

RURAL MARKET INTELLIGENCE (RUMI)



Project site: Luwero and Mbale districts, Uganda



Luwero District Farmers Association offices

Background

Since 2003 I-Network has facilitated a process aiming to improve rural farmers' income by enhancing access and usage of markets and marketing information. Unlike the leaders of rural farmers cooperatives, individual farmers have a limited understanding and usage of information on enterprise selection and marketing. Due to lack of accurate data, collective marketing is rare low and producers end up having a very weak position in the value chain, with just a small fraction of the profit ending up in their pocket.

Project summary

RUMI activities focus on raising awareness on the role and importance of information in production, marketing and training beneficiaries on production information gathering.

We aim to expand sustainable micro level economic opportunities by empowering organized high level farmer groups with access and use of market information for enterprise selection decisions, and by

generating production information for bulking and collective marketing.

We believe these skills will help farmers integrate commodity value chains better, improve their access to markets and create empowered relationships with suppliers, processors and traders.

RUMI also aims to generate a high information demand therefore inducing commitment to generate accurate production records.

An ultimate goal is to provide other cooperatives with an information toolbox on how to use market information to make better trading and production decisions in order to increase income. The rural farmers will be trained in the use of information and communications technology (ICT) in order to access, manage and disseminate market and production information.

Contributions to the Decent Work Country Programme's priority (DWCP):



- Reduce poverty through increased opportunities for youth employment and productivity.

Partners

- Luwero District Farmers Association (LUDFA) and Busiu Farmers Cooperative in Mbale are part of 12 cooperatives we are providing advisory and capacity building services to. Their roles are the implementation of project activities, reporting on project progress and sharing lessons learned with other cooperatives.
- Uganda Cooperative Alliance (UCA).

Beneficiaries

- 8000 farmers in Mbale and Luwero Districts;
- 12 farmer cooperatives and their members in 12 districts across Uganda;
- Local Government leaders;
- Community leaders;
- CBOs and NGOs;
- Ultimately farmer cooperatives across Africa will benefit from lessons learned.

Expected achievements

- Improved understanding of market intelligence, access and usage by members of farmer cooperatives;
- Improved generation of production data for collective marketing leading to increased collective marketing activities;
- Improved productivity and informed decision making;
- Increased participation in pre-production planning meetings for the planting seasons and post-production collective activities such as bulking.

The farmer cooperatives and their members will be able to generate relatively higher revenues due to a higher volume of commodities, making value addition a realistic option after bulking (e.g. milling maize into flour).

Collective marketing will also command higher prices than individual sales. We hope this will improve the appeal of the agriculture sector to young people as a means of employment, thus increasing the number of people contributing to and earning from it. The project also creates opportunities for young people to innovate software and hardware better suited to the Ugandan agriculture commodity value chain.

Project duration and budget

Project duration: 12 months, June 2009 – May 2010

Total budget: USD 132,615

Contribution from COOP^{AFRICA}: USD 100,000



PHOTO: RUMI

A demonstration coffee nursery at LUDFA offices

Contacts

ILO Office Dar es Salaam
 COOP^{AFRICA}
 Kazi House, Maktaba Street
 P.O. Box 9212
 Dar es Salaam
 United Republic of Tanzania
 Tel: +255.22.2196700
 Fax: +255.22.2122597
 Email: coopafrica@ilo.org
www.ilo.org/coopafrica

I-Network
 Plot 53 Kira Road
 Kamwokya, Kampala, Uganda
 Tel: +256. 41.4578228
 Fax: +256. 31. 2275866

Main contact person:
 Elisha Wasukira,
 I-Network Coordinator
 Email: wasukira@i-network.or.ug
 Mobile: +256.77. 2740740

Second contact person:
 Moses Kisembo,
 Livelihoods Consultant
 Mobile: +256. 75.2772262
 Email: kisembo@i-network.or.ug
www.i-network.or.ug