

ARF Country Workshop Uganda Food & Business Applied Research Fund Entebbe 26 & 27 January 2017

A project mainly financed by:

Implemented by:



PROJECT TITLE

“Strengthening Agribusiness Ethics, Quality Standards & ICT usage in Uganda’s value chains” (AGRI-QUEST)

1. Three-year research project implemented by
 - a. Makerere University Business School,
 - b. The Ssemwanga Center for Agriculture and Food Ltd,
 - c. Vrije Universiteit (VU) University Amsterdam and
 - d. Kibeedi & Co. Advocates.
2. Funded under the Applied Research Fund (ARF) -NWO-WOTRO Science for Global Development based in The Netherlands.

PROJECT STRATEGIC OBJECTIVES

1. Promote **dialogue** on introducing ethical agricultural standards in development supported initiatives in Uganda.
2. **Develop and disseminate resources** necessary to make informed ethical and quality standard-based decisions in support of a more just and equitable food and agriculture VC system.
3. Involve agricultural players at the **bottom of the pyramid in decision-making** procedures in international food and agriculture policy and practices.
4. Assist agricultural VC micro-players to adhere to basic **Codes of Conduct**.
5. **Review** existing agribusiness **quality standards, ethical dilemmas, & mobile ICT applications** to determine their appropriateness in sustaining a competitive agribusiness climate.
6. **Develop a website and mobile apps** as
 1. Reference point for agricultural standards and ethical practice
 2. Farmer-to-buyer brokerage and market information access points.

OUR TARGET GROUP

1. **FARMERS**
 - a. As individuals
 - b. As associations and cooperatives
2. **VALUE CHAIN ACTORS** - processors, traders, warehouse operators
 - a. As individual enterprises
 - b. As trade organizations
3. **CONSUMERS**
4. **THE LEGAL FRATERNITY** - public and private
5. **STANDARDS ORGANISATIONS** - public and private
6. **MINISTRIES RESPONSIBLE FOR:**
 - a. AGRICULTURE
 - b. TRADE AND CONSUMER AFFAIRS
 - c. LOCAL GOVERNMENT IN UGANDA
7. **MEDIA ORGANIZATIONS** - public and private; print, radio, TV, electronic

ROLES OF TARGET GROUP

1. **FARMERS AND OTHER VALUE CHAIN ACTORS**
 - a. Face and process **ethical dilemmas** as they **make acquisition decisions** for inputs, seed, knowledge
 - b. Face and process **ethical dilemmas** as they **manage relationships**
 - c. **Produce, Trade and Process** based on ethical/unethical practices
 - d. **Interpret policies**
 - e. **Create informal standards e.g. volume measures**
2. **CONSUMERS**
 - a. **Respond** to unethical behavior - reports, activism, buying decisions
 - b. **May trigger/instigate/promote** unethical practices - ignore transactional documents e.g. receipts; ignore health and safety guidelines e.g. maize milling alerts on iron filling or maggot infested flour
 - c. **Self protection**
3. **THE LEGAL FRATERNITY**
 - a. Engage in **consumer protection**
 - b. **Technical input** into Codes of conduct

ROLES OF TARGET GROUP cont'd

4. **STANDARDS ORGANISATIONS**
 - a. Set formal and informal standards
 - b. **Align expectations** with industry realities
5. **MINISTRIES RESPONSIBLE FOR**
 - a. AGRICULTURE for agriculture policies
 - b. TRADE AND CONSUMER AFFAIRS for trade policy, health policy
 - c. LOCAL GOVERNMENT IN UGANDA for enforcement, trade facilitation, market administration, revenue collection
6. **MEDIA ORGANIZATIONS**
 - a. Publicize issues
 - b. Report violations
 - c. Platform for consumer voice
 - d. Publicize events

APPROACHES TO REACH TARGET GROUP

1. STAKEHOLDER IDENTIFICATION AND ANALYSIS
 - a. Fact finding mission
 - b. Identification of stakeholder interests, influence and resources
2. ISSUE IDENTIFICATION
 - a. Fact finding mission
 - b. Participation in events
 - c. Extracting from media reports
3. STAKEHOLDER ENGAGEMENT
 - a. Stakeholder workshop
 - b. Publicity of issues and events
 - c. Dialogue
 - d. Website and mobile application platforms
4. EDUCATION AND JOINT LEARNING
 - a. Publications - posters, papers
 - b. Participation in events

ENTRY VALUE CHAINS (and regions)

1. SEED - mid-west and central Uganda
2. OILSEEDS - northern Uganda
3. DAIRY - western Uganda
4. CASSAVA - mid-west/mid-north Uganda
5. RICE - mid-eastern Uganda
6. POTATOES - western Uganda

ALL VALUE CHAINS ARE **PRIORITY UNDER THE DSIP**
 VALUE CHAINS ARE AT **DIFFERENT LEVELS OF COMMERCIALIZATION**

MAIN FINDINGS TO DATE

1. The existing systemic unethical behaviors include:
 - a. Compromised product quality - Buyer and seller not connected sometimes
 - b. Use of unreliable weighing scales
 - c. Poor postharvest handling techniques, facilities and equipment
 - d. Inequitable farm gate prices
 - e. Poor employee relations and working conditions



MAIN FINDINGS TO DATE (cont'd)

2. Value chain stakeholders **need to understand the cost of unethical behavior** to their enterprises - implications on farm gate price (low), qualifying for market entry
3. **Consumers need to embrace their role** in promoting ethical behavior in value chains
4. **Tensions in adoption of codes arising from Competition, High transaction costs, consumer expectations, misaligned infrastructure investments (testing labs only in the centre) and Inconsistent policies**
5. Essential Principles of Execution are:
 - a. Communication of Codes of Conduct to help reduce tensions
 - b. Training and educating VC actors
 - c. Participatory development of **enforcing mechanisms**
 - d. **Engagement** with cooperatives, farmer associations, consumer associations and NGO's
 - e. Demonstration of **business case** to VC actors
 - f. Engagement with the **youths** is opportune for ICT deployment

THANK YOU

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► Uganda's favorite animal - at least 6 pet names

- Stagafululayi
- Mutamba-ddembe
- Mutamba
- Past leader

► Where there is this animal, there is happiness

- Does eating pork cause happiness or does happiness induce pork appetite?