

JANUARY - AUGUST 2019



# AGRIBUSINESSDIGEST

A QUARTERLY NEWSLETTER THAT BRINGS YOU UPDATES AND INSIGHTS FROM THE WORLD OF AGRIBUSINESS



## MEET ANJA.

THE DIRECTOR OF AGRIBUSINESS  
DEVELOPMENT CENTRE (ADC)

Anja has worked 40 years in the agricultural sector with her first job working with family and paid per hour harvesting French beans and straw berries. **Full Interview / Pg3**

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Adult education courses for rural population

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How relevant is it to farm technologies and management?



### FARMER TRAINING PROGRAMS

#### FARMERS VOICES

Success stories from our farmers across Uganda.

POWERED BY



**Rabo**  
Foundation



**Agribusiness**  
Development  
Centre

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EDITORIAL

KATIA MUGENZI, EDITOR

## OUR MAIDEN ISSUE IS HERE!

Esteemed reader,

Welcome to the first issue of **Agribusiness Digest**, a quarterly newsletter that brings you updates and insights from the world of Agriculture and finance.

We are extremely thrilled to have made it this far and we can only pledge better in our subsequent issues. Special appreciation to the editorial team and the Agribusiness Development Centre (ADC) management.

In this issue, don't miss out on meeting the director Of ADC. We bring you all the stories from the field in all regions. The issue also has the exciting innovations ADC is developing for the farmers and some of our key moments that put a smile on our faces.

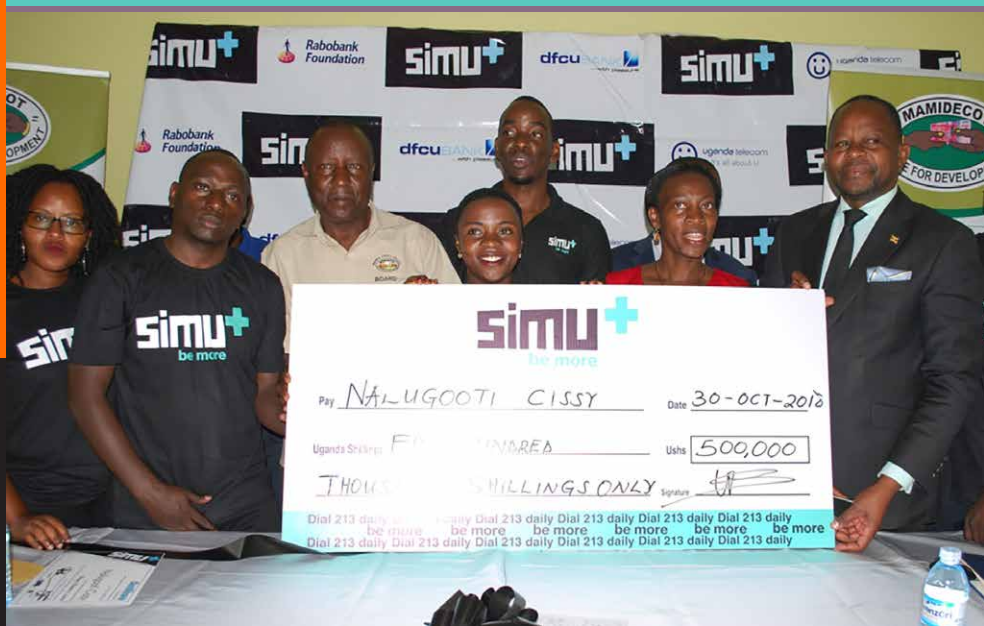
**We can only hope that you enjoy your read!**

Follow the conversation and updates on our social media channels and website.

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# SIMU+

ADULT EDUCATIONAL  
COURSES FOR RURAL  
POPULATIONS



**Simu+ is an interactive voice-based communication platform for anyone with a mobile phone.**

Simu+ is designed to empower the masses to become well-informed citizens capable of taking the right decisions. Some of the farmers working with ADC are already using the platform and Nalugotti Cissy was the first to finish the lessons, "The sim+ has not only helped me as a person but also my business. I am right now encouraging other people to finish the training so that they know how to do bookkeeping and avoid misusing money"

**The m Learning platform:**

- Simu+ offers adult education for all (15 yrs+) using the mobile phone on an anytime anywhere basis
- The courses are delivered via audio, accessible by all mobile phones, including the most basic ones.
- The courses are offered in local languages and can be customized to marginalized communities
- Simu+ offers a range of courses however ADC main objective is to give financial literacy training to farmers to enhance their agricultural productivity and be bankable.

**How does it work?**

Explainer video please click in the link <https://www.youtube.com/watch?v=8vFwxh-AO6w>

**The Simu+ courses are designed with the following features:**

*Minimal technology investment for learners:* merely a simple basic phone is required.

*Mobility:* learners can learn wherever they want.

*Synchronicity:* learners can learn at their preferred time of the day.

*Bidirectionality:* IVR interaction for engagement and quizzes

*Progress tracking:* feedback and progress are tracked

**Main driver to participate is that Learners can get a Certificate of Completion and/or other rewards.**

The audio lessons are 4 minutes long and are attractive, entertaining and contain one take-away

Each lesson contains IVR-questions/quizzes to engage the learners and assess understanding.





## MEET THE DIRECTOR OF AGRIBUSINESS DEVELOPMENT CENTRE (ADC)

### Tell us about yourself?

I am called Anja de Feijter, born in the south-west of the Netherlands, a daughter of a vegetable grower. I have worked 40 years in the agricultural sector is that my first job was working with my family paid per hour harvesting French beans and strawberries on her family farm in the Netherlands

At the age of 12 years joined a special horticulture school which I studied on a wide spectrum, at 16 years she specialized in vegetable and flower production thereafter I did my bachelor's in international agricultural tropical marketing. I completed my studies with masters at the University of Wageningen where I studied agriculture economics and specialized in Human Resource.

I started working Agri information Partners, it is a company that is developing and I was also one of the shareholders, In 2001 I got a job offer from Royal Van Zanten and asked me if I would be interested in being the Executive Director of the flower company in Uganda, worked with them till 2003 then I moved to Netherland where I worked as Division director where I was responsible for 7 business units worldwide.

When my contract ended I moved back to Uganda where I worked as an agriculture consultant for different Ugandan companies and I put up a demonstration garden for vegetable seeds to assist farmers. 2013 to 2014 worked with SNV to assist them with private sector development in Uganda and was also the country coordinator for Agri focus an agricultural network. In the same years till 2016 I was representing the vegetable farmers in the agriculture sector on the president's investors round table.

2014, I joined the NUTIP board first as a board member and then as the chairperson in 2018.

2017 I became a chairperson of an NGO called KADAFRICA focused on school girl dropouts in the western part of Uganda, we assist the girls with training in passion fruit growing and the company buys the produce from the girls to assist the girls to be self-supported and they can get an education.

In 2015 was approached by Rabo Foundation with the question of, if I would be interested in assisting Rabo Foundation and DFCU Bank in establishing the Agribusiness Development Centre (ADC) which I welcomed.

### What was the vision of starting the ADC?

The Rabo Foundation experienced challenges with a lot of producers and farmers organizations had challenges with getting access to finance and also the research showed that many financial banks were seriously challenged in agriculture by defaulting customers and their agricultural customers are very scattered and have no financial skills to manage their loans which made the services very expensive. Also, the producer and Farmer Based Organizations (FBOs) didn't know how to approach banks and sometimes the procedure is difficult so by acknowledging all the challenges DFCU bank and Rabo foundation wanted to do something that could help the farmers. However, the main cause for all the problems is the knowledge gap between the farmers and the banks

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**I have worked 40 years in the agricultural sector being that my first job was working with my family paid per hour harvesting French beans and strawberries on her family farm in Netherlands**

BY ANJA DE FEIJTER

# HOW RELEVANT IS EMATA?

*How is the new mobile App for Dairy farmers relevant to farm technologies and management*



**Farm management draws on agricultural economics for information on prices, markets, agricultural policy, and economic institutions such as leasing and credit.**

This means the dairy sector needs to include information support systems to Dairy management information system supports four of five propositions: reduced product shortcoming, optimal product mix, quality, and efficiencies for the farmers.

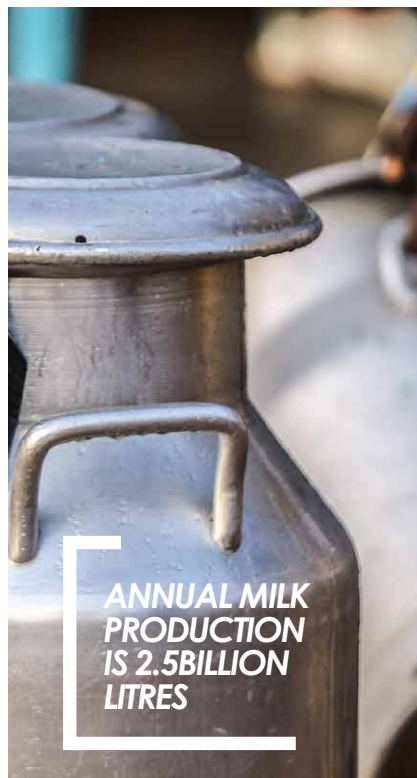
Agribusiness development Centre(ADC) together with our partners developed a solution for the dairy farmers and rolled to Bugerere dairy cooperative with over 300 members. Edward Mukimbiri, a farmer in Bugerere Dairy cooperative, delivers 20 litres per day for two times 6:00 am and to his cooperative where he is a manager when he delivers his milk

*Emata* is an application tailored for dairy farmers to allow them to use the power of loans to invest in the productivity of their produce. It allows transparent recording and ensures daily milk deliveries are registered whereby the farmer automatically gets instant information about the quantity and price of the milk delivery.

*Emata* allows dairy cooperatives to effectively manage their

administration, including their membership, farmer profiles, payment methods, deliveries and deductions. It calculates farmer payments simple and fast and supports multiple modes of payment such as cash, mobile money and bank.

When financially sustainable technologies and good management practices are used in unison, new levels of farm productivity become obtainable.



The long term goal of the app is to use the data to provide financial services to cooperatives and farmers, such as credits in terms of goods and services, loans and payments.

*Emata* is free to use but distributed through field partners and rolled out on a cooperative basis. If you want to use *Emata* for your cooperative, please contact *Laboremus Uganda Limited*. "Through smart use of both technology and field training, we believe that this partnership will build a foundation on which cooperatives and farmers can grow stronger, more efficient and prosperous.

## **THE STANDARDS OF LIVING OF RURAL FARMERS.**

According to statistics from the Uganda Dairy Development Authority, out of Uganda's annual milk production of 2.5 billion litres, 80 per cent is sold while 20 per cent is consumed by the producing households.

Middlemen take the lion's share of proceeds from milk and this is so because farmers face challenges such as difficulty in accessing the market, production on a small scale by individual farmers and failure to access financial services to improve on production, among others.

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so ADC was birthed to provide the right training to farmers and at the same time create awareness for bankers on the needs of farmers and also how to reach those customers. We make the gaps between the farmer and the banks smaller; we also hope to create an environment where banks are more willing to provide loans to help expand the agricultural sector in Uganda.

#### **Where do you see ADC in the next five years?**

I hope that ADC will be a flourishing organization that has contributed to serious transformation of the agricultural sector in Uganda where banks are willing to finance agricultural businesses, where farmers no longer have to fear to take a loan and where ADC has educated at least a minimum of 180,000 individual farmers though my dream is that we can reach 500,000 farmers.

#### **What do you think of the agricultural sector of Uganda?**

I think Uganda's agricultural sector has enormous potential, many qualities and opportunities that are not known to Ugandans and the international markets that we need to start thinking on how to start promoting and marketing the products that we underprice yet they are suitable for niche markets. Lack of knowledge for the quality of our products, for example, coffee or cocoa which is mainly caused by lack of copying mechanisms in Uganda.

**We should work our quality standards, knowledge and awareness so that we don't sell our products cheap.**

# FARMERS VOICES.

## WESTERN UGANDA

**"We have seen our growth through the training's ADC has been giving us.**

We started working with Raba Foundation 5-year back with our first loan of 250 millions which increased our net income and mobilized more members however most of the members we serve are illiterate about finance so we needed ADC to train the farmers we work with so that they are able to pay back their loans but most importantly for the farmers to be able to expand their businesses.

"We recently got another loan from Rabobank foundation as a SACCO of 1 billion which has lifted our portfolio to five billion and our members are now financial literate. Robert Mugabi is one of our members who has received agriculture loans over ten times from our SACCO and also getting training from ADC"

JANET KYASIMIRE,  
KIGARAMA PEOPLE'S  
COOPERATIVE SAVING AND  
CREDIT SOCIETY

**"I first got 10 million shillings then twenty-five. I pay monthly on a 2.7 % interest in reducing balance. I keep my records and keenly follow my loan repayment and I also know how much I have put in my farm just like I was taught by ADC, so it is easier for me to repay the loan.**

**I have never defaulted my loan, I pay promptly.**

I recently applied for 30 million to develop a new plantation and a tree plantation so that the trees can help me to deal with hailstorm and the like. When the banana is in its pick, I get 6 million per month, for example this month I harvested thrice because it is the season."

ROBERT MUGABE,  
KIGARAMA PEOPLE'S  
COOPERATIVE SAVING AND  
CREDIT SOCIETY







## CENTRAL UGANDA

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**"We exported over 40 metric tons in the first year and then we exported 63 metric tons of coffee."**

With the Price Risk Management training and the financial literacy trainings has taught us how to negotiate a contract, what the different incoterms mean. Now that I know my stand in the market, I can well express myself with the buyer and ask for better prices. The training is also helping us on how to arrange our data, with the spread sheets we can extract data easily."

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MATOVU RICHARD,  
BUFUMBO ORGANIC  
FARMERS ASSOCIATION

"Now that we know our stand in the coffee market and the training helps us small producers compete with the other big players and international producers in the market since these people are well conversant with the market trends and dynamics yet for us, we are not. So, the ADC training is empowering us."

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MARY NALUKWATA,  
KIBINGE COFFEE FARMERS'  
COOPERATIVE SOCIETY

## NORTHERN UGANDA

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**" I used to take about 8 bottles of beer, but now, I only take water to save the money for my business. It used to cost me 3000 shillings times 8 bottles in 30 days, you can imagine that's a lot of money which can cater for other things. Before we suffered in the hands of banks, we applied for loans, but we were never given."**

After the ADC training, we sat down as a cooperative and decided that everyone shilling from the produce, we save it at cooperative level.

As I talk now, we have saved 5 million shillings in our account and we have a good relationship with the DFCU bank now. They are so willing to give us money because we are more organized, we don't delay, and they don't delay serving us as a cooperative"

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FRANCIS AYO,  
ADOLO AMIDO  
COPERATIVE



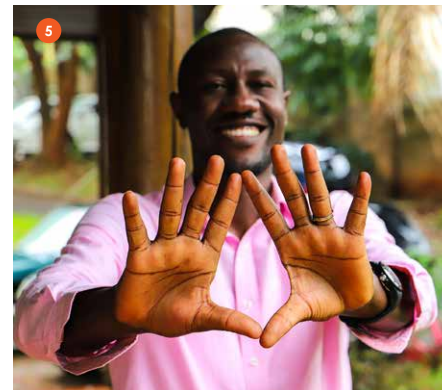
# THE ADC TIMELINE

For more pictures, follow us on [www.flickr.com](http://www.flickr.com)  
(Agribusiness Development Centre)



1• Anja, ADC Executive Director with Katia, ADC Communications and DFCU Bank's Head of Innovations, 2• ADC ED meets Agriwallet in Nairobi, Kenya, 3• Steven Waswa, ADC Business Advisor training in eastern Uganda, 4• Happy Women SACCOS in the northern part of Uganda, 5• ARISE, ADC and DFCU Bank directors, 6• ADC team at the DFCU Bank AGM





1• Price Risk Management Training (February, 2019), 2• Stephen Oola, Business Advisor in the northern Uganda, 3• Edward Ssenkindu during a DFCU Bank agriculture product presentation, 4• Anja, ADC Executive Director attending the launch of the yield project with the EU financial inclusion, 5• Emmanuel Obuko, Project Manager Innovation at ADC, 6• Katia Mugenzi meeting Hon. Vincent Ssempijja, Minister of Agriculture at the Agriculture Trade Show, 7• Anja, ADC Executive Director, DFCU Bank Managing Director Mathias Katamba and Rabobank Partnerships Managing Director Marianne Shoemaker at the recently held Uganda Bankers Conference 2019.





**In** partnership with Rabobank, the largest agri-bank in the world, we offer customised agri-solutions to meet your needs. Additionally, we offer a vast range of specific finance and products along the value chain that take into consideration the specific characteristics of the sector including seasons, price fluctuations and climate disruptions.

## dfcu Save for Loan

- Loan amounts of up to UGX 50 million
- Loan tenor of up to a period of 24 months
- No repayments during the grace periods
- Flexible repayment structure tied to expected cash-flows
- Agric/ crop insurance premiums integrated in the product offering.

## dfcu Agri Asset Finance

- Attractive interest rates
- Flexible repayment structure
- No need for collateral as the asset to be acquired is the collateral
- Repayment period of up to 60 months
- Linkage to renowned agri equipment suppliers with after sales support.

## dfcu Farmer Group Account

- No account maintenance fees
- Attractive interest rates on your savings

- Free intra-transfer between the farmer group account and group members
- Account is linked to mobile banking for mobile payments
- No early redemption fees charged on loan facilities
- Free capacity building and financial literacy trainings for members.

## dfcu Agri-Production Loan

- Attractive interest rates
- Loan tenure of up to 24 months
- No repayments during grace periods
- Grace periods offered on loan repayments
- Linkage to well renowned agri-input supply companies
- Fast loan processing to ensure that farming activities are timely carried out.

## Agricultural Credit Facility (ACF)

As on of the partner financial institutions, the Bank contributes 50% and government also contributes 50% towards agriculture loans

Interest rates for as low as 12%

Loan amounts of up to UGX 2.1 billion

Loan tenure of up to 8 years and grace period of up to 3 years depending on your cashflow.

**For more information, call us on 0800 222 000.**