

QUARTER THREE 2023



# AGRIDIGEST

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



**NEW**

## ADC BOARD CHAIRPERSON

Full Story / Pg3

WE ARE NOW  
A **PARTNER HUB**



**GALLERY**

- BAP Trainings / Cohort 2&3 Graduation
- ADC Regional Visits & SOMA Activations

AND MORE



FOCUS / Pg7

### Understanding SOMA Platform



DATA / STATISTICS / Pg12

### Our impact as of Quarter 3 (FY2023)



### Waste milk into mosquito repellent

/ Pg12

**Quarter 3 babies !**  
We had a good number



FIND OUT MORE / Pg23

## Bridging the Digital Literacy Gap



# OUR INNOVATIONS HUB IS OPEN TO THE PUBLIC

FOR SUPPORT / [catherine.komugisha@adc.ug](mailto:catherine.komugisha@adc.ug)



Proudly Associated with NSSF as a Partner Hub

# EDITORIAL

## EXECUTIVE DIRECTOR

Josephine Mukumbya

## EDITOR

Katia Mugenzi

## CONTRIBUTORS

Aaron Chandia  
Brasio Kawere Kigongo  
Simon Omara

## PHOTOGRAPHY

ADC Marketing &  
Communication  
Department

## DESIGN & LAYOUT

Squaremile Africa



KATIA MUGENZI ~  
HEAD COMMUNICATION & MARKETING

EDITOR

## Celebrating *partnerships* and progress with ADC

We are thrilled to extend our heartfelt gratitude to each one of you for your unwavering support of the Agribusiness Development Centre. **Your commitment and collaboration have been instrumental in our mission to empower farming communities** and drive agricultural innovations.

A special note of thanks goes to our esteemed partners who have worked closely with ADC, sharing our vision and contributing significantly to our initiatives. We deeply appreciate your dedication, which has helped us achieve remarkable milestones.

We are also indebted to the farmer organizations that trust ADC as their ally in progress. Your faith in our work is the driving force behind our efforts to create a sustainable and thriving agricultural sector. We are excited to share the highlights of our regional ADC tour, where our team visited numerous enterprises collaborating with ADC. This journey allowed us to witness firsthand the impact of our collective endeavours, leaving us inspired and motivated for the work ahead.

Furthermore, stay tuned for an exclusive feature introducing the new Board Chair of ADC. Their vision and leadership will undoubtedly steer us toward new horizons of success.

Looking ahead, we are eager to reveal our plans for the next quarter, particularly focusing on innovations that will shape the future of agriculture. We are dedicated to exploring cutting-edge technologies and strategies, ensuring that ADC remains at the forefront of positive change in the industry.

Most importantly, we are thrilled to present the ADC update for 2023, showcasing the tangible impact of your support. Through your contributions, we have made significant strides, empowering farmers and enhancing agricultural practices. Once again, thank you for being an integral part of the ADC family.

WARM REGARDS

## PUBLISHED BY



Plot 1, Mackinnon Rd, Nakasero  
P.O Box 70 Kampala, Uganda  
(East Africa)

Office: +256 757 714768.  
Email: [info@adc.ug](mailto:info@adc.ug)  
Website: [www.adc.ug](http://www.adc.ug)

 [agribdcbu](https://twitter.com/agribdcbu)  
 Agribusiness  
Development  
Centre

## POWERED BY



[katia.mugenzi@adc.ug](mailto:katia.mugenzi@adc.ug)



**In late March of this year,** Paul Van Apeldoorn became the Board Chairperson of ADC. He currently works with Rabobank Wholesale & Rural Department and has previous experience in Uganda, having worked with dfcu as Executive Director and Chief Transformation Officer. Additionally, he was one of the initial Board members of ADC when it was established by Rabo Foundation and dfcu Limited in 2017 to foster agribusiness bankability.

While on his visit, he engaged with key stakeholders to gather insights on our interventions and met with the ADC team to gain a deeper understanding of our processes and capabilities. By physically connecting with our team and experiencing their work environment, he was able to encourage them to leverage our strengths - which stem from our founders, ownership structure, and collective industry experience - to maximize our potential.

**DURING HIS VISIT, WE HAD A CHANCE TO SIT DOWN WITH HIM.**

**AD: Congratulations on your new position as the Board Chairperson of the Agribusiness Development Centre ADC! Please introduce yourself and share with us a little bit about your background and experience.**

Thank you! My name is Paul Van Apeldoorn, and I work with Rabobank

CONTINUED >

CONTINUED FROM PREVIOUS PAGE >

Wholesale & Rural Department. I am familiar with Uganda, having worked with dfcu as Executive Director and Chief Transformation Officer some years ago. I was also one of the inaugural Board members of ADC when it was founded by Rabo Foundation and dfcu Limited in 2017 for the purposes of promoting agribusiness bankability.

**AD: What strategies do you envision could steer ADC towards being the preferred Business Development Services Partner in promoting Agricultural Transformation in Uganda?**

Last year, ADC launched her Strategic Plan under the Stewardship of my predecessor, Ms. Madelon Pfeiffer (the Chair of ADC then), and two key strategic objectives to be highlighted here are:

1. Sustaining ADC's operations both at institutional and partner level
  2. Growing ADC's Business Innovatively as the only way to scale operations
- Of course, the above two require opening up to more collaborative approaches than we had in the past, and we have, to date, worked to bring over four such partnerships on board.

**AD: How do you plan to engage with key stakeholders?**

I have already commenced engaging key stakeholders through a series of meetings, but also, within our Annual Workplan, we have scheduled events that my colleagues and or myself shall attend in collaboration with partnerships made and prospected.

**AD: Finally, what message would you like to send to the team at Agribusiness Development Centre?**

My visit allows me to get a good appreciation of our interventions, how we go about them and the potential we have as team ADC. More importantly, it allows me to touch base with the team physically, better appreciate their working environment and encourage them to leverage our key strengths by nature of our founders/structural ownership and combined experience in the sector to fulfil our potential.



***My visit allows me to get a good appreciation of our interventions, how we go about them and the potential we have as team ADC.***

PAUL VAN  
APELDOORN



# WELCOMING OUR NEWEST MEMBERS



---

**Catherine  
Komugisha,**  
Alternative  
Learning  
Officer



---

**Silver Tumwa,**  
Project  
Coordinator



---

**Lynette Lawino  
Aciro,** Finance  
Monitoring &  
Evaluation  
Admin.



---

**Daniel Ndidde,**  
I.T Officer

Innovate. Collaborate. Transform.

    / [www.adc.ug](http://www.adc.ug)

HAVE YOU  
MET THEM?

# JULIET AMONO

*Always energised*



**AD: Hey Juliet, what are your full names and responsibility at ADC?**

Juliet Winifred Amono-Monitoring, Evaluation and Learning officer.

**AD: What makes you fit for such a very tough job description?**

I hold a Bachelor of Science in Quantitative Economics from MUK (Makerere University) and a Post Graduate Diploma in Monitoring & Evaluation from UMI (Uganda Management Institute).

With extensive knowledge of data collection and analysis techniques, am able to identify the potential impacts and outcomes of different strategies. I can recommend relevant training and learning opportunities to improve the process, communicate effectively and deliver reports to the senior management at various stages. I also possess professional

knowledge of using statistical packages like STATA, SPSS, Epi-info, Epi-data, Excel and MS Office applications. Working well in a team, receiving and sharing information are some of the things I bring to ADC.

**AD: What inspires you to do what you do at ADC?**

The impact ADC creates in the communities through the Farmer-based organizations we work with has been a great motivation for me. Whenever I go for field visits to some of the FBOS we work, there is a smile on my face because I find out that there are many improvements in production, savings, access to finance, and marketing skills. These usually energize me to wake up and impact lives.

**AD: What life's inspiration motto?**

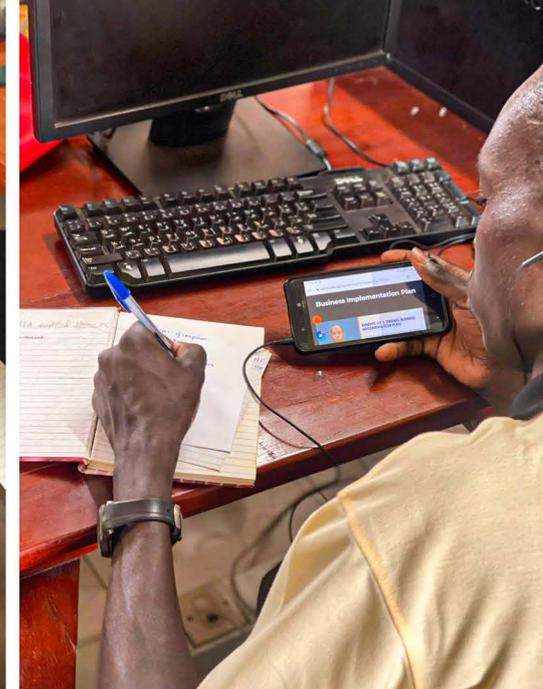
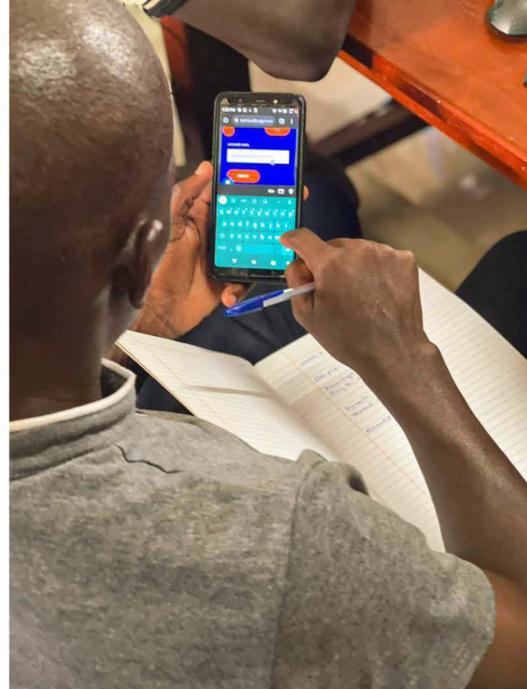
"Opportunities don't happen, we create them"

*All you need to know  
about the online portal*

# SOMA

[www.soma.adc.ug](http://www.soma.adc.ug)





**“SOMA”** in Kiswahili means “Read”, which can also be interpreted as “Learn”. SOMA is a web-based e-learning portal developed by the ADC and is accessed via **[www.soma.adc.ug](http://www.soma.adc.ug)**

Operation of the SOMA E-learning. The platform fosters a free, self-paced learning experience to users, who may not easily access physical trainings when they are scheduled. It offers the learner the opportunity to review and reference different learning points later for better understanding. The content is mainly delivered in English with some of it already translated in two different languages i.e., Luganda and Luo, with other translations planned, the platform has a forum section that allow learners to discuss and share knowledge and experience.

**To use the platforms, individuals go through five logical steps as discussed below;**

**► STEP 1 :**

Accessing the SOMA web-based application through a URL:

**[www.soma.adc.ug](http://www.soma.adc.ug)** on an enabled device preferably smart phone, tablets and

computers with active internet connection.

**► STEP 2 :**

Registration for an account is mandatory for all interested individuals who want to learn on SOMA. Registration is an online process that start by clicking “Join for free” button on SOMA homepage <https://www.soma.adc.ug/register/> followed by filling in required fills.

**► STEP 3 :**

Logging in with a password and username, after submitting the registration form, prospect learner will receive an email from Agribusiness Development Centre or a SMS in the inbox of the telephone number or email provided at registration. To log in, one has to click or tap log in button <https://www.soma.adc.ug/useraccount/> at the top right-hand side of the screen

or access through the menu in order to feed in the username and password in to their respective fields.

► **STEP 4:**

Course selection & enrolment. Once the user has logged in successfully, he/she will be able to access the different courses from the “MENU” button to view the different courses available on SOMA, among them include good governance and leadership, financial literacy etc. Based on the individual or farmers group need and interest, this is what informs their selection of course of choice.

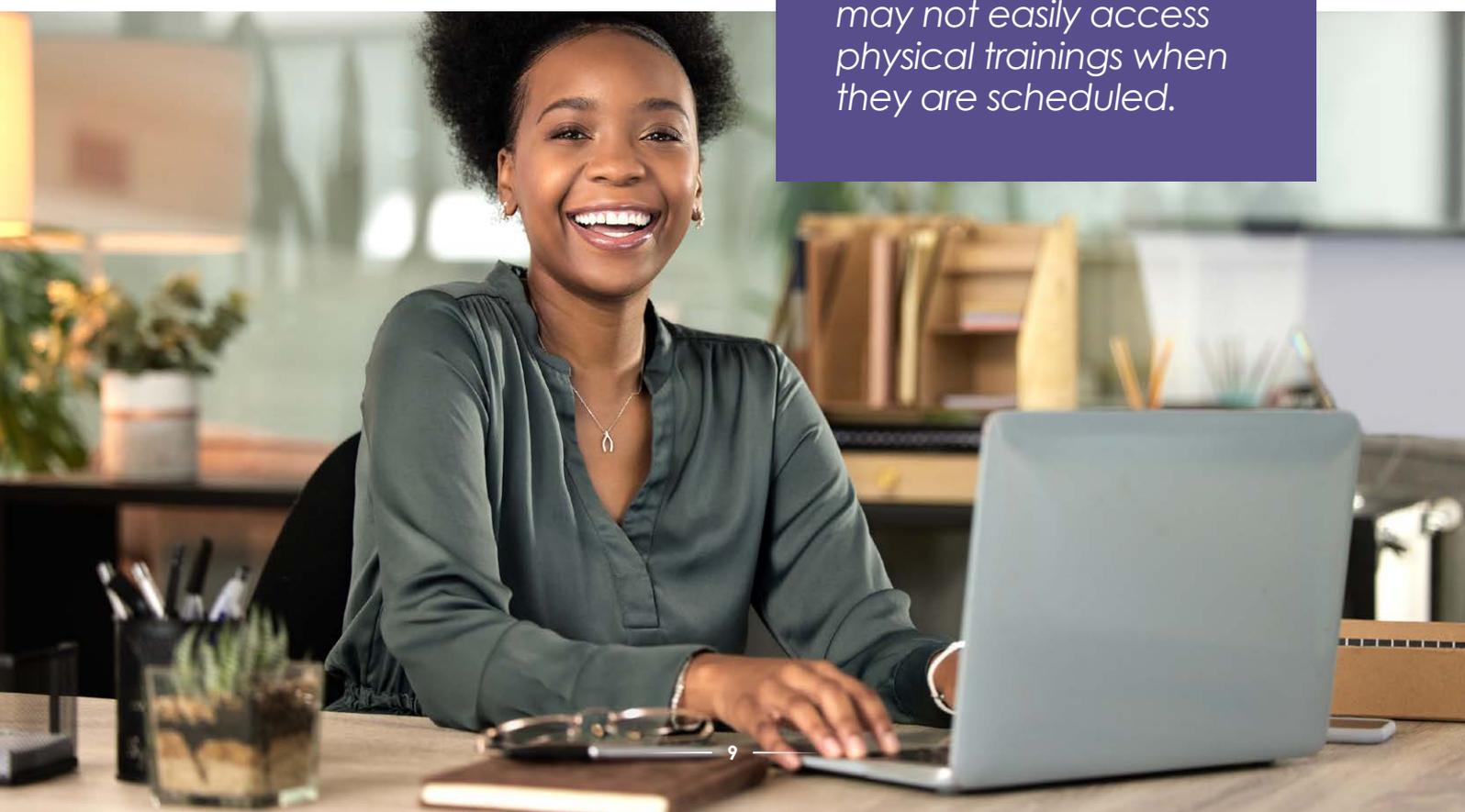
► **STEP 5:**

Course completion and certificate Award Upon selection of the course of choice for learning, the user is ought to view course outline with corresponding period it takes for one to complete a particular course. Learners are encouraged to always start from lesson one where they can learn by either listening to the video or reading the lesson notes or both. On a successful completion, the learner is awarded a digital certificate.

**SINCE 2019 UP TO DATE, THE SOMA E-LEARNING PLATFORM HAS ACHIEVED KEY MILESTONES OUTLINED BELOW;**

- Regional annual activation has registered over 13,000 with 75% course
- for the past 3 1/2 years. ADC registered the highest rate of enrollment in 2022 with 3,891 the current active users standing at 5,983 users as of May 2023.
- Over 450 farmers groups across Uganda have been trained in digital literacy from the different regional hubs.
- completion in the platform.
- Collaborated with over 20 higher institutions of learnings and technical institutions to promote the platform among youths.
- Partnered with different development partners like GOPA, SOLIDARIDAD and GIZ to train farmer organization using SOMA platform.

*The platform fosters a free, **self-paced learning** experience to users, who may not easily access physical trainings when they are scheduled.*



# IMPACT

Summary of Q3 Completed.

END OF  
**2022**



**75%**

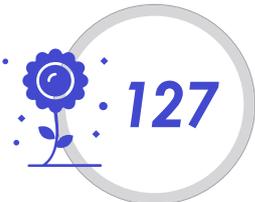
**FARMERS  
BENEFITTED**

END OF AUGUST  
**2023**

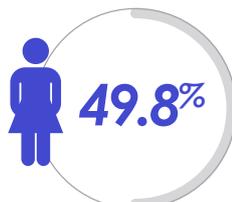


**30,444**

**FARMERS**  
Benefitted from  
ADC Trainings



PRM\* Training Beneficiaries



Women Trained



Agribusiness Enterprises Trained

\*Business Accelerator Program

## What is in for the new quarter?

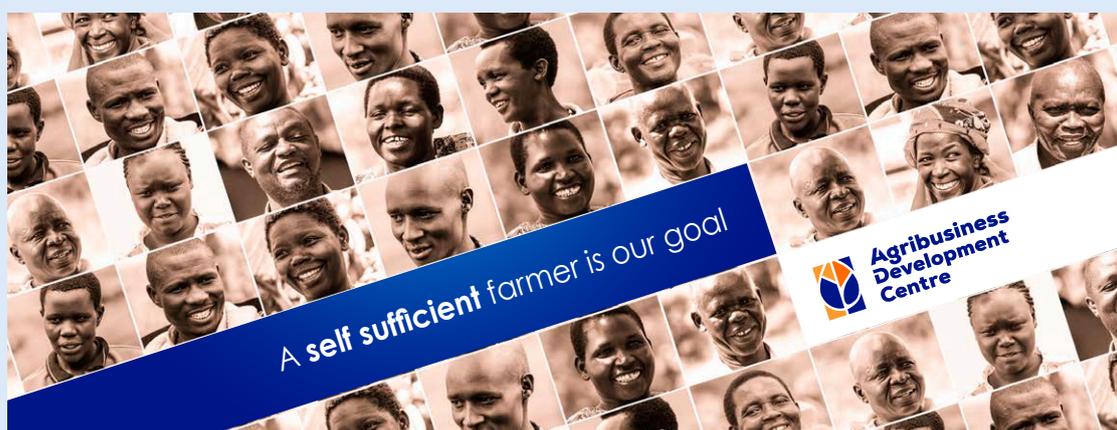
The Agribusiness Development Centre's **Innovations Department** is very committed to its mandate of creating enabling environment for which support the effective operations of ADC to achieve its objectives.

### INNOVATIONS

As innovations, we have kick - started this quarter with a number of revamps in different innovations projects with great success registered among them includes scaling up the utility of remote training Kits by over 6 cooperatives giving access to over 6,000 farmers in three regions of Uganda, digital training Hub as been established at YARD (Youth in Agribusiness Rural Development) & central hub targeting youth in the central region.

**Over 1,000 farmers are trained via IVR with support from Call Centre established with acquisition of more gadget to support the business growth and development.**

The specialized training on PRM (Price Risk Management) to coffee and cocoa farmers will benefit from the **Agtuall** marketplace tool that provides the international market price updates and hedging potentials to control price risk.



INTERVIEW EXCERPTS

# VALUE FROM WASTE



*Repurposing waste milk into mosquito repellent*



**Q: Tell us about yourself**

A: Brasio Kawere Kigongo, a co-founder and Operations manager at Sparkle Agro-brands limited. We repurpose inedible waste milk into Natural Mosquito Repellent lotions. I founded Sparkle in 2019 while still a student at Makerere University. I drew inspiration from personal tragedy and a deep commitment to empower smallholder farmers in Uganda. Born into a family of ten, my journey began amidst the

challenges of mixed small-scale farming in the then rural Kitende, Uganda.

**Q: Where do you pick inspiration for creating the natural mosquito repellent?**

A: Early in my life, my eldest sister, Dorah, succumbed to malaria-induced anemia at the age of 12. This loss ignited a lifelong mission, and I dreamed of finding solutions to alleviate the financial struggles of my family and countless farmers.

My pursuit of change led me to Makerere University for A Bachelor's of Science in Agriculture, where I delved into the intricacies of agriculture. Here, I uncovered the harsh reality faced by small dairy farmers, which sparked the birth of Sparkle Agro-Brands Ltd. We repurpose surplus milk into Natural mosquito repellent, empowering farmers and protecting children from malaria.

Our products obtained the prestigious UNBS standard certification in 2023. We have served our solution to over 10,000 students attending schools within wakiso District and have repurposed 1250liters of inedible milk sofar from 30 farmers and 3 small fresh milk dairies.

We also educate small dairy farmers on optimal livestock nutrition and milk handling practices. We work diligently to boost milk volumes and improve milk handling methods, offering a path to increased income.

On 6th of June 2023, I participated in the Environmental, Social, and Governance (ESG) training organized by the Agribusiness Development Center (ADC). The training proved to be a profound learning experience for both my team and me. It provided us with invaluable insights into impact reporting aligned with rigorous ESG standards. Additionally, the program facilitated connections that not only expanded our access to cost-effective ingredient sourcing channels but also integrated us into the thriving ADC accelerator agribusiness community

**Q: What are the future plans?**

A: With a keen eye for better enterprise governance, we envision expanding sales to 500,000 students in 2024-2025. We are developing an application that not only streamlines milk collection but also provides dairy farmers with a platform to find markets for their fresh milk. Additionally, we plan to acquire a lactic acid extractor. This strategic move will enhance our ability to extract lactic acid from milk, opening up new opportunities for value addition and diversification of their product range.

We seek to build strategic partnership with agencies such as Heifer International, SNV, GIZ, ABi, USAID to amplify our efforts through, connecting us to their communities of smallholder dairy farmers who need our services as well as to their enterprise acceleration packages of visibility and investment.



“With a keen eye for better enterprise governance, we envision expanding sales to **500,000 students** in 2024-2025”

BRASIO KAWERE  
KIGONGO ~

# SOMA Regional Activations/Tour

SEPTEMBER  
2023



Mbale	5 - 6 / September
Lira	7 - 8 / September
Oyam&Kole	9 / September
Masindi	10 - 11 / September
Hoima	12 / September
Mbarara	13 - 15 / September



# ADC Regional Tour / SOMA Activations

The highlights of the tour in pictures





**SCAN QR-CODE**  
For more pictures  
and tour updates



@agribdca





~ THOMAS JEFFERSON

**“Agriculture is our wisest  
pursuit, because it will in  
the end contribute most to  
real wealth, good morals,  
and happiness”**



HAPPY  
*Birthday*

SEPTEMBER

AUGUST

WILBER  
KAYONGA

AARON  
CHANDIA

SILVER  
TUMWA

LYNETTE  
LAWINO

GEORGE  
WANDERA

RONALD  
SSEKAJJA



TO ALL OUR  
Q3-BABIES,  
CHEERS TO THE  
NEW CHAPTER

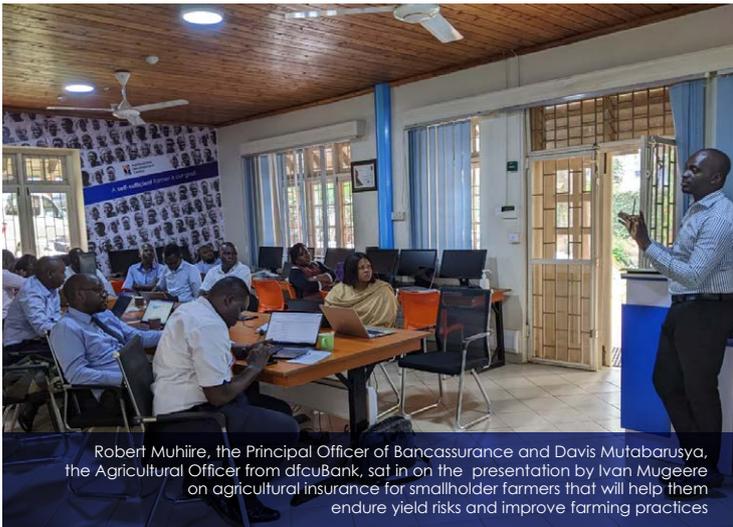
ADMIN.

# AGRIDIGEST GALLERY.

For more about these pictures and corresponding stories, follow us on Twitter, Facebook, Instagram or [www.flickr.com](http://www.flickr.com).



MG Korean and the Ugandan Federation of Community Credit Cooperatives team led by Andy Kim and Andrew Kyepa on their visit to ADC.



Robert Muhire, the Principal Officer of Bancassurance and Davis Mutabarusa, the Agricultural Officer from dfcuBank, sat in on the presentation by Ivan Mugeere on agricultural insurance for smallholder farmers that will help them endure yield risks and improve farming practices



Charles M. Mudiwa, Managing Director of dfcuBank, and William Sekabembe, Chief Commercial Officer, visited our offices to strengthen our partnership



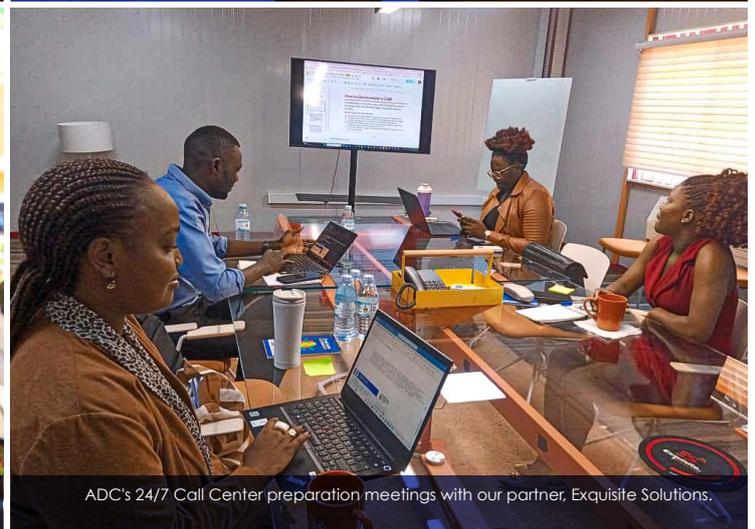
ADC's Project Manager Innovations, Ronald Ssekajja, was invited by Makere Innovation & Incubation Center (MICC) to be a Jury Member at the Impact Week pitches.



Marketing and Communications Head, Katia Mugenzi instructs the first SOMA Trivia Challenge Winners on how to use the mobile platform effectively



Breaking barriers with financial literacy! ADC's Business Advisor (West), Francis Mugisha speaks to the community



ADC's 24/7 Call Center preparation meetings with our partner, Exquisite Solutions.



Fiona Nowembabazi from dfcu Women in Business discusses the benefits of the program for agri-enterprises among the many products offered. At ADC Offices.



Kasujja Methodius, the Chairperson of the Board of Directors of Masaka Microfinance & Development Cooperative Trust Limited (MAMIDEOT), receives a training kit from ADC's IT Team led by Software Engineer William Ssenyondo



Business Accelerator Program cohorts 2 & 3 Graduates together with ADC ED, Josephine Mukumbya and a dfcuBank official.



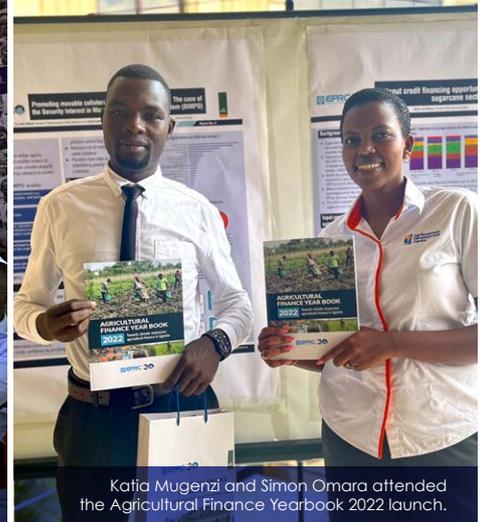
Permanent Secretary in the Uganda Ministry of Trade, Industry & Cooperatives, Geraldine Ssali Busuulwa, Guest of Honour at ADC's BAP's Cohort 1 & 2 Graduation ceremony



Charles M. Mudwa, MD of dfcuBank, together with the Ambassador of the kingdom of Netherlands, Dr. Karin Boven, handed a dummy cheque to Grace Akatuha (Kikazi Agri Products), the winner of the Business Acceleration Program (BAP) pitch, during the BAP's Cohort 1&2 Graduation ceremony.



As an NSSF's Hi-Innovator partner hub, ADC was taken through the onboarding session with Outbox, the implementor of this program



Katia Mugenzi and Simon Omara attended the Agricultural Finance Yearbook 2022 launch.



UFCC Mityana Saccos participants successfully completed the Digital and Financial Literacy course.



ADC's Business Advisor for the Central Region, Sharon Kalanzi, welcoming members of UFCC's Mityana Coop to ADC for the start of a 3-Day UFCC Digital & Financial Literacy Training



UFCC Mityana Saccos members being awarded Certificates of Completion by ADC's Executive Director, Josephine Mukumbya



Catherine Komugisha supporting the sign-up process for NSSF's Hi-Innovator platform to unlock upto USD 20,000 in seed funding. ADC is proudly a Partner Hub.



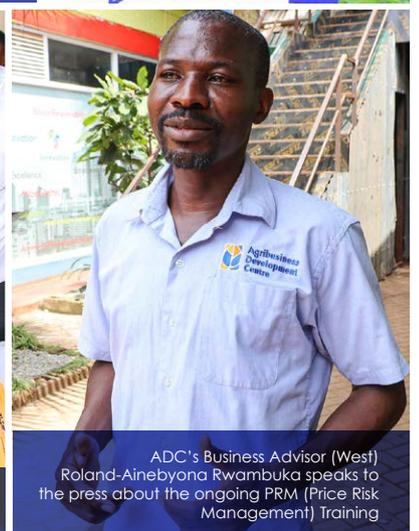
'SOMA Trivia Challenge' Week 1 Winners



Katia Mugenzi with UCDA officials, including James Kizito, Head of Market Intelligence, and Lutakome, at the close of day 2 of the G25 Coffee Summit, Kampala - Uganda.



ADC's Business Advisor (Albertine West), Wilber Kayonga supports trainees during the Price Risk Management (PRM) Training



ADC's Business Advisor (West) Roland-Ainebyona Rwambuka speaks to the press about the ongoing PRM (Price Risk Management) Training



## Local agriculture based eLearning platforms.

**Agriculture is one of the sectors that have witnessed significant growth in creativity, with innovators coming up with modern ways to handle farm mechanization, assess weather patterns, manage pests and diseases, and improve access to farm inputs, finance, markets and digital agricultural services.**

These innovations elevate Africa through shared information among farmers, transforming their ventures from subsistence to thriving commercial businesses.

The new innovations in agriculture have shown us how technology can help us build more sustainable food systems and improve the food system. Among the innovations includes Farm automation (tractors & drones, Robots, and eLearning platform such as

1. **SOMA** - [www.soma.adc.ug](http://www.soma.adc.ug)
2. **Atingi** - [www.atingi.org](http://www.atingi.org)
3. **OLC** (Open Learning Campus) - [olc.worldbank.org/](http://olc.worldbank.org/)
4. **AYA** (African Youth Agripreneure) - [www.ayaplatform.org/](http://www.ayaplatform.org/)

These platforms transform the lives of smallholder farmers and traders in Uganda and beyond, though their uptake could be faster, especially in rural farming communities.



# ARE YOU UP FOR A CHALLENGE?

FOLLOW US ON FACEBOOK TO PARTICIPATE  
AND **WIN LOTS OF PRIZES** INCLUDING CASH