyers, District information officer, NGO extension staff, meetings and seminars, politicians and local government extension staff.

In Mahango their major source of information is through local buyers, District Information officer, and radio. In Kyabarungira sub county, on the other hand, farmers' source of information is through traders in the markets where they take the produce to sell and to some extent others are informed through radio.

According to PRA participants the fastest way to channel information down to the farmers was through agents of the private buyers who visit them regularly as a major channel of getting information.

According to PRA many of the participants own radios only that they listen to different stations with good coverage and reception in all the sub counties of study. This radio stations include Radio Uganda, Rukungiri, West, Kinkinzi, West and Voice of Toro



Source: PRA July 2004

Compared to this, according to the PRA 2003 survey in Lira District it was found that radio is the most important channel and source of information for farmers followed by family/friends/relatives, neighbors, local government representatives, Politicians & church persons.

Information Needs: Differences between men and women

No big difference were found to exist between men and women information needs, therefore it is more similar as seen from the table below. For example in Mahango both men and women identified their major information needs as being in order of importance Market Information, Agronomic practices, family affairs, nutrition and politics. Information related to market information and crop productions were regarded as being particularly critical. In Kyabarungira and Nyakiyumbu different information needs were identified but almost similar by both men and women as shown in Tables 4:1 and 4:2.

Table 4:1

Information Needs identified by Gender in Nyakiyumbu sub county Kasese District.

Men	Women
1. Production:- Vanilla, Bee Keeping, & Animal husbandry	1. Family Planning
2 .Family affairs	2. Religious issues
3. Religious issues	3. Political issues
4. Political issues	

Source: PRA July 2004

Table 4:2

Information Needs identified by Gender in Mahango sub county Kasese District.

Men	Women
1.Market information	1. Family affairs
2. Pest & Disease control measures	2. Agricultural programmes
3. High Value Crops	3. Nutrition programmes
4. Politics	
5. Request time (youth)	

Source: PRA July 2004

This contradicts what has been written above, i.e. men and women in Mahango having the same information needs. But this was the information given during the PRA there is no way we can create other versions.

Chart 4:3

Information Needs identified by Gender in Kyabarungira sub county Kasese District.

Men	Women
1. Political program	1. Family affairs programs
2. Production programs	2. Children/ Youth program
3. Family affairs programs	3. Production Programs
4. News	

Source: PRA July 2004

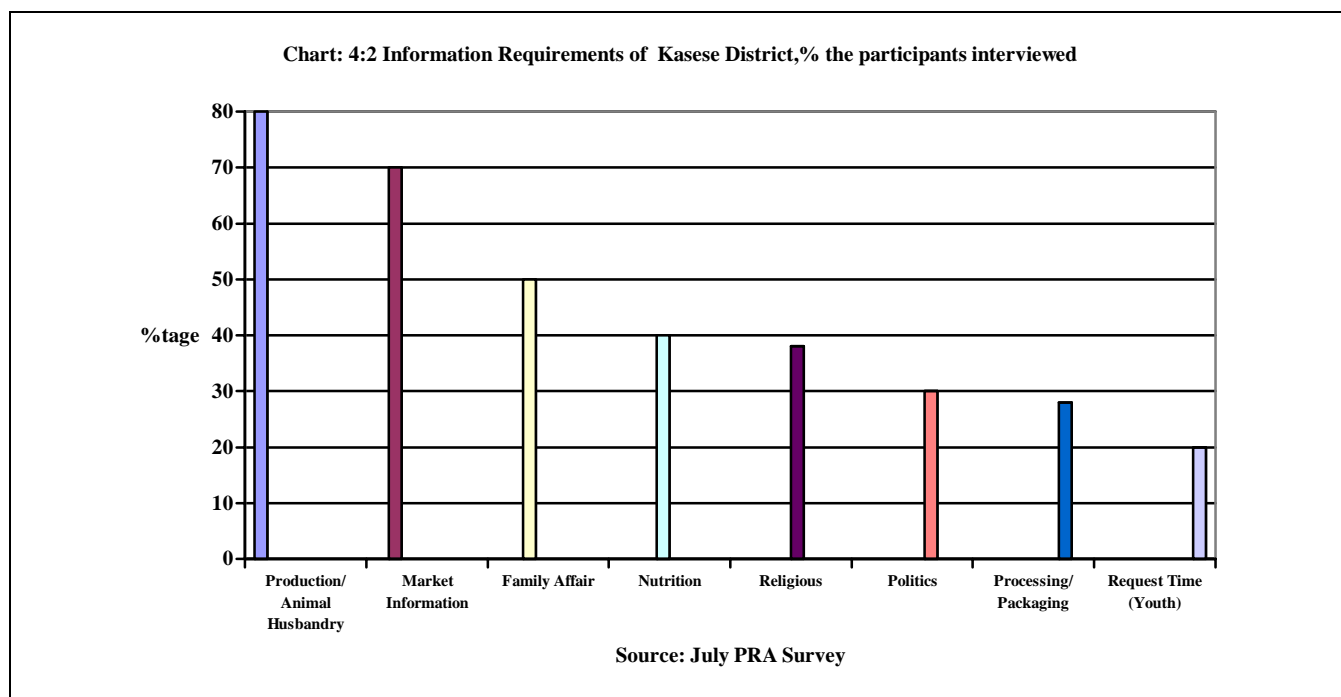
Chart 4:4

Information Needs identified by Gender in Bwera sub county Kasese District, from Women's effort to Develop Natural Resources Group (Processors of fruits)

Men	Women
1. Plan for modernization of agriculture programs (PMA)	1. Children's programme
2. Development programs	2. Gender issues
3. Football	3. Development programmes
	4. Market Information

Source: PRA July 2004

Crop production, Market Information, Animal husbandry, Processing & Packaging are some of the information needs identified in almost all the areas of study during PRA.



The use and scope of radio for information flow:

Radio was found to be a very important medium of information flow if only the signals could be boosted to be stronger than what it is now for the radio stations in Kasese District. The view of the participants was that a popular programme be identified especially on agriculture as a way of transmitting new information on agriculture, supported by an effective extension service which according to PRA is inadequate although it is highly demanded in all the sub counties of study.

The PRA also revealed that in Kasese radios are usually owned by men and they listen to it more than women since they have a lot of time for leisure than doing production work unlike women who do the bulk of the field work. Women also revealed that they listen to radio with their husbands only after work in the evening hours.

According to the Chairperson Mrs. Agaba Astaluzi of Women efforts to Development Natural Resources group located in Kakone II village, Rwanguba parish, Bwera sub county, out of the 21 members of the group, 6 households equivalent to 29% don't have radios while 61% of the remaining members do have radio and they listen to.

The PRA participants also revealed that the best time to listen to radio is always after their field work in the evenings, because during the day they are committed in the fields.

In all the areas of study none of the PRA participants owned mobile phones and only few people have access. Those few who have access were not aware of the SMS market information on the mobile phone.

In Nyakiumbu sub county the PRA participants revealed that some people have access to mobile phones which they use to contact traders especially in Kasere town to get prices for their produce.

While in Lira district in general, according to PRA 2003 survey 70% of farmer households own radios in good working condition, 20% of households indicated that they do not own radios but had access to one if required.

So we discovered that use of radio for information flow in Lira district has a higher percentage if compared to Kasere where farmers mainly rely on information from traders / agents of private buyers and which is not reliable as their only important source of information flow.

Popularity of different Radio stations

According to the PRA participants across all the areas of survey the most popular radio station in Nyakiumbu is radio Rukungiri, second radio Kinkinzi and radio West which they said have very good variety of programmes, good music, covers production of Vanilla, Bee Keeping, and Animal husbandry, family planning, good religious programmes and political programmes. Another station listened to in Nyakiumbu is radio Uganda.

In Mahango the most popular stations are radio Uganda, followed by radio West and radio Kinkinzi. This is because these stations have strong signals and wider coverage and is clear throughout the day. Other stations they listen to includes: - radio Rukungiri, radio Capital, Voice of Toro, radio Grace and radio Messiah.

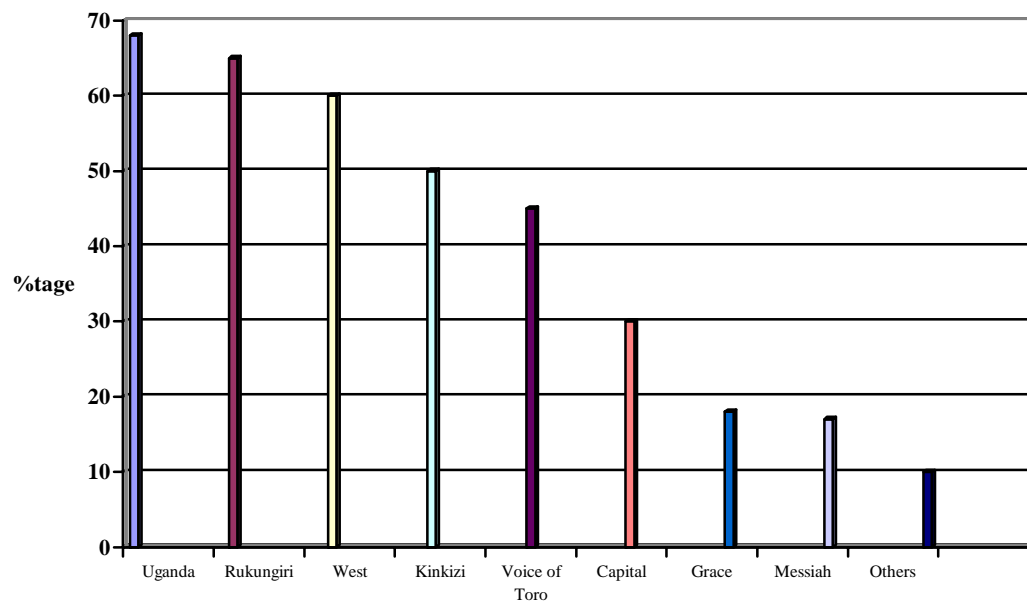
The chairperson of Women's Effort to Develop Natural Resources in Bwera said 61% of their total members have radios and they listen to, while 29% of the members don't have radios. But she said whatever information is got or heard from any media is shared by all the group members during their meetings so that every member benefits from it. The most popular radio station here is radio Uganda, second radio Toro, and radio Rukungiri which is said to have good programmes on Agriculture e.g. :- programmes on government Plan for Modernization of Agriculture, gender issues, children's programme and Development programmes.

In Nyakiumbu a cotton farmers group called Bakanandi Farmers and Producers Association was visited, which has their headquarters in Kitholu. This is an umbrella association bringing

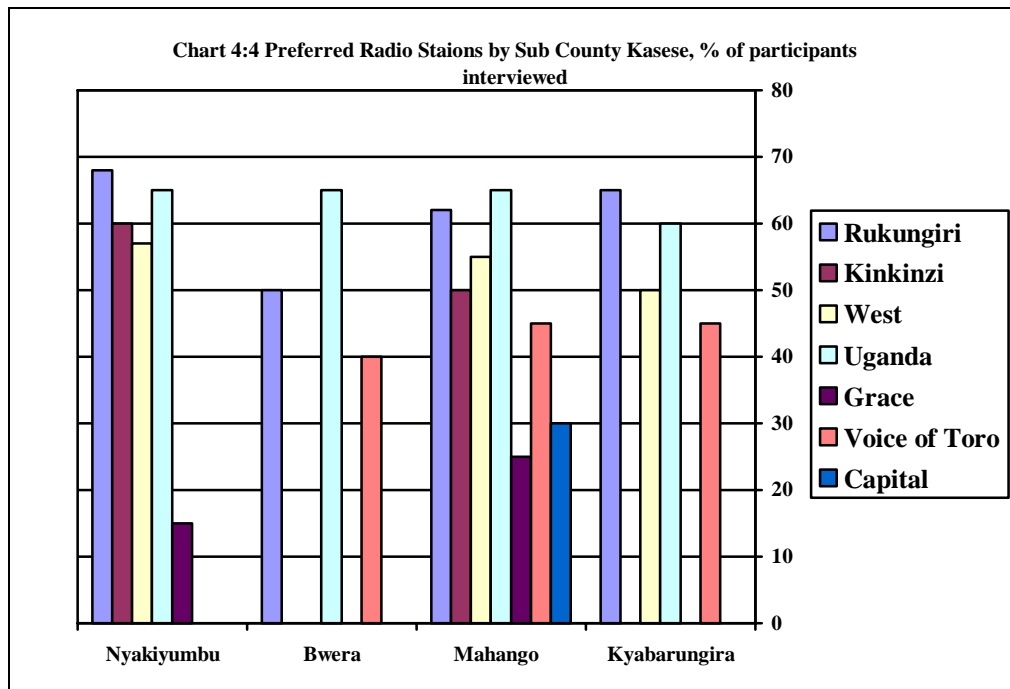
four different fully registered groups together under what they refer to as AGOA association. This group brings together the Bakonjo from Uganda and the Banandi tribes from Eastern Democratic Republic of Congo (DRC) with a total membership of 2906 members (also mentioned above).

According to PRA the most popular radio station is radio Kinkinzi which belongs to one of the government ministers Amama Mbabazi in Kanungu district a newly formed district which was formed from Rukungiri district.

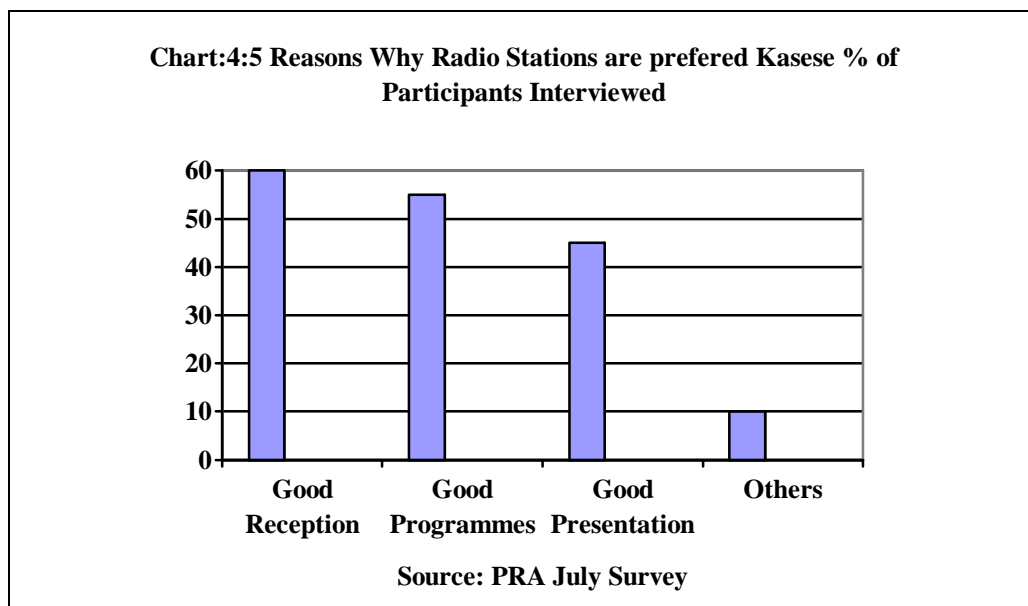
Chart: 4:3 Preferred Radio Stations, Kasese District, % of participants Interviewed



Source: July 2004 PRA Survey



Source PRA July 2004

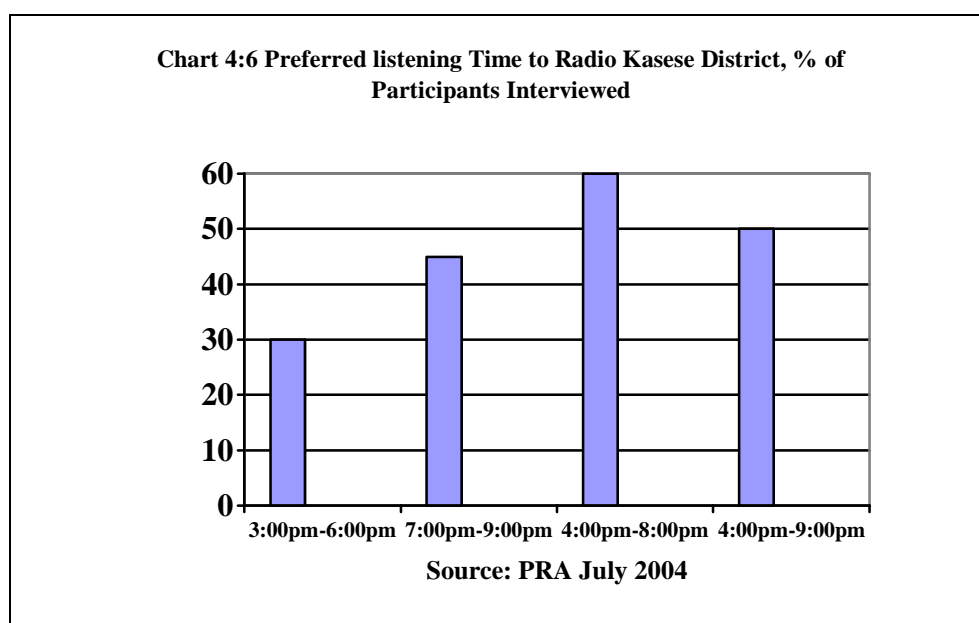


Preferred Times for Listening to the Radio

In Kyabarungira the preferred time for radio listening in order of preference amongst both men and women was between 3:00pm-to 6:00pm. In Mahango the order of preference amongst both men and women was between 7:00pm to 9:00pm. In Bwera, the preferred time in order of preference for both men and women was between 4:00pm to 8:00pm after work from their fields.

In Nyakiyumbu, the preferred time for listening to radio was between 4:00pm to 9:00pm.

The **chart 4; 6** below demonstrates to what extent PRA participants prefer evening hours to listen to the radio.



Preferred Programme Type

Farming programmes generally scored highly in terms of preference in all the sub counties of study. This was found to be amongst both men and women. The best liked programme types in **Mahango** were Market Information programmes, Crop production / High value crops programmes, Family affairs programmes, Nutrition programmes, Political programmes, and request time for the Youth. In **Bwera** the favorites were Plan for Modernization of Agriculture (PMA) programmes, Children's programmes, Development programmes and football programmes.

In **Kyabarungira**, the preferred programme types are as indicated in the **Table 4:5** below.

Men	Women
1. Political programmes	1. Family affairs
2. Production programmes	2. Children's / Youth programmes
3. Family affairs programmes	3. Production programmes
4. News programmes	

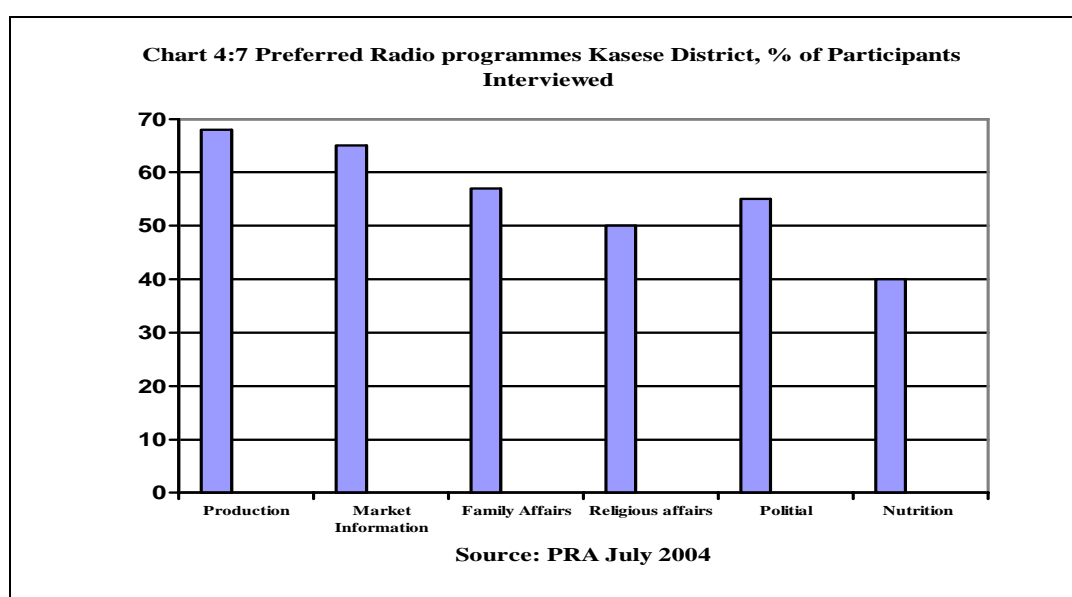
Source: PRA July 2004

In **Nyakiyumbu** the preferred programme types are as indicated in the **Table 4:6** below.

Men	Women
1. Production programmes on e.g.:- Vanilla. Bee Keeping & Animal Husbandry.	1. Production programmes
2. Family Affairs programmes	2. Family planning programmes
3. Religious programmes	3. Religious programmes
4. Political	4. Political programmes

Source: PRA July 2004

The **Chart 4:7** below shows to what extent production, family affairs, Religious programmes, Market information programmes, Nutrition and political programmes are preferred over all according to the PRA participants in the areas of study in Kasese district.



Market Information and the Radio Grace Market News Programme

The Radio Grace FM had only started the broadcast of the market news in June 2004, and this was being coordinated by the district marketing officer with support from Foodnet market Information Service. However before, traders were important sources of market information according to the PRA participants in all the sub counties of survey. In Kyabarungira they don't listen to radio Grace Market news programme, because the radio signals seemed not to be strong enough to reach that place. However their other sources of getting market information is through agents of private buyers (who visit them regularly but are not very reliable with their information), seminars/ workshops, other radio stations, visitors, extension agents of NGOs / local government. On many occasions they take their produce to the market without knowing the prices for their crops only to be told by the buyer / trader in the market.

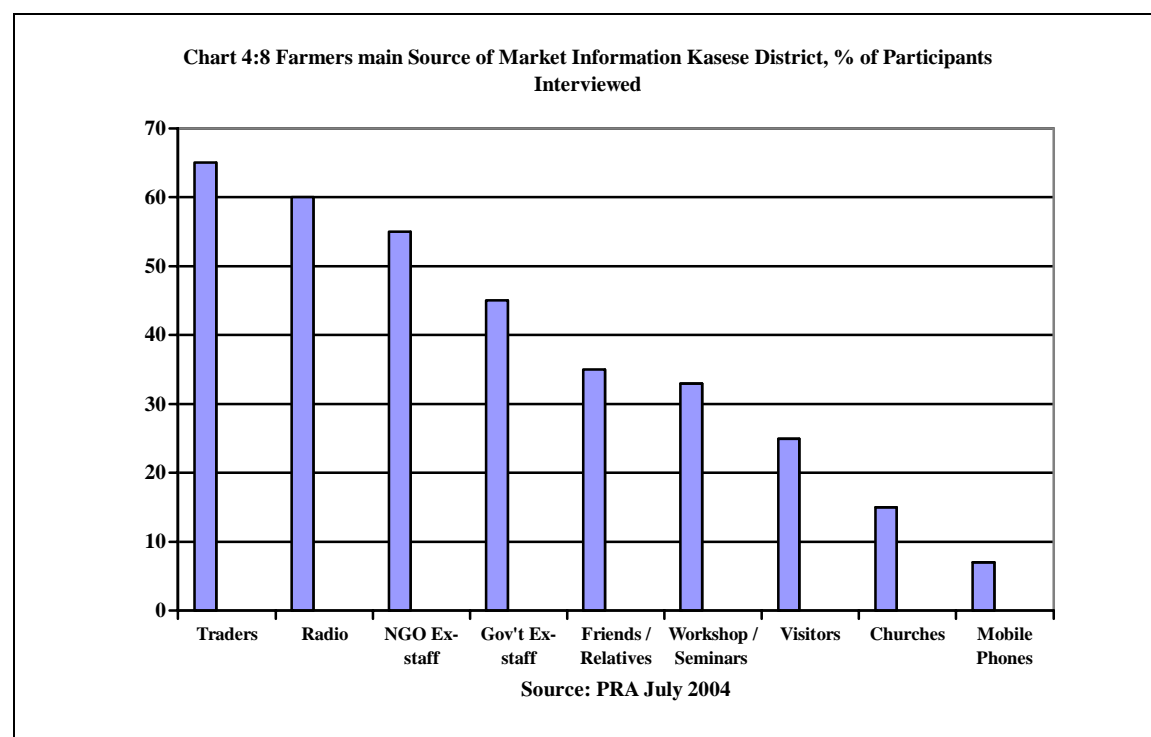
In Bwera, PRA participants said they don't listen to radio Grace Market news programmes because that station is not received at all in that sub-county. On the other hand, their other sources of getting market information is Karughe Farmer's Partnership (KFP) an NGO working in the five sub counties of Nyakiumbu, Bwera, Handiro, Karambi and Kitholu. Here farmers get market information through the NGO's five extension workers in the above sub counties according to PRA participants. Here one farmers group Women Efforts to Develop Natural Resources doing processing of fruits through their success stories attracted another NGO under Sustainable Agriculture Trainers Network based in Fort Portal that has organized a marketing programme to help farmers market their products abroad. Through this group now they have a vision to promote organic fruit production throughout the country beginning from Bukonjo County, and through the umbrella organization Uganda Organic Marketing Association (UOMA) they intend to buy organic fruits from farmers producing organically. Their other sources of market information include friends, study tours and to a lesser extent newspapers which some members have access to and then pass on the information to other members during group meetings and through individual interactions.

In Nyakiumbu radio is the second important source of information after traders/ agents. They listen to market information from other radio stations like radio Uganda, but market information on radio Grace is heard in a few places by a few farmers according to PRA participants because the reception level is poor. Other sources of getting market information are through mobile phones which some farmers have access to and they mainly use it to call traders from Kasese town to get prices. According to PRA participants traders seemed to

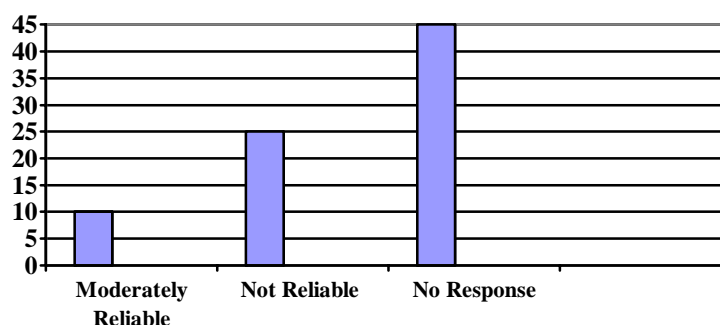
have their network such that when they call different traders at different times they get the same information on prices contrary to what at times they hear from the radio.

The majority of the PRA participants said much as they tried to sell the produce at the quoted market prices heard over radio, traders never gives them these but instead give them their own prices.

In Mahango according to the 19 PRA participants interviewed 7 members (37%) heard of the radio Grace market news programmes while 12 members (63%) did not listened to it at all. Others said they at times listen to market news on other radio stations. Their other sources of getting market information include friends / relatives and traders.



**Chart 4:9 Usefulness of Radio Grace Market News Programme Kasese District,
% of Participants Interviewed**



Source: PRA July 2004

FARMERS RECOMMENDATIONS FOR IMPROVEMENT

1. Need for Market Information to help them get profits.
2. Organize seminars / workshops to equip them with more knowledge and skills.
3. Support for good storage facility to keep their produce till the right time for selling.
4. Training on Nutrition to be organized for the groups.
5. Regular access to information on Production and Marketing.
6. Local markets for organic products to be identified within the country since the groups may not produce enough quantity for export.
7. Extension workers should be posted in all the sub counties.
8. Need for access to credit facilities, e.g. loans.
9. Regular visits by the marketing team to the farmers.
10. Information on high yielding good quality improved variety of seeds to be availed to farmers.
11. Brochures on market information, production and marketing in the local language to be availed to farmers.
12. Demonstration plots to be at every sub county to allow farmers learn technical skills to plant crops.
13. Grants to be given to support farmer's activities and needs.

Traders Access to Market Information / Needs

During the Rapid Market Appraisal (RMA) with some 3 traders whom we had direct interviews with in Kasese town in the presence of other 6 traders selling nearby where the interviews was conducted, it was discovered the crops that are predominantly traded by traders as being maize, beans, soya beans, groundnuts, garlic, millet, pop corn, and coffee which is the major cash crop.

Mr. Birungi Christopher, a prominent Kasese trader who had in the last season 5-10 tonnes in his store. He said he purchases the maize, beans, Soya beans, G’Nuts and Garlic from the villages in Kasese district and neighboring districts of Bushenyi and Fort Portal and at times from the Democratic Republic of Congo at the same rate they buy from Uganda farmers and traders.

According to him, the commodities are marketed to schools, traders from Kampala and Busia respectively. These buyers normally buy all quantities of whatever they have in their stores depending on demand. He also mentioned that he has never listened to Market news on radio Grace. On quality of produce he buys from the farmers he said this at times depends on the climatic condition, if it’s bad then it will be poor and vice versa.

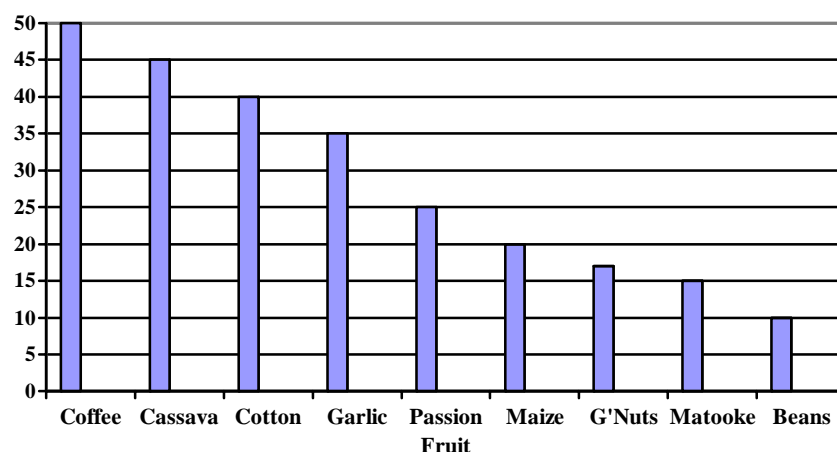
One woman trader, **Mrs. Margaret Mary Kauli**, a middle class trader in Kasese town, deals in beans, maize, soya beans, millet, and pop corn. These crops she said she buys it from farmers in the mountains. The level of her business compared to the other two interviewees she is still at a progressing level. She said she never heard of radio Grace Market news program. Due to the limited capital, most of the produce she buys is always purchased by other traders from Kasese town and also to consumers in Kasese town. She also mentioned during the RMA that she collects money from other buyers such that after sale she gets a commission when the lender comes to take the produce.

During the RMA study **Mr. Uzia Sindan** a prominent trader in Kasese town who deals in Coffee on large scale, said they buy coffee from within Kasese only through the agents who move in all the villages. He mentioned his major buyers as being Great Lakes Company, Olam Buyers, Bulasio Akasoro and currently at that time he was dealing with Union exporters.

He also mentioned some problems encountered through the agents of exporters who at times take the coffee on credit from their stores with promises to pay after sale but ends up not

paying hence frustrating their efforts. However he said to solve these problem regular traders meetings to address these issues should be organized to mend good relationship between the two parties. On quality of produce from the farmers he promised to give the high price at 1400= only if they can observe 90% clean quality coffee.

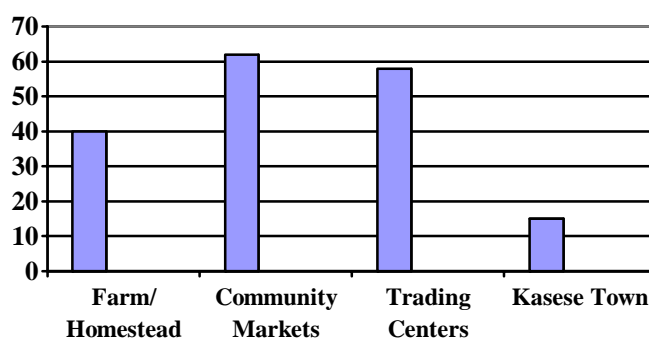
Chart 4:11 Crops Mostly Treaded Kasese District, % of Traders Interviewed



Source: PRA July 2004

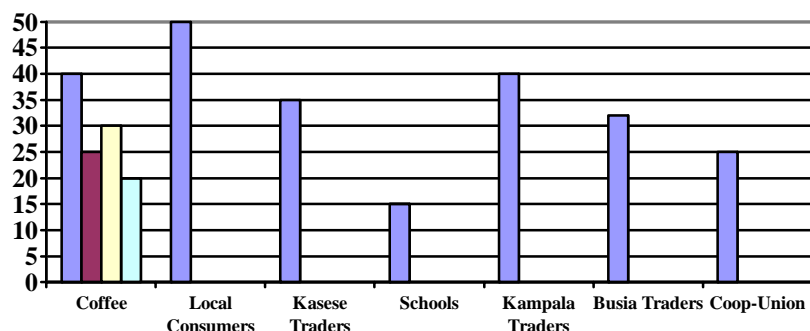
NB: the views in the charts below is representing many traders, because during the RMA study much as we had to talk to three traders there were many called from the nearby selling points who also supported that what their colleagues said were correct.

Chart 4:12 Buying Points Where Traders Buy Most of of their Produce by %tage.



Source: PRA July 2004

Chart 4:13 Selling Points Where Kasese District Traders sell most of their Produce by %tage.



Source: PRA July 2004

Union Exporters Olam Buyers Great Lakes Company Bulasio Akasoro

TRADERS RECOMMENDATION WITH REGARDS TO INFORMATION PROVISION IN GENERAL AND MARKET INFORMATION

1. Farmers should do proper drying and sorting of coffee as a way forward for better prices.
2. Farmers to observe 90% quality produce to get highest prices.
3. Factories around should join the campaign to sensitize the farmers of proper post harvest handling methodologies.
4. Work hard to fight the sale of Broken Hand Pieces (BHP) coffee which these processors carry back to sell to farmers at cheap price of only 700= and this at the end is mixed with good quality coffee spoiling the original quality of the good coffee.
5. Market information to be given to farmers to boost production.
6. Loans to be given to farmers to increase on their production.
7. Trainings to be given to farmers on the proper and modern agronomic practices.
8. Information on high quality seeds should be availed to farmers to improve on quality of their produce.

**LIST OF PARTICIPANTS WHO ATTENDED THE PRA STUDY.
KYABARUNGIRA SUB COUNTY.**

No	Names	Parish	Group
1	Eliza Sibihaghuma	Buhuhira	Organic Farming
2	Zeulia Moses	Buhuhira	Organic Farming
3	Betty Nyamwongera	Buhuhira	Organic Farming
4	Bwambale Amon	Buhuhira	Organic Farming
5	Wilson Nguruin	Buhuhira	Organic Farming
6	Kisuki Hezeekia	Kyabarungira	Twanzani
7	Romina Meso	Buhuhira	Twanzani
8	Pulusi Bagheisa	Buhuhira	Organic Farming
9	F.B. Bitheya	Buhuhira	Organic Farming
10	Baghen Jackson	Buhuhira	Organic Farming
11	Kadyeba Stiui	Buhuhira	Organic Farming
12	Edirona Masereka	Buhuhira	Organic Farming
13	Zibidayo Mate	Buhuhira	Organic Farming
14	Mrs. Beatrice	Buhuhira	Organic Farming
15	Musoki Esiteri	Kasambya	Organic Farming
16	Ndungo Jockus	Buhuhira	Organic Farming
17	Kyoya Enock	Buhuhira	Twanzani
18	Sauda Kirambe	Buhuhira	Organic Farming
19	Baluku Andrew	Buhuhira	Organic Farming
20	Biira Perisikira	Buhuhira	Organic Farming
21	Yosinta Nyabahasa	Buhuhira	Organic Farming
22	Ntimitha Herezan	Buhuhira	Organic Farming
23	Mrs. Ntsimitha	Buhuhira	Organic Farming

**LIST OF PARTICIPANTS WHO ATTENDED THE PRA STUDY NYAKIYUMBU
SUB COUNTY.**

No	Names	Group	Parish
1	Grace Babughirana	Busambu Farmers	Muhindi Parish
2	Birikwithire Damuel	-do-	Muhindi Parish
3	Kyikwaya Nelson	-do-	Muhindi Parish
4	Bimba Luka	-do-	Muhindi Parish
5	Esteri Biira	-do-	Muhindi Parish
6	Bakengya Girison	-do-	Muhindi Parish
7	Munzenze Yosamu	-do-	Muhindi Parish
8	Tsotsotso Asasio	Kaihunga Farmers	Muhindi Parish

LIST OF PARTICIPANTS WHO ATTENDED THE PRA STUDY MAHANGO SUB COUNTY

No	Names	Group	Parish
1	Bwamutima Joshep	Kyambarwa farmers	Kyabwenge
2	Kuule Simon	Kyambarwa farmers	Mahango
3	Mishele Geoffrey	Mahango Village Students Ass	Mahango
4	Kule Julius	Mahango Village Students Ass.	Mahango
5	Muyonga Raphael	Kakone Rural	Mahango
6	Kibaya Lazaro	Kyambarwa	Mahango
7	Thakondolha Isaac	Kyambarwa	Nyamisule
8	Kule Eriam	See Burandia	Mahango
9	Mbauta Naboth	Mahango Mambule MFA	Mahango
10	Doronika Mwanguhia	Mahango rural farmers group	Mahango
11	Kahwa Andrew	Kyabwenge	Kyabwenge
12	Beatrice Buluhrida	Kyabwenge	Kyabwenge
13	Livineya Bwambele	Kyabwenge	Kyabwenge
14	Beatrice Banji	Butalimali	Kyabwenge
15	Sarah Baluku	Butalimali	Mahango
16	Kalyabyuma Robert	Kahokya	Kyabwenge
17	Kalyabyuma Alex	Kahokya	Kyabwenge
18	Mauth Eric	C/P L.C III	Mahango
19	Mikakara Hedmon	Mahango farmer's	Mahango
20	Baluku Julius	Parish cheb Kyarengie	Kyabwenge
21	Rwantagale Josam	Buhandiro women's group	Ikuhiri

LIST OF TRADERS WHO ATTENDED THE RMA STUDY KASESE TOWN

No	Name	Place
1	Mr. Birungi Christopher	Kasese Town
2	Mr. Uzia Sindan	Kasese Town
3	Mrs. Magret Mary Kawuli	Kasese Town