

# Evaluation of the 2011 Coffee Shows

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## 1. Introduction

### 1.1 Background

The Uganda coffee sector is organised in a multi-stakeholder platform, the Uganda Coffee Platform. One of the key activities of this platform is the organisation of coffee shows. The coffee shows are annual events that have taken place since 2008 in some of the main coffee growing districts in Uganda. The coffee shows are organised by District Steering Committees (DSCs). The DSCs are supported in terms of capacity building, logistics and funding by Café Africa Uganda, the Ugandan branch of an international NGO that works within the African coffee sector.

The purpose of the coffee shows is to educate farmers on how to improve the management of their coffee gardens in order to increase production and earn more money from their coffee. Moreover, the shows create an opportunity for farmers to link up with service providers and extension workers in their district. Service providers are offered a stall where they can display their products and/or information about their services. District extension workers explain different Good Agricultural Practices (GAPs) in a demonstration plot. Here, farmers can ask questions and receive information about how to manage their coffee trees. Other activities that take place during coffee shows include speeches by extension workers, farmers, service providers and district leaders; drama and songs on coffee; workshops on farming as a business; and special activities for women and youth.

During the past four years, the coffee shows have become increasingly professional. As part of this process, CAU introduced in 2010 a scorecard to evaluate the coffee shows and the performance of the DSCs. This evaluation proved very valuable and helped to improve the 2011 coffee shows. In addition, CAU staff engaged individual farmers and service providers in informal discussions to obtain a general impression of whether and how they appreciate the shows.

In an effort to continue improving future coffee shows, CAU developed a full Monitoring and Evaluation (M&E) strategy for the 2011 shows that included:

- An improved version of the 2010 scorecard
- Surveys with farmers and service providers who attended the shows
- Personal observations by CAU staff

This report provides the results of this M&E process. In the next paragraph, the aims and objectives are explained, chapter 2 describes the set-up of the research, and chapter 3 outlines the results of the different sections of the M&E process. Finally, chapter 4 provides some general conclusions and recommendations.

### 1.2 Aim and objectives

The aim of this research is to develop recommendations to improve the 2012 coffee shows by carrying out a detailed evaluation of the 2011 coffee shows. The purpose is to complement the existing scorecard evaluation with in-depth surveys of attending farmers and service providers and personal observations of CAU staff.

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Specifically, the objectives of this research can be summed up as follows:

### Scorecard

1. Evaluate the capacity of the DSCs to organise successful coffee shows
2. Identify areas that require more support from CAU
3. Develop recommendations on how CAU can better support the DSCs

### Surveys of service providers and farmers

1. Identify what types of farmers and service providers visited the 2011 coffee shows
2. Evaluate whether expectations were met that farmers and service providers had of the show
3. Understand what farmers learn at a coffee show and what they consider the most important lessons
4. Understand the benefits for service providers to have a stall at a coffee show
5. Identify the knowledge farmers have of service providers in their district, and how many farmers make use of these services
6. Identify what impact attending a previous coffee show had on farmers and service providers
7. Develop recommendations on how to improve the positive impacts of the shows on the attending service providers and farmers

### Personal observations of CAU staff

1. Identify strengths and weaknesses in:
  - a. Preparations by CAU staff
  - b. Capacity building of DSCs (manual, regional workshops, district visits)
  - c. Actual coffee shows
  - d. M&E strategy (scorecard, surveys)
2. Develop recommendations on how to improve performance of both CAU and the DSCs

## 2. Materials and Methods

### 2.1 The 2011 coffee shows

In 2011, 13 district coffee shows were organised in 4 regions of Uganda:

- South-western (Rukungiri, Bushenyi and Ibanda)
- Central (Mukono, Rakai, Masaka and Luwero)
- Eastern (Kapchorwa, Bulambuli and Manafwa)
- Western (Kasese, Kyenjojo and Kibaale)

The shows in Eastern Uganda (Mt. Elgon region), Western Uganda (e.g. Rwenzori mountains) and Rukungiri concentrated on Arabica coffee, whereas the other shows focused on Robusta coffee. The shows took place between August 23<sup>th</sup> and September 22<sup>nd</sup>, 2011. The organization of the 2011 coffee shows amounted to a total cost of \$ 81,247. All shows were evaluated by the scorecards and by personal observations of the CAU staff. In 11 of the 13 shows, farmer surveys were carried out, whereas in 9 of the 13 shows service providers were interviewed.

### 2.2 Scorecards

In 2010, CAU developed and tested a scorecard to evaluate the performance of the DSCs in a professional and objective manner. Though the DSCs were unaware that they were being scored at the time, they were all enthusiastic about the method as the results showed them their strengths and areas for improvement. CAU therefore decided to improve the scorecard and use it to officially evaluate the performance of the DSCs in the 2011 coffee show season (see Appendix 1). The improvements in the scorecard are based on experiences of CAU staff and feed-back from the DSCs on the 2010 scorecard.

In an effort to improve the capacity of the DSC members to organise a good show and obtain high scores, the CAU staff developed a Coffee Show Manual<sup>1</sup> around the 2011 scorecards. All DSC members received a copy of the manual. CAU staff explained the use of the manual during the first meeting of the DSCs and kept referring to it during follow-up visits and during a series of regional workshops that were organised to encourage learning and exchange of ideas between DSCs.

The main criteria used to evaluate the 2011 coffee shows include (see Appendix 1):

- 1) Effectiveness of mobilisation,
- 2) Ability to demonstrate GAPs,
- 3) Innovations, such as women and youth themes,
- 4) Efficiency and organisation of the event

Each main criterion is divided into several sub-criteria that can be evaluated in an objective manner. The manual outlines how the DSCs can score points for the sub-criteria. When all criteria are met, the DSC receives the full amount of points (100 points + 10 bonus points). If not, the detailed scoring tables for each main criterion in the manual show can be used to determine how many points a committee will be awarded for a certain sub-criterion.

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<sup>1</sup>Lutakome C., Mugume M. and Fermont A., 2011 District Steering Committee 2011 Coffee Show Manual. Café Africa Uganda, Kampala, Uganda, 42 p.



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The two CAU field staff each evaluated all 13 coffee shows separately on the provided forms. As the criteria are formulated in an objective and quantifiable manner, the scores of the two staff rarely differed. The country director then compared the scores and compiled a preliminary report for each DSC. Chapter 3 presents the results of the scorecards.

### 2.3 Surveys

#### 2.3.1 Service providers

Service providers are representatives of organisations that sell products or provide services to coffee farmers. They include, amongst others, nursery operators, agro-input dealers, coffee exporters and roasters, NGO's, banks & SACCOs, farmer co-operatives and extension workers e.g. NAADS and UCDA. During a coffee show a large selection of service providers in a district are invited to display their products or information about their organisation in a stall. Extension workers from NAADS or UCDA shared their knowledge of Good Agricultural Practices with farmers in the demonstration plot or during public speeches. As they did not have a stall, they were not included in the survey on service providers. In 2011, a total of 181 service providers attended the 13 coffee shows.

Every year CAU writes reports on all service providers that attend the coffee shows. These reports provide general information about the service providers having a stall at the shows and the type of services they offer. However, they do not reveal anything about the reasons that service providers have to attend a coffee show, and the actual benefits they receive from it.

To provide some answers to these questions, a formal questionnaire was developed by the Wageningen student with assistance of CAU's agronomist (see Appendix 2). The surveys included several questions on the benefits that service providers might receive from attending the shows (i.e. promotion of their organisation, selling of products, recruiting new members during and after the shows, networking, knowledge) and the expectations that they had about these. For the service providers that attended a previous coffee show, questions were included about the benefits they experienced from this. The surveys were conducted by one member of the CAU field team, who was supported by his colleague in case there were too many service providers to handle alone.

Out of the 181 service providers that were present at the 13 shows, 46 service providers (25%) in 9 shows participated in the surveys. During the coffee shows, CAU staff had to combine the survey work with the general reporting on the service providers. As this is quite a lot of work and the survey work could only be started in the afternoon, it was impossible to interview all service providers at a show. Table 1 and 2 present an overview of the surveyed service providers by region, district and type. Roughly, a quarter of the agro-input dealers, processors & exporters and nurseries, one third of the credit facilities and half of the farmer organisations that attended the shows were surveyed. Unfortunately no women and youth groups were interviewed.

Table 1: Number of service providers interviewed per region and district

South-western		Central		Eastern		Western		
Bushenyi	Ibanda	Mukono	Masaka	Bulambuli	Manafwa	Kasese	Kyenjojo	Kibaale
7	6	5	3	3	5	9	3	5

Table 2: Number of service providers interviewed per type

Agro-dealers	Proc. & Export.	Nurseries	Farmer Org.	Women & Youth	Credit & saving	Research	Other
9	6	5	10	0	6	0	10

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### 2.3.2 Coffee farmers

The target audience of each coffee show are the coffee farmers in the district. These may vary from farmers that only grow a few coffee trees to farmers with more than 10 acres of coffee. During previous coffee shows, CAU staff observed that the majority of the attending farmers were middle-aged men. To increase the attendance of female and young farmers, CAU encouraged the DSCs this year to give specific attention to the mobilisation of these groups. This was done by introducing the themes 'women in coffee' and 'youth and farming as a business'.

For the 2011 coffee shows, a farmer survey was developed by the Wageningen student with some support of CAU's agronomist with detailed questions about their expectations, reasons for visiting the show, what they learned and which parts they attended. Moreover, farmers were asked some general questions about age, where they come from, how many acres and trees they have, and how they knew about the show. This information was used to draw a general picture of what types of farmers visit the coffee shows. In addition, it helped to analyse the surveys in more detail. A third section of the questionnaire was aimed at farmers that attended a previous coffee show. This section focused on possible impacts of the shows on changes in management, the planting of new trees or increased use of service providers.

Most of the farmer surveys were undertaken by the Wageningen student, though she was in some cases assisted by CAU's agronomist and another field staff to increase the number of interviews per show and cover an additional show that the student did not attend. The surveys were carried out from 2 pm onwards to allow farmers to visit/see the various activities at the show. After 2 pm, the majority of the farmers would sit down under the provided tents to listen to the various speeches and performances. Farmers to be interviewed were randomly selected from among the participants. Most farmers were enthusiastic to be interviewed and were happy to provide the information we asked for. Only in rare cases did a farmer indicate that he/she did not want to participate in the interviews because he/she wanted to attend the speeches or performances.

During the coffee shows CAU staff aimed to interview as many farmers as possible. The number of farmers that were actually interviewed per show depended on i) the need to find and work with a local translator; and ii) the weather during the shows. In case the CAU staff did not speak the local language, local translators were asked to help out and interpret during the interviews. Several shows experienced rain storms, which limited the number of farmers that could be interviewed. This specifically impacted on the number of farmers interviewed in Bulambuli and Manafwa districts and prevented any interviews from taking place in Kapchorwa district.

Out of the 8,142 farmers that attended the 13 shows, 108 farmers in 11 districts were surveyed. This amounts to 1.3 % of all farmers being interviewed. Of all show-goers, 51% were men, 23% were women and 26% were youth. These ratios were very similar among the interviewed farmers (54% men, 23% women and 23% youth). Table 3 shows the number of farmers that were interviewed per district.

Table 3: Number of farmers interviewed per region and district

South-western		Central				Eastern		Western		
Bush.	Iband	Mukon	Rakai	Masak.	Luwero	Bulam.	Manaf.	Kasese	Kyen.	Kibaale
12	20	12	11	8	8	4	3	10	8	12



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As it was impossible to test the surveys before the actual coffee shows, the first shows (Ibanda and Bushenyi) were used as a test round. As some questions in the farmer survey took too long to answer and/or were not understood by the farmers, the farmer survey was improved and used in its new form in the remainder of the shows. Consequently some of the results are not available for Ibanda and Bushenyi.

### **2.4 Observations by CAU staff**

At all 2011 coffee shows, at least 2 CAU staff were present. Besides filling in the scorecards, conducting the interviews and writing reports on service providers they talked to many farmers and service providers informally. Combined with observations during the shows, these form a valuable addition to the evaluation. Therefore, a section on these personal observations is included in this report.

### **2.5 Data Analysis**

All data was entered on the survey formats (see Appendices 2 and 3) in the field and checked when entered in Excel. The service provider data was analysed within Excel. The coffee farmer data was exported to and analysed in SPSS 16.0 to facilitate comparison by type of farmer and district. Considering the limited number of surveys in several districts, no statistical analyses were carried out on the data.

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Table 4: Overview of score-card scores by district and region

	Max.	South-western			Central				Eastern			western		
		Rukungiri	Bushenyi	Ibanda	Mukono	Rakai	Masaka	Luwero	Kapchorwa	Bulambuli	Manafwa	Kasese	Kyenjojo	Kibaale
<b>1. Effectiveness of mobilisation</b>														
a. Farmers	15	13	7	13	2	7	10	8	1	9	13	7	6	7
b. Service providers	10	9	10	10	9	9	9	10	10	8	10	8	10	7
<b>2. Ability to demonstrate good agricultural practices</b>														
a. Quality of demo	6	6	4	4	6	6	4	5	6	6	5	5	5	6
b. All GAPs demon.	10	8	6.5	6	10	8	7	9	9	9	9	9.5	7	9.5
c. # stalls GAP info	5	2	2	2	3	2	2	2	5	3	2.5	3	2	3
d. Avail. Ext. material	4	2	2	4	2	3	0	4	3	3	3	4	3	3
<b>3. Innovations</b>														
a. Women in coffee	10+5	9	9.5	11	11	12	4	10	9	9	7	7	8	13
b. Youth & FAAB.	15+5	14	15	16	5	14	4	8	6	8	8	8	9.5	13
<b>4. Efficiency and organisation of the event</b>														
Thirteen criteria	25	13	10	21	18	25	17	19	15	15	15.5	16	18	19.5
<b>TOTAL</b>	<b>110</b>	<b>76</b>	<b>66</b>	<b>87</b>	<b>66</b>	<b>86</b>	<b>57</b>	<b>75</b>	<b>64</b>	<b>70</b>	<b>73</b>	<b>67.5</b>	<b>68.5</b>	<b>81</b>

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### 3. Results and discussion

#### 3.1 Scorecards

Table 4 presents the final scores for each district coffee show. The average score for the 2011 shows was 72 out of 110; a decent pass rate. Scores ranged from 57 to 87 out of 110 in Masaka and Ibanda, respectively. The Masaka DSC performed rather poorly on the organisation of activities for women and youth and did not have the best promotion of Good Agricultural Practices, while the Ibanda DSC formed a well-oiled team that scored highly on all criteria.

#### 3.2 Service providers

##### 3.2.1 Introduction

When developing the coffee show manual, different groups of service providers were identified that the DSCs can invite to the coffee shows. Table 5 lists the actual attendance of the different stakeholders per district and the total number of certain service providers in the 2011 coffee shows.

Table 5: Type and number of service providers that attended the 2011 coffee shows

District	Agro-dealers	Proc. & Export	Nurs-eries	Farmer Org.	Women & youth	Savings & Credit	Research	Other	Total
<b>South-western</b>									
Rukungiri	2	3	2	1	1	1	0	6	<b>16</b>
Bushenyi	4	1	2	2	4	1	0	2	<b>16</b>
Ibanda	5	1	1	2	2	1	0	4	<b>16</b>
<b>Central</b>									
Mukono	5	2	2	1	0	0	0	3	<b>13</b>
Rakai	5	1	2	2	3	2	0	2	<b>17</b>
Masaka	3	2	2	1	0	1	0	1	<b>10</b>
Luwero	5	1	2	2	1	1	1	2	<b>15</b>
<b>Eastern</b>									
Kapchorwa	1	5	1	1	3	1	1	3	<b>16</b>
Bulambuli	1	2	0	1	1	1	1	2	<b>9</b>
Manafwa	2	3	1	3	1	2	1	2	<b>15</b>
<b>Western</b>									
Kasese	2	3	1	2	0	2	1	0	<b>11</b>
Kyenjojo	5	1	2	2	1	2	1	4	<b>18</b>
Kibaale	0	0	3	0	2	1	0	3	<b>9</b>
<b>Total</b>	<b>40</b>	<b>25</b>	<b>21</b>	<b>20</b>	<b>19</b>	<b>16</b>	<b>6</b>	<b>34</b>	<b>181</b>
<b>Average</b>	<b>3.1</b>	<b>1.9</b>	<b>1.6</b>	<b>1.5</b>	<b>1.5</b>	<b>1.2</b>	<b>0.5</b>	<b>2.6</b>	<b>13.9</b>

Table 5 shows that in 2011 the average number of service providers that attended the coffee shows was 13.9. This is a huge increase compared to 2010, when the average number of stalls amounted to just 8 per show. The total number of service providers ranged from 9 in Kibaale and Bulambuli to 18 in Kyenjojo. Low attendance in Kibaale and Bulambuli was *not* the result of poor mobilisation of service providers by the DSCs, but due to inaccessibility of the shows as the access roads were affected by flooding/heavy rains and/or landslides. This prevented several service providers (e.g. Star Cafe, a national coffee roaster) from attending the shows.

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The majority of stalls were agro-input dealers (40 stalls in total), followed by others (mainly alternative income generators), processors & exporters, nurseries and farmer organisations. With only 6 stalls in 13 shows, research was least represented. Exporters were well represented in the Mt. Elgon area (Eastern Uganda), where there is a high concentration of exporter projects. Considering that Kapchorwa and Bulambuli are among the districts with the highest use of agro-chemicals in coffee it is, however, remarkable that so few agro-input dealers came to the three Eastern shows. In contrast, the number of agro-input dealers was much higher in shows that were held in the vicinity of Kampala.

### 3.2.2 Returning service providers

Almost half of the service providers that attended the 2011 shows also attended a previous coffee show (Table 6). Considering that the number of service providers almost doubled between 2010 and 2011, we can conclude that the majority of the service providers returned to this year's show. This is an indication that service providers benefit from attending a coffee show.

The high percentage of returning nursery operators, and low percentage of returning alternative income generation and credit facilities, is the result of a change in mobilisation focus of the DSCs between 2010 and 2011. In 2010, a lot of attention was given to mobilising nursery operators, but not to credit facilities and groups that promote alternative income generation. This year, these groups were specifically targeted.

Table 6: Service provider attendance at previous coffee shows

Service providers	Attendance at previous shows (%)
Agro-input dealers (n = 9)	44
Processors& exporters (n = 6)	50
Nursery operators (n = 5)	80
Farmer organisations (n = 10)	50
Saving and credit facilities (n = 6)	17
Others (mainly alternative income) n = 10	11
<b>Total (n = 43)</b>	<b>41</b>

### 3.2.3 Expectations and benefits

Service providers were asked about the expectations they had for the show using an open-ended question. All answers fell within the 7 pre-defined categories on the survey format.

Three service providers (7%) came to the show having no expectations at all. Table 7 shows the expectations of the other 43 persons. Overall, just over half the service providers expected to be able to promote their company. The large majority (92%) felt that they had been able to do so. Nursery operators were most interested in promoting their own company, whereas agro-input dealers were rather unexpectedly least interested in promoting their business.

Surprisingly few service providers indicated that they expected to sell their products either at (19%) or after the show (26%). As all 9 interviewed agro-input dealers actually sold products at the show (which implies that they brought products to the show for selling and thus expected to sell), but only 3 of them reported an expectation to sell, it may have been too obvious an answer for agro-input dealers. At the time of questioning, the average value of sold products was around 130,000 UGX. One agro-input dealer at the Bulambuli show even reported to have sold products worth 2,000,000 UGX. As most interviews were conducted halfway through the show day, the actual output is likely to be higher.

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Table 7: Expectations (% of service providers) and satisfaction levels (% of service providers that felt their expectation was met) by type of service provider

	Agro-dealers	Proc. & Export.	Nurseries	Farmer Org.	Saving & credit	Others	TOTAL
N	8	6	5	9	6	9	43
Advertise / teach others about my company	38 % (100% met)	33 % (50 % met)	80 % (100 % met)	56 % (100 % met)	67 % (100 % met)	66 % (83 % met)	<b>56%</b> <b>(92% met)</b>
Get new members or clients at the show	38% (33 %met)	50 % (66 % met)	40 % (50 % met)	44 % (75 % met)	50 % (100 % met)	11 % (0 % met)	<b>37%</b> <b>(63% met)</b>
Sell my products at the show	38 % (100% met)	33 % (100 % met)	20 % (100% met)	0 % (-)	17 % (0 % met)	11 % (100 % met)	<b>19%</b> <b>(88% met)</b>
Sell more products after the show	38%	0 %	40 %	22 %	17 %	33 %	<b>26%</b>
Gain market information	25 % (50% met)	17 % (100 % met)	40 % (50 % met )	11 % (100 %met)	33 % (50 % met)	22 % (100 % met)	<b>23%</b> <b>(70% met)</b>
Increase own knowledge on service providers	38 % (100 % met)	50 % (100 % met)	40 % (100 % met)	44 % (100 % met)	17 % (100% met)	44 % (50 % met)	<b>40%</b> <b>(88% met)</b>
<b>Overall satisfaction level</b>	<b>73%</b>	<b>82%</b>	<b>82%</b>	<b>93%</b>	<b>82%</b>	<b>71%</b>	<b>80%</b>

One third of all service providers expected to recruit new clients or members. Two thirds of these service providers were satisfied with the actual recruitments they made. All of the 6 interviewed savings and credit facilities (SACCOs) managed to recruit new members, with an average of 36 new members per SACCO by the time of interview. Out of the 10 interviewed farmer organisations, 30% had registered on average 22 new members by the time of interview.

Only 23% of the service providers expected to find market information at the shows, whereas 40% indicated that they expected to be informed about other service providers in their districts (e.g. competitors). Most were satisfied with the information supplied at the shows.

From the above we may conclude that most service providers come to the show with rather limited expectations. As satisfaction levels of those that did have expectations were high (80% on average), the DSCs would do well to explain the various benefits that the service providers may expect from the show in some more detail to them. Box 1 shows how important it is for service providers to be realistic about the prices they ask for their products if they want to benefit from the show. The DSCs may want to stress this point while mobilising service providers for the 2012 shows.

### **Box 1**

**During many shows, nursery operators were selling their seedlings. One nursery operator in Bushenyi though the coffee show was the perfect moment to make some good profit by selling his seedlings at 2,500 UGX , a price far above the market price. He only sold a few seedlings during the show. Another nursery operator in Ibanda was, however, following a completely different strategy. He arrived at the show with a pick-up full of seedlings and sold them for only 200 USH per seedling. At the end of the day, he took his empty pick-up back home!**

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### 3.2.4 Visitors at stalls

The majority of the service providers received between 100 and 300 visitors at their stall, and 30% even received more than 300 visitors (Table 8). Only very few (4%) of the questioned people had less than 50 visitors. Of all interviewed stallholders, 18% received more visitors than they expected. However, 40% had expected more visitors. Comparing the satisfaction levels with the number of visitors at a show, we can conclude that if a show receives more than 650 farmers the service providers are happy with the number of visitors they receive at their stall (Table 9).

Service providers in general indicated that they received fewer visitors at their stalls than were present at the show. Though it is very likely that the service providers are not very good at estimating the number of people passing by their stall, it does bring out the observation that many farmers are by-passing stalls that have little to attract them.

Table 8: Number of visitors received by service providers at their stall (n = 45)

Number of visitors at stalls	Service providers	Satisfaction		
		Expected more visitors	Expectation met	More visitors than expected
< 50	4%	100%	0%	0%
50-100	9%	50%	50%	0%
100-300	60%	48%	44%	7%
> 300	27%	8%	42%	50%
<b>Overall</b>	-	<b>40%</b>	<b>42%</b>	<b>18%</b>

Table 9: Actual number of visitors at the show, estimated average number of visitors at the stalls and satisfaction level of the service providers by district (n=45)

District	Actual visitor number <sup>1</sup>	Satisfaction		
		Expected more	Expectation met	Better than expected
Mukono (n=5)	261	60%	40%	0%
Kasese (n = 9)	432	44%	56%	0%
Bushenyi (n=7)	475	86%	14%	0%
Kibaale (n=5)	644	100%	0%	0%
Kyenjojo (n=3)	657	0%	0%	100%
Masaka (n=3)	692	0%	66%	33%
Bulambuli (n=3)	719	0%	100%	0%
Ibanda (n=5)	1043	0%	80%	20%
Manafwa (n=5)	1143	0%	40%	60%

<sup>1</sup>The average number of visitors per stall was calculated by averaging the numbers of visitors each service provider estimated to have received at his/her stall.

## 3.3 Coffee farmers:

### 3.3.1 Type of coffee farmers that attend a coffee show

While organising a coffee show, it is important that the DSC members know exactly who their audience is so they can target the information provided during the show. Besides gender and age, which were mobilisation criteria for the 2011 show, it is useful to know whether the farmers that are attracted to a coffee show have small or large coffee gardens and what level of experience they have in growing coffee.



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### Gender and age group

In total 8,142 farmers attended the 13 shows, this is on average 626 farmers per show. On average, 51% were men, 23% were women and 26% were youth (both boys and girls; Figure 1). In this report, 'youth' or 'young farmers' are defined as people between the age of 15 and 25. Compared to last year, the attendance of women and youth increased significantly. This is the result of the introduction of the themes 'women in coffee' and 'youth and farming as a business' during the preparations of the 2011 coffee shows.

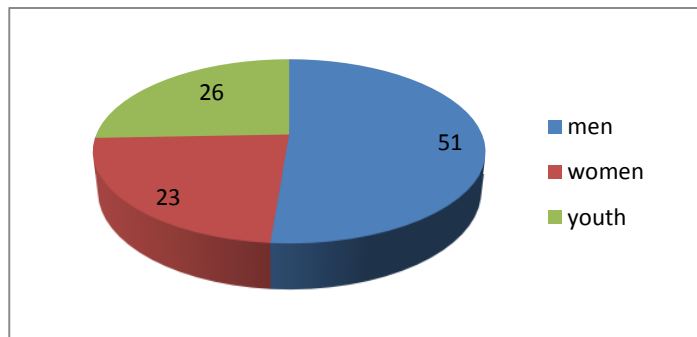


Figure 1: Gender and age group of all 2011 coffee show visitors (n = 8,142)

With 23% of the interviewed farmers being women, 23% being youth and 54% being men, the survey is highly representative of the farmer population that attended the shows.

However, differences in gender and age between the districts were considerable (Figure 2). Bulambuli attracted a high percentage of male farmers (74%), whereas Luwero attracted more women than other shows (34%) and Kibaale mobilised the considerable number of youth (50%). Depending on the interest of the organisers and donors, a balanced representation of men, women and youth, as was observed in the Manafwa show, may be considered optimal.

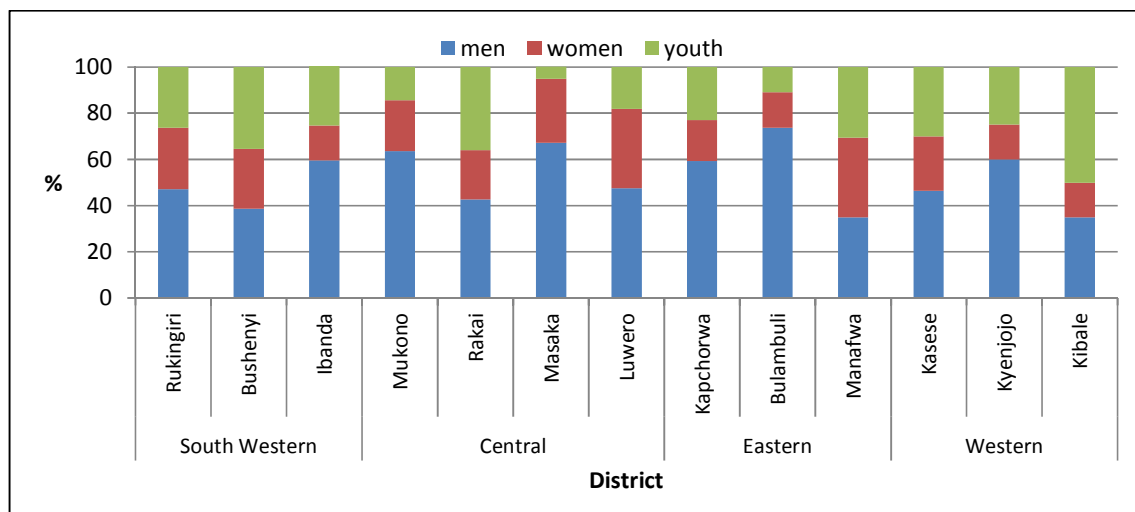


Figure 2: Gender and age distribution of all 2011 coffee show visitors by district and region (n = 8142)

### Size of coffee garden

The interviewed farmers were asked to estimate the size of their coffee gardens. Where his/her gardens was smaller than 1 acre, he/she was considered a small coffee farmer, someone with a garden between 1 and 3 acres was classified as a medium size coffee farmer, whereas everyone with a garden that was larger than 3 acres was considered a larger coffee farmer.

Overall, the majority (53%) of the interviewed farmers were classified as medium sized coffee farmers, 25% classified as small and 21% as larger coffee farmers (Table 10). The average farmer that

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visited the coffee shows had 920 coffee trees on 1.9 acres of land. Male farmers owned roughly two times as many coffee trees as female farmers and four times as many as young farmers. Most of the large farmers (78%) were therefore male. The 'medium farmer' group was also dominated by male farmers (53%), whereas the 'small farmer' category had equal percentages of male, female and young farmers.

The smallest farmers (6% in the sample) had not planted any coffee yet, whereas the largest farmer, a female farmer from Ibanda district, estimated she had 10,000 trees on 8 acres. On average, adult farmers had just over 10 years experience in growing coffee, but young farmers had considerable less experience. Overall, 45% of the farmers that attend a coffee show can be classified as male farmers with a medium to large farm.

Table 10: Farm characteristics of farmers attending the coffee shows

Type of farmer	Size of coffee garden (%)			# acres	# trees	# years growing coffee
	Small (<1 acre)	Medium (1-3 acres)	Larger (> 3 acres)			
Male farmers (n=57)	16	53	32	2.4	1,264	10.4
Female farmers (%) (n=25)	32	60	8	1.4	716	10.3
Young farmers (%) (n=25)	40	48	12	1.3	305	5.4
All farmers (n=107)	25	53	22	1.9	920	9.2

The average size of the coffee garden was strongly related to the districts (Figure 3), and influenced by factors such as the importance of coffee in an area, land pressure and the efforts of the DSCs to mobilise women and youth. With coffee being less of an important livelihood strategy in Mukono, the coffee show in this district attracted the largest number of small coffee farmers (58%). In contrast, half of the farmers that visited the Masaka show were larger farmers as the result of Masaka being an important Robusta area and the high percentage of male farmers at the show.

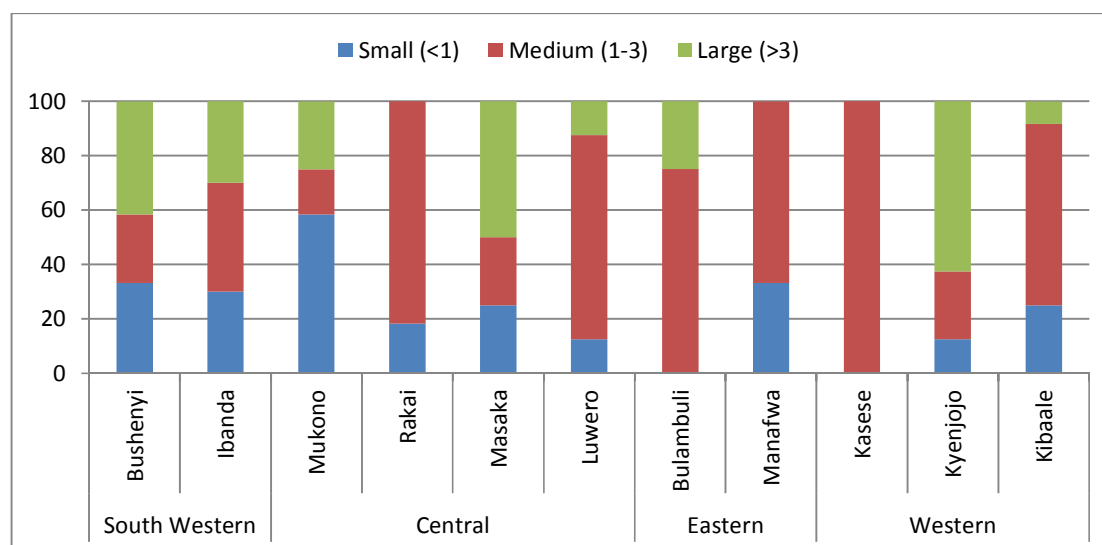


Figure 3: Farm size of interviewed farmers per district (n = 107)

## Evaluation of 2011 Coffee Shows

### Returning show-goers

A total of 12% of the interviewed farmers had visited a previous show. In Mukono, Luwero, Masaka, Kibaale and Manafwa none of the farmers we spoke to had attended a previous show, whereas in the other districts the percentage of farmers that had attended a previous show ranged from 10% to 25%.

The large majority of the coffee show visitors attended the coffee show for the first time. As the DSCs and Café Africa have the aim to teach as many farmers as possible, the show venues are rotated between the main coffee growing sub-counties in a district. This clearly is an effective policy to bring the coffee show extension messages to as many farmers as possible.

### 3.3.2 Effectiveness of mobilisation strategies

The DSCs were advised to use a range of strategies to mobilise farmers to come to the show. These included radio, messages through extension workers, farmer groups (including women and youth groups), banners and posters, churches and mosques, and public address systems at market places.

Radio commercials and messages from extension workers were by far the most effective strategy to reach farmers. A total of 42% and 39% of the surveyed farmers indicated to have heard about the coffee shows through the radio and extension workers, respectively (Table 11). Interestingly, female farmers were much more likely to have been mobilised through the radio than male farmers, whereas messages by extension workers were the best strategy to attract young farmers to the coffee shows.

Sending messages through farmer groups also mobilised a considerable amount (21%) of farmers. This strategy was specifically promoted during the 2011 show preparations to reach women and young farmers and was clearly quite effective. However, it also turns out to be a good strategy to reach male farmers (see Table 11). Farmer groups were also the best means to mobilise larger farmers (> 3 acres of coffee), whereas medium sized farmers (1-3 acres) were best reached through radio, and small farmers (< 1 acre) through either extension workers or radio (data not shown).

Remarkably few farmers (5%) indicated to have seen the banners or posters that were put up at the show venue and in major trading centres to announce the date and venue. It seems most people pay little attention to them, possibly because the banners were put up quite late. All except one farmer heard the information about the coffee shows first hand. Clearly, mouth to mouth advertisement hardly takes place. Some farmers (16%) had heard about the coffee shows through several communication channels. Some were even reached through 3 or 4 different channels.

Table 11: Effectiveness of used mobilisation strategies (n = 108)

Mobilisation strategies	All farmers (%)	Male farmers (%)	Female farmers (%)	Young farmers (%)
Radio	42	40	64	24
Extension workers	39	41	32	40
Farmer groups	21	19	28	20
District Steering Committee	7	12	4	0
Banners and posters	5	5	0	8
Others <sup>1</sup>	6	2	8	12

<sup>1</sup> Messages passed through school, district leaders and friends

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There were remarkable differences between districts (see Figure 4). With 100% of the surveyed farmers having heard about the coffee show on the radio, Kyenjojo had the most effective radio mobilisation strategy. The Kyenjojo DSC had managed to participate in several radio shows due to the kind contribution of a Member of Parliament that offered air time on his popular radio station. Whereas, less than 10% of the farmers in Luwero and Mukono districts heard radio commercials. In these districts there is a wide variety of radio stations that farmers listen to. This makes it more difficult to mobilise by radio as messages on one or two stations do not reach many farmers.

To make up for this inherent weakness in radio mobilisation, the Luwero DSC effectively involved district extension workers in their mobilisation strategy, which resulted in 75% of the surveyed farmers having been mobilised by extension workers. The presence on the DSC of vigilant district extension staff from the district production department must have helped in this respect. Whereas, the district extension staff don't seem to have been strongly involved in Bulambuli and Kyenjojo districts as less than 13% of the surveyed farmers in these district had been mobilised by them. In Bulambuli the extension staffs were perhaps affected by the landslides that took place about 10 days before the show.

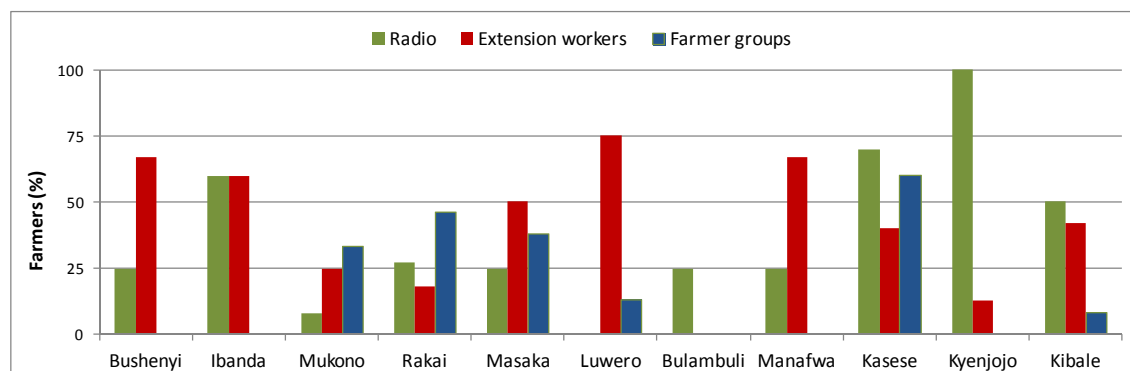


Figure 4: The three most effective mobilisation strategies by district (n = 108)

In contrast to many other districts that focused on either the one or the other, Ibanda DSC combined a strong series of radio commercials with effective mobilisation of farmers through district extension workers. This may well be the secret behind their very high attendance rates (1,043 farmers). In Manafwa too few farmers were interviewed to properly understand what the secret was behind their successful mobilisation of 1,143 farmers. However, the DSC indicated that they used a range of strategies that included radio, extension workers and farmer groups, besides involving several LC1s and the District Executive, who paid their counsellors to mobilise farmers for the show.

### 3.3.3 Transport to the show

Farmers used a range of transport methods to travel to the coffee show venues. Overall, the majority of the people came to the shows by foot (26%), organised transport (25%) or public transport (24%; see Table 12). Only 2% of the people came with their own cars, making this the least popular means of transportation. Women were 2.5 times more likely to have to walk to the show venue than men, who more often came by public transport, bicycle or their own motorbike.

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Table 12: Means of transportation to the coffee show venues (n = 108)

Means of transportation to the show	All farmers (%)	Male farmers (%)	Female farmers (%)	Young farmers (%)
On foot	26	17	44	28
Organised transport	25	22	28	28
Public transport	24	28	16	24
Bicycle	13	17	8	8
Own motorbike	10	14	0	12
Car	2	2	4	0

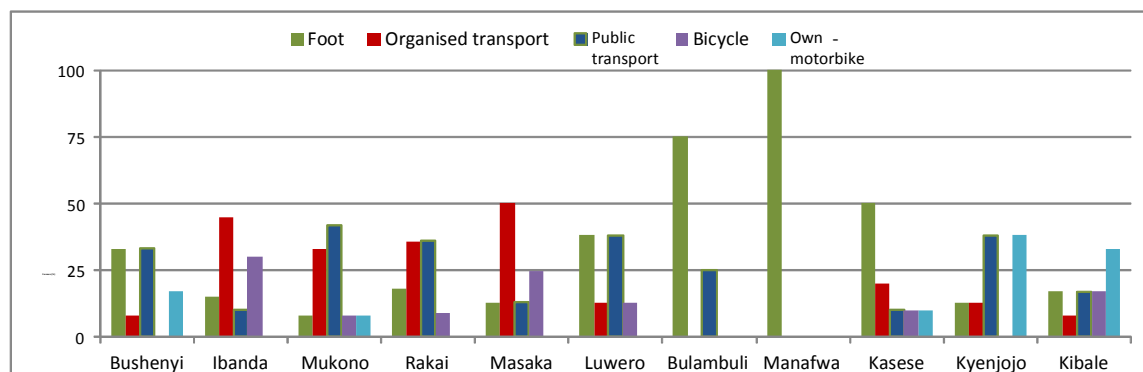


Figure 5: Means of transport farmers use to come to the show

Due to the absence of good roads and public transport means, half or more of all farmers attending a coffee show in the highland Arabica areas (Mt. Elgon and the Rwenzori) came to the show by foot (Figure 5). The very high attendance rate in Manafwa shows that this is not necessarily a limitation to a successful show, as the show venue was selected in an important coffee area. A show venue that is located on or near a main road that is serviced by public transport gives farmers the opportunity to travel by public means. This was the case in Mukono, Luwero, Kyenjojo and Rakai district where between 36 and 42% of the farmers travelled by public transport.

The DSCs in Ibanda and Masaka strongly promoted the use of organised transport as 45 and 50% of the surveyed farmers, respectively, travelled to the venue in this way (Figure 5). The Ibanda DSC had managed to find several organisations (Kaaro Agric Producers Ltd, Ankole Coffee Processors Ltd. and the District Executive) that were willing to support the coffee show in kind by transporting their farmers with small trucks and buses. This strategy may be another explanation for the high visitor numbers in the Ibanda show. The Masaka show venue was located far from the main road and larger trading centres, which made it less easily accessible for farmers. However being aware of this, the Masaka DSC managed to get the kind support of the West Buganda Cooperative who organised a series of small buses to drive up and down between the venue and the main road and thus still achieved to attract high visitor numbers (692 farmers).

### 3.3.4 Expectations of farmers

#### Expectations on knowledge

All the interviewees indicated unanimously that they came to the coffee shows to learn. Using an open-ended question, farmers were asked to indicate what specific topics they were actively interested in. Their answers were categorized into 5 general topics (see Table 13).

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Table 13: Interest of farmers to learn about specific main topics (n = 108)

Main topics of knowledge	All farmers (%)	Male farmers (%)	Female farmers (%)	Young farmers (%)
Good Agricultural Practices	90	97	88	76
Farming as a Business	40	43	36	36
Service providers	35	48	20	20
Coffee markets	26	33	20	16
Women & Youth	24	21	20	36

The large majority of farmers (90%) were hoping to learn something about Good Agricultural Practices at the show (Table 13). Young farmers were less interested in this than adult male farmers. Many farmers did not specify what particular GAPs they were interested in, but some had very specific questions on how to prune a coffee tree, make your own manure, fertiliser use, pests and diseases.

Overall, between 40% and 35% of the farmers wanted to learn more about “Farming as a Business” and district service providers, respectively. About a quarter of the farmers came to the coffee shows hoping to learn more about coffee markets, and women and youth initiatives in the coffee sector. Male farmers were more interested in service providers and markets than female and young farmers. Women and youth activities were of most interest to young farmers, but not to women. Small, medium and large farmers came to the coffee shows with similar knowledge expectations, except with respect to knowledge of women and youth activities. Only 9% of the larger farmers were interested in this, whereas 32% and 22% of the medium and small farmers wanted to learn about this theme respectively.

Farmers that were surveyed in the Ibanda, Rakai, Kyenjojo and Kasese shows had a much wider interest range than farmers in the other districts (data not shown). This may be an indication that the DSCs in these districts did a much better job than other DSCs to communicate to farmers the various topics that they could learn about at the coffee shows.

### Meeting people

A coffee show is not just a place to update your knowledge but it is also a great place to meet and network with other people from your own district that are interested in coffee. About half of the farmers indicated that they came to the coffee show to meet with service providers and fellow coffee farmers (Table 14). Many mentioned specific service providers such as the input dealers or nursery operators. Larger farmers were more interested in meeting other farmers, whereas smaller farmers were more interested in meeting service providers. This may be related to the fact that larger farmers had a better knowledge of service providers in their district than smaller farmers (see section 3.3.7) and were more interested in sharing experiences with fellow large farmers.

Table 14: Categories of people that farmers want to meet at a coffee show (n = 106)

Category	All farmers (%)	Large farmers (%)	Medium farmers (%)	Small farmers (%)
Service providers	47	39	47	54
Fellow farmers	47	57	47	35
Extension workers	37	22	44	39
Researchers	14	22	11	15



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A total of 37% of the interviewed farmers wished to meet extension workers during the show day. Medium (44%) and small farmers (39%) are more interested in meeting extension workers than larger farmers. Just 14% of the farmers were interested in meeting researchers, with larger farmers being slightly more interested in researchers than smaller farmers. In Kyenjojo, 75% of the farmers indicated that they were interested to meet scientists because many were worried about diseases affecting their coffee trees.

### Other expectations

Besides expecting to increase their knowledge on specific topics and meeting stakeholders in the coffee value chain, 27% of the farmers indicated that they had also had come to taste coffee and 12% hoped to also have a fun day. The large interest in tasting coffee is likely related to the presence of Star Café at 11 out of the 13 shows, serving free samples of fresh coffee.

### 3.3.5 Activities attended

There is a range of activities that farmers can do at the coffee shows. Table 15 shows that, except for the workshop on women and youth, all activities are visited by 80% or more of the farmers. With 96% of the farmers having visited them, the stalls of the various service providers were most popular, followed by the demo plot (86%). In the districts that had organised workshops on women in coffee and youth/Farming as a business, 64% of the farmers attended these. As this was a new activity for the 2011 shows, many DSCs found it challenging to put together a good workshop.

Table 15: Attendance levels of various activities at the coffee shows (n = 89; n = 83 and n = 39)

Activities	All farmers (%)	Liked best (%)	Liked 2 <sup>nd</sup> best
Stalls of service providers	96	18	49
Demo plot	86	66	3
Drama	84	5	18
Speeches	82	2	10
Question and Answer sessions with extension workers	82	4	8
Informal meetings with other farmers	81	1	5
Workshops for women and youth <sup>1</sup>	64	4	8

<sup>1</sup> Data on workshops are only for those districts that organised workshops: Kibaale, Rakai, Mukono and Ibanda

Female farmers were specifically interested in the drama performances (95% attendance), but somewhat less interested in the workshop (40% attendance) and in meeting informally with other farmers (70% attendance) than other farmers. Young farmers had no particular positive interest in any activity, but were less interested than other farmers to attend the speeches (71% attendance) and the drama performances (76% attendance).

Table 15 shows that farmers liked the demonstration plot best of all, followed by the stalls of the service providers. Farmers favoured the demo plot because of all the lessons on Good Agricultural Practices. Good demonstrations of planting/spacing, mulching and intercropping were most frequently mentioned as specific reasons for liking the demo plot. These were followed by soil conservations trenches, fertiliser/manure use, tree management and how to apply agro-chemicals. The most frequent mentioned reason for liking the stalls of the service providers was the access to and information about agro-chemical inputs. This was followed by the possibility to network and taste coffee.

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### 3.3.6 Purchases

During coffee shows many service providers display products for sale. Of the surveyed farmers, 56% indicated that they had either bought or were planning to buy something at the coffee show, 38% did not buy anything, whereas 7% was not yet sure. Surprisingly, smaller farmers and women were as likely to buy something as larger farmers and men. Though, it can be expected that the second category will spend more money on their purchases. With 44% giving a positive answer, young farmers were the only category that was less interested in buying something at the shows.

Of those farmers that had purchased something, 27% had bought coffee seedlings, 27% roasted coffee, 18% herbicides, 11% fertilisers, 6% pesticides and 2% had bought spray pumps. Packed roasted coffee was very popular due to Star Café and/or UCDA serving coffee in most shows. As many farmers tasted coffee for the first time, many bought some to take home to their families from the Star Café stalls (see Box 2).

#### **Box 2**

**While interviewing a farmer in Bushenyi, he mentioned that he was very excited about tasting coffee. He had never known coffee was used for drinking! In his hand he was holding some packages of processed coffee that he had just bought. He told us that he would give this to his family to teach them what coffee was meant for.**

Sales of agro-chemicals were especially good in Ibanda, where 12 out of the 20 interviewed farmers had bought some. On the one hand, this may be related to the high number (5) of agro-input dealers coming to a show that was visited by farmers that lack access to these service providers as they live far from Ibanda town. On the other hand – and likely the most important reason - the show was held just after the peak of the coffee season so farmers had money available to buy inputs.

During the surveys, many farmers complained about the high prices of the products on sale. In a few cases farmers were referring to some service providers that thought to make some quick profit by selling their inputs above the normal market price. A much more common complaint, however, was the lack of small packages that farmers can afford to buy. A positive exception was Star Café, which brought 25g packages of roasted coffee to shows and was rewarded with good sales. Having attended several shows and seen the success of the small Star Café packages, the Balton representatives realised the preference of farmers for smaller, and cheaper, packages of agro-chemicals. They are already looking into the possibility of providing these for the 2012 shows. It will be a good idea if the DSCs can also encourage other agro-input dealers to bring smaller packages of fertilisers, herbicides and pesticides to the 2012 shows.

Some farmers mentioned that they had not realised that there would be interesting products for sale at the coffee shows, as they had never attended a coffee show before and therefore had not brought any cash to buy them. This is a clear lack of good communication about the benefits of attending a coffee show that needs to be improved on next year.

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### 3.3.7 Knowledge and usage of service providers

One of the opportunities for farmers at a coffee show is to link up with the service providers in a district. The surveyed farmers were asked to indicate for 7 categories of service providers whether they knew any within the district and if so, whether they used them.

Coffee exporters were by far the least known service provider: 76% of the surveyed farmers did not know any exporter before coming to the show (Table 16). Box 3 shows that even when exporters were present at a show, it was not always clear to farmers that they could benefit by getting to know them. With the growing of the shows over the years, more and more coffee exporters have been willing to participate in the shows.

#### Box 3

During one of the shows, a farmer was asked about his knowledge on exporter projects. He mentioned that he did not know any projects in his district. This conversation took place next to the stall of Kyagalanyi. When he was asked why he never worked with them, he responded surprised that he never knew Kyagalanyi was an exporter project he could work with. As soon as the conversation was finished, he went over to the stall to ask for information.

Table 16: Knowledge and usage of district service providers by farmers (n = 107)

	Agro-dealers	Processors	Nurseries	Farmer Org.	Saving & credit	Exporters	Ext. Workers
<b>All farmers</b>							
Don't know (%)	30	34	25	27	17	76	22
Know 1 or more (%)	26	19	20	15	21	8	15
Use 1 or more (%)	44	48	55	58	63	16	63

The farmers that attended the coffee shows were a lot better informed about the other six types of service providers. Still, between 22-34% of the surveyed farmers reported that they did not know these providers before coming to the show. Between 8 to 26% of the farmers knew specific service providers, but did not use them. Overall, the surveyed farmers made most use of extension workers and saving and credit facilities (63% each).

Young farmers and small farmers are the two groups that stand out due to their poorer than average knowledge of certain service providers (data not shown). Twice as many young farmers than adult males didn't know any nurseries, farmer organisations and extension workers. Twice, or even triple, as many 'small' than 'medium' farmers didn't know any nurseries, extension workers and savings/credit facilities.

The knowledge and usage of service providers varied strongly between the districts (see figures 7A to 7G in Appendix 4). The Bulambuli show stands out with the majority (75-100%) of the surveyed farmers using all service providers (though one should keep in mind that this view might be distorted by the low number (4) of farmers surveyed). Agro-input dealers weren't well known among the Kasese show-goers (50% didn't know any), and surprisingly also among the Mukono farmers, though being close to Kampala several larger trading centres have agro-input stores. In Robusta areas (Kibaale, Kyenjojo and Mukono), half or more of the farmers did not know any processors. Though generally coffee exporters are not well known among farmers, farmers in the mountainous Arabica

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areas (Bulambuli, Manafwa and Kasese) and some of the Robusta areas that are serviced by exporter projects (Luwero and Mukono) were more aware of them. Farmer organisations are not very popular in Luwero and Kibaale ( $\geq 50\%$  didn't know any). All surveyed farmers in Kibaale were, however, using coffee nurseries, possibly due to the strong emphasis of the district executive on a replanting campaign in 2010-11.

The high level of acquaintance with service providers may be surprising as the usage of service providers by coffee farmers is generally thought to be low. However, this is related to the mobilisation strategies of the DSCs. The majority (60%) of the surveyed farmers had heard about the coffee show through their extension worker or through their farmer group (see section 3.3.2), implying that these farmers already acquainted with these service providers. This in itself increases the likelihood that they are linked to other service providers as well. In addition, it is very likely that the coffee shows attract rather serious farmers that are generally more interested in improving coffee production than others. Such farmers will be better informed about the service providers they can use.

### 3.3.8 Lessons learned on Good Agricultural Practices and marketing

During the survey, farmers were asked whether their visit to the coffee show had resulted in new knowledge in six specific topics: i) pruning and stumping; ii) fertilizer and manure use; iii) pests and disease control; iv) harvest and post-harvest handling; v) market information; and vi) how to make profit from coffee. Secondly, every farmer that indicated to have learned something on a topic was asked what the most important lesson was that he/she had learned. This part of the survey was not conducted in Bushenyi and Ibanda (see section 2.3.2).

#### Good Agricultural Practices

Overall, between 62-70% of the farmers increased their knowledge on Good Agricultural Practices (Table 17), with most of them learning lessons on multiple GAPs. Women were definitely the better learners, with 75-88% of the women increasing their knowledge on specific GAPs versus 52-69% of the men. Large farmers (mostly men) are clearly most knowledgeable. Between 39 and 55% of them already knew the lessons being taught about pest and disease control, pruning and stumping and fertiliser and manure use.

Table 17: Percentage of farmers having increased their knowledge on six specific topics (n = 76)

Knowledge topics	All farmers (%)	Male farmers (%)	Female farmers (%)	Young farmers (%)
Pruning and stumping	68	67	75	67
Fertiliser and manure use	70	69	88	56
Pest and disease control	67	62	88	61
Harvest and post-harvest handling	62	52	88	61
Market information	37	41	38	28
Making profit	61	75	57	56

With respect to pruning and stumping, the most important lessons that the farmers learned included

- i) How to stump and prune (39%);
- ii) What tools to use (24%);
- iii) Number of main branches a good tree should have (10%);
- iv) Timing of pruning and stumping (10%);
- v) Effects on yields (10%); and

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- vi) Use of a slanted cut (6%).

Concerning fertiliser and manure use, the most important lessons circled around:

- i) How to apply manure and fertilisers (43%);
- ii) Different types of fertilisers and manures available (33%); and
- iii) When to apply them (12%).

A few farmers pointed out that they learned about the importance of using fertilisers and manure, how to make manure and the difference between organic and chemical fertilizers. It was interesting to observe that though older, experienced coffee farmers indicated that they did not learn anything new on most GAPs, they did increase their knowledge on fertiliser and manure use. Of all the GAPs, fertiliser and manure use is probably the one least known to farmers and consequently the one GAP that even 'expert' farmers learn something about during a coffee show.

With respect to pest and disease control, the most important lessons included:

- i) How to spray effectively (34%);
- ii) What pesticides to use (28%);
- iii) Integrated Pest Management (IPM) strategies (23%), including burning of affected branched to control black twig borer in Robusta trees; and
- iv) Details on specific pests and diseases (13%).

Concerning harvesting and post-harvest handling, there was one simple lesson that stood out: 81% of farmers indicated that they learned the need to pick red cherries only, whereby farmers in the Robusta areas also had learned how to dry the cherries properly (not on the ground). A few farmers had increased their knowledge on how to store coffee, pulping and fermenting.

### Market information and making profits

Market information was the one topic that clearly needs a lot more attention in future shows. Only 37% of the farmers indicated to have learned something in this field (Table 17). The more general message about how to make more profit from coffee was picked up by farmers; 61% indicated that they had a better idea how to do so after visiting the various show activities. Men are clearly more tuned into making profits, with 75% of the adult males indicating that they had increased their knowledge in this field versus 57% of the adult females. Young farmers also turned out to be less interested in the commercial side of coffee production. The same applied for small farmers, of which 53% had learned how to make more profit from coffee versus 77% of the large farmers (data not shown). Larger farmers are in a better position to do business and therefore are more interested in making profits than farmers with just a few trees.

With respect to market information, from the 37% that had indicated that they have learned a lesson. 60% had found information about the current coffee prices and 36% had learned lessons on how to get a better price for their coffee through processing and quality improvement, selling directly to the best market and selling as a group. Concerning profits, the majority of the farmers had learned that improving management is a prerequisite for earning more money from their coffee (55%). Others repeated the need to concentrate on quality while harvesting (23%) or indicated that they had learned to add value to their coffee by processing it into parchment (8%). Some individuals had picked up the idea to market together or stock their coffee until prices were better.

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### Learning by district

The percentage of farmers that indicated that they had learned something on specific topics varied considerably between districts (Figure 5). With an average of 90 and 83% of the farmers increasing their knowledge on the six topics, the shows in Kasese and Bulambuli were by far the most successful in getting information across to farmers. The Kasese show stood out particularly by its high rates of learning on GAPs (93%). The demo plot in Kasese was compact, showed all GAPs, had good comparisons between good and bad practices, used posters to convey the main extension messages and had – above all – two very talented extension workers that tirelessly explained all GAPs to the visitors. With one of the two extension workers being female and the other male, they managed to educate almost all farmers. The shady location of the demo plot may have contributed to farmers taking their time to understand all lessons. The Bulambuli show was particularly effective in transmitting messages on good harvesting, post-harvest handling and making a profit. These messages were given out by the various coffee exporters that attended the show.

With an average of only 44 and 46% of the farmers increasing their knowledge on the six topics, the shows in Manafwa and Luwero performed half as well in knowledge transfer, though it should be noted that the results for Manafwa are based on only three farmers. Both Luwero and Kibaale had no stalls with coffee processors and exporters, which explains why both shows did not succeed in teaching farmers on coffee prices.

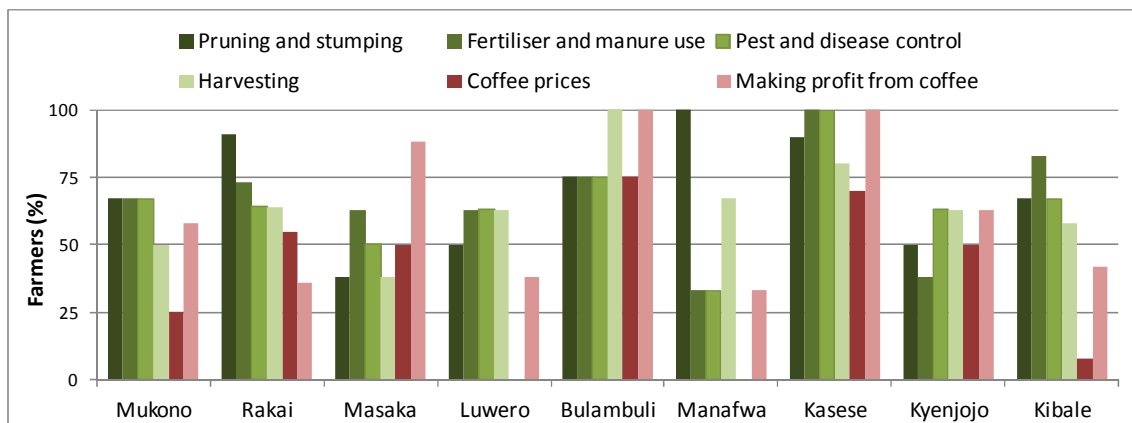


Figure 6: Percentage of farmers having increased their knowledge on six topics by district (n = 76)

### Most important lessons learned

At the end of the survey, farmers were asked what they considered the most important lesson that they had learned during the coffee show day. The central theme of the 2011 shows, coffee = money, was mentioned by 27% of the farmers as their main lesson (Table 18). In total 62% of the farmers mentioned general management or a specific GAP as their most important lesson. These included planting (11%), the use of agro-chemicals (9%) and pruning and stumping (8%). Male and female farmers appreciated the same lessons, but young farmers had a strong preference for general GAP information (26%) and information on establishing a coffee field (22%). As noted earlier, they were much less interested in the commercial side of coffee production.



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Table 18: Most important lesson that farmers learned at the coffee shows (n = 87)

Lesson	All farmers (%)	Males (%)	Females (%)	Youth (%)
Coffee farming as a business	27	34	32	9
Better management = better yields	16	10	18	26
Planting (spacing, varieties)	11	8	5	22
Agro-chemical usage (fertilisers, pesticides, herbicides)	9	12	9	4
Pruning + stumping	8	8	9	9
P&D control	4	4	0	9
Mulching	4	4	5	4
Harvest	3	2	5	4
Manure use	3	2	5	4
Need to collaborate as farmers	3	6	0	0
Post-harvest handling	2	4	0	0
Other	8	6	14	9

### Implementation of lessons from previous shows

As indicated in section 3.3.1, 13 of the surveyed farmers had attended a previous coffee show. Most (11 out of 13) were adult males, 8 can be considered as medium-sized coffee farmers (1-3 acres of coffee) and 5 were larger coffee farmers (>3 acres). These farmers were asked what lessons they had learned from the previous show they had actually implemented.

Between 85 to 92% of the farmers indicated that they had implemented the various GAPs they were taught about at the previous shows, just less than half of them had taken out credit from a SACCO and 38% had joined a farmer organisation (Table 19). Though these results do not indicate to what extent farmers adopted a certain GAP (i.e. whether they planted 1 or 1,000 trees), they nonetheless show remarkable adoption rates.

Considering that all these farmers are medium or large farmers and returned to another coffee show, it is likely that they are serious coffee farmers. Such farmers are known to have higher adoption rates than other farmers.

Table 19: Implementation of lessons learned at previous shows (n = 13)

Lesson implemented	All farmers (%)
Improved general management (mulching, pruning, stumping etc.)	92
Planted trees	92
Using more inputs (manure, fertilisers, pesticides, herbicides)	85
Better harvesting and post-harvest handling (ripe cherries, drying etc.)	85
Taking out credit from a credit or saving facility	46
Joined farmer organisation	38

### 3.3.9 Sharing knowledge

The organisers of the show hope that farmers will share the knowledge they attained at the coffee shows with others in their community. This will increase the impact of the shows.

Overall, 81% of the surveyed farmers mentioned that they would be sharing the lessons they had learned at the coffee shows with their families (Table 20). About half were planning to share their

## Evaluation of 2011 Coffee Shows

new knowledge with their neighbours and friends and about a quarter wanted to report back to their farmer organisations. At least 9 of the 108 farmers (8%) we spoke to were specifically selected by their farmer group to attend the coffee show and inform the rest of the group members.

Young farmers are more likely to share knowledge with their family and friends and less likely to share with farmer organisations than adult farmers (Table 20). Large farmers behave rather the opposite; they are more likely to share their new knowledge with (farmer) organisations and less likely to inform family and friends.

Table 20: Percentage of farmers that will share learned lessons within their community

Sharing lessons with	All farmers (%)	Young farmers (%)	Large farmers (%)
Family	81	96	74
Neighbours	56	56	48
Friends	51	68	39
Farmer organisations	23	4	39
Other organisations	13	8	22

### 3.4 Observations by CAU staff

Not everything that goes on at a coffee show can be captured in a questionnaire or a scorecard. Therefore, this section reports on personal observations made by CAU staff and the researchers.

#### 3.4.1 Preparations

##### General preparations

The CAU team has been organising coffee shows for the past four years. Most of them run like a well-oiled machine. The DSCs know and trust the capabilities of the CAU staff that helped them organise previous shows and readily accepted new staff members on board. At district level, the coffee shows are becoming more and more known as 'THE annual event for coffee farmers'. As a result, it has become easier for the DSCs to obtain support from, amongst others, the District Executives, the production departments, Members of Parliament and farmer organisations to mobilise farmers. Service providers are also more likely to commit themselves to attending the show day.

Some districts could have benefited from some support from UCDA head office and MAAIF to mobilise district leaders. At national level, however, the visibility of the coffee shows is not optimal. Though many coffee stakeholders have heard about them, they have little idea what happens at a coffee show and how their own business or organisation could benefit from it. The Kibaale show managed to get one of the State Ministers of Agriculture as the guest of honour for their show. This information was not transmitted to CAU, so we missed out on a golden opportunity to promote the coffee shows at national level by inviting journalists from the national press.

CAU opened email accounts for all DSCs and installed a programme to send out multiple text messages in an effort to increase communication with the DSCs. These measures improved communication from CAU to the DSCs, but not vice versa. The text message programme was only installed on the computer of the finance officer, who was not always as well informed as the field staff on the exact timing of the messages.

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Securing sufficient funding for the 2011 shows was not easy. As not all promises materialised, CAU had to reduce the number of planned shows at a very late stage. Several of the donors or organisations that are linked to the donors indicated this year that they would like to have a stall at the shows. However, due to late planning they did not manage to achieve this. Late planning and a longer than planned development process also affected the testing stages of the coffee show manual (see below) and the surveys.

The travelling programmes of the CAU field staff were rather intense and resulted in medium-high stress levels on several trips when meetings with DSCs were delayed or took longer than planned and the field staff still had to travel to another district. Another reason for the experienced travelling stress was the planning of all the shows within a time frame of two months. As Uganda experiences different harvesting seasons in the different regions, several shows dates fell in the middle of the harvesting season. This may have affected attendance rates.

During meetings with the DSCs, the field staff observed several times that the DSCs were expecting to see the CAU director. They also registered several complaints that the facilitation fee of Ush 10,000 for transport was insufficient. In fact, most DSCs claimed higher facilitation fees for meetings that were not attended by CAU staff.

### Coffee show manual

The main objective of the coffee show manual, developed by CAU this year, was to help the DSC members organise a successful show by giving them tools and ideas to meet the criteria on the scorecard. Although CAU staff tried to use simple language, and explained the usage of the manual to the members, they feel that many of the members did not benefit from the manual as much as they might have, as they had problems finding the information that they needed. On the other hand, some DSCs (e.g. Ibanda and Kasese) used the manual extensively and were even seen carrying their manuals around on the show day to identify areas that could still be improved on.

### 3.4.2 Regional meetings

Another new part of the preparations were the regional meetings. These meetings were initiated after a joined meeting between the Bulambuli and Manafwa DSCs made CAU staff realise the value of providing a forum to DSCs to exchange ideas and brainstorm together.

During the meetings, some topics (i.e. fundraising at local level) were discussed in the plenary meeting, but most discussions took place in smaller working groups. These groups focused on key elements for the organisation of the coffee shows: the demonstration plot, farmer mobilisation, mobilisation of service providers and women and youth. In both the plenary meeting and the working groups, the different topics were handled with great enthusiasm.

The working groups on women and youth were particularly useful as they provided guidelines to the female and youth members on how to develop concrete activities around the 'women in coffee' and 'youth and farming as a business' themes. As women and youth members often feel to be the minority within the DSCs, the working groups were a great tool to bring out the passion that many of them felt for these themes. The working groups were also very useful for the other sub-committees to translate general ideas to specific activities. For example, the working groups on the demonstration plots identified the dos and don'ts for several GAPs and shared lessons on how to overcome the biggest constraints of the 2010 demonstration plots. This translated into many shows showing several examples of good versus bad practices and in general strongly improved the demonstration plots in comparison to last year.

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The group discussion on fundraising made it clear to the DSC members that they had many opportunities in their districts to ask for funds. During a brainstorm they identified possible donors, ways that they could help and came up with arguments that could persuade the donors. In several districts the results of these discussions were visible. The Ibanda DSC, for example, had managed to organise transportation and other in-kind contributions from several district organisations.

One of the weaknesses of the regional meetings was the average attendance rates by some DSCs. This may be due to the rather last-minute organisation of several meetings and DSCs not being convinced of the benefits of the meeting and the need for as many members as possible to attend. The amount of information that members and CAU staff wanted to share was huge and did not all fit within the day programme.

### 3.4.3 On the day

Getting the shows to start in time remains problematic; only 4 of the 13 shows started in time. As many farmers do not arrive until 11 am, the DSCs and the attending service providers do not seem to feel enough pressure to improve on this. However, this can result in large numbers of farmers having to wait around for the show to start. This was the case in Bushenyi, where no preparations had been made on the previous day and the demonstration plot was last to be completed. To ensure that the farmers who arrived in time did not have to wait around, the Rukungiri team had fully prepared the demonstration plot one day ahead of time and motivated the extension staff to arrive early.

For the M&E process of CAU, it is important to register all visitors to the shows. CAU, however, did not supply any formal registration sheets to the DSCs. At several shows the fencing off of the show grounds and putting in place of a registration desk plus the necessary people to staff them was only finalised after the arrival of many visitors. Though the visitors were later encouraged to go back and register, it is very likely many did not do so.

Selling and buying of products during a coffee show is one of the major benefits for many service providers and farmers alike. However, this benefit might not have been communicated sufficiently to both service providers and farmers. Although in many cases, service providers offered a wide range of products for sale, others did not bring along any products for sale. As pointed out in section 3.3.5, many service providers were selling only large packages of e.g. agro-chemicals, which are too expensive for many farmers to buy. Whereas at six shows there were 4 or 5 agro-input dealers, offering a choice of products to farmers and the opportunity to compare prices and quality, in Kibaale, Kapchorwa and Bulambuli there were none or only one agro-input dealer present.

One of the stallholders at the Mukono show was a district extension officer hosting a 'plant clinic' as have been promoted by CABI. Unfortunately he did not have any photographic diagnostic materials on coffee (mainly on food crops).

We observed big differences in the way service providers used their stall and promoted their organisation. Many did a great job, bringing products for sale, equipment to see and touch booklets on their work and were actively engaging farmers in discussions. The staff in the Kyagalanyi stalls in the Mt. Elgon area, Mukono and Rukungiri did a great job in presenting themselves and training farmers on how to harvest high quality coffee and several surveyed farmers indicated they had

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appreciated their stall best. Other stallholders, however, did little to make their stall attractive and sat rather passively behind their table watching farmers pass by.

All DSCs had hired outsiders to set-up and manage the public address system on the show day. Being used to the need to entertain people, the music at some shows (e.g. Masaka and Kasese) was so loud that it drowned out the voices of most people. This specifically hampered group teachings at the stalls.

Many farmers bring notebooks to the show and copy any extension message they come across. However, at some shows there is little information to be copied and/or farmers do not manage to hear all extension messages that are given verbally due to too much background noise or the groups are too large.

Many DSCs had arranged coverage by local press or by a video team. However, the only article that appeared in the national media was on the Kibaale show that was attended by one of the State Ministers of Agriculture.

### 4. Conclusions and recommendations

#### 4.1 Conclusions

This report presents an overall evaluation of the coffee shows, taking into account:

- i) Formal scorecard evaluation that measures the ability of the DSC members to put together a good show;
- ii) Results of surveys with farmers and service providers that attended the shows; and
- iii) Observations by CAU staff.

With an average score of 72 out of 110 points on the scorecard, the 2011 coffee shows were well organised. Attendance rates of farmers and service providers were high (626 farmers and 14 service providers per show).

The highest visitor numbers were achieved by those coffee shows that used a strong combination of multiple mobilisation strategies that included both radio messages and communications through extension workers and/or involved district and local leaders. Obtaining commitment from the district executive and farmer organisations to arrange organised transport to the shows helped to attract large numbers of farmers.

About half the show-goers are men with medium (1-3 acres) and large (>3 acres) coffee farms, whereas about a quarter of the show-goers are female (26%) and young farmers (23%) with small to medium coffee farms. The typical show-goer has 920 coffee trees and 1.9 acres under coffee and is rather well connected to extension workers and farmer groups due to the mobilisation strategies used by the DSCs. We can therefore conclude that the average show-goer grows more coffee and is better informed than the average Ugandan coffee farmer.

Notwithstanding their better relative information level, two thirds of the farmers indicated to have learned new lessons on Good Agricultural Practices. Many of the lessons learned were basic lessons about planting, mulching and harvesting red cherries. This illustrates that even the better informed farmers still have a rather low level of knowledge on GAPs.

Our results show that preparing a good demonstration plot and using talented extension workers really pays off. In Kasese, which had an excellent demo plot, 93% of the farmers increased their knowledge on GAPs, far above the average 67%. Farmers also learn from visiting the stalls of the service providers. Main messages included harvesting red cherries and post-harvest handling and use of agro-chemicals. Lessons about coffee markets and making a profit appear to be more difficult to teach than those on GAPs. There may be several reasons for this, including: i) difficulty to demonstrate them in practice; ii) not having a central location to teach them; iii) few service providers providing messages on manila posters; and iv) being a new theme that is challenging to teach.

Farmers that visit the show generally attend almost all activities presented to them. Only the workshops, which were a new and rather challenging activity to organise for the DSCs, received considerable fewer visitors (64% only). The quiz was very well received and turned out to be great free extension material for farmers to take home.

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Targeting the mobilisation towards women and youth changes the audience of the coffee shows. The traditional male audience, often having larger coffee farms, is more tuned into making a profit from their coffee and thus interested in increasing their knowledge on coffee markets and farming as a business. As many are more experienced and aware of the 'simple' extension messages, male farmers are more often looking for more complex extension messages and are specifically interested in sharing experiences with other farmers. Female farmers are very keen learners when it comes to training on GAPs, but value lessons on 'coffee farming as a business' as much as male farmers. Women are very interested in the drama performances. Young farmers are less well informed about the service providers in their district, however they appreciate basic lessons on establishing a coffee garden and GAPs in general most, and lack an interest in the commercial side of coffee production.

We can conclude that when the visitors of the coffee shows become more diversified, the need to diversify the programme and target extension messages to specific groups increases.

The main benefits for service providers to attend the show include: i) advertising their company; ii) selling their products; and iii) recruiting new members/clients. But various providers also consider the show as a good opportunity to network and obtain market information. The majority of the service providers (58%) was happy or more than happy with the number of visitors that passed by their stall in the duration of the day. If a show receives 650 or more visitors all service providers are content with the number of farmers that pass by their stalls.

### Value for money

With the total costs of organising the coffee shows amounting to \$81,247 and 8,142 farmers attending the show, the cost per farmer comes down to \$10. Considering the amount of information, linkages to service providers and network opportunities that this gives every farmer, organising coffee shows is very likely to be one of the cheapest strategies to support coffee farmers to improve their production and incomes.

## **4.2 Recommendations**

The following recommendations are given to the CAU team and DSC members that will organise the 2012 coffee shows. For sake of clarity, they are presented as bullet points.

### National preparations

- CAU and the DSCs should try to plan the coffee show:
  - outside the main harvest season;
  - outside the main rainy seasons; and
  - over a larger time period to facilitate logistics for all national stakeholders and reduce stress levels of CAU staff.
- Most preparatory activities, but specifically the development of new materials, should be initiated several months before the first shows to allow for time to test the materials in the field
- Donors and their partners that would like to be present at or contribute to the shows should be involved in discussions at an early stage to give them time for proper planning
- UCDA and MAAIF head office staff should assist with the mobilisation of district leaders
- The visibility of the coffee shows needs to be increased among national partners by
  - Short presentation of the main results of the 2011 shows at a UCTF breakfast
  - Develop a PR campaign with local and national media for the 2012 shows, which can include
    - i) writing press releases; ii) writing an overview paper of the shows for the Daily Monitor or



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- New Vision; iii) linking up with local media present at the shows and help them to edit their work; involving the DSCs in a discussion on local coverage (aim and target audience)
- Increase efforts to mobilise coffee exporters to attend the coffee shows to increase the awareness of them among farmers. Focus primarily on exporters that (intend to) run projects or use buying agents in specific districts.
  - Contact IITA, CABI and COREC to discuss the possibility of introducing plant clinics on coffee at the shows
  - CAU should install a large planning board in their offices that indicates the main coffee show details for each show (date, venue, stallholders, partners involved etc.) to keep everyone in the office up to date on changes and remaining work.
  - Improve on the district budgets by:
    - Reduce the budget line item on banners as radio and extension workers are found to be the most effective communication strategies;
    - Remove the line item on accountability to CAU
    - Raise facilitation fees for DSC members to attend meetings, while cautioning DSCs not to claim larger fees than agreed on in the budget by the National Steering Committee
  - Improve the quiz by simplifying the questions and using shorter sentences, though maintaining 1 or 2 more detailed questions to satisfy the more knowledgeable farmers.
  - Replace 'size of the demo plot' as a criteria on the scorecard with 'number of GAPs demonstrated'
  - In case the surveys will be repeated at the 2012 show, attract a student to help with the work and simplify the survey forms

### Manual

- Organise the manual around the sub-committees in which all DSCs work and include a list of action points for each committee. This will make the manual a lot more practical to use. The scorecard should then also be organised around the sub-committees.
- Improve the readability and usefulness of the manual for the DSC members, it should contain more pictures, photos and drawings (e.g. use photo's to show good vs. bad practices in demo plot instead of a lot of text)
- Include a section on the use and misuse of microphones and the public address system.
- Include maps that show recommended set-ups of the show grounds to improve the management of the 'people flow' during the day of the show.
- Include a story on the way some DSCs managed to arrange organised transport and promote this specifically for the mountainous Arabica areas where most farmers came by foot to the 2011 shows
- Bring out reasons for choosing (or not choosing) a specific venue (e.g. DAO involvement, accessibility, proximity to coffee farmers)
- References should be made to pages not figures, appendices etc.

### District visits

- Using last year's scores and observations, evaluate each DSC to judge how much support it requires and plan accordingly
- To reduce travelling stress for CAU staff, they should plan full-day meetings instead of half-day meetings with the DSCs. This will also help to finalise all discussions within a day.
- Improve the use of the SMS system (more timely messages) by installing it on the computers of the field staff in charge of arranging meetings with the DSCs

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- Manage expectations of DSCs with respect to seeing specific CAU staff members at meetings or the show itself

### Regional workshops

- Plan the regional workshop earlier in order to increase attendance by DSC members.
- Give DSCs a minimum number of members that have to attend the workshop
- Ask DSCs to do homework on i) lessons learned from their 2011 show; ii) reasons for not following selected recommendations; and iii) key areas for improvement. Discuss these in the plenary meeting.
- Introduce a special working group on Coffee Farming as a Business that will identify the main extension messages to give to farmers and develop practical activities around this theme
- Brainstorm on how farmer to farmer exchange of knowledge can be encouraged (e.g. lead farmers interviewed on microphone, dedicate specific tent to this purpose and arrange small groups of chairs to encourage discussions, have a poster with some subjects for debate)
- Build the capacity of DSCs to raise local funds and explain that there is no penalty when accounting for locally raised funds (in cash or in kind)
- Discuss time management on the show day

### District preparations

- Increase farmer awareness on the main benefits of attending a show and the possibility that they can buy products
- Explain the various benefits of attending the coffee shows to the service providers and give them a reasonable estimate of the numbers of farmers that are likely to attend the show
- Encourage service providers to bring products for selling, where possible in smaller packages. UNADA may help to do this for their members
- Encourage service providers to take along enough materials to the show to be able to set-up an attractive stall.
- Give each service provider one specific extension message to explain at his/her stall in order to promote farmer learning at the stalls and encourage discussions between service providers and farmers
- Inform service providers not to charge excessive prices. DSCs may want to include a sentence on a 'fair market price' in the TOR
- DSCs should discuss whether or not to charge service providers for the use of their stall
- Develop a TOR for the providers of the public address system that clarifies their role
- Ensure that all shows have a programme of the day and train the master of ceremony to adhere to the programme
- Communicate the guest of honour at the earliest stage possible to CAU to allow them to inform national partners
- Invite school classes to visit the show in the early morning hours to i) increase youth attendance; and ii) encourage the DSC members and service providers to set-up in time. To prevent overcrowding the show with school children, their teachers should take them back to school before 11 am.

### On the day

- Facilitate an early start of the registration committees by providing registration sheets and ensuring all logistic requirements are met.
- Put up a sign at the entrance indicating that all activities are for free
- Improve the demo plots by:

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- Increasing the amount of signs / manila cards with extension messages in the plot
- Promote the demonstration of good vs. bad practices
- Increase the number of extension workers present in the plot to promote knowledge transfer to farmers
- Encourage the use of female and youth extension staff
- Explain organic vs. inorganic coffee production
- Improve farmer learning on key extension messages by:
  - Developing several posters with key extension messages by CAU and bringing these to all shows
  - Writing manila posters with important district extension messages (e.g. coffee prices) and distributing these around the show grounds
  - Provide free extension materials
  - Giving each stallholder one GAP (in relation to its activities) to present in their stall
  - Presenting the quiz answers during the speeches and at the exit of the show
  - Letting farmers take home the quiz
- Encourage food vendors to sell at the shows
- Give out certificates for stallholders, DSC members and facilitators to reward their efforts

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### Appendix 1: Scorecard format

	Criteria	Points
<b>1.</b>	<b>Effectiveness of mobilisation</b>	
a.	Number of registered coffee farmers i) Men ii) Women iii) The youth (age 18-28)	15
b.	Number and diversity of stallholders	10
	<b>Subtotal</b>	<b>25</b>
<b>2.</b>	<b>Ability to demonstrate Good Agricultural Practices</b>	
a.	Quality of demonstration plot set up	6
b.	All GAPs represented in the demo plot	10
c.	Number of stalls that display or instruct on one or more GAPs	5
d.	Collection and exhibition of extension materials	4
	<b>Subtotal</b>	<b>25</b>
<b>3.</b>	<b>Innovations</b>	
a.	'Women in coffee' theme <ul style="list-style-type: none"> <li>• Involvement of women in planning and organisation</li> <li>• Quality of activities and information content</li> </ul> BONUS: Additional innovative activity on 'Women in coffee' theme	10  + 5
b.	'Attracting the youth to coffee farming as a business' theme <ul style="list-style-type: none"> <li>• Involvement of youth in planning and organisation</li> <li>• Quality of activities and information content</li> </ul> BONUS: Additional innovative activity on 'Youth and coffee farming as a business' theme	15  + 5
	<b>Subtotal</b>	<b>25 + 10</b>
<b>4.</b>	<b>Efficiency and organisation of the event</b>	
a.	Quality of venue selection	2
b.	Quality of venue set-up	2
c.	Show date is stable	2
d.	Show starts in time	2
e.	Refreshment provided to the first 500 quiz participants	1
f.	Terms of Reference (TOR) signed with stallholders, drama groups and workshop leaders	2
g.	Essential conclusions of DSC meetings are communicated to Café Africa	2
h.	Ability to work together	2
i.	Responsibilities are divided amongst DSC members and acted upon	2
j.	District Production Department is involved in show planning	2
k.	Successful fundraising to improve the scope of the show	2
l.	Adherence to the budget	2
m.	Accountability delivered to Café Africa within 7 working days after the show	2
	<b>Subtotal</b>	<b>25</b>
	<b>GRAND TOTAL</b>	<b>100 + 10</b>

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### Appendix 2: Questionnaire for service providers

1) Name: .....

2) Type of company or organization:

Sort of organization	Tick	Name	Nr. Of members
Savings and credit facilities			
Nursery operator			
Agro-input dealer			
Farmers organization			
Processor/exporter project			
Alternative income generator			
Extension worker			

3) Have you attended a previous coffee show?

- Yes, continue with question 5
- No, continue with question 13

*We would like to know from you how you/your business (or organization) benefitted from having a stall in the previous show(s)*

4) How many visitors did you received at your stall today?

- < 50
- 50 – 100
- 100 – 300
- > 300

5) Were you happy with that number? Was it what you expected?

- No, I expected more
- Yes, my expectations were met
- Yes, much more than I expected

6) Is this more, same or less than last year (if you attended last year's show)?

- More
- Same
- Less

7) *Only for input suppliers:* Did you sell inputs today? If so, for how much USH?

- Yes, USH.....
- No

*Only for savings and credit facilities:* Did you have many serious expressions of interest today? If so, how many

- Yes, .....
- No

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*Only for farmer organizations:* Did you register any new members today, if so how many

- Yes.....
- No

8) Did you sell more, the same or less inputs than last year / Did you register more / same / less accounts / members than last year

- More
- Same
- Les

9) How long does it normally take to sell that amount of inputs/open that number of accounts/register that number of members?

.....

10) Since attending last year's show, what has happened to your weekly/monthly sales/ accounts/memberships?

- Stayed the same
- Increased
- Decreased

11) Do you feel that this change is related to your presence at the previous coffee show?

- Yes
- No

12) What are your expectations for this coffee show? Have they been met?

Expectations	I expected this	Expectation was met
Advertise my company (e.g.) getting the name out)		
Sell my products during this show		
Sell more of my products after this show		
New clients or members		
Increase knowledge on own field of expertise		
Increase knowledge on different fields of expertise		
Gain market information		
Teach others about my organization/products		

Other:.....  
 .....  
 .....

**Appendix 3: Questionnaire for coffee farmers**

**A. GENERAL PART**

- 1) COFFEE SHOW DISTRICT: .....
- 2) Name:.....
- 3) Gender:
  - Male
  - Female
- 4) Age: ..... years
- 5) Parish:.....
- 6) District: .....
- 7) How many acres is your coffee garden?  
.....acres
- 8) Can you estimate how many coffee trees you have?  
.....trees
- 9) How long have you been growing coffee?  
.....years
- 10) How did you get to the show
  - By foot
  - By bicycle
  - By public transport
  - By car
  - By organized transport
    - o Organized by .....
- 11) How did you learn about this coffee show?  
*Multiple answers possible*
  - Banners or posters
  - Extension worker told me
  - Through my farmer group
  - Church
  - During market days
  - Radio



**B. BEFORE AND AFTER SHOW QUESTIONS**

**B1. Expectations off this show (Ask questions in correct tense!!)**

12) Why are/were you at this coffee show?

- Because my organization sent me
- Because I think/thought I can learn a lot etc.
- Because other farmers recommended it to me
  
- Other: .....

13) Ask questions in table as open questions and tick the answers that are given

Expectations:	Tick when mentioned
<b>Do /Did you come here to learn (Y/N)</b>	
<b>If YES, what do you want to learn today / What did you learn today?</b>	
How to improve management of my trees / garden (varieties and any GAPs)	
About specific service providers (nurseries, agro-inputs, credits etc.)	
Where to sell my coffee / Learn about the market (traders, exporters, prices)	
How to earn more money from my coffee	
How women and youth can benefit more from coffee	
<b>Are you planning to buy anything? (Y/N) / Did you buy anything today</b>	
What?	
<b>Who do you hope to meet? / Who did you meet?</b>	<del>X</del>
Other farmers from my district	
Service providers (ask which)	
Extension workers	
Researchers	
<b>Do/Did you have any other reasons to attend the show?</b>	<del>X</del>
Have a fun day	
Taste coffee	
Other, i.e.:	

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### B2. Knowledge on Good Agricultural Practices

14) Did you learn anything new about the following GAPs today? If yes, indicate what.

GAPs	Did you learn anything new about :	What did you learn?
Pruning and Stumping		
Using fertilizer & manure		
Controlling pests & diseases		
Harvesting and post-harvesting techniques		

### B3. Knowledge on Farming as a business

15) Did you learn anything new about the following subjects today? If yes, indicate what.

Did you learn about:	Yes / No	What?
The current prices of coffee, kiboko, FAQ, parchment etc.?		
How to make more profit from your coffee? How?		

### B4. Knowledge and usage of service providers

16) Can you please indicate which of the following service providers you use or are a member of?

Verify a positive answer by checking name or location of service provider

Service Providers	Don't know any in my district	I know at least one in my district	Yes, I used the services of at least one provider
Nursery operators			
Agro-Input dealers			
Processors (wet mill, dry mills etc)			
Banks and SACCOs / Credit providers			
Coffee Farmers organizations			
Exporter projects			
Coffee extension workers / technicians			

### B5. Activities attended (ONLY for farmers that exit the show)

Use below table to record answers for question 16 and 17

17) Which of the following activities in the show did you visit?

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(Specifically ask for each activity and tick those that were visited)

18) Which two activities did you like best? (Tick answer in table) Why?

Activity	Attended	Liked best and why
Demo plot		
Speeches		
Stalls of service providers		
Q&A with extension workers		
Talking to other farmers		
Drama shows		
Workshop on Coffee as a business		

19) What was THE most important thing you learned today?

.....  
 .....  
 .....

20) Will you tell anyone what you learned / saw today? If so, who will you tell?

- Family
- Friends
- Neighbours
- Members of coffee project / organization I belong to
- Member of other organization I belong to (church, school etc.)
- Other .....

21) Did you attend the previous coffee show?

- Yes
- No

### Part C. Lessons from previous show (ONLY if answer to 21 is Yes)

22) Since attending last year's show, do you .....

Crosscheck a YES answer by asking details and only then tick correct answer

	Yes	No
Do you use more inputs? (pesticides/herbicides/manure/fertilizer)		

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Did you improve the general management of your garden? (pruning, stumping, weeding, mulching, soil and water conservation)		
Do you pay more attention to how you pick (and dry) your coffee? (red cherries, sorting, dry on tarpaulin, dry long enough, proper storage)		
Did you plant new coffee trees?		
Did you start using banking or credit facilities?		
Did you join a farmer or exporter organization?		

23) What was THE most important thing you learned at last year's coffee show?

.....

.....

.....

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### Appendix 4: Knowledge and usage of service providers by district

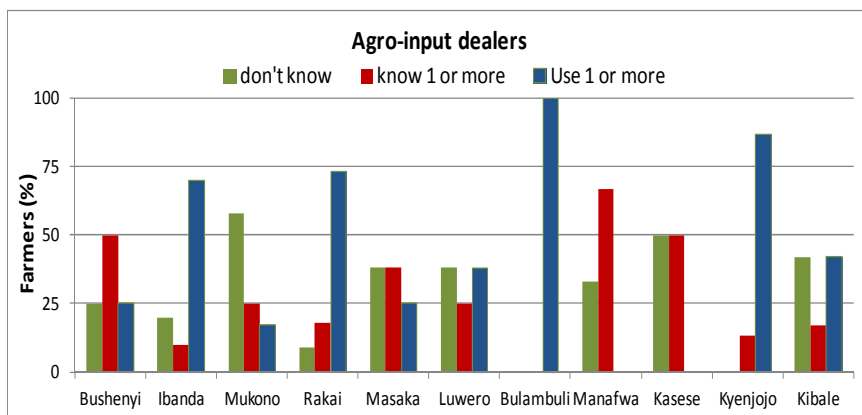


Figure 7A: Knowledge and usage of agro-input dealers by district

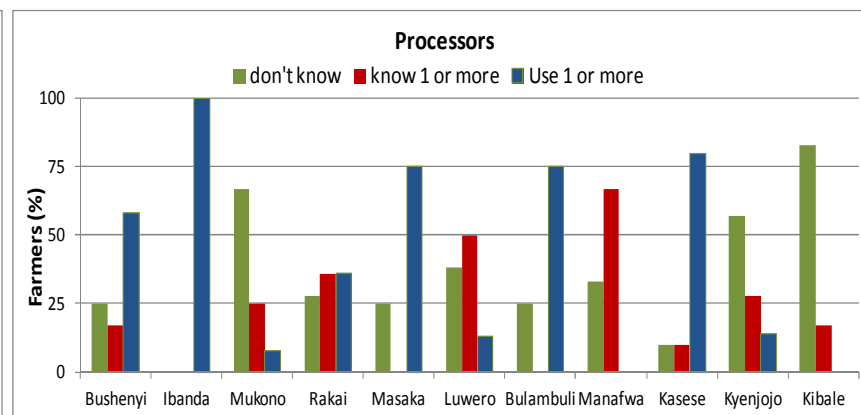


Figure 7B: Knowledge and usage of processors by district

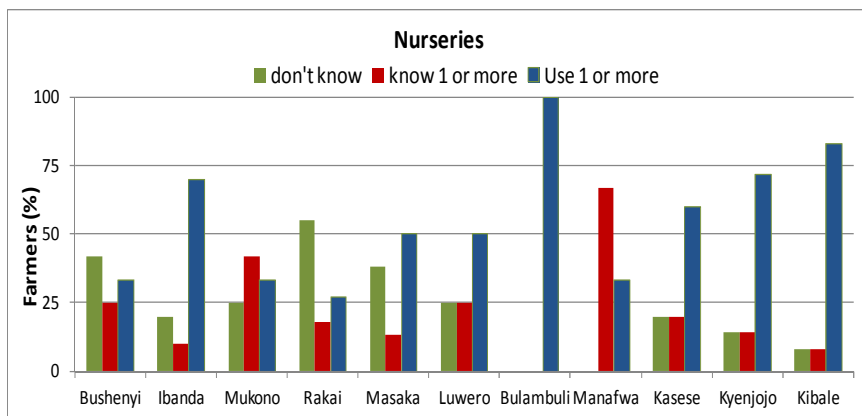


Figure 7C: Knowledge and usage of nurseries by district

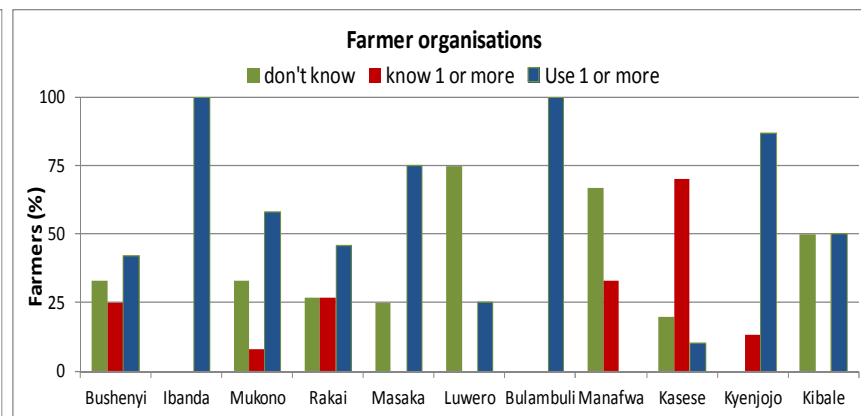


Figure 7D: Knowledge and usage of farmer organisations by district

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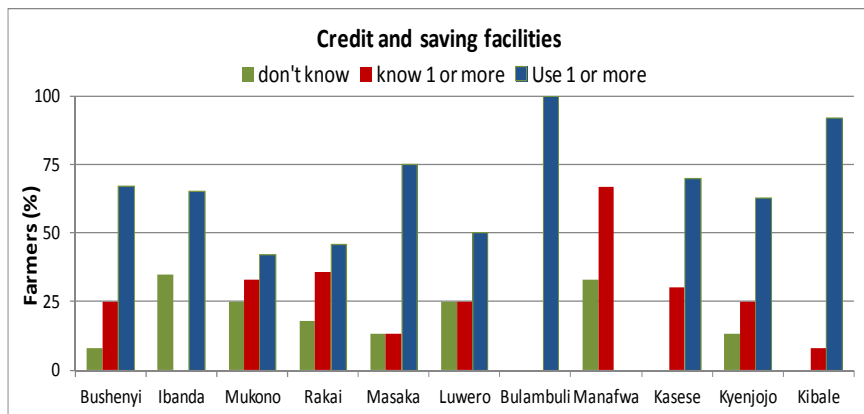


Figure 7E: Knowledge and usage of credit and saving facilities by district

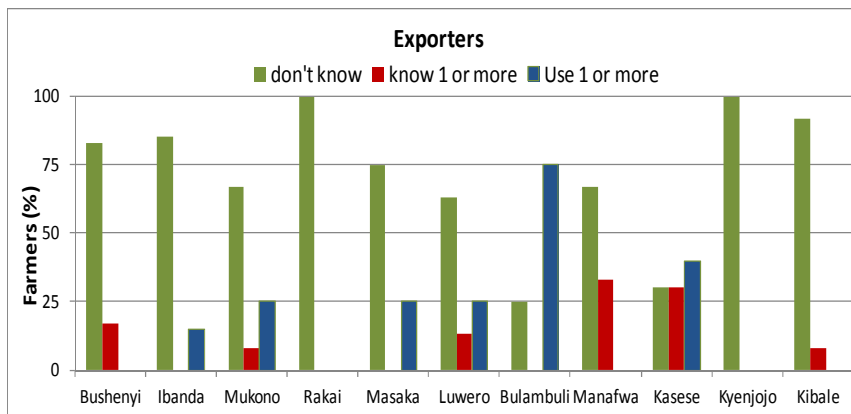


Figure 7F: Knowledge and usage of exporters

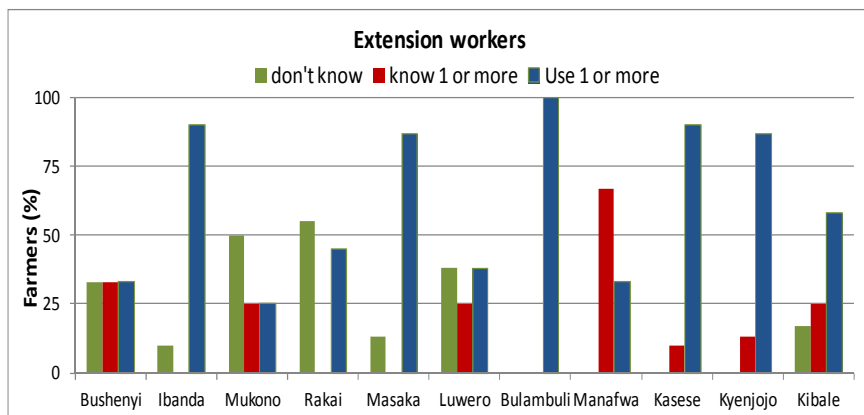


Figure 7G: Knowledge and usage of extension workers