



## 2017 coffee show - update

<b>Update:</b>	<b>Annual District Coffee Shows (April - August 2017)</b>				
<b>Area of coverage:</b>	12 coffee growing districts in 5 regions were selected to host 2017 Coffee Shows: South West, West, Central, East and North				
<b>Commenced:</b>	June 2017 with planning meetings and actual shows in May	<b>Total Shows to date:</b>	11	<b>Total attendance to date</b>	14,227 an average of 1,293 registered attendees
<b>District coffee extension pilot linkages:</b>	Demonstration plots at coffee show where DCEP is ongoing offered physical demonstration of all 8 modules of harmonized coffee extension materials by DCEP trained extension workers and CBFs.				
<b>Main exhibitors:</b>	NARO/ NaCORI, Braz Afric, UCFA, Hanns Neumann Stiftung Africa, Kibinge Coffee Armajaro, Leticia Products Ltd, Farmers Answer, LUFUGA Investments(Green Organic Manure), Nsanja Agrochemicals, Balton, Kyagalanyi, Kawacom, Sankofa Coffee are among the main exhibitors at these completed shows. On average we have had at least <b>15</b> stalls per show				
<b>Innovations:</b>	Coffee brewing and value addition – Innovations and creativity by both women and youth in the form of arts and crafts from coffee beans, basket weaving and baking of coffee flavored cakes. Women using grinding stone and local motor at Kween, Mayuge, Iganga, to grind coffee and 3-hole local stove Climate change adaptation (small scale irrigation equipment and drip irrigation)				
<b>DSC contributions:</b>	All districts contributed to their shows both in cash and kind as a fulfillment to their commitment of UGX 2,000,000 prior to the shows. The kind contributions included District vehicles to help in mobilization and errands on the day. This happened in all the concluded shows.				
<b>Key farmer successes reported:</b>	<ul style="list-style-type: none"> <li>• Rose Atusasiire from Ibanda learnt Value addition and coffee farming as a business at a coffee show in 2015 and is now roasting, grinding and packaging coffee in simple light plastic containers. She distributes to shops around Ibanda and she hopes to distribute to bigger Supermarkets when she improves on packaging.</li> <li>• Hardson from Kween picked interest from the knowledge he acquired at kween coffee show in 2015 and planted 1400 coffee trees. Some of his trees are ready for harvest and he is asking youth around the village to copy the same intervention.</li> <li>• Mr Musobyia from Mayuge set up a clean coffee garden as a result of the knowledge he has acquired from both coffee shows and DCEP. His intention is to make it a Demo to benefit farmers around in and around his village</li> <li>• Rukundo Joshua started a youth organization (Kigezi Coffee Development Academy)</li> <li>• Tumwijukye Robert in Kamwenge started up a nursery as a result of coffee shows. He organizes youths in his area and trains them on nursery management</li> </ul>				

## 2017 coffee show - update

<b>Key challenges reported:</b>	<ul style="list-style-type: none"> <li>• Venues selected for coffee shows affect numbers (attendees)</li> <li>• Inadequate coffee specific extension staff in some districts</li> <li>• Demand for more visual materials and take home farmer information leaflets</li> </ul>
---------------------------------	---

Women delivering coffee message through a song at at a show. All shows had drama and songs on coffee by youth and women



Farmers acquired knowledge from the Harmonised Coffee Specific materials at Ibanda show



### Conclusion

Coffee shows have attracted a cream of

interested farmers and stakeholders whose interest was to acquire knowledge with a promise they will use the knowledge acquired in their own gardens

The 12<sup>th</sup> coffee show is scheduled to take place in Isingiro District at Nyamuyanja SC HQ on 4<sup>th</sup> Aug 2017