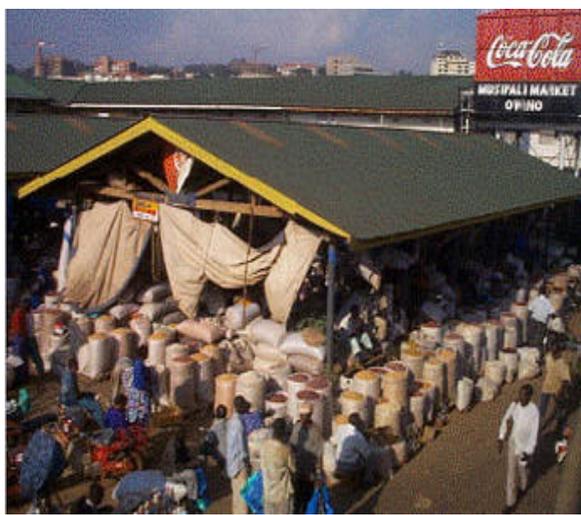


Market Information Service

A project funded by the ACDI PL-480



Sixth Technical Report

January 01 – March 01

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Summary of highlights since the beginning of the project

- Re established a decentralized data collection system in Uganda.
- Collecting market information in 19 districts of Uganda at wholesale and retail level on a weekly basis and daily from 3 main markets and 3 commercial buyers in Kampala.
- Broadcasting data and information via 9 radio stations on 12 programs per week.
- Disseminating information through print media, once a week (East African and The Monitor), Bulletin boards in some districts, E-mail (90), Internet, Meetings, Word of mouth, Telephone.
- Started monitoring volumes traded in Owino market in Kampala.
- Improved collaboration with a number of private partners including, World Vision, Owino Market Traders Association, Soroti District Administration for dissemination, Arua District Administration for radio dissemination, Buganda Cultural Development Association for dissemination, Karamoja Project Implementation Unit, UNFA, IFCD-CEDO, e.t.c.
- Working towards regional collaboration in Kenya, Rwanda and Tanzania.
- Expanded the data collection activities to include various brands of locally produced and imported USA and Canada cooking oils, various brands of locally manufactured wheat flour, and imported rice.
- Now implementing the Micro-MIS project for the selected pilot districts of Iganga, Rakai and Gulu.
- Improved communication by providing some data collectors with 10 computers and accompanying periphery components to modernize data capture, processing and analysis. The computers have an e-mail connection, which has significantly improved the communication problem, which were hindering the timely transfer of data for dissemination.
- Provided training to data collectors in more accurate ways of data collection and reporting; use of computer software for e-mailing and faxing; and inputting data in Excel and writing weekly reports in MS word.
- Improved timelines for retrieval of field data.
- Improved and increased content of market news collected by data agents.
- Established a new contract with Radio Uganda to supply regular information to Eastern Uganda on the Kampala – Kapchorwa axis, radio programming will be done in 4 languages, Lumasaba, Lusoga, Kupsabiny, English. Beneficiaries are 1 million households.
- UNFA have invested their communications budget into the IITA-FOODNET market information service to disseminate market news to the farmers.
- More private sector involvement in the MIS is emerging, for example, Radio Lira has doubled airtime dedicated to dissemination of market information. Radio Lira are also developing a new project with FOODNET to establish a new private sector radio station in Tororo, this move being particularly aimed at supporting cross – border trade.

Highlights this Quarter

- A meeting with radio producers to establish a strategy for evaluating radio programmes was held, where it was decided to hold rapid listenership surveys, listener groups and holding a prize competition for reactions to the MIS.
- Radio Lira has now increased its footprint area from 50 km radius to 150 radius of Lira town. Coverage of market information has been significantly increased with integration of micro-market information input.
- The micro marketing information project is being integrated with the macro service such that the small-scale producers are being more effectively engaged in the national market information service.
- A new initiative is being made to explore linking the MIS with the PMA process as a means to engage the government in the MIS project and to effect greater sustainability into the process.
- New styles of presenting the MIS radio information is being explored and the MIS is linking with other radio extension initiatives such as FARM RADIO (www.farmradio.org) to download different types of scripts for broadcasting.

Information Collection.

The process of collecting market information has continued with more emphasis being placed on accuracy of the price information accompanied with relevant market conditions comments. In the next quarter, we intend to train collectors in market analysis and reporting methods such that they are able to clearly identify some of the reasons that lead to changes in the local market conditions.

Information dissemination

In this quarter, the dissemination of market information has been strengthened and improved. Currently, the information is broadcast via 9 Radio stations through 12 programs a week. There has however been a shift in the timing of the radio programs on Radio Uganda. The Lusoga program has shifted from Sunday 6:15 pm to Saturday 12:30 while the Kopsabinyi program has shifted from Saturday 4:15 pm to Saturday at 2:00 pm. **See Table 1.**

The format of dissemination of the information will be reviewed and possibilities of making the programs more interactive explored. We are trying to make our programmes more interesting and we are currently looking at presenting the information in a dialog form where there will be at least two people to present the information. In addition, we shall include short interviews with different farmers and traders on the market conditions.

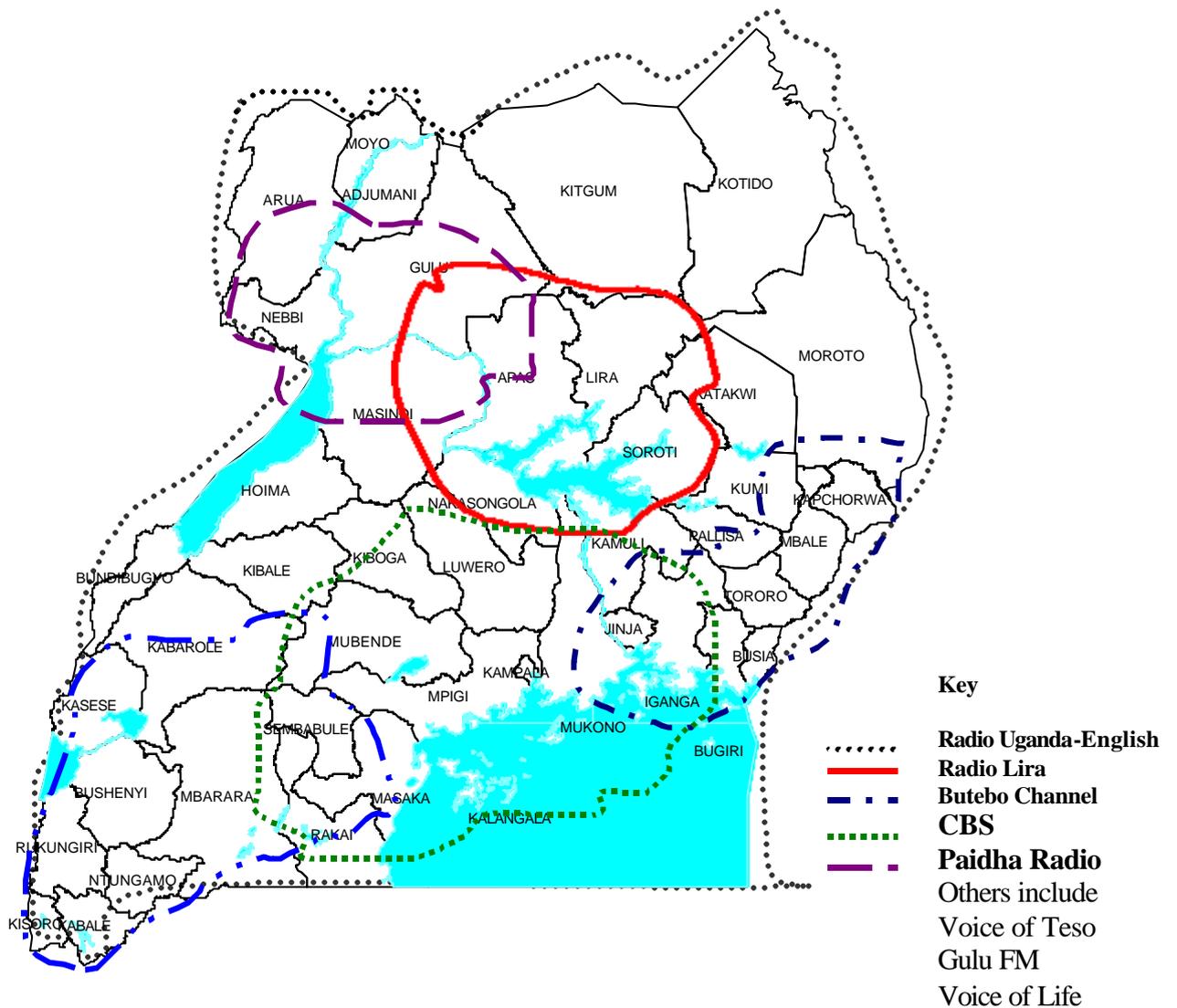
Coverage of the information.

Map 1 shows the coverage of market information in Uganda. The English program on Radio Uganda covers the whole country. This though does not necessarily means that all farmers and small-scale traders are listening to this information. On obvious limitation is that the program is broadcast in English, which may not be understood by all farmers who are the target audience. Secondly, with the opening up of many private FM Radios, it is believed that the listenership of Radio Uganda has gone down especially in those areas that are covered by the FM radios.

Table 1: Radio programs broadcasting Market Information in Uganda.

Radio	Program	Time	Languages	Sponsors	Districts Covered
Uganda Red Channel	Market Information	Sunday 9:45 PM	English	MIS, Micro-MIS, UNFA,FOODNET	All Districts
Uganda Butebo Channel	Market Information	Sunday 5:30 PM	Lumasaba	MIS, Micro-MIS, UNFA,FOODNET	Eastern Uganda
Uganda Butebo Channel	Market Information	Saturday 12:30 PM	Lusoga	MIS, Micro-MIS, UNFA,FOODNET	Eastern Uganda
Uganda Butebo Channel	Market Information	Saturday 2:00 PM	Kopsabiny	MIS, Micro-MIS, UNFA,FOODNET	Eastern Uganda
Central Boadcasting Service (CBS 88.8 FM)	Farmer's Voice	Sunday 7:00 PM	Luganda	MIS	Central, Eastern and Southern Uganda
CBS 88.8 (BUCADEF)	Ssaagala-agalamide	Sunday 8:00 PM	Luganda	MIS	
Paidha	Lunch Time Special	Monday 1:45 PM	English Lunyoro	MIS	West Nile,Masindi and Northern Uganda
Voice of Life	Market News		Lugbara Madi & English	Arua District Authority	West Nile (Moyo, Adjumani, Arua, Paidha)
Voice of Teso	"Agwelanar" Marketing News	Saturday	Iteso	Soroti District Authority	Eastern Uganda (Soroti, Kumi, & Katakwi)
Radio Lira	Market News	Tuesday 2:15 PM	Luo	Macro-MIS	Northern Uganda (Lira, Apac, Kitgum)
Gulu FM	Food Security And Marketing Program	Friday	Luo	World Vision	Northern Uganda (Lira, Apac, Kitgum)
Radio West	Market Report	Monday - Friday	4Rs	MIS	Western and Central Uganda

Map 1: Map Showing the Coverage of the Radios disseminating market Information



Appendix 1: Market information mailing list

Unzipped data

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fewsnets@imul.com
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ubos@infocom.co.ug
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ssemwang@swiftuganda.com
ivamba@infocom.co.ug
tns@swiftuganda.com
rojok@imul.com
emurphy-pl480@acdivoca-ug.org
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uganda@wvi.org
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prisf@starcom.co.ug
tnannozi@hotmail.com
eped@starcom.co.ug
pvdoren@africaonline.co.ug
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siminyu_albert@wvi.org
fumisait@world.ryukoku.ac.jp
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fremashamba@yahoo.com
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acekla@starcom.co.ug
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pasar@rwandatell.rwanda1.com
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enobera@fews.net
srwamasirabo@usaid.gov
Dorothy.Kanyomozi@wfp.org
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shea@covol.org
statisticsuganda@hotmail.com
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mismbarara@africaonline.co.ug
miskasese@africaonline.co.ug
misgulu@africaonline.co.ug
worldvision.gulu@wfp.org
radiowst@swiftuganda.com
socadido@infocom.co.ug
worldvision.gulu@wfp.org
peter_mu simami@wvi.org

Appendix 2: List of district data agents

	DISTRICT	DATA COLLECTOR	POSTAL ADDRESS	TELEPHONE NUMBER	FAX NUMBER
1	Jinja	Muganza James District marketing Office	Box 371, Jinja	043-120711 075-654752	043-121207 043-121322
2	Iganga	Kasubo Sarah Uganda National Chamber of Commerce – Iganga branch.	Box 544 Jinja	043-120936	077401517
3	Tororo	Opio Isaac (Businessman)	Box 364, Tororo		045-45052
4	Mbale	Bumba Wagole (Asst. Marketing Officer)	Box 215	045-34273	041-254576 041-34461
5	Gulu	Oryem Charles, (District Marketing Officer)	Box 2, Gulu	0471-32268	041-250828
6	Masindi	Kasozi Fredrick (District Marketing Officer)	Box 119 Masindi	0465-20495	0465-20411 0465-20100
7	Rakai	Jimm Kava (Deputy Dist Agric Off)	Box 13 Kyotera	0481-20339	077589595
8	Masaka	Wasswa Ssempijja (Min Of Trade)	Box 99, Masaka	075623195	
9	Mbarara	Niwagaba Justinian District Commercial Officer	Box 1 Mbarara	0485-21138	0485-21304
10	Kabale	Ahimbesibwe Charles (Dist. Co-Op. Off.)	Box 111 Kabale		0486-23200
11	Kasese	Byamukama Martin Senior Marketing Officer	Box 259 Kasese	0483-44032 077-512234	0483-44235 0483-44312
12	Luwero	Kikulwe Enoch Mutebi Luwero Dist. Production Office	P.O Box 62 Luwero	041-610217 C/o Pdn Mgr 077 -467700	041-610132
13	Lira	Taiwo Benson (Lira Dist. Farmers Ass) forward@Swiftuganda.com	Box 798 Lira	0473-20533 0473-20557	0473-20187 041-349729
14	Soroti	Benjamin Adauni Ogunia District commercial Officer - Soroti sddp@infocom.ug.com	BOX 190 Soroti	045-61128 077-511062	04561325
15	Kampala	George Ameny		041-221797	
16	Kitgum	Okema Amic Christopher District Trade Officer	C/o AVSI		
17	Arua	Oboko Ayiga Emmanuel District Marketing Officer	P.O.Box 1 Arua	0476-20201	041-341435
18	Owino Market	Richard Kayira Owino Market Traders Association		077416674	