






Nov.2017

| Uganda Annual District Coffee Shows (2008 - 2017) | | | | | |
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|  |  | |  | |  |
| Coffee planting hole (2x2ft) | Harvesting | stall with Harmonized Coffee Materials | | | Quiz |
| Area of coverage: | 165 coffee Shows held since 2008 in 5 coffee growing regions of South West, West, Central, East and North. 45 Districts covered out of 98 coffee growing Districts in Uganda. On ground overwhelming demand requires rolling out to other 53 Districts. | | | | |
| Attendance | Since Inception, Coffee Shows have been attended by | 156,800 | in | 165 Coffee Shows | Because one of our objective is to reach out core concentrated farmers, Venue location affects attendance but attracts cream coffee farmers (old and new) |
| The Start | The first 3 – 5 years (2008 – 2012) of coffee shows followed a campaign program of mobilizing and sensitizing masses into coffee growing because farmers had abandoned coffee for other crops due to low prices and coffee wilt disease diversification. | | | | |
| Pertinent issue of Competing crop enterprises | Although coffee is a key commodity in Uganda, it is increasingly facing competition from other crop enterprises such as banana, vanilla, sugarcane, cocoa, etc. This therefore calls for more assertive campaigns to interest/motivate people to invest in coffee. | | | | |
| District participation and contributions | All districts contribute to their shows in cash and kind. Actual coffee show cost at least UGX 10m . Actual donor contribution covers 60% and balance 40% is covered by the District in cash or kind through a resource mobilization strategy set by DSCs. | | | | |
| Political Intervention | Political leaders are increasingly using the coffee shows to sensitizes & mobilize farmers invest in coffee growing. Besides, some have gone a step ahead in mobilizing resources to further cascade coffee-knowledge & skills to farmer, beyond the coffee show. | | | | |
| Other CAU project link with coffee shows | Demonstration plots are a center of attraction at all coffee shows, Districts where DCEP is ongoing offer practical demonstration of harmonized coffee extension materials by DCEP trained extension workers and CBFs. This has solved the issue of inadequate coffee specific extension staff in some districts. However, the quest for knowledge at demo plots is overwhelming. | | | | |
| Innovations: | <ul style="list-style-type: none">Introduction of Coffee show competition 2010 motivated DSCs to work hard and follow the event manual, a tool that guides DSCs on how to organize a colorful, educative and participatory coffee show.Coffee show quiz creates an ownership fill by farmers who by looking for quiz answers, they learn and explore beyond the quiz. This activity involves all show participants.Raffle draw – Introduced in 2014, raffle draw now acts as a mobilization tool because farmers expect to win a prize. This exercise is usually the last program at each coffee show. This idea was thought of to keep farmers around until end of program awaiting their prizes.Drama, songs and poems on coffee attract youth and women to coffee shows | | | | |
|  | Drama at a coffee show | | | | |
| Achievements | We have been doing some follow ups but on a small scale but the stories from farmers show production increase per coffee tree from 1.5kg to 1kg FAQ (Mr. Cyprian from Rubirizi), Expansion of acreage, improved livelihood at household level, Value addition, Number of new farmers, youth and women involvement, etc. All this | | | | |

contributes to the coffee road map.

Impact / Success

Because of the nature and inconsistency of coffee shows, it is almost impossible to track farmers and measure impact. Coffee shows take place in different districts from time to time. However we always manage to make follow ups on some farmers and through interactions at the coffee shows to capture success stories. Below are some of the stories captured.

District steering committees have mastered the art of mobilising farmers and resources through political leaders and this has created impact and some have offered land to further cascade coffee-knowledge & skills to farmer, beyond the coffee show, Hon Judith Nabakooba provided an acre of land for establishing a community demo garden for training youth & women in coffee.

Speeches by politicians attending shows are customized to coffee growing.



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.



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.



Mr Musobyia from Mayuge set up a clean coffee garden as a result of the knowledge he acquired from both coffee shows and DCEP. His intention is to make his coffee garden a Demo to benefit farmers in and around his village



Tumwijekye Robert in Kamwenge improved and expanded his coffee nursery as a result of coffee shows. He networks with youths in his area and shares knowledge on nursery management.



Earnest from Mityana Nick named Vision 2020 is a young enthusiastic man who picked 90% of coffee love from Mityana coffee show followed by DCEP which he joined as a trainee. Earnest now has One Acre of coffee and is training fellow youth on his farm. His vision is to contribute to the 20 sixty kg million bags by the year 2020/2025



“From Mityana Charity Organisation to Rwankuba coffee farm and now with a touch of experience and class, we have added value and produced La’ Marc Coffee. All this is attributed to coffee shows” says Geoffrey.

