

**SUSTAINABLE SMALLHOLDER CROSS BORDER TRADE
INTEGRATION
(SSMATI)**

AGMARK END OF PROJECT REPORT
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ACRONYMS

ACE	Area Cooperative Enterprise
ACDI / VOCA ...	Agricultural Cooperative Development International and Volunteers in Overseas Cooperative Assistance
AGMARK	Agricultural Market Development Trust
AGRA	Alliance for Green Revolution in Africa
CGA	Cereal Growers Association
COMPETE	Competitiveness and Trade Expansion Program
EAGC	East African Grain Council
FICA	Farm Input Care Centre
KTN	Kenya Television Network
UNADA	Uganda Agro-Input Dealers Association
UN	United Nations
USAID	United States Agency for International Development
SMAED	Small Medium Agribusiness Enterprise Development
SSMATI	Sustainable Smallholder Cross Border Trade Integration
WFP	World Food Program
WRS	Warehouse Receipt System

FINANCIAL REPORT

Funding for the Project was provided by USAID-COMPETE and was utilized as summarized below:

TABLE 1: FINANCIAL REPORT (USD)

No	Activity	Funding Provided by USAID	Funds Utilized	Balance
1	Staff compensation	80,614	71,365	9,248
2	Office Utilities	9,760	822	2,640
3	Office supplies	2,160	605	1,554
4	Equipment	4,960	2,319	2,640
5	Travel	16,488	20,261	-4,644
6	Survey	12,766	12,766	0
7	Commercial Trainers TOT	4,385	4,385	0
8	Agro dealer trainings & Workshops	7,790	8,315	-525
9	Small Holder farmer Training	14,000	6,646	7,353
10	Aggregation/Storage	79,000	49,042	29,957
11	External evaluation	20,000	22,964	-2,964
12	Other direct costs	4,500	2,648	1,851
	Totals			47,110

An external audit of the project has been completed and shared with COMPETE

EXECUTIVE SUMMARY

AGMARK in partnership with UNADA implemented SSMATI, a unique project that sought to involve agrodealers in grain bulking and aggregation with the main objective of having the grain access the Kenyan and Rwanda grain markets from Uganda. SSMATI was initially designed to be a one year (February 2010 to January 2011) project targeting selected districts of Uganda but was extended by an additional four months to allow for the completion of certain activities. This report summarizes the project activities for the period highlighting on some of the achievements and challenges faced during the implementation period.

The main activities of the project included training of agrodealers on grain bulking, supporting agrodealers to renovate grain storage facilities and engage in grain bulking and linking agrodealers to grain markets across the borders.

The project trained 61 agrodealers on grain bulking and marketing and linked them to buyers in the region some of whom were located across the borders in Kenya and Uganda. The project proved that the agrodealer output marketing model as developed by AGMARK is an alternative way for farmers to access markets for surplus production. Agrodealers who were supported to renovate grain storage facilities now have an additional income to complement income from input sales.

Though the project period was short, there is evidence of cross boarder sales by agrodealers. The volumes that have been traded are low but this may be as a result of the season: Data collected after the next harvest period of August to September 2011 may give a better picture of the grain sales.

The project face several challenges including customs complications in clearing equipment going into Uganda and political tensions in Uganda prior to and after the general elections. But in spite of these challenges the project demonstrated that agrodealers can support farmers into getting markets for surplus production

The project period was relatively short and a longer project period is required to give conclusive results on agrodealers involvement in cross boarder trade.

BACKGROUND

a) Project Overview

Organized and structured marketing arrangements not only catalyze agricultural production but also sustain it. Lack of organized marketing of cereal food crops (rice, maize and sorghum) remains a major constraint to production in the surplus producing regions of Southern and Eastern Uganda where trade between Uganda and its neighbors is informal.

Kigezi Region in Southern Uganda is a significant supplier (though informally) of grain to processors in Kigali - Rwanda. However, the main grain processors are faced with the challenge of distraught despite having a market for their processed products. On the other hand, Eastern Uganda accounts for an estimated 50% of Uganda annual maize output. Located juxtaposition to Kenya, (a chronic maize deficit country), Eastern Uganda maize production has its dominant market in Kenya where it crosses the Busia border informally. Due to its informal nature, the trade has not been able to tap into the more formal and large buyers in Kenya.

It is against this background that AGMARK partnered with Uganda Agro-Input Dealers Association (UNADA), in the implementation of the SSMATI project (Sustainable Smallholder Cross Border Trade Integration) whose overall goal was to integrate smallholder surplus production in Southern and Eastern Regions of Uganda into the Rwanda and Kenya cereals value chain respectively, through agrodealers located in the two regions.

The objective of the program was to develop sustainable value chains and reduce poverty by increasing smallholder farmers' access to commercial staple foods markets.

The program sought to facilitate agrodealers in Southern and Eastern Regions of Uganda to aggregate surpluses from smallholder farmers and link the commodity to the formal markets in Rwanda and Kenya that are grain deficit countries.

b) About AGMARK

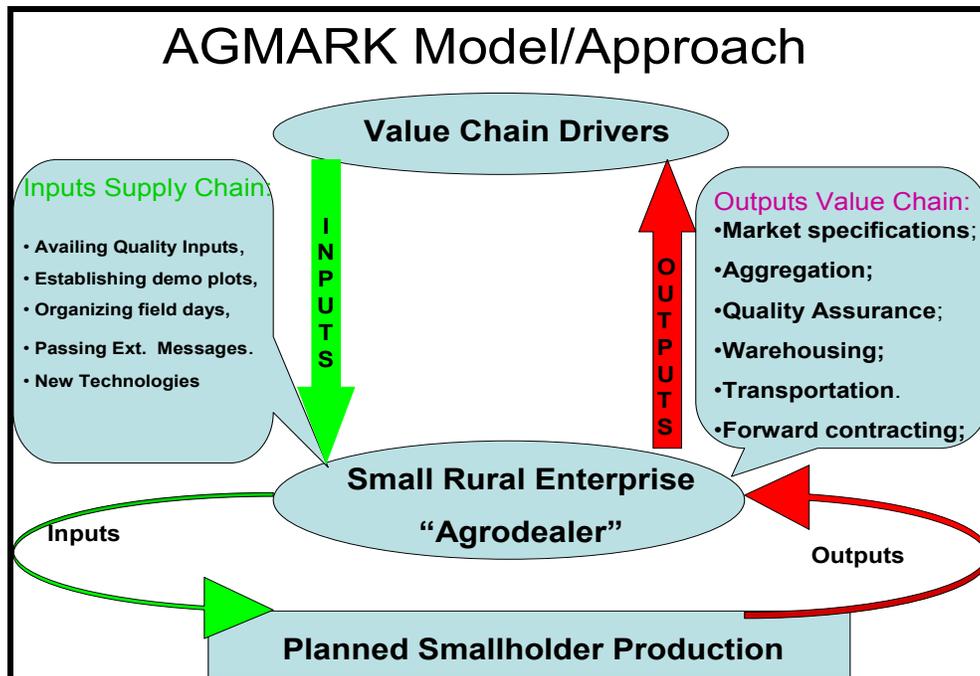
Agricultural Market Development Trust (AGMARK) is a regional is not-for-profit organization with headquarters in Nairobi.

AGMARK has specialized in programs that facilitate smallholder farmers to access inputs and technologies for increased production and output markets for surplus production.

The objective is to improve incomes and food security of smallholder farmers by facilitating agricultural development in Africa through adoption of improved production technologies and effective output marketing in response to identified market opportunities. AGMARK works at the agrodealer level to establish these networks that serve farmers.

AGMARK has developed a unique agrodealer Model that support agrodealers to support agrodealers to engage in output marketing both as a service (to the small holders that they supply with inputs) and as a business to earn them additional revenue.

DIAGRAM 1: AGMARK OUTPUT MARKETING MODEL



SSMATI Project Summary

SSMATI was implemented for a period of 16 Months from January 2010 to May 2011. Initially the project had been planned as a one year project but there was a no cost extension to allow for completion of various activities.

The Main activities planned for and carried out by the project were:

- a) Survey of Agrodealers in the targeted Project districts in Uganda
- b) Training Commercial trainers on Grain Bulking and aggregation
- c) Training of Agrodealers on grain bulking and aggregation and cross boarder trade.
- d) Supporting agrodealers to establish and improve grain storage facilities through a matching investment facility.
- e) Linking agrodealers to grain buyers in Uganda, Kenya and Rwanda
- f) Training farmers on grain standards and Post Harvest Handling.

ACHIEVEMENTS

Activity 1: Launch

AGMARK and UNADA launched the project on 26th March 2010 in Kampala with an attendance of 27 participants drawn from NGOs, Alliance for A green Revolution in Africa(AGRA),East African Grain Council(EAGC),COMPETE- Uganda, Ministry of Agriculture and fisheries(MAAIAF),Ministry of Trade and industry(MTTI), Large Grain Buyers, AGMARK,UNADA and Agrodealer and farmer representatives.

The launch was to inform the various stakeholders of the objectives of the Project .

FIGURE 1: PRESENTATION BY MR. JOSEPH MWANGANGI AT THE LAUNCH



The key guest at the launch was a representative from the Government of Uganda through Ministry of Trade.

Others who addressed guests at the launch included (representative from COMPETE-Uganda gave the keynote address reminding grain producers that to get competitive prices than they must produce grain of the required standards) , AGRA, EAGC, UNADA and AGMARK.

Activity 2: Agrodealer Survey

Agrodealer survey into the areas of project's implementation was a key component of the Sustainable Smallholder Cross Border trade Integration (SSMATI) program. The agrodealer survey was to establish the base line data and other relevant information on the level of agrodealer to guide on strategies of project implementation. AGMARK has been using data collected from these surveys to plan the various interventions to build the capacity agrodealers in those regions.

The survey was carried out by AGMARK at the district level. A comprehensive questionnaire was developed for this purpose and interns were recruited and trained on administering the questionnaires on the identified agrodealers.

The survey was completed in the month of March 2011 in the districts of Bugiri, Bukwo, Bushenyi, Busia, Iganga, Isingiro, Kabale, Kamuli, Kamwenge, Kapchorwa, Kasese, Kisoro, Kumi, Manafwa, Mbale, Namutumba, Ntugamo, Pallisa, Sironko, Soroti and Tororo.

A comprehensive survey report highlighting the challenges facing agrodealers in making grain purchases from farmers was produced and shared with COMPETE.

TABLE 2: SUMMARY OF AGRODEALERS SURVEYED

No	District	NO. OF AGRODEALERS		
		Male	Female	Total
1	Bukwo	1		1
2	Bushenyi	2	2	4
3	Busia	1		1
4	Iganga	2		2
5	Isingiro	2		2
6	Kabale	2	1	3
7	Kamuli	2		2
8	Kamwenge	2	1	3
9	Kapchorwa	10		10
10	Kasese	1	2	3
11	Kisoro	5		5
12	Kumi	1		1
13	Manafwa	4		4
14	Mbale	8	1	9
15	Namutumba	1		1
16	Ntugamo	1		1

17	Pallisa	1		1
18	Sironko	8	1	9
19	Soroti	1		1
20	Tororo	4		4
		59	8	67

ACTIVITY 3: TRAINING

a) Development of Training Modules

AGMARK has developed six training modules on agrodealers to engage in grain bulking and aggregation. The modules were developed in 2009 and have been previously used to train agrodealers in Kenya. The Six modules are on:

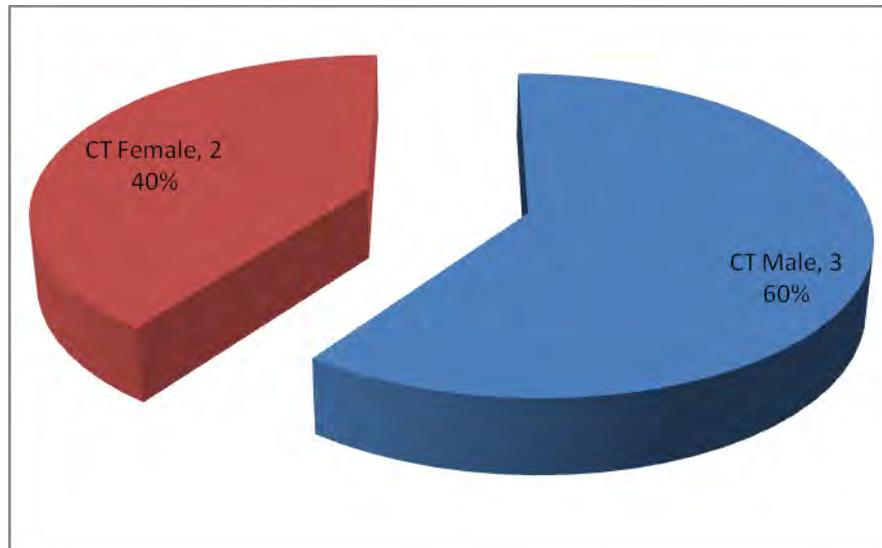
- i) Agricultural Marketing Costs and Margins
- ii) Introduction to Agricultural Output Marketing
- iii) Agricultural Marketing Intelligence
- iv) Cereals Bulking and Aggregation
- v) Warehouse Management
- vi) Grain Storage and Handling

b) Training of Trainers

A 5-day “Training of Trainers” course facilitated by AGMARK was conducted from 19th to 23rd April, 2010 at Hotel Olympia, Kampala Uganda. A total of 5 commercial trainers (3 M and 2F) were trained and certified by issuance of certificates of course completion. The objective was to utilize these trainers to train agrodealers on grain bulking. AGMARK has been engaging the use of commercial trainers to train agrodealers since 2003. This has proved to be sustainable since these trainers are private professionals and their fees are paid by the trainees. These trainers may be engaged as trainers well beyond the lifespan of the project.



PIE-CHART 1: CHART SHOWING GENDER OF PARTICIPANTS



c) Agrodealer Training in Grain Bulking

Training of agrodealers on grain bulking, storage and aggregation was a key activity of the project. 50 agrodealers were targeted for training in the project period.

FIGURE 3: COMPETE PROJECT COORDINATOR TRAINING AGRODEALERS AT A SENSITIZATION WORKSHOP



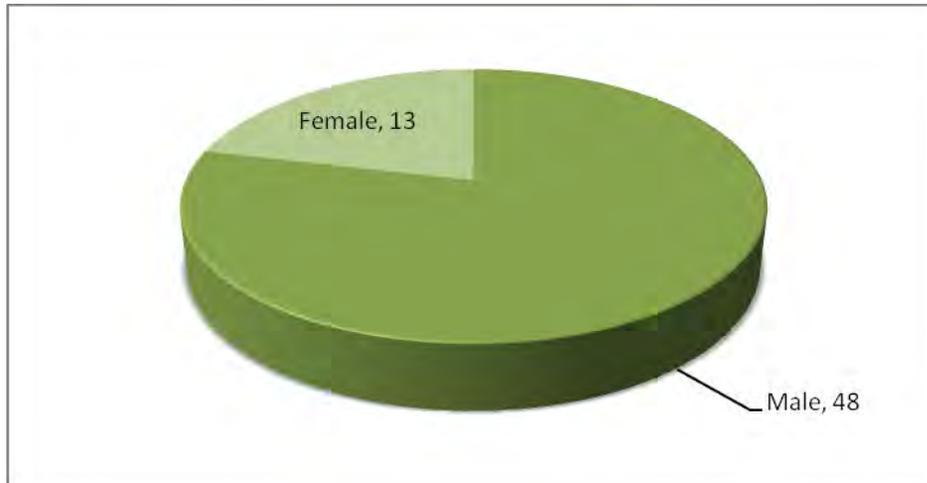
During the project implementation period a total of 4 sessions of training in Grain Bulking and Marketing were conducted for agrodealers from Manafwa, Sironko, Mbale, Kapchorwa and Musale districts in Eastern Uganda, agrodealers from Kabale, Kisoro, Kanungu and Isingiro districts in south western Uganda and agrodealers from Busia, Siaya and Bungoma districts in Kenya. A total of 61agrodealers were trained, 57(46M, 11F) agrodealers in South western and Eastern Uganda and 4(2M, 2F) in Western Kenya. The target of 50 agrodealers for the entire period was exceeded by 122%.

Large Grain Buyers were invited to talk to the agrodealers during these trainings.

TABLE 3: AGRODEALERS TRAINED IN OUTPUT MARKETING

INDICATOR	TARGET	ACTUAL	% Achieved
Number of agrodealer trained	50	61 (48M, 13F)	122

PIE-CHART 2: CHART SHOWING GENDER OF AGRODEALERS TRAINED



ACTIVITY 4; FARMER MEETINGS AND TRAININGS

Trainings were conducted for farmers who are located close to agrodealers these trainings were done in partnership with the agrodealers. The farmers were trained on the grain standards and post harvest handling.

a) Farmer Trainings in Uganda

Farmer trainings in Uganda were held for agrodealers from Kasese, Iganga, Mbale, Kaliro, Tororo, Manafwa, Kapchorwa, Mukono, Luuka, Sironko, Kabale Mubuku Irrigation Scheme, Kasese and Kisoro districts. A total of 2,915 farmers were trained on required quality and quantities of Maize and beans.

b) Farmer Trainings in Western Kenya

4 farmer training sessions were held for farmers in Siaya, Chwele, Teso, and Samia districts of Western Kenya. The main aim of these trainings was to educate farmers on post harvest handling and sensitization on the SSMATI project. These farmers are located around four Agrodealers, participating in SSMATI. A total of 192 (66M, 126F) farmers attended the trainings.

ACTIVITY 5; LINKAGES TO GRAIN BUYERS

The Objectives of the Meetings with Grain Buyers was to familiarize them with the SSMATI project and invite them to participate in the project activities. One of the Outputs of the SSMATI project is to have at least 2 large grain buyers purchasing grain from Agrodealers supported by the Project.

TABLE 4: TRADERS ATTENDING MEETING

No	Venue	Number of Buyers/Traders Attending the Meeting
1	Bungoma – Western Kenya	8
2	Kampala – Uganda	5
3	Kigali – Rwanda	12

FIGURE 4: PHOTO OF BUYERS ATTENDING MEETING



FIGURE 5: ALFRED NGUGI (LEFT), GENERAL MANAGER SAVANNAH COMMODITIES (KAMPALA) BRIEFS SSMATI COORDINATOR ON ACTIVITIES OF THE FIRM



ACTIVITY 6; TRADE FAIR / EXHIBITION

One of the strategies used by SSMATI in educating farmers on grain was through the use of trade fairs and exhibitions

During the project period, Eastern Africa Grain Council organized a 2-day exhibition sponsored by USAID COMPETE and WFP from at Nyakasanga stadium in Kasese district, Uganda. 15 exhibitors, including UNADA/AGMARK/SSMATI, UN-WFP, EAGC, Housing finance bank, Coronet Group, Opportunity Uganda, FEIL, FICA seeds, Afrokai, ACE Audit control and expertise, Lira farm Centre and Nyakatonzi warehouse among others participating.

A total of about 1,500 farmers from districts of Kasese Kabalore Kamwenge and Bundibujjo attended the exhibition; the farmers were sensitized on SSMATI at the exhibition.

Another agribusiness trade fair by East African Grain Council Fair was held in Nakuru at Rift valley Institute of Science and Technology in Nakuru district, Kenya three (3) days. AGMARK participated in the trade fair

A total 404(262M, 142F) farmers and 5 agro dealers participated in the exercise. AGMARK used the trade fair to promote activities of SSMATI

FIGURE 6: RICHARD MULONDO, ASSISTANT COORDINATOR (SSMATI WESTERN REGION)



Linkages Established at Exhibition:

SSMATI APC met Mr. Chris Kaijuka, managing director FICA Seed and Afrokai. His company Afrokai buys barley and white sorghum from contract farmers from east Uganda at set prices respectively on behalf of Nile Breweries for the malting plant in Jinja. Afrokai, is willing to buy the grains from agrodealers if they meet all the quality standards for the international market.

ACTIVITY 7: CONTRACTS SIGNED

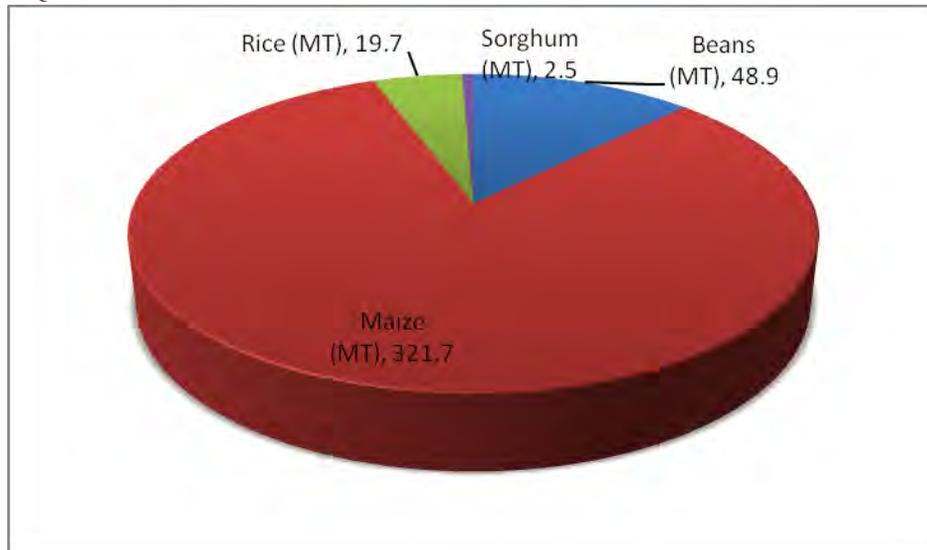
a) Contracts signed between farmers and agrodealers;

During the project period, 10 agrodealers from Buyaga, kapchorwa, Manafwa, Isingiro, Siaya, kasese and Bungoma signed contracts with farmers to supply them with grains, a total of 6,126 farmers supplied 48.9MT of beans, 19.7MT of Rice, 2,5MT of Sorghum and 321MT of Maize to these agrodealers

TABLE 5: SHOWING CONTRACTS SIGNED BETWEEN FARMERS AND AGRODEALERS

no	Name of Agrodealer Shop	District	Farmers	Type of Grain	Qty Supplied in MT
1	Friends Agro-Input Dealers	Buyaga	537	Maize	17.8
				Beans	2
2	Kaserem ACE	Kapchorwa	22	Maize	34.7
				Beans	40.4
3	Bukusu ACE	Manafwa	15	Maize	8
				Beans	4.5
				Sunflower	2.5
4	Manyakabi ACE	Isingiro	444	Maize	200.5
5	Marenyo Cereal Bank	Siaya	5,000	Maize	2.7
6	New Farm Supply	Kasese	9	Rice	4.7
7	Mubuku Farmers Stores	Kasese	3	Rice	15
				Maize	2
				Beans	2
8	United Farm Supply	Kasese	5	Maize	20
9	Rwenzori Agric. Devt. Centre	Kasese	4	Maize	36
10	Elgon farmers	Bungoma	87	Maize	
			6,126		392.8

PIE-CHART 3: QUANTITIES OF GRAINS BOUGHT BY AGRODEALERS FROM FARMERS ON CONTRACT



b) Contracts signed between buyers and agrodealers;

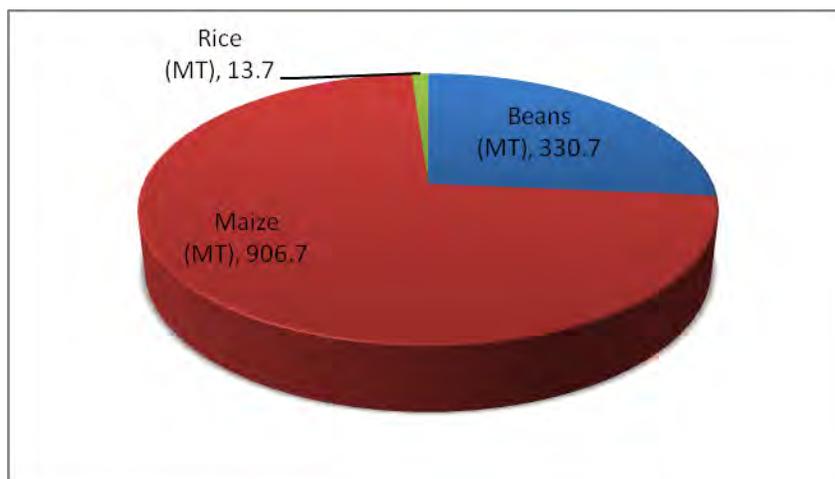
A total of 9 buyers (World Food Program, Chahi Innovation Platform, FICA, K. Joseph, Nyakatozi Growers, Rwenzori Farmers Stores, Walyaula Michael, Elgon farmers and Abraham Ririrr) signed contracts with 27 agrodealers who have so far supplied them with 906.7MT of Maize, 13.7MT of Rice and 330.7MT of Beans

TABLE 6: SHOWING CONTRACTS SIGNED BETWEEN BUYERS AND AGRODEALERS

No	Name of Agrodealer	District	Name of Buyer (s)	Type of Grain	Qty Supplied in MT
1	Friends Agro-Input Dealers	Buyaga	Abraham Ririr (Sudan)	Maize	18.7
2	Manyakabi ACE	Isingiro	World Food Program	Maize	200
3	Bukanga ACE	Jinja	World Food Program	Maize	150
4	Marenyo Cereal Bank	Siaya	World Food Program	Maize	450
				Beans	325.7
5	Friends Agro-Input Dealers	Buyaga	Walyaula Michael	Maize	40
6	Grabrelly	Ntungamo	K. Joseph	Beans	3
				Maize	2
7	Kains Consultants	Kisoro	Chahi Innovation Platform	Maize	1
8	New farm Supply	Kasese	FICA	Rice	3.7
9	Mubuku	Kasese	FICA	Rice	10
				Beans	2

10	United Farm Supply	Kasese	Nyakatozi Growers	Maize	10
11	Rwenzori Agric. Devt. Centre	Kasese	Rwenzori Farmers Stores	Maize	35
12	16-ADs in Uganda	Bungoma	Elgon Farmers*	Maize	

PIE-CHART 4: QUANTITIES OF GRAINS BOUGHT BY BUYERS UNDER CONTRACT FROM AGRODEALERS



ACTIVITY 8: MATCHING INVESTMENTS

Matching Investment is a key intervention tool whose objective is to stimulate investment, commercialize informal businesses; buy-down the cost of modern technology and enhance the effectiveness of the business. Matching investment was designed to support agrodealers who were engaging in grain bulking. It is called a matching investment because the agrodealer also provides a match to the support they receive.

This facility was used to support grain bulking units such as minor renovation of storage facilities and procurement of warehousing equipments e.g moisture meters, weighing scales, tarpaulins, sieves e.t.c to reduce on losses due spillage, poor shelling and threshing, poor drying, pest damages and poor storage facilities that lower the quality and quantity of grains leading to minimal profits.

AGMARK developed a policies and procedures Manual for the Matching investment facility. The manual was shared with COMPETE before implementation of this facility.

TABLE 7: MATCHING INVESTMENT ALLOCATION

No	Region	Male	SSMATI Amount in US\$	Match Amount in US\$	Female	SSMATI Amount in US\$	Match Amount in US\$
1	Eastern Uganda	9	36,953.90	36,953.90	1	4,598.20	4,598.20
2	Western Uganda	6	14,201.00	14,201.00	5	12,350.00	12,350.00
3	Western Kenya	2	6,808.00	6,808.00	2	10,213.00	10,213.00

(Eastern Uganda-9M, 1 F; Western Uganda-6M, 5F; and Kenya-2M, 2F) Agrodealers from Kenya, Western and Eastern Uganda were approved. A total of \$85,124 was approved and Letters of Award signed by the agrodealers. The funds will go towards improvement of stores and purchase of Equipment i.e. Tarpaulines, Moisture Testing Meters, Floor Pallets, Weighing Scales, Sealing Equipment and Sacks.

These agrodealers are from Bulambuli, Isingiro, Kabale, Kamwenge, Kanungu, Kasese, Kisoro, Ntungamo, Kapchorwa, Sironko, Iganga, Mukono and Manafwa districts in Eastern and Western Uganda and Busia, Bungma, Siaya and Samia districts in Kenya. Of the total Matching investment amount of US\$ 85,124, US\$ 17,021 is for investments for a total of 4 Kenyan agrodealers while 68,103 is for Uganda agrodealers.

TABLE 8: AGRODEALERS BENEFITING FROM MATCHING INVESTMENT PROGRAM

No	Enterprise name	District	Region	COMPETE amount	Match amount
1	Bukanga ACE Ltd	Luuka, Jinja	Eastern	2,725.00	2,725.00
2	Kaserem ACE	Kapchorwa	Eastern	2,725.00	2,725.00
3	Bukusu ACE	Manafwa	Eastern	2,725.00	2,725.00
4	Nama Ltd	Mukono	Eastern	2,725.00	2,725.00
5	Tegeres ACE Ltd	Kapchorwa	Eastern	2,725.00	2,725.00
6	Farmers' Pride Agencies	Sironko	Eastern	2,725.00	2,725.00
7	Nakalama ACE Ltd	Iganga	Eastern	2,725.00	2,725.00
8	Sukuye ACE	Manafwa	Eastern	2,725.00	3,420.00
9	Bunambutye ACE	Bulambuli	Eastern	2,725.00	3,862.00
10	Munyakabi ACE	Isingiro	Western	2,625.00	2,625.00
11	Mubuku Farmers Store	Kasese	Western	2,625.00	2,625.00
12	United Farm Supply Dealers	Kasese	Western	2,625.00	2,625.00
13	Byuvuhore Traders Assoc.	Kisoro	Western	2,625.00	2,625.00
14	Grabrally Farm Supply Shop	Ntungamo	Western	2,625.00	2,625.00
15	Ruwenzori Agric. Devt. Centre	Kasese	Western	2,625.00	2,625.00
16	Kihihi Farm Ent LTD	Kanungu	Western	2,625.00	2,625.00

17	Agrima Uganda LTD	Kabale	Western	2,625.00	2,625.00
18	New Farm Supply Shop	Kasese	Western	2,625.00	2,625.00
19	Kains Consultants Ltd.	Kisoro	Western	2,625.00	2,625.00
20	Godwin Agro-Input	Kamwenge	Western	2,625.00	2,625.00
21	Friends Agro-Input dealers	Sironko	Western	2,725.00	2,725.00
22	Elgon Farmers Centre	Bungoma	Kenya	3,744.00	5,365.00
23	Rab Agrovet	Samia	Kenya	3,354.00	4,700.00
24	Akukuranut Dev Trust	Busia	Kenya	2,449.00	3,641.00
25	Marenyo Cereal Bank	Siaya	Kenya	1,545.00	2,782.00

Agrodealers from Uganda bulked a total of 2,220MT of grains; 1,767MT were sold to traders across the borders, other millers and households within Uganda households; these grains were sold to the agrodealers by a total of 7,887smallholder farmers..

In Kenya, the four agrodealers bulked a total of 3,775MT of grains and sold 280MT; farmers benefiting from the program were 6,371

FIGURE 7: MARENYO CEREAL BANK FARMERS DISPLAYS GUNNY BAGS AND SIEVES AWARDED TO THEM UNDER THE MATCHING INVESTMENT PROGRAM



FIGURE 8: MOSES AND THE WIFE; OWNERS OF BUNAMBUYE ACE FROM EASTERN UGANDA RECEIVING A WEIGHING SCALE; ALSO IN PICTURE IS DANIEL SENDI; OWNER OF FRIENDS AGRO-INPUT DEALERS WHO ALSO RECEIVED A SCALE



Challenges Faced on Matching Investments

The Project experienced challenges relating to clearance of equipment sourced in Kenya destined for agrodealers in Uganda.

All the suppliers of grain bulking equipment are based in Kenya. Equipment was therefore sourced in Kenya to be delivered in Uganda. This proved to be a big challenge with most of the equipment being delayed at the Kenya – Uganda border for days on end. To complicate matters further, some of the boarder customs officials were unsure as to the rate of duty to charge on the equipment. Consequently USD 29,597.00 meant to buy equipment was not utilized.

ACTIVITY 9: CROSS-BORDER SALES

During the project period, 376.5MT of grains bulked by agrodealers were sold across the border between Uganda-Kenya, Uganda Rwanda and Sudan-Uganda

TABLE 9: TABLE SHOWING CROSS BORDER SALES

Name of Enterprise	Type of Grain	Volume sold in MT	Buyer
Bukusu ACE	Maize	0.5	Across Busia Border
Byuvuhore traders Assoc	Maize	17.5	Across Rwanda Border
Friends Agro-Input Dealers	Maize	11.1	Sudanese Border
Byuvuhore traders Assoc	Maize	20	Rwanda Border
Ntungamo	Beans	3	Across Kenya-Uganda
Sironko	Maize	36	Across Kenya-Uganda
Kabale	Beans	0.5	Rwanda-Uganda (katuna)
Kabale	Sorghum	5	Rwanda-Uganda
Kisoro	Sorghum	350	Rwanda-Uganda (Chanika)
Kisoro	Maize	21	Rwanda-Uganda

ACTIVITY 10: CREDIT TO AGRODEALERS

2 Agrodealers (1 from Kenya and the other from Uganda) have received loans to expand their businesses and buy grains for their shop; The Kenya dealer from Bungoma district took loan worth US\$ 25,641 while the Uganda dealer from Bulambili district took loan worth US\$ 2,232

TABLE 10: CREDIT ISSUED TO AGRODEALERS

No	Name of Agrodealer	Name of Agrodealer Shop	District	Value of Loan in US\$	Value of Loan in US\$	Purpose
1	Washole Daniel Sendi	Friends Agro-Input Dealer	Bulambili	Centenary Bank	\$ 2,232	Business Expansion
2	Evelyn Wunyera	Elgon Farmers Store	Bungoma	Eco-Bank	\$ 25,641	Purchase of Grains

ACTIVITY 11; PARTNER VISITS

The project drew interest from several partners and stakeholders both locally and internationally. During the course of implementation some of these partners visited some of the project sites in Kenya and Uganda.

a) Visit to CGA in Transmara

A team from CGA, USAID-COMPETE, AGRA, WFP, AGMARK and ACDI/VOCA visited smallholder farmer groups involved in Grain bulking in Trans-Mara. CGA was implementing the smallholder farmer grain bulking project in Transmara with funding from USAID-COMPETE. AGMARK was looking to learn from the CGA activities in the region. Areas visited were Romosha, Angatta Barriokoi and Angatta Keiyan.

FIGURE 9: A FARMER LEADER WEIGHING BAGS OF MAIZE AT COLLECTION SITE IN ANGATTA KEIYAN



b) Visit by COMPETE team

In the month of August 2010, 2 staff from COMPETE (Isaac Tallam and Winnie Gecaga) together with Martin (New Coordinator for WFP – P4P Project) visited AGMARK activities in Western Kenya. They held discussions with AGMARK staff involved in the SSMATI and WFP projects in the region. They also visited with a total of 9 dealers who have been trained in output marketing and are currently bulking grain.

Agrodealers visited were Marenyo Cereal Bank (Siaya), Rabs Agrovet (Busia), Akukuranut Development Trust (Teso), Elgon Farmers (Lugari), Lugari Stores (Lugari), Bungoma Chemist (Bungoma) Chebukwa Agrovet (Bungoma) Wayside Agrovet (Bungoma).

c) Visit by US Ambassador to Rome Based Agencies

The US ambassador to Rome based agencies ambassador Ettharin Cousin made a one day visits to AGMARK in Kisumu and visited Marenyo Cereal Bank, one of the agrodealers successfully procuring grain from smallholder farmers and supplying to WFP.

The Ambassador was accompanied by a high ranking delegation from the US embassy in Kenya, WFP Kenya program and the COMPETE Project. Those in the team included the Deputy ambassador to the US mission in Kenya (Mr Lee Brudvig), Senior Development Advisor to the united stated (Frankline Moore – Based in Rome), Director of Agriculture Business and Environment – USAID Kenya Office (Mr. Mervyn Faroe) the WFP Kenya Country Director (Mr. Burkard Oberle), P4P Kenya Country Director (Martin Kabualaga) Assistant Director of Agriculture in the Ministry of Agriculture (Mr. Hudson Agessa) two COMPETE staff (Steven Humpreys and Issac Tallam) and AGMARK country Director (James Mutonyi), Equity Bank general Manager (Esther Muiruri)

The ambassador and the team was shown some of the equipment that had been procured for the agrodealer through the COMPETE project. She was impressed by the level of professionalism by the agrodealers saying that access to markets was key in fighting poverty.

She later addressed the press. The event was covered extensively by KTN on its prime time news.

FIGURE 9: US AMBASSADOR TO ROME VISIT AT MARENYO CEREAL BANK



d) COMPETE M&E Team Visit

The Monitoring and Evaluation team of Vincent Kaabunga and Faith Kaari of USAID-COMPETE visited the Project team in Kampala. They also visited and held with Annete Kiiza, a SSMATI Commercial Trainer based in Fort portal Western Uganda.

The M&E team also made a 2-day visit to 5- Agrodealers (Project supported) in Western Uganda. The team noted the innovations being put in place, new stores being opened and the warehouse receipt system (WRS) some Agrodealers are using at Nyakatonzi Warehouse in Kasese.

One of the agrodealers visited by the team was Manyakabi Area Cooperative Enterprise store in Isingiro, western Uganda that has already been renovated with funding from the project.

FIGURE 10: MONITORING AND EVALUATION TEAM AND THE AGRODEALER



ACTIVITY 12; END OF PROJECT EVALUATION

An evaluation was conducted for the project by a team of consultants from SMAED (Small Medium Agribusiness Enterprise Development Services), the evaluation covered Programme preparation and design, relevance, efficiency, effectiveness, outcomes and impacts, sustainability/reliability of the project. The team visited with the project's operational areas in Kenya, Eastern and Western Uganda in the districts of Bukwo, Bushenyi, Busia, Iganga, Isingiro, Kabale, Kamuli, Kamwenge, Kapchorwa, Kasese, Kisoro, Kumi, Manafwa, Mbale, Namutumba, Ntungamo, Pallisa, Sironko, Soroti and Tororo districts.

FIGURE 11: FOCUS GROUP DISCUSSION WITH SOME OF THE FARMERS DURING DATA COLLECTION



An evaluation Workshop was conducted on 26th May 2011 at the Tribe hotel, Village Market, Nairobi. A total of 20 people attended the workshop. It had representations from WFP, USAID COMPETE, Smart Logistics, Inyange Industries Rwanda, IFDC, Equity Bank, Agrodealers and AGMARK staff.

SMAED (Small Medium Agribusiness Enterprise Development Services), conducted the evaluation from March 2011, and made the findings before the group. Some of the finding and issues arising from the evaluation included:

- a) The AGMARK agrodealer Model is relevant in connecting farmers to structured grain markets
- b) The Project had succeeded in engaging agrodealers to purchase grain from farmers – that grain aggregation at agrodealer level is important as it provides a market for farmers and an income for agrodealers.
- c) Training of agrodealers and small holder farmers is equally important for improved grain standards
- d) There is strong evidence of agrodealer sales across the borders. Agrodealer can engage in cross border trade if properly facilitated
- e) The project period was relatively short for this type of project – a longer project implementation period would have shown more conclusive results.

A key recommendation from the evaluation was that the Project period was too short and that more time was needed to make conclusive results. A project of this nature needed at least three years to measure impact taking into consideration that grain in most parts of the region is a one or two season crop. Many of the agrodealers who had been supported had yet to begin to bulk grain and it was therefore not possible to know whether or not these enterprises would be successful.

It was further recommended by the consulting team that AGMARK be facilitated for a period of at least 6 months to monitor and collect data from agrodealers who had been supported by the project and were yet to begin bulking grain. The period between August and September 2011 would be the crucial period to monitor agrodealer grain sales as this was the peak grain harvest period in most parts of Uganda.

A comprehensive evaluation report was produced and shared with COMPETE.

PROJECT MANAGEMENT

a) Staffing

The project was managed by a full time AGMARK project manager based in Kisumu. There were two project officers based in Uganda and a project accountant based at the AGMARK head office in Nairobi. The four were full time staff members.

Overall Project management oversight was provided by the AGMARK country Director based in Nairobi. Financial Management and issues relating to compliance were managed by AGMARK finance and administration Manager who supervised the Project Accountant.

AGMARK utilized other staff on a time sharing basis, these included the an agricultural services coordinator based in Bungoma (Kenya) , and M&E officer based in Kisumu and a Project assistant also based in Kisumu. AGMARK also used the services of interns and temporary staff on short term assignments such as data collection.

b) External Audit

An external audit of the program was carried out and the Audit report shared with COMPETE

c) Reporting and Data Management

AGMARK Prepared and submitted monthly and quarterly reports to COMPETE, these reports highlighted the main activities of the project for each reporting period. A Comprehensive PMP (Performance Management Plan) and MIT (Matching Investment Tracker) were established at the beginning of the project and used as monitoring tools throughout the project period. Both the PMP and MIT have been annexed to this report. Data collected was managed from a central AGMARK data base in Kisumu.

CHALLENGES FACED

Some of the challenges faced during the implementation of the project include:

- a) The number of agrodealers targeted to benefit from the project was very small relative to the large numbers of agrodealers in the region. The project targeted only 50 agrodealers in a region with more than 800 agrodealers. Selecting which agrodealers to support proved quite a challenge.
- b) AGMARK is experienced in implementing matching investment programs in Kenya. But implementing of the same in Uganda proved to be a big challenge. The understanding of the matching investment concept and the need to fulfill various milestones by targeted agrodealers was quite challenging. This resulted in big delays and at times some of the applications had to be cancelled.
- c) There was also a big problem faced in procurement and delivery of grain bulking equipment to Ugandan Agrodealers. Most equipment was sourced in Nairobi but there were several complications in moving the equipment across the border into Uganda. Customs officials at the borders were unsure on what duty was to be charged on some of the equipment. This resulted in very long delays. As at the end of the project period, 12 agrodealers were yet to begin grain bulking as they had only just received equipment. 29,000 USD ear marked for the equipment was unspent.
- d) The project was based in Uganda but managed from Kenya. This brought about some administrative delays including delays in transfers of funds from Kenya to Uganda for project activities. The travel costs were also rather high due to the frequent travel between Kenya and Uganda and AGMARK twice had to seek clearance from COMPETE to increase travel budgets.
- e) Political tensions in Uganda prior to and after the general elections of February 2011 brought about delays in implementing project activities. Project staffs were unable to travel due to violence and insecurity in parts of the Country.

LESSONS LEARNT

1. Indeed Agro dealers have realized there is a new business opportunity in grain bulking and output marketing. We observed a lot of interest in output marketing as it was evident of the large turnout in the Agrodealers in various training and meetings.
2. Realization of the Agrodealers that there exists opportunities in trading across the border, the trading expanded up to Southern Sudan. More Agrodealers are engaging new buyers across the borders.
3. New Grain stores were opened and improved to meet the prevailing grain requirements. We noted that Agro dealers Especially in Uganda opened Grain stores and ventured in grain business for the first time, after SSMATI sensitization and training.
4. Realization of sustainable business relationship with WFP ,Some agrodealers utilized the equipments to support some farmers adhere to quality at farm level we noted increased acreages under grain production and expansion of grain storage facilities in anticipation of ready market by WFP i.e hiring of National Cereals and Produce Board Warehouses in Bungoma and Yala areas of Western Kenya.
5. Education of farmers indeed offered an opportunity for grain marketing. More informed farmers will reduce the cost of handling grain at the Agrodealer. Quality grain attracts competitive price.
6. There is need to educate more farmers on quality requirements including post harvest handling of grains and expand participation of more Agrodealers involved in the project.

THE WAY FORWARD

AGMARK will be seeking for additional funds to monitor agrodealers supported by the project. Some of these agrodealers had not recorded and grain sales having only received equipment towards the end of the project period. The main grain period will be between the months of August to November and this would be an opportune time to gauge whether these enterprises would succeed.

ANNEXES

Two success stories from the project are annexed below.

Elgon Farmers (Evelyn Wunyera)

Taking the next step: output marketing and cross border trade



Everlyne Wanyera is an agrodealer and progressive entrepreneur who continues to grow. In 2009, she decided to expand her business Elgon farmers by taking advantage of the output marketing business opportunity provided by AGMARK. She applied for an enterprise matching grant to setup a maize milling facility, which would increase her income and provide opportunities to smallholder farmers in Chwele, Bungoma County.

For her, building a successful business meant not only earning a living but also improving food consumption in Bungoma county and beyond. It therefore comes as no surprise when she is constantly adding something new to her business which gives the impression of a forward looking business.

Everlyne is a beneficiary of SSMATI (Sustainable Smallholder Cross Border Trade Integration Project) a one year project running from January 2010 to January 2011 implemented by AGMARK with funding from USAID COMPETE. The Objective of the project was to support increase of cross boarder trade in grain across the Kenya- Uganda and the Uganda-Rwanda borders through agrodealers.

Despite joining SSMATI in late November, she has managed to purchase grain from over 70 farmers and farmer groups from Chwele, Swam, Kapchoro, Mbale and Bugiri. In addition, between November and December volumes of business transacted across borders amounted to Kshs.2.7 million.

Through SSMATI she got additional support from AGMARK which trained her and helped with equipment, tools and materials such as: Gunny bags, Moisture meters, sieves, Stitching machines, and renovation. She in turn purchased cereals from smallholder producers and was linked to Grain Markets, Large Buyers and Traders. Cross border trade has seen sales go up with significant volumes of business transacted between November and May 2011 amounting to millions. Total project revenue cost 3.2 million while her Total sales were 4.1 million. This is solely due to effective business networking.

41 year old Everlyne has been able to create a link with individuals who, through trust and relationship building, become walking, talking advertisements for one another. She has a mutual agreement with traders in Uganda to supply fertilizer. Through NAADS a Ugandan government initiative, Evelyn received a tender to supply maize and fertilizer. In March 2011, she supplied Maize worth Kshs.7.5 million, D.A.P worth Kshs.1.9 million and C.A.N worth Kshs. 625,000

'I opened the agrovets with the objective of tapping into the potential agricultural market, as well as helping the small holder farmers in this area who have had serious problems accessing and affording farm inputs. With SSMATI, this provides yet another opportunity to farmers to earn a living' she adds.

However the project has had its challenges, since agrodealers in Uganda also have other business ventures, they only focus on grains whenever there is demand. In addition Maize is not a staple food in the region therefore demand is relatively low.

According to the County Director of AGMARK James Mutonyi, 'The period allocated for the project took a relatively short time to effectively assess the impact. A period of between four to five years time is needed to also train farmers in cross border trade.' He however states that during the period agrodealers have been trained on cross border trade.

Smallholder farmer benefiting from the project:



Moses Chemiati is a smallholder farmer in Bungoma County, each season he gets an average of 18-20 bags of maize from his 2 acre piece of land. Mr. Chemiati is a member of Khasinga self help farmer group which combines efforts and sell surplus produce from their farm to Elgon farmers. This season, the farmer group sold 59 bags of maize valued at Kshs.106,200. Out of the 59 bags, Moses a 42 year old father of five, sold 10 of his bags to Everlyne Wanyera.

However challenges he faces as an individual cannot be ignored. During harvest, the rain tends to spoil grain. He also incurs extra costs when he has to rent out a piece of land to cultivate. He however constantly seeks advice from Everlyne Wanyera on how to deal with such challenges. Everlyne has been trained by AGMARK on post grain handling as well as other courses that continue to help her relate well with her customers.

Reba Wafula is yet another farmer who purchases her inputs from Elgon farmers. She is a mother of 7 and grandmother. She owns $\frac{1}{2}$ an acre of land where she plants Maize and vegetables. She buys her inputs from Elgon farmers. However she uses animal manure for her crops which produces low yields. It is farmers such as these that Everlyn continues to educate about the importance of fertilizers which in turn produce quality seeds.

Next season she hopes to sell seeds to Everlyn that can hopefully be sold to farmers and traders in Uganda.

Roselyn Wesonga (Rabs Agrovet)

Cross border trade helps Framers in Kenya during food shortage



Rose Wesonga is a mother and primary school teacher at Sibale Primary in Funyula. However with the increase in cost of living in 2001, she set up Rabs Agrovet in Samia market, Busia County to help supplement her income.

Mrs. Wesonga is a beneficiary of SSMATI (Sustainable Smallholder Cross Border Trade Integration Project) a one year project running from January 2010 to January 2011 with a no cost extension period to May 2011 funded by COMPETE.

This initiative is implemented by AGMARK which seeks to expand the incomes of Rural African farmers by improving their access to markets for surplus grain produced. Matching investments to support these activities is a key component of the AGMARK program.

In Kenya cross border trade was timely. This is especially due to the fact that there was a shortage of maize grain in the country late last year. This prompted Rabs Agrovet to seek an alternative market in Uganda and purchase grain in Mbale, Tororo and Busia for their customers in Kenya at affordable prices. In January 2011, she purchased 330 bags worth Kshs. 525,000.

With inflation continually on the rise and sensitivity to drought and other natural effects on agriculture, cross border trade is a positive step needed to take to broaden Kenya's economic base. In January 2011 the price of a 90kg bag of maize was valued at Kshs.1900 in Kenya while in Uganda it was Kshs.1100 which made business sense to purchase from Uganda.

Benefits of the project provide agrodealers such as Rose Wesonga access to agricultural products in Uganda which has improved cash flow. However, border logistics often see her incur extra costs. In addition, the need to develop a more streamlined and secure system to manage regular trade volume but Kenya and Uganda cannot be ignored.

Through SSMATI, Rabs agrovet has obtained increased sales with the total revenue which cost Kshs. 600,000 and sales Kshs. 826,690 between November 2010 and May 2011.

Cross border trade has seen agrodealers such as Rose face challenges such as Transport which is needed to get the grain to her agrovet. This means she needs to incur extra costs as she is transporting grain as well as pay a fee at the border.

In addition since Maize from Uganda is not planted using improved seeds and fertilizer, the grain is relatively smaller than what is available in Kenya and therefore demand is not as high as in Kenya. It is therefore recommended that training is provided to farmers to improve the quality of grain produced in Uganda.

Smallholder farmer benefiting from the project:



25 Year old Tito Obra is a young enterprising man. He and his family often buy improved inputs and fertilizer from Rabs agrovet. Last season he harvested about 22 bags of maize. Tito has created synergies with Rabs agrovet as he sells surplus maize to them for both local and cross border consumption. This season he sold 5 bags of maize valued at Kshs. 16,500. The bumper harvest they got from their 3 acre farm meant that they were not affected by food shortage. Rabs agrovet have also formed synergies with locals and buy grain from smallholder farmers, where she sells between 10-25 bags of maize a week to school feeding projects.

'I first heard about cross border trade from Rose Wesonga and now confident that I will have a ready market from the surplus grain that I sell. I know that maize in Uganda is different from Kenya's mainly because they do not use improved inputs and fertilizer. This creates an opportunity for us to sell our maize to Uganda.' Says an elated Obra According to Maryanne Wesonga a worker at Rabs Agrovet, locals in the area are yet to familiarize themselves with maize from Uganda. This is mainly because the variety is much different from what is available in Kenya. In April we stocked about 100 bags from Uganda which took us about 3 weeks to sell on the contrary 100 bags of Maize from Kenya would take a week to sell.

It is projects situations such as SSMATI that continue to help smallholder farmers such as Obra to access ready markets. However training on cross border trade is needed to enlighten the farmers on policies and adequate ways which can help them effectively tap markets beyond Kenya.

SSMATI PICTORIAL



FIGURE 12: *MR. JAME BIRAKWATE OF KIHIFI IN KANUNGU IN HIS STORE THAT NEEDS TO BE RENOVATED TO BE ABLE TO BULK GRAIN THAT WILL MEET THE QUALITY STANDARDS THAT THE MARKET REQUIRES. THE STORE LACKS PALLETS*



FIGURE 13: *MRS. GRACE TUKAHIRWA OF RUBARE IN NTUNGAMO WHILE OPENING HER STORE THAT NEEDS TO BE RENOVATED TO BE ABLE TO BULK GRAIN THAT WILL MEET THE QUALITY STANDARDS THAT THE MARKET REQUIRES, THE WOODEN DOOR SHOULD BE REPLACED WITH A METALLIC*



FIGURE 14: *MRS. PERUTH AGUMISIRIZA OF KABALE MUNICIPALITY IN KABALE WHILE OPENING HER STORE THAT NEEDS TO BE RENOVATED TO BE ABLE TO BULK GRAIN THAT WILL MEET THE QUALITY STANDARDS THAT THE MARKET REQUIRES, THE STORE LACKS PALLETS AND THE STILL HAVE TO BE WORKED ON*



FIGURE 15: *MR. THEMBO WILFRED WHILE MAKING A PRESENTATION DURING THE EAGC GRAIN BUSINESS FORUM AT HOTEL MARGARET IN KASESE, THAT WAS ALSO ATTENDED BY SOME AGRO DEALERS INVOLVED THE SSMATI PROJECT*



FIGURE 16: *SSMATI PROGRAM COORDINATOR EXPLAINING TO AGRODEALER THE LETTER OF AWARD*



FIGURE 17: *AGRO DEALERS AT THE SSMATI PROJECT OFFICE IN MBARARA, SIGNING SSMATI LETTER OF AWARD*