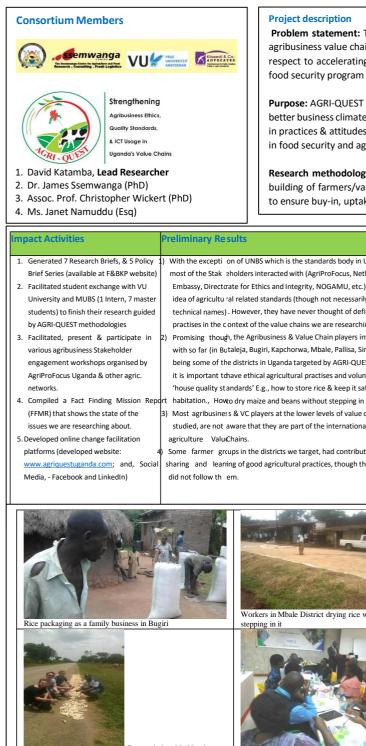
## FOOD & BUSINESS APPLIED RESEARCH FUND

## Strengthening Agribusiness Ethic, Quality Standards and ICT Usage in Uganda's Value Chains - Agri-Quest Uganda



Problem statement: There is a considerable lack of attention to these two issues in agribusiness value chains in Uganda: (i) Ethical behaviour, & (ii) Quality standards with respect to accelerating transformation, competitiveness, & sustainability of a vibrant food security program and agri-business.

Purpose: AGRI-QUEST aims at addres ing a fundamental question: How can we have a better business climate in Uganda that fosters a permanent and positive gradual change in practices & attitudes in agribusines s towards ethical behaviour and quality standards in food security and agri-business init iatives?

Research methodology: AGRI-QUEST uses these engagement processes: capacity building of farmers/value chain players, wide consultations & stakeholder engagement to ensure buy-in, uptake of research outcomes and knowledge exchanges.

Impact Activities	Preliminary Results
1. Generated 7 Research Briefs, & 5 Policy	) With the excepti on of UNBS which is the standards body in Uganda,
Brief Series (available at F&BKP website)	most of the Stak eholders interacted with (AgriProFocus, Netherlands
2. Facilitated student exchange with VU	Embassy, Directorate for Ethics and Integrity, NOGAMU, etc.), have an
University and MUBS (1 Intern, 7 master	idea of agricultu ral related standards (though not necessarily by their
students) to finish their research guided	technical names) . However, they have never thought of defining ethical
by AGRI-QUEST methodologies	practises in the context of the value chains we are researching on.
3. Facilitated, present & participate in	2) Promising though, the Agribusiness & Value Chain players interacted
various agribusiness Stakeholder	with so far (in Butaleja, Bugiri, Kapchorwa, Mbale, Pallisa, Sironko, - all
engagement workshops organised by	being some of the districts in Uganda targeted by AGRI-QUEST), feel that
AgriProFocus Uganda & other agric.	it is important tohave ethical agricultural practises and voluntary in
networks.	'house quality standards' E.g., how to store rice & keep it safe from Rats
4. Compiled a Fact Finding Mission Repo	rt habitation., Howto dry maize and beans without stepping in them, etc.
(FFMR) that shows the state of the	<ol><li>Most agribusiness &amp; VC players at the lower levels of value chains</li></ol>
issues we are researching about.	studied, are not aware that they are part of the international food and
5. Developed online change facilitation	agriculture ValuChains.
platforms (developed website:	Some farmer groups in the districts we target, had contributed to the
www.agriquestuganda.com; and, Social	sharing and learning of good agricultural practices, though the farmers
Media, - Facebook and LinkedIn)	did not follow th em.

2) Workers in Mbale District drying rice while directly 3)

AGRI-QUEST members participating in one of the AgriProFocus – Ugandastakeholder workshops

Cassava being dried by the Road side in Butaleja District

## **Opportunities:**

**Opportunities and challenges** 

- 1) An increasing need in Uganda to popularize ethical business behaviour
- The knowledge platforms (esp. AgriProFocus 2) Uganda) are very receptive i.e., over engaging AGRI-QUEST.
- 3) AGRI-QUEST intervention is seen as a breakthrough in to the neglected aspects of agribusiness (ethical practices).
- 4) A sensitization drive of AGRI-QUEST aims and objectives with the stakeholders has proved necessary so as to expedite their full engagement and a clearing understanding of expectations

## Challenges:

- 1) Time allocated (budgeted) for the field visits to collect data, interact with project targeted audiences has proved inadequate especially in parts which are far from the project head office.
- Most stakeholders and project targeted respondents, expect AGRI-QUEST to meet their costs incurred for participating in our research project, E.g., for giving us data, Transport them to workshops, buy for them airtime, buying seed drving materials (for quality improvement) like mats, racks, etc. Failure by AGRI-QUEST to meet these blocks window for other upcoming innovation projects; buy for them mobile phones that are internet enabled especially ahead of our ICT App and Farmer-to-buyer platform to be developed
- Language barrier since we gather data from a variety of districts in Uganda, which places we have to visit again for dissemination of results.
- Farmers don't see the short and medium term 4) value of committing ethical practises.
- 5) Prevalence of Corruption which impacts heavily on Integrity and Transparency in value chains

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