



Training Report:

Strengthening farmers' capacities for profitable pig and pigmeat marketing in selected districts of Uganda

*Expanding Utilization of Roots, Tubers and Bananas
and Reducing Their Postharvest Losses*

August 2016



Enabling poor rural people
to overcome poverty

A broad alliance of
research-for-development
stakeholders & partners



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Expanding Utilization of Roots, Tubers and Bananas and Reducing Their Postharvest Losses (RTB-ENDURE) is a 3 year project (2014-2016) implemented by the CGIAR Research Program on Roots, Tubers and Bananas (RTB) with funding by the European Union and technical support of IFAD. <http://www.rtb.cgiar.org/endure>

The CGIAR Research Program on Roots, Tubers and Bananas (RTB) is a broad alliance led by the International Potato Center (CIP) jointly with Bioversity International, the International Center for Tropical Agriculture (CIAT), the International Institute for Tropical Agriculture (IITA), and CIRAD in collaboration with research and development partners. Our shared purpose is to tap the underutilized potential of root, tuber and banana crops for improving nutrition and food security, increasing incomes and fostering greater gender equity, especially among the world's poorest and most vulnerable populations.



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1. INTRODUCTION

1.1. BACKGROUND

The 'Expanding Utilization of Roots, Tubers and Banana and Reducing Their Postharvest Losses' (RTB-ENDURE) is a three-year project that is being implemented in Uganda. The goal is to contribute to improved food security and incomes for RTB-producing communities in East Africa, including producers and other stakeholders along the value chain. This initiative addresses postharvest management of RTB crops and explores potentials for expanding the utilization of potato, sweetpotato, banana and cassava, and repositioning them as added value crops.

Four research sub-projects are operational: (i) ambient storage and improved agronomic practices in a bid to reduce postharvest losses and extend the marketing period for ware potato; (ii) agronomic practices, waxing and relative humidity storage for fresh cassava roots to extend shelf-life and capture emerging markets opportunities; (iii) **sweetpotato silage to mitigate animal feed constraints faced by smallholder pig farmers**; and (iv) promotion of cooking banana varieties with intrinsic longer shelf life, sucker staggering and storage to even out market supply and promote product differentiation.

In order to achieve the sweetpotato sub-project's key objectives, it is deemed necessary to **strengthen the marketing capacities of pig farmers for enhanced market access in the target districts** (Kamuli and Masaka). In fact, it is expected that improving pig farmers' access to competitive markets will not only enable them to keep more animals (and even encourage entry of other farmers into pig business) but it will also indirectly increase the demand for sweetpotato silage as pig feed by smallholder farmers thus enabling sustainable sweetpotato silage trade in the selected districts.

It is against this background that Pig Production and Marketing Ltd (PPM), in collaboration with VEDCO and CHAIN Uganda, has been commissioned to conduct training on marketing for pigs and pigmeat so to enhance market access by farmers in selected districts. The main objectives of the training were:

1. Build farmers capacities to meet market demand for pig products
2. Enable farmers demand for better pig prices from both local & foreign markets
3. Enable farmers enjoy economies of scale through collective marketing
4. Enable farmers understand pig farm product distribution channels for proper selection of farming system types
5. Increase the demand for sweetpotato silage as pig feed.

1.2. THE SWEETPOTATO SUB-PROJECT

The smallholder pig sector is rapidly growing in Uganda with 1.1 million households rearing about 3.5 million pigs. Women and children are mostly responsible for pig management. Pork consumption is also increasing, and Uganda ranks first in East Africa in terms of *per capita* consumption of pork at 3.4 kg per year. Pigs play an important role in the livelihoods of poor families, including generating income to cover emergency needs and paying school fees; and also producing manure for crops. High fertility and short generation intervals make pig rearing potentially highly profitable, and a quick way for income generation.

Smallholder pig farmers in Uganda have identified feeding as one of the most important constraint in production, due to seasonality, poor quality of feeds and limited knowledge on supplementation strategies. Feeding costs represent 62-70% of the variable costs in smallholder farms in peri-urban

and rural settings. Among all feeds, commercial concentrates are the most expensive. Therefore, farmers make extensive use of crop residues, grasses, weeds, kitchen leftovers and agricultural by-products.

Sweetpotato (SP) vines were identified as the most commonly used fodder source in 35 out of 36 villages in Central Uganda during a research carried out by International Livestock Research institute (ILRI). SP is a good source of energy (roots) and protein (vines), and vitamins, but highly perishable. Therefore the sweetpotato sub-project is working to improve the utilization of SP vines and roots through SP silage making and trade in Kamuli and Masaka districts to help overcoming feeding constraints in pig production systems and improving the livelihoods of smallholder pig farmers in Uganda.

2. SCOPE AND OBJECTIVES OF THE TRAINING

The eight day training focused on marketing of pigs and pigmeat and covered the following main topics:

2.1. OVERVIEW OF PIG MEAT PRODUCTION, TRADE AND CONSUMPTION IN UGANDA

Many pig farmers are not fully aware of what is happening elsewhere in the country about their businesses. This not only affects their choice of markets but also reduces the motivation to carry out pig farming as a business. This session aimed at enhancing pig farmers' understanding of the status and importance of pig farming in the country in relation to pork production and trade of both live pigs and pork and levels of consumption of pig farm products in Uganda today.

2.2. EMERGING MARKET OPPORTUNITIES FOR PIG MEAT PRODUCTION AND MARKETING

There has been many changes in trade, production and consumption of pigs in Uganda and, due to limited access to extension services by smallholder farmers, these have not been appreciated by pig farmers. The changes have created opportunities for improved pig production and marketing in the country. This session aimed at helping pig farmers to understand the different production and marketing opportunities available in Uganda's pig industry today and the different strategies and ways to exploit them. This will enable them make use of such opportunities to enhance the quality and quantity of their production as well as improve profits from the available markets.

2.3. OPPORTUNITIES AND CONSTRAINTS OF DIFFERENT MARKETING CHANNELS

There are many different marketing channels for pig farm products in Uganda and, like any other agricultural product, these present a number of opportunities and challenges. This session aimed at strengthening farmers' capacities to evaluate the different marketing channels right from the choice of the required production system. The session also provided knowledge and skills required for characterizing the different customers and their specific needs.

2.4. STRATEGIES FOR IDENTIFYING BEST-BET MARKETING OPPORTUNITIES AND CHANNELS FOR INDIVIDUAL AND COLLECTIVE MARKETING

A quality farm product requires premium markets for profit maximization. Smallholder farmers usually concentrate on local butchers and pork joints which are sometimes exploitative and have no streamlined quality standards and appreciation. These limitations are created by mostly lack of necessary quantities and quality to penetrate premium markets. The session helped farmers understand the importance of collective marketing in accessing better markets and how to create and sustain farmer institutions. The session also helped farmers understand the different strategies

(besides collective marketing) that can be adopted to identify best-bet market opportunities for both live pigs and pork. Furthermore, during this session, the possibility of PPM buying pigs from farmers in Kamuli and Masaka was also discussed, a suggestion which was welcomed by farmers from both districts.

2.5 HOW TO SEARCH FOR AND USE MARKET INFORMATION

The limited access to market information usually creates a gap between smallholder pig farmers and potential buyers. This makes it hard for pig farmers to correctly price their farm produce giving opportunity to pig traders to exploit them. During this session, discussions were made to find easy, quick and affordable ways to access market information at village level. It also explained different ways farmers can search for market information and its use to improve sales as well as production management to enhance business performance.

2.6 PRICING STRATEGIES FOR PIG FARM PRODUCTS

Due to the fact that many smallholder pig farmers do not manage their pig farms as business, they are price takers and pricing of what they sell is mainly done by the buyer. This heavily affects the profitability of their farming activities. In this session, farmers were trained to cost their farm products and the different strategies on how to come up with a competitive price on both local and foreign markets.

3. STRUCTURE OF THE TRAINING AND PARTICIPANTS

Two sub-counties per district were selected based on their relevance to the RTB-ENDURE project activities, estimates of pig population and level of hardships in market access for pig farm products. Nyendo and Buwunga sub-counties were selected in Masaka district whereas Butansi and Namwendwa sub-counties selected in Kamuli district.

Thirty (30) participants were selected from each sub-county based on: number of pigs they own (at least two), participation in regional pig Multi-stakeholder Platforms (MSP); hosting of sweetpotato silage feeding trials; sweetpotato silage making for business; sweetpotato silage pig feeding; and interest in strengthening their pig marketing skills. The process was guided by CHAIN Uganda, Masaka local government and pig MSP leaders in Masaka district and VEDCO in Kamuli district.

The training was attended by 15 females and 39 males in Masaka district and 18 females and 41 males in Kamuli district, totaling 113 participants out of the 120 invited for the training. The fact that some invitees did not turn up, mainly in Kamuli district, was blamed at other development activities by other organizations which were taking place in the same period.

In Masaka the training was conducted over four days: from 6th to 7th July 2016 in Buwunga sub-county at the sub-county hall and from 8th to 9th July 2016 in Nyendo Senyange at Kitovu music hall. In Kamuli, the 4 day training was conducted from 26th to 27th July 2016 in Butansi sub-county at Kiuungu church of Uganda and from 28th to 29th July 2016 in Namwendwa sub-county at the sub-county hall.

The training was mainly delivered through presentations backed by brainstorming sessions for action plans and discussions of way forward. After each training programs, another meeting was held in each district to discuss the best ways PPM can buy pigs from participants and other farmers at large.

4. INITIAL EXPECTATIONS OF THE PARTICIPANTS

On the first day of the training in each sub-county, participants were given the opportunity to indicate their expectations from the training. Efforts were made to guide them so that they concentrate on market related issues but also production related concerns were consistently mentioned. Through a combined effort with both VEDCO and CHAIN Uganda, time was created to briefly discuss a few production issues that farmers termed as urgent after each day's program.

Farmers' expectations in both districts included:

- Gathering knowledge in determining pig live weight
- Understanding how to get better prices for both pork and live pigs
- Identifying means to access funding for farm expansion
- Learn how to get better breeds of pigs
- Discuss farm first aid
- Improving pricing of farm products
- Understand how to create and maintain consistent market for piglets
- Improve record keeping
- Learn about feeding techniques for pigs

5. OVERVIEW OF THE PRESENTATIONS GIVEN

The first presentation provided an overview of pigmeat/live pig production and marketing in Uganda. It also included discussions on the current situation of pig farming and market for pig farm products in selected sub-counties and districts. The pig business was generally analyzed discussing both opportunities and limitations of commercial pig farming.

The second presentation was on emerging market opportunities for pigmeat/live pig production and marketing of pig farm products. It began with discussing the various opportunities farmers are already exploiting or preparing to exploit in the sector at both sub-county and village level. Innovations that cut costs of production (i.e., sweetpotato silage making techniques), introduction of better breeds, the rising number of pork joints in the surroundings and other topics were debated. Thereafter the different broader opportunities and those specific to the pig industry were discussed. These included the increasing population, number of pork joints in both rural and urban areas, new developments in pork processing and trade, contributions of hotels, supermarkets and the tourism sector to pork markets, research programs on Uganda's pig value chain, government interventions and others.

The third presentation outlined the opportunities and constraints of different marketing channels. It also provided an overview of the different pig production systems, the various pig products that they give and their different target market segments. For instance, in the "Farrow to Wean" system (where farmers raise sows to produce piglets for sale) the common customers were identified to be fellow farmers restocking or starting pig farming business as well as government/non-government organizations focusing on rural development. Challenges such as seasonality of market for piglets and informal running of farms (that makes difficult for farmers to target development organizations and government) were highlighted together with several other challenges and opportunities.

Other pig production systems including “Farrow to Finish” (where farmers rear sows to produce piglets and raise them until marketable weight) and “Fattening” (where farmers purchase piglets for fattening for the pork market) were also discussed in detail.

The fourth presentation discussed strategies for identifying best-bet marketing opportunities and channels for individuals and collective marketing. This presentation emphasized the importance of collective marketing to smallholder pig producers and also outlined the different strategies that can be employed by farmers to attract target market for their various pig farm products. These include market segmentation based on income level, geographical location, season, product type and customer behavior. Furthermore, production, marketing and distribution plans were discussed as vital strategies to identify and exploit best-bet markets for pig farm products. Ways to develop marketing communications strategies and tactics for pig farm products were introduced. During the presentation, all farmers were asked to reintroduce themselves mentioning the different products available for sale on their farms and were guided on how to talk about what they produce. In Kamuli, specifically in Namwendwa sub-county, some farmers were able to conclude business deals even before the end of the training. The session mainly discussed the importance of promotion and how farmers can cheaply advertise their farm products using means that require little or no money and, where funds allow, how to use local media platforms.

A fifth presentation on how to search for and use market information was also given. Farmers were introduced to the concept of market information and its importance for successfully marketing pig farm products. The key aspects to look at when searching for market information such as the commodity, the customers, the competitors and the production costs were covered. The different ways to collect market information such as face-to-face surveys, electronic surveys and others were discussed. Moreover, farmers were trained on different ways to evaluate market opportunities. The presentation also highlighted the importance of the Marketing Mix that requires a proper understanding of the product to be put on market, strategic pricing of farm products (considering the market price and the price customers are willing to pay), the place where different products should be sold and strategic promotion of the products.

The final presentation discussed strategic pricing and aimed at helping participants understand how to set prices of pig farm produces taking into account costs (both fixed and variable), market pressure and competition.

6. OUTPUTS OF GROUP EXERCISE

During the training sessions, participants were tasked to compare the advantages and disadvantages of selling live pigs for slaughter versus selling pork carcasses. Farmers agreed that since they have limited knowledge in live weight estimations, live pig traders take advantage of them and underestimate their products offering very low prices. Therefore, they resolved that it would be better for pig traders to weigh and pay them according to the actual live weights of their animals. Accordingly, PPM started assessing the live weights of their pigs and comparing them with the carcass weights at its abattoir.

This information, together with other knowledge products generated by the RTB-ENDURE project, will be used to buy weighed live pigs from farmers in Kamuli and Masaka starting from September 2016.

Moreover, farmers in Namwendwa sub-county in Kamuli agreed to use their pig cooperative society to source and transport their own pigs to PPM abattoir in Matugga to be slaughtered and paid against dead weight. They requested to pay a study visit to PPM abattoir in Matugga to



understand how the operation is conducted before the first delivery of pigs can be made. PPM agreed to arrange and fund a one day visit of six group leaders from Kamuli district to the company abattoir in early September 2016.

7. CONCLUSIONS

The training aiming at strengthening farmers' capacities for profitable pig and pigmeat marketing in Kamuli and Masaka districts was successful. It provided an opportunity to the farmers to understand the different marketing concepts and realizing the various mistakes that lead to reduced profitability of their farming businesses. It also helped PPM understand the requirements of pig farmers in the target districts. PPM is confident that this has set the conditions for a smooth pig trading between farmers and the company.

ANNEXES

ANNEX 1. TRAINING PROGRAM

Time	Topic/Activity	Responsible
	Day One	
8:00-9:00	Registration of participants	Mercy Kyaterekera
9:00-10:00	Overview of pig meat production, trade & consumption in Uganda	Edward Mfitumukiza
10:30-12:00	Market opportunities and constraints for pigs/pork	Edward Mfitumukiza
12:00-1:00	Identifying pig/pork markets	Edward Mfitumukiza
	Day Two	
8:00-9:00	Recap of day one activities	Mercy Kyaterekera
9:00-10:00	Marketing communication strategies for pigs/pork	Christopher Mulindwa
10:30-12:00	Market Information (search & use)	Christopher Mulindwa
12:00-1:00	Costing & pricing for pigs and pork	Christopher Mulindwa

ANNEX 2A. LIST OF PARTICIPANTS IN KAMULI DISTRICT

Participants	Gender	Sub-county	Contact number
1 Tape Ngonzi	Female	Butansi	0752592682
2 Mirembe Betty	Female	Butansi	0753916331
3 Isabirye Eriot	Male	Butansi	0785733510
4 Kagole Sabath	Male	Butansi	0788616438
5 Waiswa Damba S.	Male	Butansi	0779494596
6 Kitimbo Sabbi	Male	Butansi	
7 Nakandi Loy	Female	Butansi	0776220345
8 Mzee Mica Aliba	Male	Butansi	0788330547
9 Abaani Reachel	Female	Butansi	
10 Mbasalaki Viola	Female	Butansi	0752343044
11 Annet Mubiru	Female	Butansi	0753197596
12 Bagula Aloni	Male	Butansi	0755432513
13 Niviri Moses	Male	Butansi	0782138556
14 Idaaina Annet	Female	Butansi	0774335183
15 Kayima Patrick	Male	Butansi	
16 Balitenda Kaloli	Male	Butansi	0753167174
17 Naise Babra	Female	Butansi	0759694017
18 Kasudha Samuel	Male	Butansi	0783300090
19 Mudhasi Paul	Male	Butansi	0785888770
20 Watanda Peter Ngobi	Male	Butansi	0772303930
21 Luvunya Jackson	Male	Butansi	0750612183
22 Mukama Walusanga	Male	Butansi	0788029797
23 Namabilo Suzan	Female	Butansi	0788914712
24 Kibiryango Robert	Male	Butansi	0786728731
25 Kateme Samali	Female	Butansi	0778737095
26 Namuyomba Rose	Female	Butansi	0783393471
27 Nabirye Edith	Female	Butansi	0781659821
28 Balinaine Peter	Male	Namwendwa	0752353504
29 Mwase James	Male	Namwendwa	0788984071
30 Nambote Ziriya	Female	Namwendwa	0776353504
31 Nabirye Eseza	Female	Namwendwa	0706032775
32 Kibululu David	Male	Namwendwa	
33 Kyosimwe Suzan	Female	Namwendwa	0705403199
34 Muganda Samuel	Male	Namwendwa	0754999772
35 Matagala Valentine	Male	Namwendwa	0772694344
36 Muwoya Willison	Male	Namwendwa	0779985469
37 Nabyama Beecher	Male	Namwendwa	0777069410
38 Tofa Patrick	Male	Namwendwa	0754612262
39 Isabirye Charles	Male	Namwendwa	0784399168

Participants	Gender	Sub-county	Contact number
40 Namulondo Florence	Female	Namwendwa	0752815753
41 Basimba George	Male	Namwendwa	
42 Batwala Eseza	Female	Namwendwa	0756976132
43 Balyegisiwa Charles	Male	Namwendwa	0775283123
44 Mukaaya Patrick	Male	Namwendwa	
45 Mukwaya Willison	Male	Namwendwa	0754311338
46 Kalungu Anthony	Male	Namwendwa	0779400792
47 Basoga Emmanuel	Male	Namwendwa	0780490855
48 Mukuba G.W.	Male	Namwendwa	0785580750
49 Kitamiliike Patrick	Male	Namwendwa	0776679202
50 Bazira Samuel	Male	Namwendwa	0787117410
51 Balwire Paul	Male	Namwendwa	0773352986
52 Namukasa Esther	Female	Namwendwa	0758617542
53 Ngobi Peterson	Male	Namwendwa	0754991975
54 Namugaya Rose	Female	Namwendwa	0758799905
55 Bamwiite Merabu	Female	Namwendwa	0754876922
56 Salamu Elizabeth	Female	Namwendwa	0755130893
57 Kitamiliike Anthony	Male	Namwendwa	0753416991
58 Mulyazawo Rogers	Male	Namwendwa	0754130543
59 Igadube Ronald	Male	Namwenda	0752130130

ANNEX 2B. LIST OF PARTICIPANTS IN MASAKA DISTRICT

Participant	Gender	Sub-county	Contact number
1 Kasozi Joseph Igga	Male	Nyendo Senyange	0752398854
2 Ntame Charles	Male	Nyendo Senyange	0752312532
3 Ssenyonga Joseph	Male	Nyendo Senyange	0754551491
4 Mubiru Paul	Male	Nyendo Senyange	0752960192
5 Mukaya Cypriano	Male	Nyendo Senyange	0752612662
6 Katerega John	Male	Nyendo Senyange	0752906016
7 Majwega Francis	Male	Nyendo Senyange	0703256090
8 Kiyoye Robert	Male	Nyendo Senyange	0758579272
9 Muwonge Joseph	Male	Nyendo Senyange	0772611764
10 Bwanika Judith	Female	Nyendo Senyange	0787300000
11 Sekyondwa Emmanuel	Male	Nyendo Senyange	0701200088
12 Kasujja Teddy	Female	Nyendo Senyange	0752646064
13 Namazzi Ruth	Female	Nyendo Senyange	0754321710
14 Nakintu Setefaniya	Female	Nyendo Senyange	0706243250
15 Bwanika Annet	Female	Nyendo Senyange	0784822921
16 Nannono Diana	Female	Nyendo Senyange	0706243250
17 Naiga Jane	Female	Nyendo Senyange	0701640036
18 Nakidde Justine	Female	Nyendo Senyange	0774205130
19 Mugejja Margret Mugejja	Female	Buwunga	0774810151
20 Mwanda Gastava	Male	Buwunga	0752669391
21 Mujjumba Herman	Male	Buwunga	0700661991
22 Namukwaya Dorothy	Female	Buwunga	0778605290
23 Nakabuubi Oliva	Female	Buwunga	0701015465
24 Kakande Henry	Male	Buwunga	0752933334
25 Ssebwana Charles	Male	Buwunga	0750692732
26 Kiwewa Frank	Male	Buwunga	0703211516
27 Nakate Paulina	Female	Buwunga	
28 Namukwaya Setefania	Female	Buwunga	0757582672
29 Kibuuka John	Male	Buwunga	0704494715
30 Muyanja Godfrey	Male	Buwunga	0751966015
31 Basale Christopher	Male	Buwunga	0702085923
32 Bukenya Francis	Male	Buwunga	0701206425
33 Nantume Teddy	Female	Buwunga	0703676927
34 Ssonko Siperito	Male	Buwunga	0751780220
35 Muwonge Gandensia	Male	Buwunga	0751838783
36 Mukasa Betty	Female	Buwunga	0705680673
37 Kiganda Francis	Male	Buwunga	0756696752
38 Nakate Joyce	Female	Buwunga	0759966053
39 Nantale Jane	Female	Buwunga	0772097371

Participant	Gender	Sub-county	Contact number
40 Ndagire Batty	Female	Buwunga	0789718228
41 Mulongo Kato Fred	Male	Buwunga	0752808759
42 Kato John	Male	Buwunga	0754890497
43 Matovu Francis	Male	Buwunga	0703395733
44 Tendo Rose	Female	Buwunga	0771482881
45 Sselabidde Annet	Female	Buwunga	0706236395
46 Mbugge Simon	Male	Buwunga	
47 Sekitti Julius	Male	Buwunga	0752207087
48 Walusimbi Antonio	Male	Buwunga	
49 Namwanje Justine	Female	Buwunga	
50 Namulindwa Joan	Female	Buwunga	
51 Kabuye Seperito	Male	Buwunga	0778680947
52 Serabidde Annet	Female	Buwunga	0706236395
53 Walusimbi Antonio	Male	Buwunga	075622137
54 Maulisia Nabakooza	Female	Buwunga	

ANNEX 3. PHOTOS



Participants in Kamuli posing for a group photo. Photo by: Mercy kyaterekera



Mr. Christopher Mulindwa facilitating a session in Namwendwa sub-county.