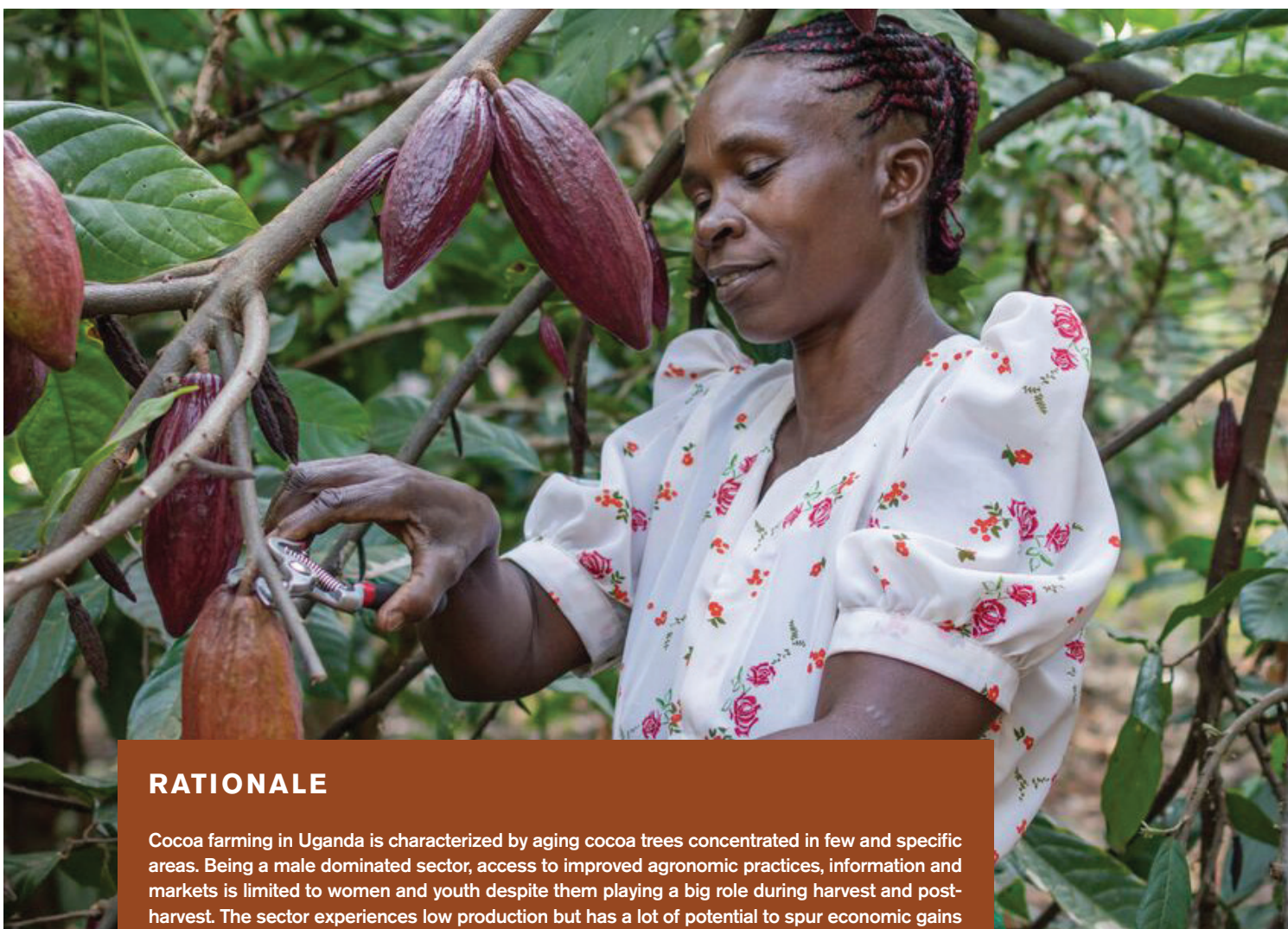


# Enterprise Promotion



|                       |  |
|-----------------------|--|
| <b>PROJECT:</b>       | <b>Inclusive Markets Uganda (IMU): Improving Cocoa and Honey Markets in Uganda</b> |
| <b>REGION:</b>        | Central, East & Southern Africa  |
| <b>COUNTRY:</b>       | Uganda   |
| <b>PROJECT PHASE:</b> | January 2017 – December 2020   |
| <b>FUNDING:</b>       | Swiss Agency for Development Cooperation (SDC)                                     |



## RATIONALE

Cocoa farming in Uganda is characterized by aging cocoa trees concentrated in few and specific areas. Being a male dominated sector, access to improved agronomic practices, information and markets is limited to women and youth despite them playing a big role during harvest and post-harvest. The sector experiences low production but has a lot of potential to spur economic gains for not only the smallholder cocoa farmers, but also the national economy. Because of the low production, smallholder cocoa farmers struggle to explore healthy business competition and attract more buyers. As an export crop, the cocoa price is volatile and dependant on the international market. Often, the farmers are unaware of the required international standards and produce poor quality cocoa. There is also a mismatch between the financial needs of the smallholder farmers and the products and services offered by the formal and non-formal financial institutions.

The beekeeping sector faces related constraints with limited product diversification and production primarily for subsistence use. Presently, beekeeping is still not seen as a business-oriented sector and access to associated services and inputs such as bee hives and harvesting equipment is a challenge. Production by the scattered beekeepers is low with an estimate of 12,000 metric tonnes produced by 1.2 million beekeepers annually. This is significantly lower than the country target of 50,000 metric tonnes a year. Smallholder beekeepers still lack access to accurate and comprehensive information to enable them to improve their yields through application of the best technologies and production practices.

*Cocoa smallholder farmer harvesting produce for sale*





Practical beekeeping training session

## PROJECT DESCRIPTION

The IMU Project aims to increase the incomes, employment opportunities and livelihoods of smallholder farmers and micro-entrepreneurs within the cocoa and honey market systems. It does this by increasing farmers' access to productivity enhancing technologies, market information and agricultural value chain financing mechanisms.

The project applies the Inclusive Markets (IM) approach system which brings together representative smallholder farmers and various market actors and enables to them develop sustainable mechanisms for working together. It facilitates partnerships between smallholder farmers and companies through innovative business models that trigger increased production and productivity. The business model is built on interventions that address varied market constraints.

## EXPECTED PROJECT IMPACT



12,000

Increased productivity and production of 12,000 smallholders by 40%. Increased household incomes by 30%.



6,400

Increased household incomes of 6,400 beekeepers by 30% Increased honey production and beehive products i.e. propolis and beeswax by 20% and 30% respectively.

## TESTIMONIALS

*"I can now manage my cocoa garden well using the knowledge I acquired from the training organized in the farmer field school. I am able to prune, identify diseases and control pests which had in the past affected my cocoa yield. My current production on a two acre plot has increased by 1,300kgs from 2,300kgs in 2016 to 3,600kgs in 2017. This has translated into an improved annual income of CHF 5,657 (UGX 19, 800,000). I can now afford to pay school fees for my four children."*

**Harriet Byoma** | Member of Bunyoro Cocoa Cooperative Society Ltd., Kagadi District.

*"Beekeepers in my community are beginning to realize that managing apiaries is a real business like any other. After attending a beekeeping training session organized by Swisscontact, in Rutoto Sub-County in April 2017, I realized I had lost a lot of money due to mismanagement. I decided to monitor my apiaries like I would with any other business. I increased my beehives from 15 to 50 and positioned them in a well selected site. I also increased the number of colonized bees from 5 to 50. My first honey harvest of 300kgs saw me earn CHF 1,714. I now make my own beehives using locally available materials. I realised that beekeeping does not require you to be highly educated; even illiterate people can keep bees."*

**Jackson Ayebazibwe** | Member of Kamusiime Youth Beekeepers Group, Rubirizi District.

## CONTACT INFORMATION

Swisscontact, Swiss Foundation for Technical Cooperation  
19/20 Off Martyr's Way, Ntinda  
P.O. Box 21153 Kampala, Uganda  
Tel: +256 0 414 222 431  
[www.swisscontact.org](http://www.swisscontact.org)

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