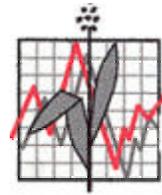




IITA



CMIS



Micro- MIS Project

Funded by CTA

First Progress Report

September - December 2000

Compiled by: G. Okoboi and S. Ferris

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Summary

In the first quarter, the Micro-MIS project was mainly engaged in the project establishment activities. The report details activities that included hiring of five staff and training them, acquiring of office and field equipment and the preliminary surveys to select the appropriate monitoring sites.

The new Micro-MIS staffs have undergone a rigorous training by Peter Robbins of CMIS. The training was aimed at equipping the staff with data collection, documentation, analysis and dissemination tools and to further to enrich the staff of their understanding of the importance market information services to the people and the country at large.

The report highlights the basis of this project and why it is crucial to the government of Uganda's efforts to modernise agriculture and how the project has been designed to be fully PMA compatible according to the new government of Uganda decentralisation process. Over 80% of Uganda's economy depends on agriculture and any effort to improve this sector directly touches on almost the entire population.

Data collection from the pilot sites has started and is being analysed at the Information Processing Centre (IPC), Kampala. The report presents the survey form that is being used to collect the data and the data that we are receiving from the field.

Collection, documentation and analysis of data is an important function of MIS, however, dissemination of market information is the most fundamental of all. Timely and accurate market information should reach the target beneficiaries with minimum delay. This guides the beneficiaries to make informed decisions. Therefore this report further draws attention to the likely costs of financing some radio broadcasts against the available funds.

There are various methods of dissemination of market information in the country, which include the use of radio, newspaper, notice boards, telephones, etc. of all these, the project has singled out the use of local FM radio stations as the most appropriate way of delivering market information right to the homes of millions of farmers, traders and consumers in this country. These local FM radios mainly broadcast in local languages that are easily understood by the majority population. Thus their choice can be easily appreciated.

As the project entrenches further in its phase of implementation, there is need to put in place a robust monitoring and evaluation system as a one step to check and advise on progress and course of the project. The Micro-MIS project is the first of its kind to be implementing the government of Uganda PMA directive of adopting a decentralised, flexible information system bringing on board all the main stakeholders. Therefore the success of this project is crucial for future replication as a model for the success of the PMA. And success hinges on putting up a robust monitoring and evaluation system for this project as soon as possible.

Introduction

The Micro-Market Information Service (Micro-MIS) is a pilot project that aims to address the market information needs of small-scale farmers, traders, processors and consumers in selected districts of Uganda. In Uganda it is estimated that up to 80% of the population subsists on the land and virtually all of the national food production depends on small-scale farmers. Small-scale actors also handle marketing and processing of this produce. In the past Government support to this sector was relatively strong as commodities were generally purchased through Government controlled marketing agencies. Market prices were fixed and there was a relatively high level of support for producers. In the early 80s, this Government support system failed in most of Africa and dwindling donor support led to widespread structural adjustments in the economies of most African countries.

The effect of structural adjustment policies, effectively led to the demise of the market support agencies and the role of Government as a dominant player in the commodity markets all but disappeared in the 1990s. In many countries, including Uganda, this left a vacuum in the market place. As part of the fall out, farmers' co-operatives also fell foul to rampant corruption within the new system and this further undermined their position as organised groups to negotiate the sales of their produce with traders.

There has been considerable debate regarding the effectiveness of the structural adjustment programmes, which were led by agencies such as the World Bank. However, some of the criticism, regarding policies, which seemed to withdraw support services with no safety nets, may be misdirected. According to Thom Jayne (2000), the original structural adjustment programmes did include mechanisms designed to support the private sector as it emerged from years of state control, within the market driven economies. Such services would have included market support services, banking support to agri-business and organisational support to groups such as trade and manufacturing guilds, farmers unions and reform of policies which would enhance private sector development and assist infrastructural changes such as communications and border trade legislation.

Lack of support mechanisms and a general malaise of many African Governments over the past 20 years, has led to the development of a new era of "*second tier policy reforms*" which are currently attempting to re-align Government policy and re-introduce the types of reforms which would provide greater support to the fledgling private sector. In Uganda, these reforms are manifest in new initiatives such as the "Plan for the Modernisation of Agriculture" and the "National Agricultural Advisory Services Programme". Whilst there is an element of "too little too late" the importance of these new initiatives should not be underestimated, as these reforms are an attempt to make African agricultural economies competitive within the new global marketplace.

Whilst these new initiatives are generally being well received, most of them are still in the realm of the design phase and the vast majority of agricultural producers still do not have access to the most basic of market support services, such as reliable, timely and accurate sources of market information. This information is critical to decision-making within the agricultural sector and a number of surveys in Uganda have shown that for most farmers, gaining a better understanding of the markets, how they operate and how farmers can be more effective in the market place is their primary concern.

The Micro-MIS project has been designed as a first step in providing market information specifically tailored to the needs of this significant sector (small-scale farmers, traders, processors and consumers) in Uganda. This new approach to deliver market information is based on model developed by CTA (Technical Centre for Agricultural and Rural Co-operation), based on work by Robbins (1999). According to this model, the service should be demand driven, community or sector specific with maximum participation of private and public sector beneficiaries.

To test and adapt this new system to the localised needs of users in different parts of Uganda, the Micro-MIS project will be implemented in three different pilot sites in Uganda. See location map on page 5. The choice of the sites is based on the knowledge from an earlier study report (CTA number 8019) Robbins and Ferris (2000), which found that the actors / stakeholders in these locations “have different needs and capacities in terms of marketing support, differences in crop priorities, levels of association and community development”.

The other objectives of the project are to improve the transparency and competitiveness of the agricultural markets in the pilot districts and beyond, and to test this model project for a possibility of future replication in other districts across the country. The need to develop and test such models is particularly relevant at this time if such work is to support the new decentralisation process that is currently ongoing in Uganda. According to this process local government structures will soon be responsible for ascertaining needs and then finding ways of delivering agricultural services to their district members.

To improve the transparency and competitiveness of the agricultural markets, the Micro-MIS project will test a range of media including radio, mobile phones, billboards in markets, newsletters. At present studies show that use of local radio is probably the most appropriate medium for disseminating market information and the recent liberalisation of the radio sector in Uganda has led to the development of a number of local FM radio stations. These have the advantage of broadcasting local information, in the local language and due to their private status need to provide their audience with information and news which is useful and relevant to their needs.

The Government of Uganda’s new agricultural policy framework (Plan for Modernisation of Agriculture) has requested that all new projects dealing with agricultural intervention are PMA compatible. As stated in their report, ‘The need for effective market information for improving market access is absolutely crucial, PMA (2000), based on the study by NRI /APSEC (1999), a decentralised, flexible information system bringing on board all the main stakeholders will be adopted for implementation under PMA.’ The Micro-MIS project fully meets these criteria and once successful, the district level model can be replicated for a wider range of commodities in other parts of the country.

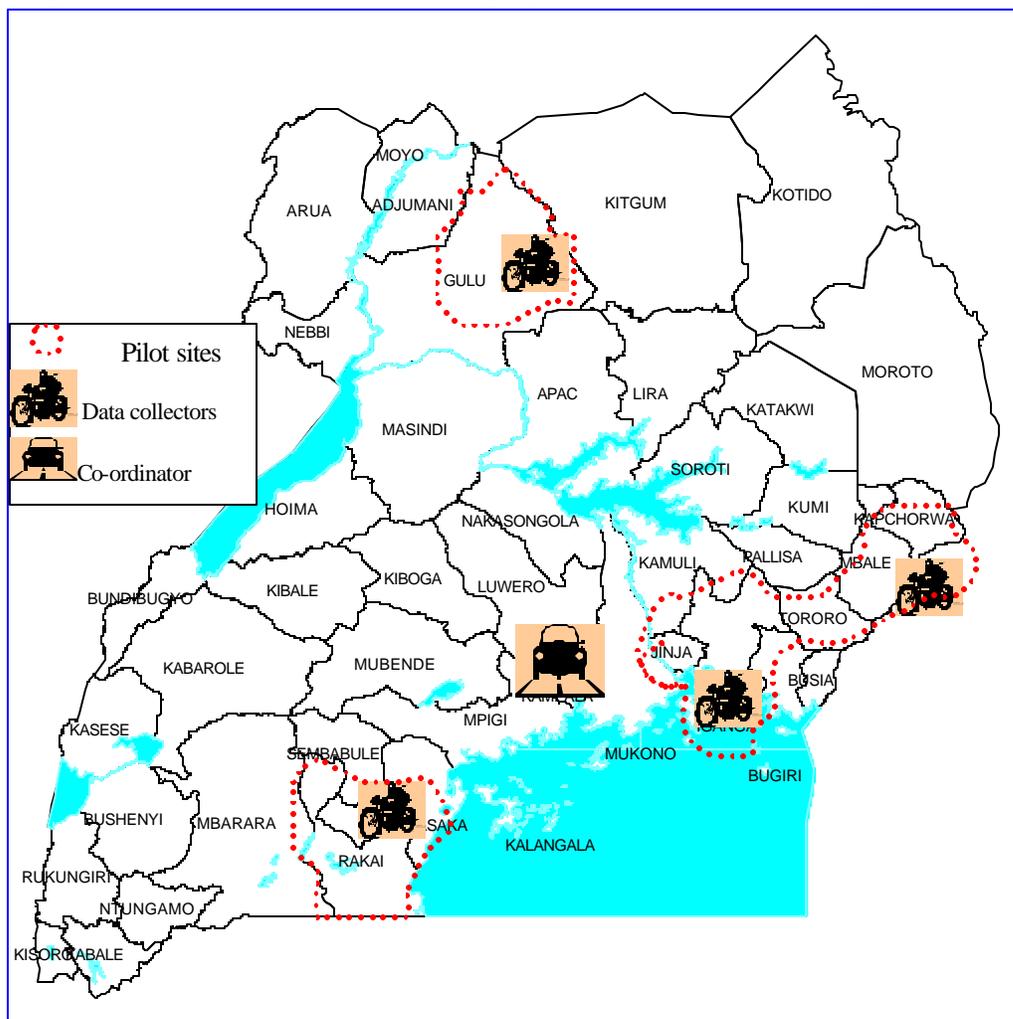
The project is being implemented in three sites.

Site 1 is situated in Eastern Uganda and covers the districts of Bugiri, Iganga, Mbale, Jinja, Kamuli, Tororo, Busia and Pallisa, which, together, have a population of about 5 million people. This area has a very high potential for exporting maize and beans and has received assistance from the Agri-business Development Centre. One of the problems in this area is that, although production is high there is very poor organisation of farmers in the area of marketing. In addition, the producers here have no access to market information at all.

In the second pilot site in northern Uganda, (Gulu district) many farmers have formed themselves into groups but lack experience in marketing their produce and have not developed any capacity to collectively market their products. For this reason, the project includes provision for training farmers in these skills. This area has also experienced periods of insecurity and, for this reason, has received the assistance of a number of development and aid agencies, including WFP, CRS, WVI and WLF. These organisations will contribute positively to the training and implementing of group marketing in this area.

In the third pilot site, the micro MIS provides trade facilitation in the form of assistance to organised farmers and traders linking them with larger traders and new, larger markets. The project will concentrate on developing markets for beans and maize in this area. The farmers in this area are well organised and have benefited from training provided by the Irish Fund for Cooperative Development (IFCD). Information requirements in this area are somewhat different from those in the other two sites. The project aims to provide detailed information on the names, location, buying prices and trading terms offered by maize and bean traders who show an interest in buying from these farmers.

Map 1: The location of the Micro-MIS project sites and districts of Implementation



PROJECT IMPLEMENTATION

Recruitment of staff

In the first quarter, the Micro-MIS project has focussed on recruiting personnel in the target sites, training these staff and equipping them with the necessary skills and logistics to collect, process, analyse and deliver the data to and also receive data from the co-ordination office in Kampala.

The project has recruited a total of five people to date, one field supervisor at the coordination office in Kampala, who will be responsible for coordinating and monitoring activities and at the pilot sites. At the field sites, the project has hired four market information agents / officers to be based at the districts. In order to collect market information effectively and efficiently from the target areas and be able to disseminate the information back to the target beneficiaries, we found it prudent to recruit people who were from the designated area, who speak the local language and have a strong background in agricultural / economic or marketing. These qualities are essential if the market information agents are to play an effective role as extension workers who can purposefully interact with farmers, traders, processors and consumers.

Table 1 Names of Micro-MIS Staff and their locations

Names	Location	District coverage
Okoboi Geoffrey	Coordination office- Kampala	All sites
Muganza James	Site 1	Jinja and Iganga
Chelangat Davis	Site 1	Mbale and Kapchorwa
Kasekende Joseph	Site 2	Rakai and Masaka
Ongaba William Pike	Site 3	Gulu

To cater for the market information needs of the maize producers and buyers in eastern Uganda (Site 1), the project has appointed a market information agent/officer based in Jinja and another person based in Kapchorwa. The Jinja agent is carrying out the market information activities both in Jinja and Iganga districts whereas the Kapchorwa agent covers the districts of Mbale and Kapchorwa.

In the northern location (Site 2), an agent has been hired in Gulu district. Because of the prevailing political insecurity in that area, most of the population is settled in camps guarded by government troops. These communities are receiving assistance from agencies such as the WFP and other NGOs and through training from these agencies the population is engaged in collective production, which has led to some surplus production. Unfortunately these farmers are less organised in the terms of marketing of their surplus goods and do not have access to the relevant market information for effective decision-making.

In southwestern Uganda (Site 3) the project has hired an agent who is stationed in Rakai and is collecting market information in both Rakai and Masaka districts. Although the farmers in Rakai and Masaka districts are fairly well organised into co-operative groups, they lack up-to-date and accurate market information which will enable them to obtain maximum benefits from bulking and storing their produce.

Staff Training

At recruitment, the market information agents / officers were trained by Peter Robbins on

1. the rationale of market information services in a liberalised agricultural economy such as Uganda,
2. how market information services have been operating other countries,
3. a checklist was developed regarding activities that the officers were expected cover in their respective districts, etc.

For details of the topics covered in this initial training see **Appendix 1**. The officers were further trained in computers usage for packages (MS Excel, Word and E-mail [Eudora]).

Establishment of Logistics

In order to capture, document, analyse and transfer data from the pilot sites to the Information Processing Centre (IPC) in Kampala effectively and efficiently the Micro MIS project together with the Macro MIS project have facilitated the district market information agents with computers complete with e-mail connections.

The micro MIS agents have also been provided with motorbikes to facilitate their logistics in carrying out their activities of market information. With the motorbikes, the agents will be able to access farmers and commodity trading markets in the more remote areas of the districts. The district agents have also established contact offices at their respective locations.

Table 2 Contact Addresses for Micro-MIS staff

Names	E-mail address	Postal address
Okoboi Geoffrey	mis@imul.com	Box 7878 Kampala
Muganza James	misjinja@africaonline.co.ug	Box 371 Jinja
Chelangat Davis	miskapchorwa@africaonline.co.ug	Box 581 Kapchorwa
Kasekende Joseph	misrakai@africaonline.co.ug	Box 92 Kalisizo
Ongaba William Pike	misgulu@africaonline.co.ug	C/o Box 2 Gulu

Selection of monitoring sites (markets)

At the close of the training session for the district market information agents/officers, each officer was asked to submit a profile report on the district and the marketing activities in the district, **See Appendix 2-5**. These reports formed the basis of our initial visits/surveys of the various markets in the districts.

After a number of surveys of various village/assembly, wholesale and retail markets in the pilot districts by the project supervisor together with the respective district market information agents, a number of markets have been selected as the focus points for collection of market information on a regular basis. However, other markets in the pilot areas will also be visited on an occasional basis.

Table 3 Some of the markets from where market information will be collected.

District	County	Sub-county	Market name	Type of market	Day of operation
Jinja	Kagoma	Budondo	Kyoma	Assembly	Wednesday
	Butembe Kagoma	Kakira Buwenge	Kakira Buwenge	Assembly Assembly	Sunday Monday
Iganga	Luuka	Luzinga	Luzinga	Assembly	Daily
Mbale	Budadiri Mbale town	Sironko Industrial area	Industrial area	Wholesale Wholesale	Daily Daily
	Budadiri	Bulegeni	Kamu	Assembly	Wednesday
Kapchorwa	Tingey	Sipi	Branch	Village assembly	Sunday
Rakai	Kyotera		Kyotera	Assembly	Daily
	Kooki	Kyalulangira	Kibaale	Village Assembly	Monday
	Kakuuto	Kasasa	Sanje	Village Assembly	Tuesday
	Kyotera	Kalisizo	Kalisizo	Assembly/wholesale	Daily
Masaka	Bukoto	Kabonera	Kabonera	Village Assembly	Saturday
Gulu	Kilak	Pabbo	Pabbo-Kal	Village Assembly	Mon/Thur.
		Lamogi	Amuru-kal	Village Assembly	Tue/Fri
		Pabbo	Attiak-kal	Village Assembly	Mon/Sat
	Municipa lity	Layibi	Kasubi	Assembly/retail	Daily
		Layibi	Lacor	Assembly/retail	Daily
		Pece	Cere-lenu	Assembly/retail	Daily
	Aswa	Paicho	Awach	Assembly/wholesale	Mon/Thur
		Bungatira	Laliya	Assembly/wholesale	Wed/Sat
		Bungatira	Ajulu	Assembly/wholesale	Wed/Sat
	Nwoya	Anaka	Anaka-kal	Assembly/wholesale	
Alero		Alero-kal	Assembly/wholesale		
Purongo		Purongo-kal	Assembly/wholesale		

The selection of these markets is based on:

- Size: in terms of the volume of produce it handles
- Location: in terms of accessibility
- Type of market: That is whether it is an assembly or wholesale market

A description of these markets are given in **Appendix 6**.

Collection processing and analysis of market information

Market information including commodity market prices, crop conditions, road conditions, weather, trade news etc. is being collected using the a modified version of the form used by the Macro-MIS project, **Appendix 7**. The data is collected by the district market information officers and sent on a weekly basis to the Information Processing Centre (IPC) in Kampala using e-mail or fax. In addition to the standard measures of prices and volumes are detailed comments on production, harvesting, post harvest handling and trade of agricultural produce;

weather conditions, road conditions, etc. This additional information is indicated on the checklist, **Appendix 8**). An example of a filled data collected sheet is given in **Appendix 9**. The IPC is documenting and processing the market information from the field sites. Simple analysis, for example of comparison and contrast of data and comments from the various markets is done before it is relayed back to the field sites and the Macro MIS for dissemination via radio and other means of communication.

Dissemination of market information

Preparations are in advanced stages to disseminate Micro-MIS project market information to the target beneficiaries in pilot Site 1 (maize market) in eastern Uganda. The project coordination office has held discussions with the management and journalists of Radio Uganda-Butebo FM channel about the dissemination of market information in three local languages. The proposed schedule of broadcasting of market information in the different local languages, day and time on Radio Uganda-Butebo FM channel is as follows;

Table 4 Broadcasting schedule for MIS information

Language of Broadcast	Districts where language spoken	Day of broadcast	Duration	Time of broadcast
Lusoga	Jinja, Iganga, Kamuli	Sunday	15 minutes	12:15 PM
Lumasaba	Mbale	Monday	15 minutes	9:00 PM
Kupsabiny	Kapchorwa	Sunday	15 minutes	9:00 AM

After the project has started the initial broadcasts, which will deal mainly on the background information about: what the Micro-MIS project is, what is market information, the importance of market information, uses of market information, etc. then we hope to initiate other 2-5 minute radio programs in the same local languages to read out market prices twice a day for specific commodities (e.g. maize and beans) for selected markets.

Although there are also a number of other FM radio stations operating in eastern Uganda, Radio Uganda-Butebo FM channel is particularly preferred because it has wider footprint (covers most of the districts of eastern and north eastern Uganda).

Financing radio time

Financing the radio time is an issue, which needs further input. Currently, the budget for radio time is being charged to the Macro project. We have also negotiated with DANIDA to cover part of the costs. At present DANIDA channel funds for this activity through the Uganda National Farmers Association. These funds are now being placed into a joint account for use by the Micro project. Unfortunately, DANIDA have decreased the level of funding from \$15,000 per annum to \$5,000 per annum and therefore the radio time has a deficit of approximately \$5,000. We are currently in discussions with the NAADS (National Agricultural Advisory Service) to see if additional funds can be found in 2001.

The issue of radio time costs is something that we believe should be covered by the Government of Uganda and we are also lobbying the Ministries of Finance, Agriculture and Communications to see if we can attain free air time on the national radio for this service. See **Appendix 10**, paper presented at the CTA regional policy analysis conference.

Table 5 Financing of Radio time

Radio Programs on Micro MIS					Radio Uganda Costs		
Language	Radio channel	Day	Time	Duration	Airtime per program	per quarter	Per Year
Kupsabiny	Butebo FM	Monday		15'	100,000	1,300,000	5,200,000
Lumasaba	Butebo FM	Tuesday		15'	100,000	1,300,000	5,200,000
Lusoga	Butebo FM	Sunday		15'	100,000	1,300,000	5,200,000
English	Red channel	Tuesday		15'	100,000	1,300,000	5,200,000
					400,000	5,200,000	20,800,000
Language	Radio channel	Day	Time	Duration	Production costs	per quarter	Per Year
Kupsabiny	Butebo FM	Monday		15'	40,000	520,000	2,080,000
Lumasaba	Butebo FM	Tuesday		15'	40,000	520,000	2,080,000
Lusoga	Butebo FM	Sunday		15'	40,000	520,000	2,080,000
English	Red channel	Tuesday		15'	40,000	520,000	2,080,000
					160,000	2,080,000	8,320,000
Total Cost						7,280,000	29,120,000

Not exceeding Tuesday of every week

The timing of the target listeners

Map of Coverage of these stations

Production costs and presentation

Airtime costs

Duration is 15 minutes

Micro	3,000,000
UNFA	9,000,000
Macro	9,000,000
Deficit	8,120,000

Appendix 1

Training session topics for new MIS employees

Description of domestic and international markets of type of crops produced in Uganda

Coffee, maize, cotton, tea, beans, dairy, fish, matooke, wheat, cassava, horticulture, groundnuts, sesame, sweet potatoes, meat, flowers, spices.

Differences between markets for export commodities and commodities consumed domestically.

Which ones served best by MIS. Why?

Description of the market chain in Uganda and beyond

Chain of commercialisation

Input suppliers, farmers, the farmer as consumer, local traders, village retailers, village processors, formal market places, district retailers, district processors, national traders, assembly markets, wholesale markets, major national consumers, major national processors, 'tourist' consumers, exporters, foreign consumers.

Costs along the chain

Inputs, transport, finance, insurance, storage, loading and unloading, packaging, currency exchanges, traders' margins, formal market dues, processing costs, retailing costs, wastage.

Strategies for reduction of costs.

Reducing wastage (better access to markets), better storage, better transport, and matching supply with demand, reducing transaction costs. !

Reasons for market fluctuation.

Demand and supply. Long-term /short-term.

Natural- growing season, weather (effects on production and transport), disease. I Man-made - export demand, availability of imports, availability of credit/ transport/ storage, changes in taste, quality of information.

What information is needed?

Prices - What do they tell us? - differences by location - differences over time.

Volumes, harvest news, weather, names of customers, transport costs and conditions, changes in quality demands, production predictions, learning from others (e.g. how to sort/grade/market collectively), availability of credit, local/national government policy changes.

Who needs MIS and why?

Millions of small-scale farmers/traders/processors - bulk of population - yet they have least access to information. Linked with efforts to reduce poverty

Traders, processors, retailers, consumers, (varies with size).

Large traders/consumers/processors and their agents

Small scale - producers, traders, processors, retailers.

Planners, government departments, academics, statistical departments, aid-agencies, WFP , NGOs.

Other MIS around the world.

MIS in developed countries.

State-run MIS - Why didn't they work? Language, literacy. Government agencies competing for information - small-scale stakeholders not represented - couldn't see information needs from small-scale stakeholders' point of view. Too difficult/ expensive

New model- Use of FM radio/mobile telephones. Design of model must be flexible - information needs vary according to local economy, culture, crops grown, technology available, degree of cooperation between stakeholders, legal framework, government policies, etc.

Difficulties with MIS for poor isolated people.

Communication -language, literacy, ignorance, mistrust, domination by traders, lack of credit, lack of transport, lack of co-operation, cost of service, lack of trained personnel, difficulty in obtaining information, rapidity of change of information.

What are we trying to do?

Pilot project, Co-operation with local stakeholders - farmers, traders, processors, retailers, formal market managers, farmers' union, local government, local aid agencies, local banks. They must all understand benefits and feel included.

Monitoring - subjective opinions - number of new entrants into market, changes in farmers negotiation strength, changes in production diversification, changes in income for farmers and processors, changes in risk taken by traders, changes in transaction costs, changes in traded volumes, changes in traders costs of collecting information, changes in wastage.

Sustainability

Evaluation and Sustainability

Possible replication of the service..

Trading terms

Bid/offer- farm gate prices- transaction prices- assembly market prices- wholesale prices- international market prices- retail prices. Per kilo/bunch/tin, etc. uniformity of units.

FOT - delivered - freight paid - packed/unpacked - packed properly - sorted/unsorted - dry/damp - warehouse warrants - documents of title.

Description of the traders' bargaining process.

Knowledge of market, assessment of risk, assessment of costs, assessment of margin of needed, assessment of competition. Assessment of profit needed/demanded. Availability of credit/transport/storage. Size and quality inspection. Familiarity with supplier. Perishability of commodity. Collusion with other traders. Desperation of seller. Proximity/location of goods. Striking a bargain.

Relationship between the price paid to farmers, traders' profits and wholesale and retail price.

Least differentials between prices at the bulk end of the market.

Practice of small-scale retailers in market places.

Price collusion. Why? Too many retailers? Cost of market fees.

Practice of major traders.

Practice of major consumers.

Who are they? Trader/consumer. Trader/processor. Exporter. Aid agency. Purchasing boards (government). How big are they? Can they deal with small scale farmers/traders? Why not? Economies of scale. How competitive are they?

Quality standards - Homogenous quality/packing/weights. Payment terms.

Links with food aid and the impact of food aid (buying and selling) on the market.

Do they distort the market? What links should MIS have with them? Are they sensitive to market conditions?

How do we obtain accurate transaction prices?

How many price samples do we have to take?

How do we double-check price accuracy?

How do we analyse the information?

How can we get the trust of traders?

Information from traders. Sedentary and itinerant traders. Why might information be distorted? Double checking with more than one trader. Checking volume and quality - i.e. make sure prices are for the same quality and quantity. How big should the quantity be? What should quality benchmark be? Checking price with farmer/or trader selling to market trader. Make sure it is transaction price not asking price. Swapping tasks with colleagues. Changing price collectors. Get friendly with traders but not too friendly. Asking what information they would like - pass it to IPC and go out of your way to supply information requested. Get latest price. Check prices even if they don't change often. Get opinions of why prices have changed. Discretely find evidence of collusion. Tell IPC if you think prices not accurate or evidence of collusion. Talk to traders about the radio broadcast.

Taking price averages. Estimating traded volumes (counting lorries, asking traders). Plotting average volumes by season.

What forecasts can we make about market conditions?

Prices cannot be forecast. Why? Harvests can.

How do our listeners likely to make use of our information?

What restrictions are there likely to be on the use listeners might have for the information provided?

Some will not be able to. No credit, no access to more than one trader, no credit/inputs. No transport, no co-operation with other farmers. Find out reasons. Others may use price information to drive better bargain. Some may wait for better conditions. Some may improve quality / grow different product or variety. Some may try to co-operate with other farmers. Find out if this is happening. By how much they got better price.

How do we get the trust of market place managers?

Talk to them about radio broadcast. Ask them if market users have heard broadcasts and what users think of them. Find out if they have any complaints. Do they like their market being included in broadcasts?

What possible negative responses might we get and who from? How do we deal with negative responses?

Most likely from traders. See if they are prepared to help groups of farmers to collectively market their goods. Offer to do a radio interview with them to explain their problems. Don't pay them.

How do we get feedback on the information we broadcast?

Most important we get feedback from farmers. Fix monthly travel schedule to meet them. Identify individuals for Listeners' Group

What kind of feed-back do we need?

Did they hear broadcast? Why not. Have they got access to radio? Are prices accurate? Was it broadcast at a time of day when they are free to listen? Is there a better time? How did they make use of the information? Was the 15-minute programme accurate/useful/entertaining? What other kind of information would be useful to them? Do any of them think they could eventually run the service themselves?

Fax form to IPC should have space for these comments and your progress on travel schedule.

What do we do with feedback information?

Monthly meeting at IPC to analyse feedback. Proposals for improvement.

How do we find stories to broadcast on 15 minute weekly show?

What kind of information are we looking for?

What kinds of people are likely to give us these stories?

What other information do we need -wastage, spoiled crops, harvest news, customers switching from one commodity to another because of price changes, collusion of traders, collusion of transporters, storage available, credit available.

When gathering prices or getting feedback - keep ears open for good speakers/interesting/informative stories. What is informative and entertaining? Farmers' experiences - difficulties - ideas about overcoming them - incidents where they have overcome them. Traders' point of view.

Interviews would be a good form to broadcast information. But you must also pick up stories yourself - are market fees going up? Is there a new source of local credit? Has there been a change in policy from market managers/local or central government which might affect the market. Are there enough lorries available? Has bad weather affected the roads/farm tracks/quality of goods? Have foreign traders been buying in the market? Have large consumer's agents been buying? Have any large traders gone bust/failed to pay? Have any market personalities died/got married/had a baby? News and gossip. Are we sure that we are getting the point of view of women - especially women farmers/processors/retailers -we must interview them for this angle

Inform IPC if you have found a good possible interview and explain why. Inform them when and how interviewee is available - what language they speak

Appendix 2 Jinja district Profile

Compiled by Muganza James

Jinja District (Region) is located in the eastern port of Uganda, boarded with the district of Mukono in the south West, Iganga in the in the east Kamuli in the north and lies on the shores of lake Victoria.

It has an estimated area of about 734 Square kilometers and it is approximately 80 kilometers to the east of Kampala, the capital of Uganda.

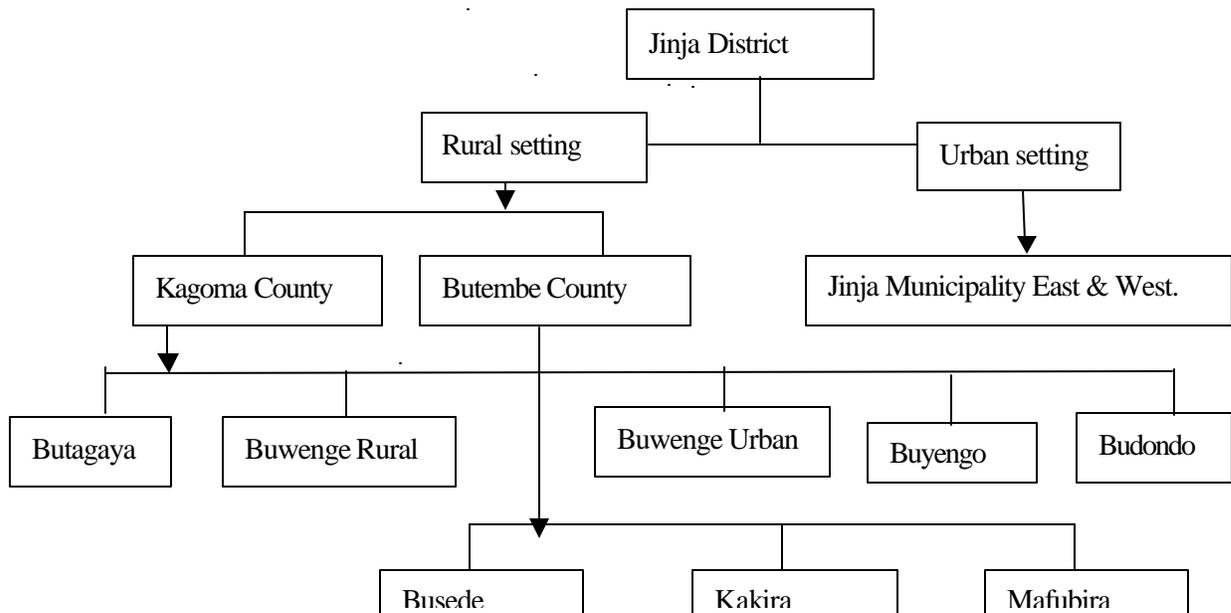
The population projections estimate Jinja district to have a population of 345,000 people currently.

1 Composition of Jinja.

The District is composed of four counties of which, two are rural based while the remaining two are in the urban base.

The two rural counties include Kagoma County and Butembe while the urban counties are Jinja Municipality East and Jinja Municipality West.

Every county is composed of sub-counties depending on the population and area. Below is a structure of Jinja District.



Each sub-county is sub-divided into parishes; quoting an example of Budondo which is Sub-divided into: Buwagi, Nawangoma, Ivunamba, Namizi, Kibibi and Kyomya,

2. There are various maize trading markets in the district and these include:

Budondo, Buyala, Kyomya, Kibibi, Kizinga Nakononi, Namagera, Lumuli, Lubanyi, Budima, Buwala, Wanyange, Wairaka, Kakira, Busede, Buyneo, Iziru, Muguluka, Namalere, Buwenge, and many other petty markets.

Most of these markets are manned by both major and minor produce Buyers.

3. There are a number of marketing groups in the district and these include:

1. Nakabango marketing group.
2. Budondo Bwavu Kabi.
3. Lumuli produce marketers.
4. Buwenge produce Buyers and sellers.
5. Buwagi produce Buyers.

4. Currently, the food situation has not been ideal, as most of the food that had been grown was hit by this long drought but we expect a better Harvest in the second Harvesting season. This food shortage has affected a small portion of the District because sub-counties like Butagaya, Busede and Buyengo did not Experience this Hazard.

5. Currently maize is available but is in small pockets of the potential traders who had over stocked anticipating a very big rise in price but the traders have continued to buy maize from neighbouring District like Iganga, Kamuli e.t.c.

Looking at other food staffs in the District, Jinja is considered to be one of the fertile Districts in the country and the food production has always been relatively good. Farmers obtain price information from itinerant traders who always buy from them. Some times they get to know about the prices when they visit the trading centres where the store operators are located. Traders obtain information about prices from the marketing office and from the Macro MIS, sometimes on Radio and even from other prominent produce buyers in the District.

Most farmers believe they are being cheated based on the current increase in the general price level and also the itinerant traders are purported to use adulterated weighing scales. Because sometimes farmers can't reach the major trading centres, they are unable to attain better prices.

Conversely traders, feel they are cheated because they can't meet the requirement of big produce buying organizations such as the W.F.P. So all in all each party trades at sub optimal prices because they are in need of ready funds.

Even today, the farmers are not satisfied with the way they market their produce. If mobilized, they would prefer to sell in groups. The once potential members of marketing societies that collapsed could testify this.

There are two types farmers in the District;

Large scale farmers and the substance farmers.

The few large-scale farmers have access to credit while others don't have access to credit facilities. Large-scale farmers also have access to loans from commercial banks while others are financed by the Micro finance organizations like FINCA Women trust, Pride Africa.

Generally the state of roads in Jinja is Excellent.

The main mode of transport related to maize production is as earlier stated, always farmers sale their produce to the Itinerant traders that is (Bicycle transporters) who in turn sale to Agents in trading centers and markets. Agents use trucks for transporting their maize to the processing areas.

Appendix 3 Kapchorwa district

Compiled by Chelangat Davis

CURRENT MARKET INFORMATION IN KAPCHORWA DISTRICT.

A) INTRODUCTION.

Kapchorwa district is in Eastern Uganda bordering the republic of Kenya in the East, District of Mbale on its West and Moroto district in the North. It has a land area of 1738 sq. Km and a population of 134,000 of whom 67,400 were male and 66,600 female in 1995 (Department of statistics projections based on 1991 population and housing census) The district is mainly inhabited by the Sabinu tribe, whose main activity is peasant farming. The District occupies the slopes of Mt. Elgon and is composed of three counties (Tingey , Kwen and kongasis), 11 sub-counties , 54 parishes and 590 villages.

The population of Kapchorwa is increasing rapidly. Kapchorwa district has a total land area of 1,238 km of which the national park covers an area of 638 (37%). This means, that an area available for cultivation and grazing is about 1100 sq km (63%). It's estimated, the average population density in the district is 67 persons per, sq. Km. and if the estimate is to be based on the land area excluding the national park, the average density is 106 persons per sq. km. of land (District population office Kapchorwa)

In order to feed the rising population, the tendency in Kapchorwa has been to clear more area of Natural vegetation for agricultural and livestock production.

“ In Uganda, systems of cultivation of food crops and of stock keeping have proved rather conservative and the demands made by this increased population have been met over whelming by expansion in the area of agricultural land by intensive use of areas already under agriculture” (Hamilton 1984). On the overall however the practice has not really improved the quality of living of the people on the contrary due to loss of tree cover it has resulted into serious shortage of wood products and in the most hilly areas of the district there has been a lot of soil erosion leading to loss of soil fertility meaning therefore that the productivity per unit area of land has decreased.

As if the issue of productivity per unit area is not enough, poor market information is the other. Inefficient agricultural marketing systems have serious implications for sustainable agriculture. Although many crops can be grown in Kapchorwa maize is the major cash crop as well as food crop.

Inefficiencies may result in a switch to other crops (at one point in Mukono District, farmers cut coffee trees in favour of crops like bananas, beans and pineapples).

Windfall profits made by middlemen due to poor market information shift producers' surplus away from the farmers to the traders, thereby perpetuating the poverty of the farmers.

b) Farmers Associations:-

i) Sebei Elgon co-operative union.

Farmers in Kapchorwa no longer have one voice due to the collapse of Elgon co-operative union, which used to have over 60 primary societies for purpose of purchasing farm inputs together and also marketing their produce together. However Elgon Co-

operative Reform Project (ECRP) is hardly two months old and their sole aim is to revive at least 25 societies and to carry out the following:-

- i) Capacity building in sales, production, gender, to mention but a few.
- ii) Production
- iii) Market research for only coffee.

ECRP have just opened their offices on the Mbale –Kitale road opposite Kapchorwa town council.

ii) UNFA

UNFA opened an office in Kapchorwa in 1995 so that they would mobilise farmers for the common goal, procure inputs and also train farmers. Currently they have 1012 farmers registered as members. In 1997 they opened a business wing called Kapchorwa Farmers enterprises however due to internal management problems it has never assisted the members to market their produce or avail any market information at all to the members.

A monthly bulletin to inform farmers on market has never taken off. The annual subscriptions of the members is not sufficient to run the office yet Danida the funding agency is pulling out in the year 2003.

There are about 30 NGOS/CBOS operating in the district but none of them is providing any market information particularly on maize.

c) District Business officer

The local government employs a Business officer formerly called a marketing officer. However the local government doesn't have enough money to run the activities of this office.

d) Transport

- i) **Roads.** The mountainous terrain of Kapchorwa makes transport and communication within and to other districts very difficult. There is one major road that “ cuts” across the district, from Mbale town to the border suam .A few feeder roads are connected to this main road. The main road from Mbale to Kapchorwa is being tarmacked- hopefully next year it will be completed.
- ii) Transport vehicles

Transport vehicles are available but because of the bad roads they charge highly.

(f) Storage facilities

Most farmers in Kapchorwa have always sold their produce after harvesting so much so that storage is not an issue. Generally speaking there are very few farmers with good storage facilities.

g) Credit facilities

Rural farmers don't have land titles so they cannot access loans from the prevailing financial institutions.

h) Quality of produce

It's an area that must be addressed in Kapchorwa. Maize is threshed from the floor and immediately put in bags for sale. Sorting and grading is not done let alone not measuring the moisture content.

i) Agricultural markets

There are 126 village markets in Kapchorwa district excluding those within Kapchorwa Town Council.

j) Radio programmes

Although Radio Uganda covers the whole of Kapchorwa district, there are no programmes in the local language providing market information yet many farmers own radios.

Voice of Teso FM radio also has programmes in Kupsabiny language but handles other issues but its coverage is not the whole district.

k) Telephone Services

Very soon Kapchorwa will be connected to the rest of the districts through MTN Uganda. This telephone service will cover most of the rural areas in Kapchorwa and hence can be a powerful tool in empowering the farmers by way of providing relevant information to them.

l) Currently Maize from Kapchorwa is sold in Mbale mainly by the middlemen. Other middlemen transport their Maize to Kampala. The message on selling price is basically obtained verbally from those who have been there and it has never been accurate. Visiting buyers from Kenya are also key buyers – offering a price slightly higher than that offered in Uganda.

m) Conclusion

From the above account Kapchorwa is very ripe for an agricultural market information service designed to provide appropriate information to all actors in Ugandan Agriculture. Its only through this that the people of Kapchorwa will greatly benefit from the abundant maize grown and hence moving towards eradicating poverty from Kapchorwa.

Appendix 4 Rakai district

Compiled by Kasekende Joseph

MARKETING INFORMATION PRE-REPORT FOR RAKAI DISTRICT (COLLECTED FROM 24TH OCTOBER-6TH NOVEMBER 2000)

Introduction:

This information below was collected from IFCD Marketing Officers, Cooperative Societies, Farmers, Traders, processors and Market Tender agents. The respondents warmly welcomed the MIS Project and they promised to work hand in hand with the Project implementers.

Information Collected from IFCD:

Mr. Bikande Fred and Mr. Katabalwa, Marketing Officers at IFCD gave this information. They have been using the following means when collecting trade information:

1. Telephoning to different beans and maize buyers.
2. Going to Kampala and discuss face to face with different buyers.
3. Collecting information from area seed and other Agric input distributors.
4. Getting Market Information form Mis- Food net.
5. Listening to radio Programmes.
6. Getting information from farmers.
7. Getting information from Extension Workers in the Field and from Trade Development Office.

Information Dissemination:

They have been disseminating market information by:

- Recording every information got daily in market information diary.
- Use the notice board to publicize the information got daily.
- Disseminating the collected information to IFCD County Coordinators.
- The County Coordinators send the information to Sub-County Technical Extension Workers who pass it to the respective Cooperative Societies and groups.
- When the group receives the information, they put it on posters and pin it on their notice boards.

This is the type of information collected and disseminated:

- Product
- Quality/grade
- Price
- Quantity required.

Cooperatives/Group Relationships:

They said that there is still a very strong working relationship with groups/Cooperatives and they are still doing well.

That relationship was built by:

- Training members on issues affecting cooperation, meaning for cooperation and encouraging them to think commercially.
- Involve them in seasonal planning and implementation.
- Constantly visit them.

They also said that their farms have realized the purpose of sorting and grading of (crop produce). They upgrade their produce and get better prices. The average profit for sorted beans over unsorted ones is Shs. 80/= /Kg. The charge for sorting was calculated at Shs. 10/= per Kg. For packing they said that it depends on buyers specification.

For transportation they said that farmers were encouraged to take their produce to society stores but not the society managers collecting produce from farmers. At that level farmers use bicycles to transport their produce. The average transport charge from Rakai to Kampala is 30-40/= per Kg.

On storage they were trained on proper storage methods and encouraged to control storage pests by using sun drying and local drugs. And also encourage collective storage i.e. transport their produce to society store where there is good storage facilities. And for farmers to avoid selling their produce cheaply due to immediate home problems they have been advising farmers to grow different plots, one for immediate problems and another for the society.

Disappointing Information

The following problems are found when linking farmers and traders to the market:

- Big buyers do not release purchasing price in time or refusing to release it at all.
- Big buyers want to pledge prices like that one of local markets.
- Buyers want a very big profit margin.
- Farmers have high speculations.
- The organized markets take long to open that prevent farmers without storage facilities getting better prices.
- Big buyers want to use cheques where as farmers want cash.

Big buyers dealing with IFCD:

- CEI
- Afro KAI
- Margric Uganda Ltd.
- Lira Millers
- Owino
- Uganda Martyrs University.
- Zigoti
-

Achievements From IFCD Marketing Links:

- Societies and groups become strong.
- Seasonal planning

- New membership in the Cooperative Societies and groups after observing that societies are progressing.
- Quality production has been enhanced.
- Food security has been enhanced; too.
- Quality sold has increased.

Suggestion for MIS-Project:

- It's suggested that MIS should open up a market information centre in the district.
- The office should be either in District Production offices, DATICs offices or in Kyotera Town.
- It should collect and disseminate the following information:
 - (i) Respective buyers.
 - (ii) Different prices.
 - (iii) Popular products needed at a particular time.
 - (iv) Farm inputs like:
 - Seeds
 - Sprayers
 - Chemicals
 - Implements

They suggested also that MIS office should be established at County and Sub-County Levels and to put in either information link farmers or Sub-County Technicians.

. Reasons for Price Fluctuations:

- Forces of supply and demand
- Quality observations, "The better the quality the higher the prices".
- Timing at planting time the price of produce is always very high and at harvesting its very low.
- Flow of information. Most traders take advantage of making big profit due to the ignorance of farmers.
- Speculation.
- The very limited storage capacity, especially at farm household level.
- Poor communications where there are good roads get good prices and vice-versa.

. STORAGE METHODS OF CROP PRODUCE:

At Farm Household Level:

- Often very poorly, on bare earth, in mud houses, on the floor, either threshed/shelled or not.
- Some farmers more informed-winnow, apply preservations (chemicals or other) and bag.
- Most farmers store produce in houses where they reside. They are no longer store produce in cribs due to fear of thieves.

At Commercial Dealers (in large quantities)

- May also place produce on the floor (often commented)
- More often, they bag the produce after treatment; and may place bags off the floor on racks; in separate storage rooms/houses.

State of Roads and Transportation of Produce:

As compared to some years ago, many rural roads (feeder roads) have greatly improved especially with ‘DANIDA’s advert. This has meant greater accessibility of remote rural producing area; better vehicles, faster transit times, fewer break downs; less produce wastage; better prices received/offered, increased incomes/returns to agricultural investments. Most of Community roads are impassable that lead to high charges of transportation of agricultural produce, low price of produce, wastages during rainy periods due to lack of buyers and at the end low morale of growing more.

Agro-processing:

Maize millers said that many farmers/traders take maize for milling when it is mixed with stones and metals that spoil sieves. Some take half dried maize that lead to poor quality of maize flour. They also said that their biggest problem in this work is electricity being too expensive as well as spare parts.

Processing charges for maize is at 30-35/=/Kg.

Coffee processors welcomed the Project and aired out the following major problems.

- Farmer half dry coffee that spoils machines.
- Small traders after processing coffee, they add in stones and coffee husks. This spoils the name of the processor that the machine is of poor standard.

COOPERATIVE SOCIETIES WORKING WITH IFCD:

Addingana Savings and Credit:

The chairman of this society Mr. Mawanda said that their society got strong when it started working with IFCD in 1998.

Assistance got from IFCD:

- Providing improved bean seeds for members to grow.
- Constant training of members.
- Given a grant for buying members and non-members produce (beans and maize).
- Linking them to major buyers of produce.

Society Activities:

- Growing beans
- Collective storage of beans.
- Providing improved bean seeds and fertilizers on credit.
- Buying and selling members and non-members produce.

Society Achievements:

- Membership has been increased from 30-50 members.
- They have managed to buy bean up to 30 tones a season.

Storage:

- They store sorted beans and they can store up 60 tones in their store.
- They also buy produce direct from the farmers using bicycles. The average charge per 100Kg bag of beans from farmer to the store is 2,000/=. They preserve beans with Actellic Super.

They mostly sell beans to Owino and their itinerary buyers and Schools. The transport charge per 100Kg bag of beans from their store to Owino (Kampala) is 3,000/=.

CREDIT SOURCES:

1. PAP
2. Centenary Bank

They got Credit 3 times and have managed to repay.

Problems:

- Some members are un-credit worth, when they are given beans seeds on credit they fail to repay.
- Low prices of bean produce.
- Price given to sorted beans does not encourage farmers to continue sorting where as sorting is a very laborious.
- Credit institutions do not issue money in time when it is required and their grace period is very short, especially that by Centenary Bank.

N.B. Other societies visited like Batuuze Savings and Credit and Ddukaobwavu gave almost the same reasons as above.

INFORMATION COLLECTED FROM MARKETS:

The following are the markets that will be used to monitor prices:

Market	Operation
- Kakuuto	once in every 2 Weeks
- Kibaale	Fortnightly markets
- Lwamaggwa)	Weekly markets
- Kaliiro)	Weekly markets
- Dyango	Weekly markets
- Ssanje	Weekly markets
- Lwanda	Weekly markets.
- Lwentulege	Weekly markets
- Kyotera T.C.	Daily markets
- Lyantonde T.C.	Daily markets
- Kalisizo T.C.	Daily markets

Traders found in different markets above gave the following problems they face:

- Licence charges are too high compared to the Profit they get.
- Some traders do not pay licences. This helps them to reduce the selling price and attract more buyers
(While those that have license paid fail to sell) cheaply.
- The quality of produce is very poor. This is caused by poor storage by farmers (of on the farms)
- Poor roads.
- Produce currently is very expensive from farmers because of:
 - + The drought that affected the area.
 - + Labour is expensive.
 - + Agricultural inputs are expensive.

COSTS INVOLVED:

Transporting produce like 100Kg of beans from their homes to the market (6-8 miles on average) charges are 1,000/=bag.

Average License Charges:

Item	Quantity	Charge
Cassava fresh	1 bag (approximately 160Kg)	1,500/=bag
Sweet potatoes	1 bag	1,000/=
Beans	1 bag(approximately 100Kg.)	3,000/=
Maize grain	1 bag	700/=
Maize flour	1 bag	1,800/=
G.nuts	1 bag shelled	1,300/=
Banana	Average bunch	200/=
Millet	1 tin (20Kg)	300/=

QUANTITY BROUGHT IN WEEKLY MARKETS PER MARKET DAY:

Cassava	4 -8 bags
S/Potatoes	2-10 bags
Beans	2-4 bags
G/nuts	1- 1.5 bags
Maize grain	1-3 bags
Maize flour	5-20 bags
Banana	30-120 bunches.
Millet	5 tins – 2 bags.

CURRENT CONSUMER PRICE: (November 6, 2000)

ITEM	UNIT	PRICE
Beans	Kg	700-800/=Kg.
Banana	Bunch	3000-4000/=bunch

G/nuts(shelled)	Kg.	1200/=Kg.
Millet grain	Kg.	600/=Kg.
Millet flour	Kg.	800/=Kg.
Coffee unshelled	Kg.	500/=Kg.
Cassava flour	Kg.	400/=Kg.
Cassava fresh	Bundles	400-500/=Bundle
Maize grain	Kg.	350-400/=Kg.
Maize flour	Kg.	500-600/=Kg.
Rice	Kg.	1,000/=
Beef	Kg.	2,000/=Kg.
Chicken		3500/=Chicken
Fish	1 Kg.	1,200/=
Milk	1 Litre	400-500/=L

8. Information from Rakai District Farmers Assoc. (RDFA)

All farmers and executive members met welcomed MIS Project and said that it will help them to disseminate trade information that has been lacking. Many traders have been using the ignorance of farmers and buy their produce cheaply.

Farmers Problems:

- Agricultural inputs are too expensive.
- Labour is also too expensive.
- Low prices of produce.
- Lack of coordination while marketing that lead to low selling of their produce.
- Lack of credit assistance. Credit sources available have bigger interest rate and want security which most of the farmers don't possess.
- Lack of suitable storage facilities.
- Lack of market information.

Appendix 5 REPORT FOR THE MICRO-MIS PROJECT GULU

Compiled by :Ongaba William Pike

Gulu District is made of five counties ie

1. Municipality
2. Aswa
3. Kilak
4. Nwoya
5. Omoro

Language spoken is Luo.

Local Radio Station available is Radio Freedom- Gulu.

Here under are findings compiled from the respective NGOs who are Stake Holders in Gulu District Farmers development, and supporting the food Security Projects in the District.

World Vision- Gulu.

The Number of groups of farmers they are working with is 48. Average Number of members per group is 30 people. Area of operation is in Kilak and Omoro counties.

Sub-counties covered:

i) Kilak

a) pabbo Sub-county

b) Lamogi Sub-county

ii) Omoro.

a) Ongako Sub-county b) Koro Sub-county c) Bobi Sub-county d) Lakwana sub-county

Kind of support to the farmers groups:

I. Training

2. Improved seeds

2. Crop finance in terms of loan. Given to model marketing groups in each sub county of operation area.

Marketing organization. Model marketing groups formed in each sub county of the operation area. They are given loans to support the crop finance. The purpose of the loan is to help bulk up farmers produce for easy marketing to larger buyers. But last year the marketing was restricted to purchasing only beans and maize. However, this time the decision of which crop to buy lies entirely to the marketing groups. This has been purposely adjusted to enable farmers chance to choose crops that are easily sold. But the problems still remains lack of wider adequate market information.

Major crops being farmed

a) beans KI31 and K 132

b) b) maize longe I

c) c) Millet pese I

d) d) Cassava SS4

Acreage covered by the all groups of farmers:

1.. Beans 35 acres

2. Maize 97 acres
 3. Millet 159 acres
 4. Cassava 125 acres.
- Total acreage = 416 acres

Crop conditions in the field.
Promising good harvest compared to first rain

On marketing information, World Vision Gulu have established notice boards in all the sub-counties in the operation areas where updated commodity prices are always displayed. They also ran radio program every Saturday in Radio Freedom Gulu where farmers are given market information and advice on profitable crops.

World Food Program, Gulu

When we contacted and Mr. Charles Ociti the in charge food for work programme said, for them they are not engaged in food production directly, but they are Linking their support through NGOs like CRS, Catholic Relief Services and World Vision Gulu.

However, they said early next year they are getting farm inputs from F .A.O for the districts of Gulu and Kitgum targeting 500 farmers groups in total. These inputs will include:

- a) 250 tons of beans, maize and sorghum.
- b) Farm implements like hoe.

On marketing of farmers produce, they said they are really positive about economically empowering the local farmers at the grass root. But the problems have always been lack of proper marketing groups organized by farmers to build up bulk of particular farm product so as to reach the targeted quantity for an economical undertaking.

WFP is planning to purchase 320 tonnes of beans locally from Gulu farmers groups but not individuals, beginning in December 2000. They are linking with World Vision Gulu and Gulu District Farmers Association, although they are waiting for a feed back from their Kampala Office. They appreciated I.I.T.A - ESARC idea of carrying out M.I.S, which would help make farmers and consumers aware of market information, and stimulating guided production as well.

Catholic Relief Services (CRS), Gulu

CRS Gulu are operating in church of Uganda Gulu and Cal.itas urlder the Catholic Diocese. CRS Church of Uganda Gulu. Number of farmers groups stands at 217 groups at date. Number of members on average is at 9 members, who are expected to open farmland from 0.5- 1 acre per person,

Kind of Support given

Improved seeds including:

- a) Beans K132
- b) Maize longe I
- c) Groundnuts Red beauty
- d) Cassava migera, SS4, NASE II

The training of member farmers into marketing groups is not yet in place, however, may start next year. And they said MIS Project would stimulate farmers to form marketing groups so as to benefit from economy of scale to any available market.

Major crops being farmed by the groups.

- a) Beans
- b) Maize
- c) Groundnuts
- d) Cassava

The plan is under way to expand by adding crops like: Soya beans, sunflowers, pigeons peas and simsim.

Acreage covered:- 1465 acres in the second rain of July - November. Crop condition:- promising compared to the first rain harvest. Accessibility to farmers groups: not very good although on a motorcycle can be reached because of poor state of some feeder roads and insecurity at certain periods. However, road improvement is a major activity in the district and NGOs like CRS and Word Vision are playing a major role in that.

Operation area: CRS Church of Uganda Gulu are operating in the counties of Kilak, Aswa and part of Omoro county.

CRS CATHOLIC GULU

Operation area cover parts of Nwoya and Omoro counties

The number of farmers groups is 234 groups

The number of members in each group is on average 8 members

Kind of support given to the farmers groups.

- a) Beans KI32
- b) Maize Longe 1
- c) Groundnuts red Beauty
- d) Cassava migera, SS4 and NASE II.

The crop condition in the second rain is promising. Good harvest expected, however, weeding had been a major problem.

Accessibility to the groups is possible mostly only on motorcycle but rarely on a vehicle. This also indicates transport problem of the farm products to the trading centres or village markets.

Gulu District Farmers Association

Number of groups of farmers they are working with, 23 groups of farmers

Average number of members per group, 9 member and majority are women

The support being given to the members is:

- a) training
- b) seeds for demonstration
- c) identifying cheaper source of farm supplies

Major crops being farmed by the members are:

- a) Maize
- b) Beans

- c) rice
- d) simsim
- e) cassava

Accessibility to group members: All the areas are accessible except; at certain times the field advisor because of insecurity does not reach some areas.

Crops condition in the second rain promising and good harvest expected compared to the first rain

Uganda Oil Seeds Producers Association (UOSPA)- Gulu

No. of groups: 102 groups

Number of members on average per group 35 members. Kind of support given to members

Training, loaning seeds to farmers, providing marketing information, co-ordinating

processors to farmers

Marketing Organisation

Buying centres are in Pabbo and Opit that is in Kilak and Omoro counties respectively and there is a plan to open one in Miriakulu. , These are actually bulking centres where contacts are made with contact farmers and processors. In this situation the contact farmers buy produce of oil seeds from farmers and after bulking, they later sell to processors. Like only last month, Guru Naknak Oil mills and Nile Agro-industry were able to purchase 100 tons of sunflowers.

Major crops being promoted by UOSPA Gulu:

- a) soya beans b) sunflowers

Rural Markets in Gulu District

Total number of rural markets in the district is 40 (i.e in the 4 counties.) The ones currently working are 18 i.e:

	County	Markets	Distance (KM) from Town
A	kilak	Pabbo-kal	39
		Amuru-kal	57
		Bibia	151
		Attiak-kal	80
B	Nwyoa	Anaka-kal	50
		Goma-kal	30
		Alero-kal	39
		Purongo-kal	11
		Malaba/Odek	69
		Acet/Odek	
		Opit centre	44
		Palenga	11
		Bobi	24
d	Aswa	Ajulu	45
		Labwor omor	51
		Paicho	45
		Ocawach	55

Data On The Agro-Processors in the District as of 1998

	County	machine	number
a	municipality	flour mills	40
		Rice hurler	24
		Oil mills	03
B	Aswa	flour mills	03
		Rice hurler 02	
c	Omoro	Flour mills	04
d	Nwoya	Flour mills	04
e	Kilak	Flour mills	05
		Rice hurler	02

Over 80% of these machines are concentrated in the municipality due to insecurity except for some few in Pabbo and Attiak in Kilak County. And also Anaka in Nwoya County as well as Opit in Omoro county.

NB: Information as district markets and Agro-processors was got from Gulu District Trade Office.

Appendix 6 Description of some of the key markets for data collection

Sironko market: This market is mainly an assembly of produce traders and processors in Sironko Township of northern Mbale district. The township is strategically located on main road connecting Kapchorwa and Moroto district to Mbale town in eastern Uganda. Because of its location, it acts not only as the first destination point for produce (mainly maize and beans) from the surrounding areas but also as a key buying and bulking centre for produce from Kapchorwa district. Therefore this buying centre can be categorised as an assembly and/or a wholesale market for maize and beans. Further, in this township there are also a number of low-grade flour millers, which make it a maize buying and processing hub in northern Mbale.

Mbale town industrial area:

Mbale town is almost at the centre of the surrounding districts of eastern Uganda and has the best road network to access other districts. The road connecting Mbale town with Pallisa, Iganga and Jinja is excellent while that connecting with Soroti town is also very good. The one connecting Mbale district with Tororo and Busia is also very good and yet that joining the districts of Soroti and Lira similarly well the road joining Mbale to Kapchorwa district and in future to Moroto district is under construction. Therefore because of its good road network, Mbale town has a booming market for produce (mainly maize grain, maize flour, rice and beans). The major trading centre for these commodities is the industrial area where there a number of flour mills that can process high quality flour. Therefore this market receives maize grain from the districts of Mbale, Kapchorwa, Tororo, Pallisa, Iganga, and Kumi and even at times from Lira and Jinja. The major buyers of maize grain are processors who mill it into high quality flour that is sold back to the districts that sold maize grain and to many other districts such as Kampala, Gulu, Mbarara, Arua, etc.

Thus this market is an important wholesale market and processing centre for maize in eastern Uganda, which can be accessed by farmers and small-scale traders for the sale of their produce once they have accurate market information of such a market. Although this market can be described as wholesale market, the participants also accept buying and selling in smaller units that can be affordable by the small-scale actors in the market.

Kaamu market: This market is located in Bulugeni Sub-County of Budadiri County in Mbale district. It is along the Mutufu-Kapchorwa road. It is an assembly market that operates on every Wednesday of the week. Because of its location near Kapchorwa district, it attracts multitudes of farmers Budadiri county and other parts of Mbale district and those from Kapchorwa district who are eager to sell off their produce so as to buy household essentials. This market can be graded as a village assembly market where small-scale traders buy and bulk up produce for on-ward transfer to the major trading centres within the county, like Sironko township to wholesale markets like industrial area in Mbale town.

Kyotera market: This market is in kyotera town, Rakai district. The town is at the junction of three counties of Rakai namely; Kooki, Kyotera and Kakuuto. For its location in town, this market has both retail and wholesale traders who get their produce (mainly beans and maize grain) supplies from all the counties of the district. And because it is on a good road network the traders also get their produce from other districts. For example, presently in this month November, maize grain being sold is brought from Lira district that is over 600 kilometres away.

Markets in Gulu district

The markets in the counties of Kilak, Omoro, Nwoya, and Aswa handle a large volume of produce especially at harvest time. Most of the produce buyers are small-scale traders within the district who move to these markets on the days they operate. These markets are active due to the large population around the trading centres as a result of people staying in camps in most parts of Gulu district. With help from World Food Program (WFP), Catholic Relief Services (CRS) and other organisations, the people in living in camps cultivate various crops (mainly cassava, rice, maize, beans, millet and sorghum), which they consume and also sell to buy household essentials.

In Gulu municipality, most of the markets mentioned above are retail markets. However, there are some traders who buy and store produce anticipating better prices at a later time and there those who accumulate to reasonable tonnage for sale to big produce buyers. The retail markets in the municipality utterly depend on the village assembly markets for their supplies.

Appendix 7 Data collection form

International Institute of Tropical Agriculture, Market Information Service
 Plot 7, Bandali Rise, Bugolobi, P.O. Box 7878, Kampala, Uganda
 Tel: (256-41) 221797; 077-221162/4 Fax: (256-41) 220217
 Email mis@imul.com

Name of Collector:..... District county s/county

Date: ____/____/____

Market(s) Covered:

Item	Wholesale Prices		Consumer Prices		Remarks			
	Range	Average Price per Kg	Range	Average Price per Kg	Demand	Supply	Quality	Price
Banana/ Matooke								
Cassava Fresh								
Sweet Potatoes								
	<u>Range</u>	Most Frequent Price per Kg	Range	Most Frequent Price per Kg				
Beans (Kanyebwa/Nambale)								
Beans (Specify)								
Cassava Chips								
Cassava Flour								
G Nuts								
Maize Grain								
Maize Flour								
Millet Grain								
Millet Flour								
Rice								
Sim Sim								
Sorghum Grain								
Sorghum Flour								
<u>Soybean</u>								
<u>Sunflower</u>								
Cattle/beef								
Chicken (live bird)								
Goat/meat								
Smoked Fish								
Milk (one litre)								

Please fill the appropriate box corresponding to an item under the caption head "Remarks" with the help of the codes below. Any additional information can be written on another paper. IF faxed please fax both papers.

- Demand: (a) High (b) Moderate (c) Low (d) None
 Supply: (a) Plenty (b) Moderate (c) Scarce
 Quality: (a) High (b) Moderate (c) Poor
 Price: (a) High/Increasing (b) Moderate/Constant (c) Low/Declining

Send other comments on another page

Appendix 8 Checklist for Market Information Officers

Possible issues that information officers might report on -

Point in the season for each crop – i.e. harvest time for maize, getting towards the end of the season for beans, etc.

Whether the harvest looks big, average or small.

Whether there has been enough (or too much) rain, hail, wind, floods, etc. How might this affect expected price/quality/supply/harvest?

Has any crop been affected significantly by disease? How might this affect expected quality/price/supply/harvest?

Are crops flowering, podding, etc.

Have there been enough inputs (seeds, pesticides, packing materials, etc.) – If not, why not?

Is there any likelihood of famine in the area?

How high are stocks (owned by merchants, any farmers, etc.)?

Is there any demand or supply coming from outside Uganda? (Are Kenyan/Rwandan traders buying or selling in the area? What products are they buying or selling? Estimates of how much they are buying or selling. How might this affect the price/supply?)

Has there been unusual activity from traders outside the district? What are they buying or selling? Where do they come from? How successful have they been?

Are there any large farms in the area? What do they produce? Where do they sell their output? Are they satisfied with their marketing arrangements? If not, why not?

Are there any co-operatives, farmers' associations in the area? What do they produce? Where do they sell their output? Are they satisfied with their marketing arrangements? If not, why not? Which organisations (if any) are helping these farmers? Have they obtained credit facilities? If so, describe how they did it and who they did it with and how it works.

Which banks/micro-credit providers/credit unions active in the local agricultural industry in the area? What facilities do they offer? How useful is this to farmers/traders/processors/storage companies/transporters, etc?

What are road/farm track conditions in the area? Are they so bad that they are impeding delivery of goods? How might this affect price/supply?

Where are the major markets in the district? Which days of the week are they open? How large are they (number of stalls/lock-ups/stores/warehouses/silos/processing plants)? What capacity do these facilities have? What quantities do they handle of each commodity? What is the largest transaction they normally handle (one bag, one ton, one pick-up load, one lorry load, several lorry loads)?

Who runs the market (local government/private company)? If it is a private company, does a consortium of merchants own it? How long is their management contract? Are they doing a good job? Are users satisfied with the level of market fees the market charges? Have these charges increased a lot? What is the name of the market managers? Is there evidence of any price collusion amongst traders/retailers/processors?

Are traders satisfied with the quantity/quality of the product they can buy? If not, why not? Do traders have to repack/sort a lot of their purchases? Are they satisfied with the number of buyers they have. How do they attract buyers to the market? What kind of information do they need to improve their business? What else do they need to improve their business?

Do market users have access to a telephone/fax/computer? Do traders in the market have mobile phones? How do they use them to help their business?

Is there any explanation for price differences between local markets?

Are there any branches of the Uganda National Farmers' Association in the district? Are they doing anything to help farmers market their products? If so, what?

What kind of marketing help, if any, is offered to local farmers by the local government, agencies of national government in the area, development agencies, churches, NGOs, etc.

Is transport freely available throughout the area? (buses, taxis, hire of pick-up trucks, lorries, etc?)

Do any farmers bring their crops to market themselves? How (hire vehicles, bicycles, etc.)

Do market traders (sedentary traders) instruct travelling traders (itinerant traders) to buy for them? Do they offer the itinerant traders credit/guarantees?

How do local farmers sell their surpluses? Do they take them to market? If so, how? How do they sell to traders? For instance - do they visit a market with a sample of the goods they have to sell, find a trader who is interested and agree a price (after which the trader arranges transport? Or – do they just wait for an itinerant trader to visit them (If so, how do they know what price to accept? Do they bargain/haggle with the trader? How successful have they been in getting the price improved by haggling?) Do they talk to their neighbours about prices/markets? Do they ever agree to sell only at a minimum price with their neighbours? Do they ever sell collectively with their neighbours? Have they got access to scales? How do they assure a minimum quality for the goods they sell? Could they improve the quality? If so, how? Do they receive any help to improve quality (where from?)

What kind of information do farmers need to improve the volume/price of their sales?

Which radio services (FM/AM) are available in the area? Which service do most farmers listen to? What proportions of farmers have FM or AM receivers? Where is the radio studio in the district? Do they broadcast any farming programmes? Which companies advertise on or sponsor these programmes? What time of day are they broadcast? Is this a convenient time for farmers to listen? What would be the best time?

After radio service has started

Identify Listeners Group.

Do farmers/traders/processors/retailers/NGOs/union official listen to the broadcast? If not, why not?

How regularly do they listen?

What is their overall opinion of the programme?

Did they find it useful? If so, why? If not, why not?

Did they find the information accurate/timely/entertaining?

How could the programme be improved?

What other kind of information would they like to receive?

Do any of them want to be interviewed for a radio broadcast? If so, what do they want to talk about?

Was the broadcast at a convenient time for them? If not, when would be a better time?

Are traders worried about farmers hearing more accurate prices? Has this adversely affected their business or reduced the farmers' opportunity to sell?

Has the provision of information reduced traders' costs? If so, in what way?

Appendix 9 data and information collected

International Institute of Tropical Agriculture, Market Information Service

Plot 7, Bandali Rise, Bugolobi, P.O. Box 7878, Kampala, Uganda

Tel: (256-41) 221797; 077-221162/4 Fax: (256-41) 223459; 223494, Email mis@imul.com

Name of Collector: MUGANZA JAMES _____ District: _____ Iganga

Date: 30/11 00

Market(s) Covered: kiyunga

Item	Wholesale Prices		Consumer Prices		Remarks			
	Range	Average Price per Kg	Range	Average Price per Kg	Demand	Supply	Quality	Price
Banana/ Matooke	N/A	N/A	320-330	325	B	B	B	B
Cassava Fresh	160-170	165	180-200	200	A	B	B	B
Sweet BPotatoes	150-170	150	160-180	170	A	B	B	B
	Range	Most Frequent Price per Kg	Range	Most Frequent Price per Kg				B
Beans (Kanyebwa/Nambale)	400-450	450	500-600	600	B	B	B	B
Beans (Specify)	N/A	N/A	N/A	N/A				B
Cassava Chips	200-210	200	250-300	250	B	B	B	B
Cassava Flour	240-250	250	300-400	400	B	B	B	B
G Nuts	1400-1500	1500	1600-1700	1600	B	B	B	B
Maize Grain	170-220	200	N/A	N/A	B	B	B	B
Maize Flour	420-450	450	500-600	600	B	B	B	B
Millet Grain	N/A	N/A	N/A	N/A				B
Millet Flour	N/A	N/A	N/A	N/A				B
Rice	700-750	700	800-1000	1000	B	B	B	B
Sim Sim	N/A	N/A	1000	1000	B	B	B	C
Sorghum Grain	N/A	N/A	N/A	N/A				B
Sorghum Flour	N/A	N/A	N/A	N/A				C
Soybean	350-400	400	500-600	500	B	B	B	C
Sunflower	N/A							
Cattle/beef	1700-1800	1800	2000-2200	2000	B	B	B	B
Chicken (live bird)	2500-2800	2800	3000-4000	3000	B	A	B	B
Goat/meat	N/A	N/A	2000-2200	2000	B	B	B	B
Smoked Fish	N/A	N/A	2000-2300	2000	A	C	C	B
Milk (One litre)	300-350	350	400-450	400				B

Please fill the appropriate box corresponding to an item under the caption head "Remarks" with the help of the codes below.
Any additional information can be written on another paper. IF faxed please fax both papers.

Demand: (a) High (b) Moderate (c) Low (d) None
Supply: (a) Plenty (b) Moderate (c) Scarce
Quality: (a) High (b) Moderate (c) Poor
Price: (a) High/Increasing (b) Moderate/Constant (c) Low/Declining

COMMENTS ON THE KIYUNGA MARKET.

Name Of Market: Kiyunga
Sub-County: Kiyunga
County: Luwuka
Day Of Operation: Every Tuesday

Location:

Kiyunga Market is located in Iganga District in Kiyunga Sub-county, in Luwuka county located along Iganga Kamuli Road.

Activities & Goods:

The rise of this trading centre (Kiyunga) resulted from construction of a cotton Ginnery by Busoga Growers. When I talked to one of the prominent farmers in the area, (George Swaga) he commented that the market assists people in quick marketing of their produce.

Luwuka county is one of the biggest maize growing counties in Iganga District. It was further reported that it's within this area where you can find one farmer harvesting over 5 metric tones of maize.

Mode Of Marketing:

Mostly the farmers sell their produce to the Itinerant trader (on bicycle) who later sell to the Maize Agents in

Kiyunga (those with stores). Who also in turn sell the produce to the procurers (those traders who move with trucks).

It was further stated that at times, the Itinerant traders hire small commercial vans, popularly known as (1200) and

Move with small weighing scales buying from farmers direct, ranging from 1kg and above.

However, Kiyunga has always been the major collecting centre.

Crop Condition:

Some of the farmers who planted maize early have started harvesting. This has contributed to a drop in price.

Currently, newly harvested maize is at 180/= at wholesale while the dry maize (old maize) is at 220-230/=.

However, at retail level, there is no store in the area that sells maize at retail level.

For beans, most farmers had a poor harvest due to the continued drought.

Matooke: The matooke I found in the market, is locally grown and it was very small and of poor quality.

The matooke dealers said that they always buy matooke from Mbarara and Mbale but by the time I visited the

Market, there was no matooke from Mbarara as trucks had not arrived yet.

Weather Details It's raining in the area but some parts surrounding this area are completely dry (Kitwekyambogo)

Was quoted among the dry areas.

State of Roads:

The state in this area is very poor and this has greatly contributed to the drop of produce prices in and around this Area.

Trade News

Currently, the coffee business is at peak though some of the farmers complained that the coffee prices were very low compared to the general price level for most commodities. As I report a kilo of Kiboko coffee was at 350/=

While FAQ was at 750/= wholesale.

G.NUTS: The prices for G.nuts are very high because of the poor harvest exhibited around this area and most of it is got from Kaliro and Iganga Town.

Appendix 10 paper presented to CTA workshop in Etebbe-Uganda

Policy Issues Related to New Developments in Market Information Services.

The way forward

Prepared for the CTA workshop on agricultural policy networking:

Etebbe, Uganda, 6- 10 November 2000.

A. K. Muganga, Coordinator, Market Information Service, International Institute of Tropical Agriculture*, PO Box 7878, Kampala, Uganda.

P. Robbins, Director, Commodity Market Information Services, 62 Woodsome Road, London, NW5 1RZ.

R.S.B. Ferris, Foodnet Co-ordinator, IITA-ESARC, P.O. Box 7878, Kampala, Uganda.

(IITA paper No IITA/00/CP/26)

Introduction

This paper describes a new model for a decentralised, Market Information Service targeting the needs of the small-scale producers, traders and processors in Uganda. This new approach to deliver market information is based on model developed by CTA (Technical Centre for Agricultural and Rural Co-operation). According to this model, the service should be demand driven, community or sector specific with maximum participation of private and public sector beneficiaries. This model approach is being implemented in Uganda under the FOODNET project**. The particular focus of this paper is how broadcasting policy affects the implementation of such a process and how changes in current policy could significantly improve the ability of small-scale farmers, processors and traders to utilize market information.

The Market Information Service (MIS) project started in September 1999 with the aim of collecting, tabulating, analyzing, interpreting and disseminating timely and accurate market data and intelligence to the farming and trading community in Uganda. The service's objective is to improve market access, transparency, efficiency and to increase market competition in Uganda. This service is one of the activities of the ASARECA based Regional FOODNET project for Marketing and Postharvest Research in Eastern and Central Africa.

The MIS project has two integrated components.

1. The macro level MIS funded by the United States Agency for International Development (USAID) is designed to collect and disseminate national and regional market information to planners, government agencies, food security agencies and large-scale traders.
2. The micro-scale MIS activities funded by the Technical Centre for Agricultural and Rural Cooperation, (CTA) is a pilot project designed to test a model for the provision of market information to small-scale actors in Uganda's agricultural sector.

These services were initiated in the aftermath of the collapse in May 1999 of the Market News Services operated by the Ministry of Trade.

**IITA aims to enhance the food security, income and well-being of resource-poor people primarily in the humid and sub-humid zones of sub-Saharan Africa by conducting research and related activities to increase agricultural production, improve food systems, and sustainably manage natural resources, in partnership with national and international stakeholders.*

***The FOODNET project is a new type of regional agricultural research and development network focusing on market-oriented research and sales of value-added agricultural products. The network has three main objectives and seeks partnerships with a range of public and private sector partners to undertake:-(i) market research, (ii) postharvest research and, (iii) implement commercial agro-enterprise activities.*

The need for the Service.

Uganda has embarked on a Plan for the Modernisation of Agriculture under which the provision of market information is considered as an important component. It is stated in the PMA that: -

“The need for effective market information for improving market access is absolutely crucial...Based on the study by NRI/APSEC, a decentralised, flexible information system bringing on board all the main stakeholders will be adopted for implementation under PMA.”

In addition, the NRI/APSEC study and studies carried out by IITA and others have shown that, due to lack of competition and transparency in Ugandan markets, poor communication systems and infrastructure, Ugandan farmers often receive only a fraction of the true prices of the commodities they sell.

These studies have also recorded that these small-scale actors have identified the provision of market information as a high priority in their efforts to gain access to markets.

Current status of the Macro MIS

For the past year, IITA has operated a Macro-MIS in Uganda where information on prices of 28 agricultural commodities from 19 districts are collected weekly. Information on prices and traded volumes are also collected every day from three major wholesale markets in Kampala.

In addition, information is collected on weather conditions and forecasts, road conditions, import and export activities and regional and international markets for products produced in Uganda. This information is then made available, by e-mail and fax, telephone and during regular meetings, to government, FEWS, major trading companies, local government, NGOs, farmers' associations and other organisations in the agricultural sector. The information is also published in two Ugandan daily newspapers and broadcast by Radio Uganda and other commercial FM radio stations.

The information is collected by a number of partners at district level including the district trade officers, commercial officers, marketing officers, business community and agricultural officers.

The provision of appropriate, accurate and timely market information has been shown to improve welfare, increase incomes for producers, reduce waste, lower transaction costs, lead to reduced consumer prices, boost national competitiveness and improve market efficiency and transparency leading to an increase volumes of trade and, therefore, economic growth. Hence, effective market information which is professionally packaged and delivered is a real and cost effective “win – win” opportunity.

Limitations of the Macro service

It is fully recognised that those in most need of market information are the millions of small-scale farmers, processors and traders who represent the overwhelming majority of the Ugandan agricultural sector.

Any organisation wishing to provide an appropriate, timely and accurate information, designed to strengthen the bargaining position of the small-actors in the Ugandan agricultural sector is faced with certain difficulties. The major problem is that there are many languages spoken in Uganda the level of literacy is just slightly above 50% and the general understanding of how markets operate is low. Most of the market information currently circulated is in English and therefore many farmers are unable to access this information.

In addition, different groups of market actors need different types of information depending on the crops they grow, their location and the degree at which they cooperate with each other, particularly in relation to collective activities which lead to lower input costs, lower or more efficient labour cost and higher sales commodity sales prices.

Because of these problems, IITA-FOODNET in conjunction with CTA, has designed a new model for the provision of market information based upon extensive research over the last four years in Uganda and other African countries.

The New Micro MIS Model

IITA with support from CTA has established three pilot projects to test the new micro-MIS model. This service is decentralised and includes the participation of farmers, traders, processors and retailers as well as local government structure, farmers unions and non-governmental organisations working in the target areas.

This service is aimed at befitting the small players who comprise mostly of farmers, traders, processors, non-governmental organisations and other development agencies. The micro MIS provides localized information and utilizes the information from the Macro MIS. Information is collected from within the pilot sites from the markets in the major towns and agri-business development centres, regional networks and NGOs, local and national newspapers and the Macro MIS

In this model, in one of the sites, data and market information is collected at least twice a week. Data is disseminated in the form of frequent radio broadcasts on FM radio stations, using the local language, and in local newspapers and word of mouth. This site is situated in Eastern Uganda and covers the districts of Bugiri, Iganga, Mbale, Jinja, Kamuli, Tororo, Busia and Pallisa which, together, have a population of about 5 million people. This area has a very high potential for exporting maize and beans and has received assistance from the Agri-business Development Centre. The problem in this area is that there is very poor organisation of farmers in the area of marketing. In addition, the producers here have no access to market information at all.

In the second pilot site in northern Uganda, (Gulu district) many farmers have formed themselves into groups but lack experience in marketing their produce and have not developed any capacity to collectively market their products. For this reason, the project includes provision for training farmers in these skills. This area has also experienced periods of insecurity and, for this reason, has received the assistance of a number of development and aid agencies, including WFP, CRS, WVI and WLF. These organisations will contribute positively to the training and implementing of group marketing in this area.

In the third pilot site, the micro MIS provides trade facilitation in the form of assistance to organised farmers and traders linking them with larger traders and new, larger markets. The project will concentrate on developing markets for beans and maize in this area. The farmers in this area are well organised and have benefited from training provided by the Irish Fund for Cooperative Development (IFCD). Information requirements in this area are somewhat different from those in the other two sites. The project aims to provide detailed information on the names, location, buying prices and trading terms offered by maize and bean traders who show an interest in buying from these farmers.

Apparent Gaps and Problems in policy

Local and national policies for improving market access for producers and traders are, at present, not well developed in Uganda, in general there is a:

1. Lack of localized market Information

2. Confounded by expensive dissemination costs on public and private radio

Policy Analysis Required

Some *rapid* and *simple* analyses are therefore required to show the merit for Government / Donor investment in market information to make the Ugandan agricultural sector *more competitive*. The types of analyses required include:

1. Cost benefit analysis for the provision of Market Information.(MI)Loss / reduction in revenue / fees from national radio for time lost, if market information were to be funded through Government legislature as a public goods service.Review the decision making process which would be able to effect a change in Government policy related to Public Broadcasting. This is related to inter-ministerial policy, i.e. Finance, Trade & Information, Agriculture, to approve use of public services for the transmission of public goods information.**The MIS**

Policy perspectiveThe FOODNET Market Information Service, which is already a cheap service, would be even cheaper and more effective if Government policy was designed to support the agri-business trade sector.

- A general policy establishing the importance of market information at the national and district levels, as is suggested by the Plan for the Modernisation of Agriculture in Uganda should be formulated and implemented.

Clarity in the broadcasting policy:-

- National radio is currently underutilised and very uncompetative as shown by the rise of many private FM Radios in Uganda.
 - Some of the broadcasting time is occupied by repeat programmes, music or petty announcements which may be better used by important public service announcements such as market information, health issues and social matters.
 - The costs of regular broadcasting through the national service is very high or costs are difficult to ascertain**OUR VIEWi)** *Government would benefit* from a pro-active and robust policy to provide Market Information to producers and traders as a public good.
- ii) *The benefits can be high.* For example,Pilot site1 from the MICRO MIS. In this area CTA has invested \$30,000 and this could generate up to 3 million dollars to the beneficiaries in the area.
- iii) *Regionalisation:-* Given that trade is both local, national and regional there should be additional analysis to evaluate and then promote the idea of regional market information to facilitate regional trade. Such a system could be implemented through intergovernmental bodies such as ASARECA, IGAD and FAO. Benefits of a Micro Market Information

<i>In the Eastern Uganda Pilot Site</i>	
<i>Population (Bugiri, Iganga, Busia, Jinja, Tororo, Kamuli, Pallisa, Mbale, Kapchorwa)</i>	<i>5,000,000</i>
<i>Average household size</i>	<i>5</i>
<i>Number of households</i>	<i>1,000,000</i>
<i>Average maize production per household (Kilograms)</i>	<i>200</i>
<i>Present price of Maize</i>	<i>270</i>
<i>Assume only a 10% increase in prices due to Market Information</i>	<i>27</i>
<i>Total increase in income in the households</i>	<i>5,400,000,000</i>
<i>Exchange rate per USD</i>	<i>1,800</i>
<i>Investment in a localized Market Information Service</i>	<i>30,000</i>
<i>Gain: One hundred times more income than investment</i>	<i>100</i>

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WFP - World Food Programme
WVI – World Vision International
CRS – Catholic Relief Services
WLF World Lutheran Fund