Ipsos Public Affairs
The Social Research and Corporate Reputation Specialists

# Knowledge, Attitude and Practice on farming.

# A survey among smallholder farmers

Prepared for

THE MEDIAE COMPANY
MEDIA FOR EDUCATION AND DEVELOPMENT

**November 2018**



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# I. EXECUTIVE SUMMARY

Founded in 1997, The Mediae Company is a small social enterprise that produces pioneering and inspirational media as a way of supplying vital knowledge in forms that can be widely accessed and understood to address the informational needs of East Africans through sustainable and research-based media productions. Ipsos in Uganda was commissioned by The Mediae Company to conduct a household survey among smallholder farmers that listen and watch certain radio and TV stations in the central region of Uganda.

### Objectives

The overall purpose of the study is to understand farming practices of rural/peri-urban smallholder farmers and urban youth. A baseline survey was conducted in 2017 prior to broadcasting of Mpeke Town, in order to establish the benchmark figures for intervention. After broadcast a follow up survey was conducted in 2018. Results and recommendations from this study will inform the programming of the Mpeke Town drama series in future.

This survey targeted two groups: Urban youth and peri urban / rural farmers. A total sample of 1180 was selected for quantitative study across Kampala, Kayunga, Kiboga, Luwero, Mpigi, Mukono, Masaka, Mubende. Of this, the urban segment comprised 200 urban youth and the peri-urban and rural group comprised 980 adult farmers. Selection of respondents was based on Listenership and Viewership of radio and TV respectively as well as age. Additional qualitative research was carried out with some of the sample in order to gain in further insights in to some of the questions.

### Socio-demographic characteristics of respondents

**Youths**: The target category for youth was 18-24 years. The two surveys constituted an average of 54.5% male and 45.5% female youths. In terms of livelihood, 20% of the youth reported to be engaged in farming as a main livelihood, while nearly half (46%) engaged in own business or were self-employed. Majority of the youth living in Kampala migrated from other locations and have been there for a number of years. The reasons for migration have not significantly changed from the 2017 baseline. Most of the youth moved to Kampala for work (51%), followed by school (32%).

**Farmers**: The sample size for the famers was 983 in 2017 and 980 in 2018. Just over half of the respondents were female (53%) and (47%) male in both 2017 and 2018. A quarter of responding farmers had attended secondary school, however only 7% had completed school.

### Attitudes and practice towards agriculture

**Youths:** Youth strongly perceive farming as a potential business. However, the urge and willingness to actively engage in agriculture is generally low. Youth stated that the main factors needed to start them farming were access to finance (44%), land for cultivation (33%) and information on agriculture (16%). Although few youth had received information on farm budgeting and financing new farming initiatives, their main sources of information on this were television (52,5%), followed by radio (38%), friends and neighbors (18.5%) and farmer groups (6.5%). Over half of the youth experienced a positive change in perception on farming as a business after exposure to Mpeke Town.

**Farmers**: Overall, farming is regarded as a business by majority of farmers (89%). Farmers mentioned a number of things learnt from exposure to Mpeke Town. Harvesting (20%), methods of drying crops (13%) and pruning (9%) were the key things learnt for coffee production. Applying manure (16%), creating pits (11%) and plant spacing (10%) were key learning points for banana production. Over half (56%) indicated that there are things they are doing differently after seeing or hearing the messages. Application and usage of improved seeds is not a common practice as more farmers utilize seed from the previous harvest, than seed from agro experts or institutions. The main information needs indicated by farmers were 1) information about good farming methods and equipment, 2) information about the right pesticides, drugs and control and 3) information about produce and market prices.

# II. TABLE OF CONTENTS



# III. SURVEY BACKGROUND, PURPOSE AND OBJECTIVES

# Background

- Ipsos in Uganda was commissioned by Mediae Company to conduct a household survey among smallholder farmers that listen and watch certain radio and TV stations in the central region.

- The overall purpose of the study is to understand farming practices of rural/peri-urban smallholder farmers and urban youth. Results from this study will inform the production of drama series that will be aired in the media.

- A baseline survey was conducted in 2017 to establish the benchmark figures for intervention. There after a follow up survey was conducted in 2018.

**Survey Objective:**

- Establish the level of interest in farming among the urban youth
- Establish the incidence of farming among the urban youth
- Understand the farming practices among the rural and peri-urban farmers in the central region.
- Esatablish the challenges encountered by urban farmers in the central region.
- Assess the farmers accessibility to:
    - Information about agriculture
    - Markets for agriculture produce
    - Improved seed varieties
    - Financial services for agriculture improvement

# IV. METHODOLOGY

# Sample Distribution in the Central Region

A quantitative study was undertaken in selected districts in the central region. This survey targeted two segments- Urban youth and Peri Urban and Rural farmers.

A sample of **1180 was** selected in  Kampala, Kayunga, Kiboga, Luwero, Mpigi, Mukono, Masaka, Mubende. The sample of 1180 comprised of 200 youth, selected in urban areas, mainly Kampala and 980 adult farmers selected in the rural and peri-urban areas.

**Primary data collection**
Face-to-face (F2F) interviewing was the method used to collect primary data. semi structured questionnaires with closed-ended questions were electronically loaded on hand held devices with direct transmission of data to the Ipsos servers, through an internet system.

**Target Respondents**

- Urban Youth:
- Youth aged (18—24) years were targeted for this survey.

**Respondent Selection:**

- Respondents were selected based on their age. Selection of respondents was based on Listenership and Viewership of radio and TV respectively. 50% of these should have listened to Bukedde FM or XFM in the past 7 days while 50% should have watched Bukedde TV or Urban TV within the past 7 days by the time the survey commenced.

**Peri-Urban and rural sample**

- The total sample size for this segment was 980 and was drawn from all the 7 selected districts of Kayunga, Kiboga, Luwero, Mpigi, Mukono, Masaka, and Mubende.
- A total of 99 Enumeration Areas (EAs) were sampled across all the 7 districts, from which 12 study participants were selected from each EA to participate in the face to face interviews.

**Selection criteria**

- Respondents had to be practicing farmers at household level and basically household heads. Selection of respondents was based on Listenership and Viewership of radio and TV respectively, of which 50% of these should have listened to Bukedde FM in the past 7 days while and 50% should have watched Bukedde TV within the past 7 days by the time the survey commenced.
- In case of absence of the household head, the kish grid method was used to identify the next household respondent or more than I(one) visit was done to ensure the household head was available for interviewing.

# Sample Distribution in the Central Region

- **Sampling Method :** The sample consisted of both Quantitative and Qualitative segments. A quantitative sample of 1184 was achieved across the sampled districts.

**Sample Size Distribution**

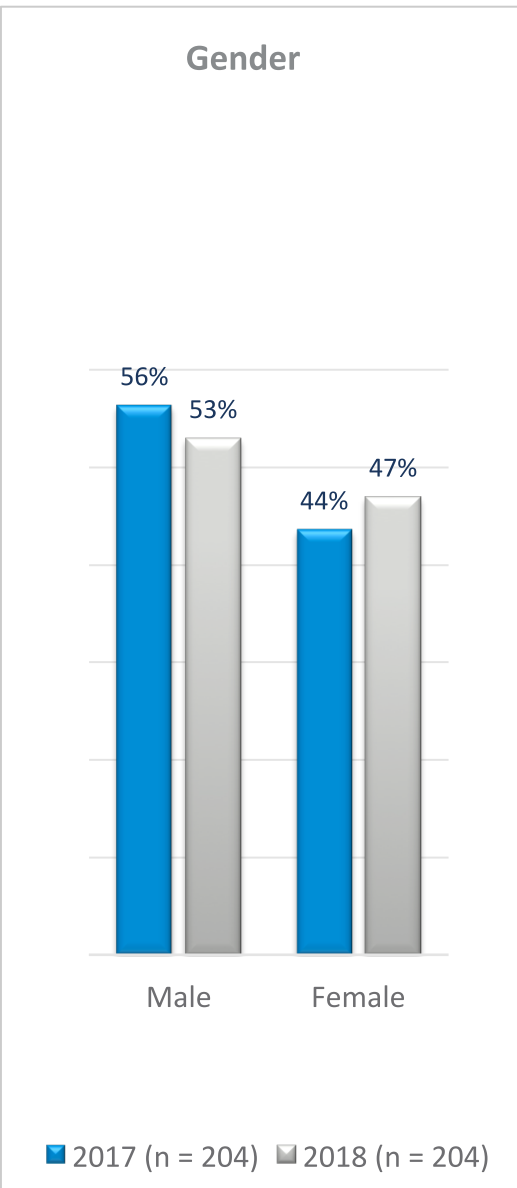
| District | Achieved Sample | No of Sampled EAs |
|---|---|---|
| KAMPALA | 204 | 17 |
| MASAKA | 170 | 14 |
| MPIGI | 140 | 12 |
| MUKONO | 170 | 14 |
| KAYUNGA | 100 | 8 |
| KIBOGA | 80 | 7 |
| LUWERO | 130 | 11 |
| MUBENDE | 190 | 16 |
| Total | 1180 | 99 |
| **Focus Group Discussions** | | |
| **Category** | **District** | **Locations** |
| Youth Groups | Kampala (3 groups) | Kawempe, Lubaga and Makindye |
| | Masaka (2 groups) | Kat we Butego and Ssaza |
| | Luwero (2 groups) | Kisaawe- Wobulenzi Luwero and Kiyenje -Luwero |
| Farmer Groups | Mpigi(1 Group) | Maziba |

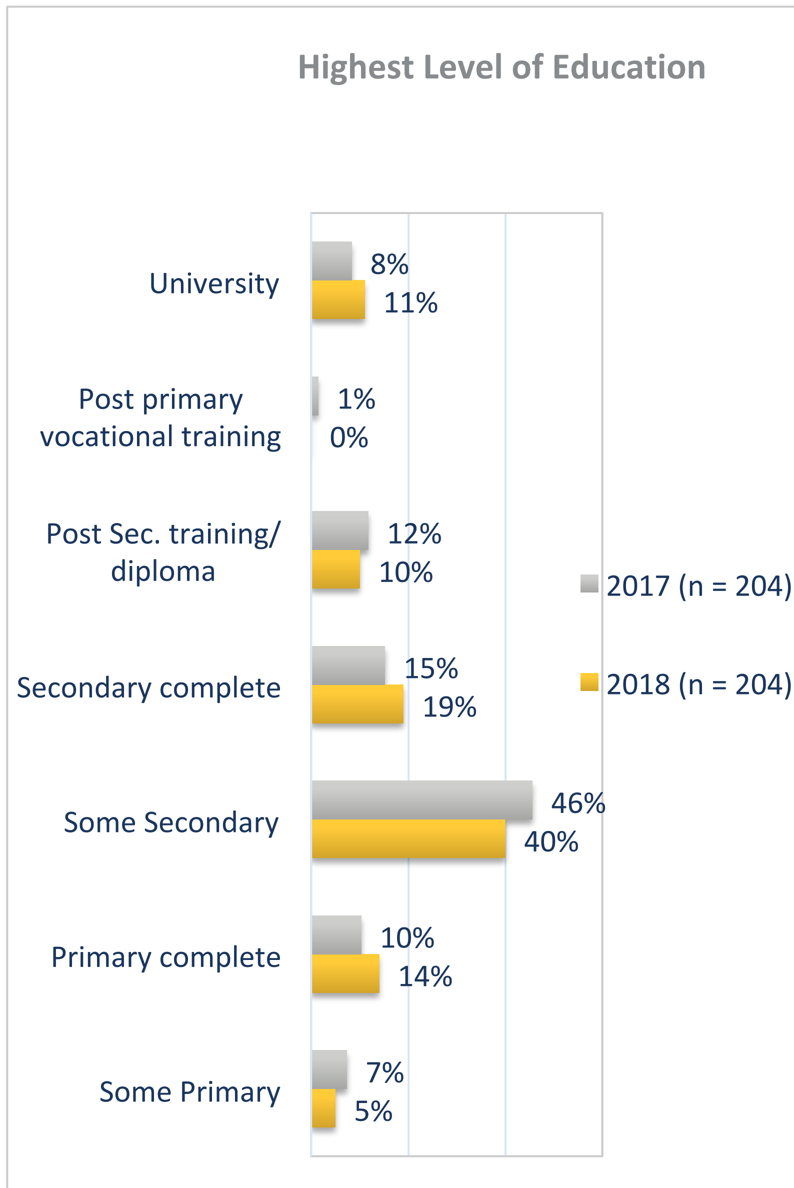
# V. URBAN SURVEY RESULTS

# Demographics and livelihood

# Demographic characteristics of the youth

Overall, majority of youth reached in the 2018 follow up survey were males 53% and 47% were females. A comparation with the baseline survey shows a slight reduction in the proportion of males who were reached and slight increase in the number of females. Most of the youths had attained some secondary education 40% reduction by 6% from the baseline.



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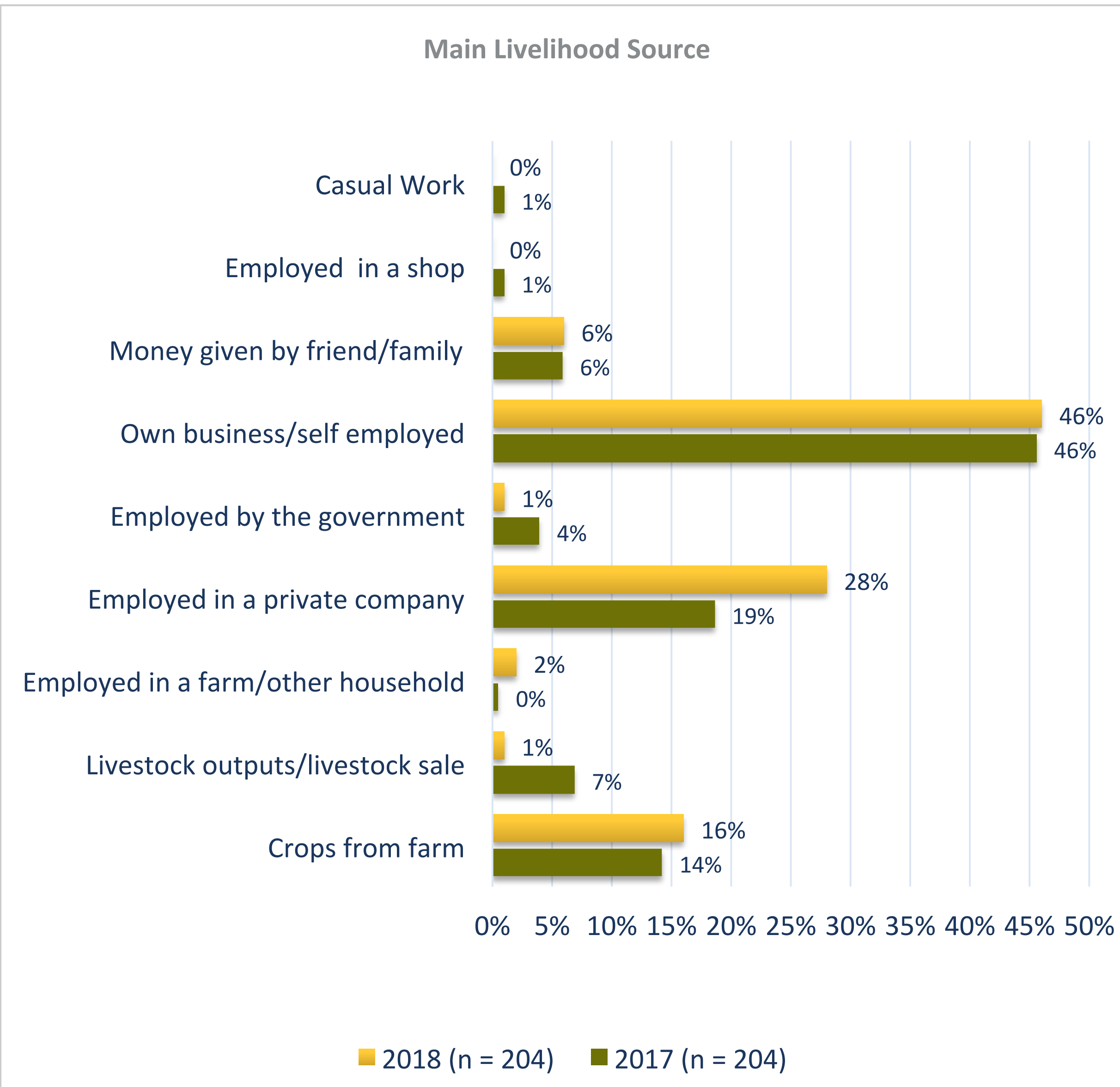
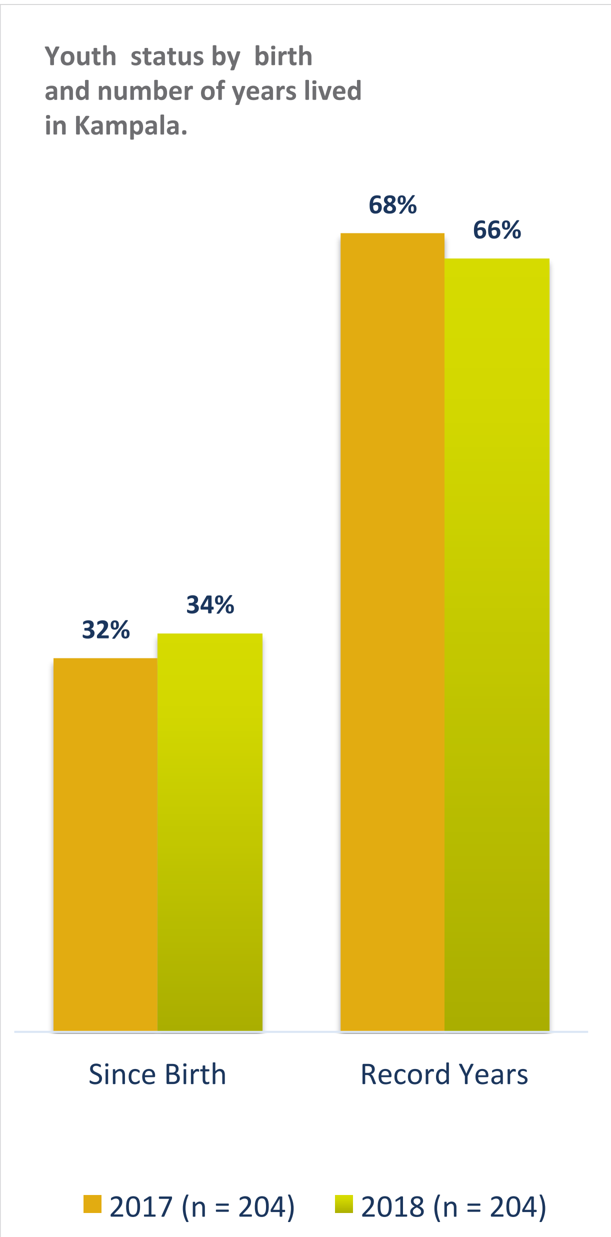
# Livelihood and Sustenance

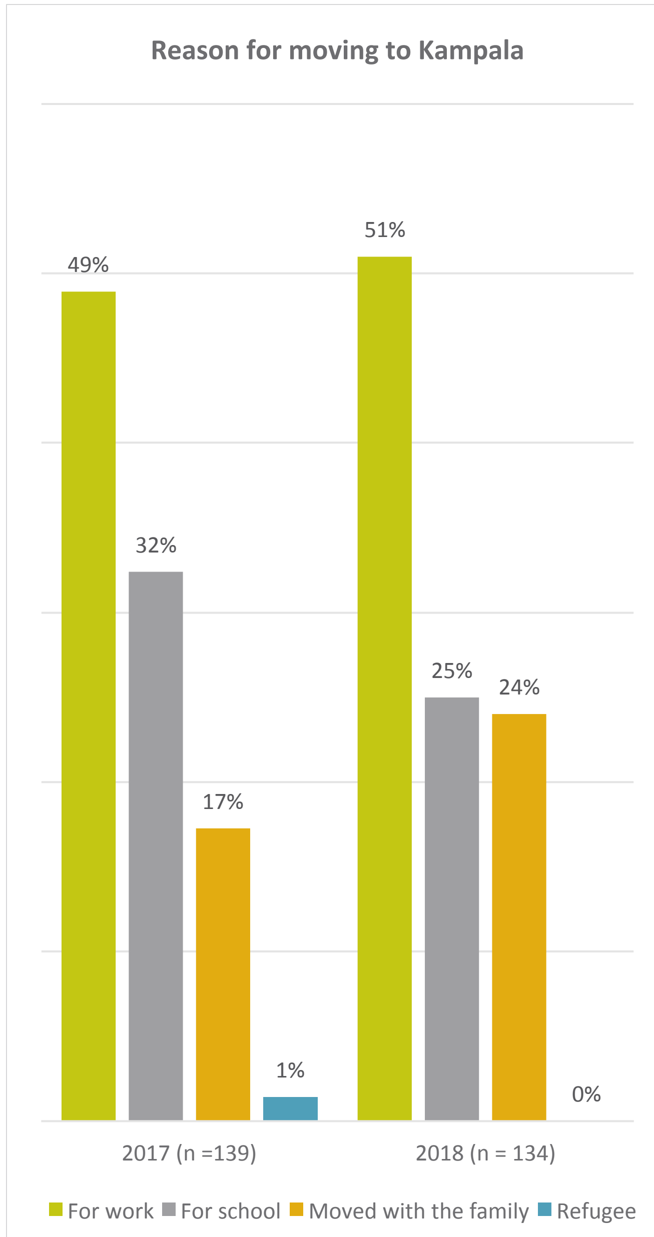
Youths relied mostly on their own businesses/self employment as a source of livelihood, the other main sources included employment in the private sector which increased in 2018 (28%) in comparison to 2017 (19%) and crop farming which was also higher in 2018. Those engaged in farming as their main source of livelihood were slightly high in 2018 16% compared to 2017 16%.



# Migration

Majority of the youth living in Kampala migrated from other locations and have stayed for a number of years. The reasons for migration have not significantly changed from 2017 baseline. Most of the youth moved to Kampala for work 51%, followed by school 32%



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# MEDIA CONSUMPTION

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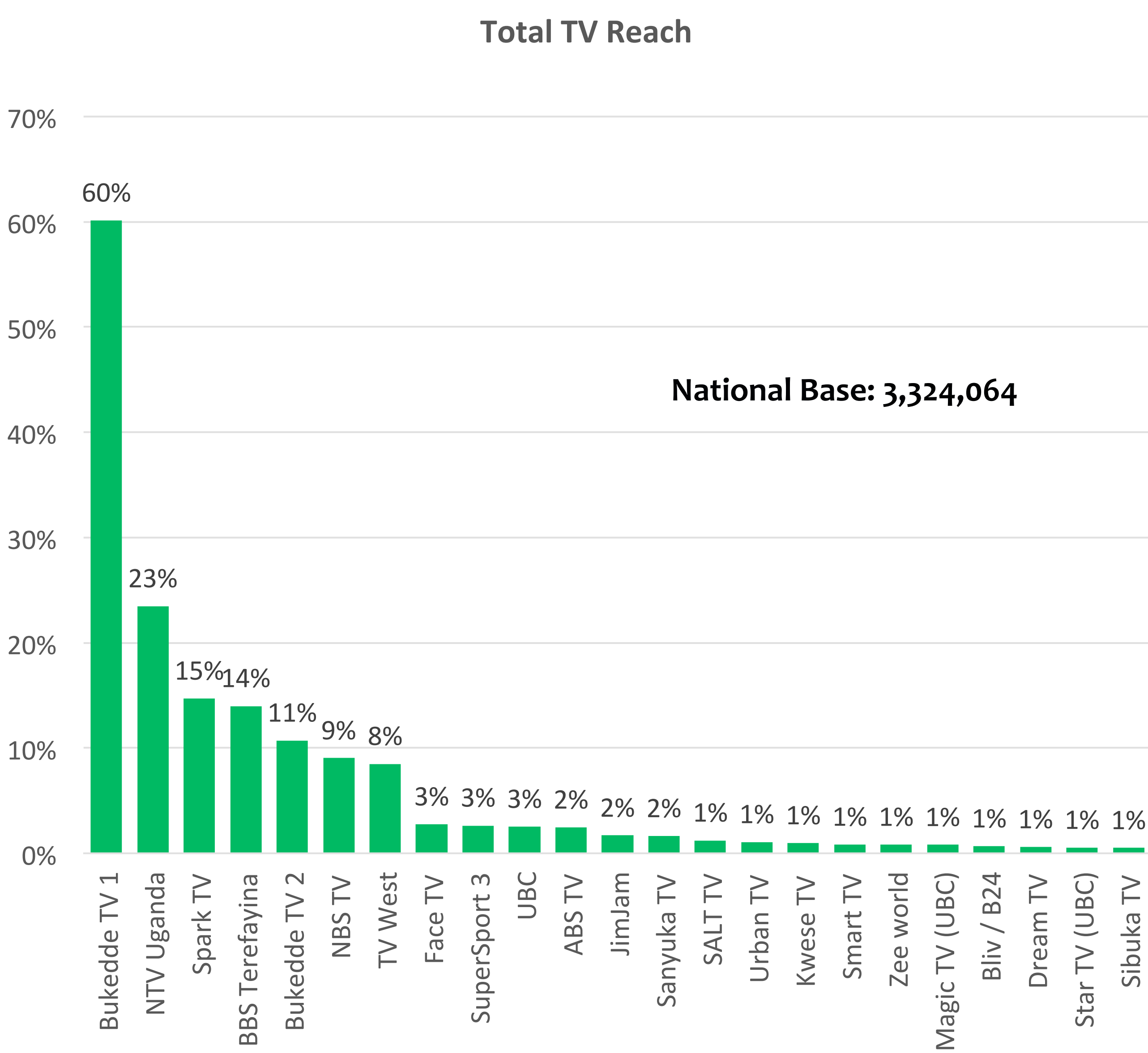
NATIONAL AUDIENCE MEASUREMENT SURVEY

# Total - TV Reach




Source: National Audience Measurement Survey

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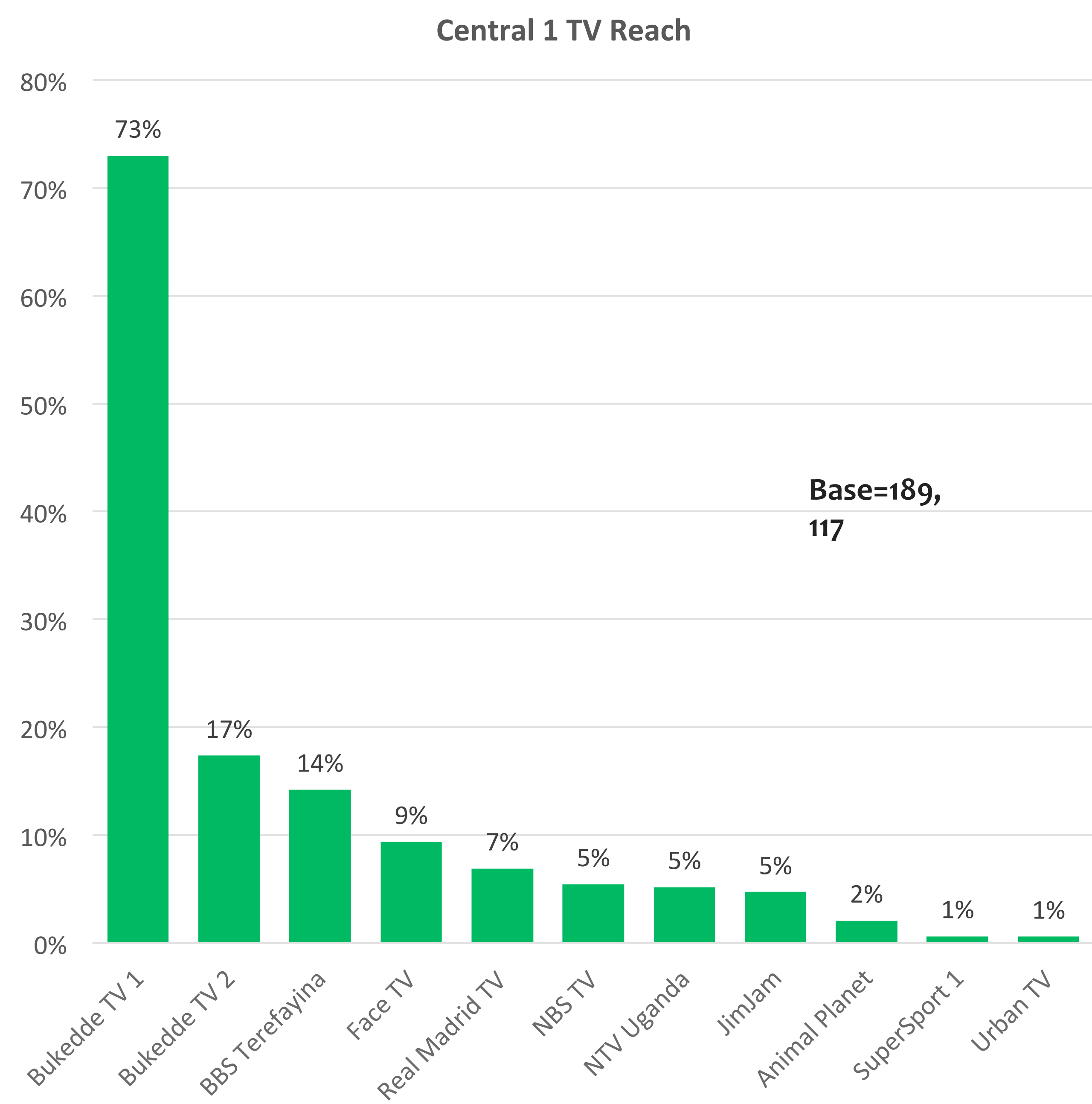
NATIONAL AUDIENCE MEASUREMENT SURVEY

# TV Reach




Source: National Audience Measurement Survey

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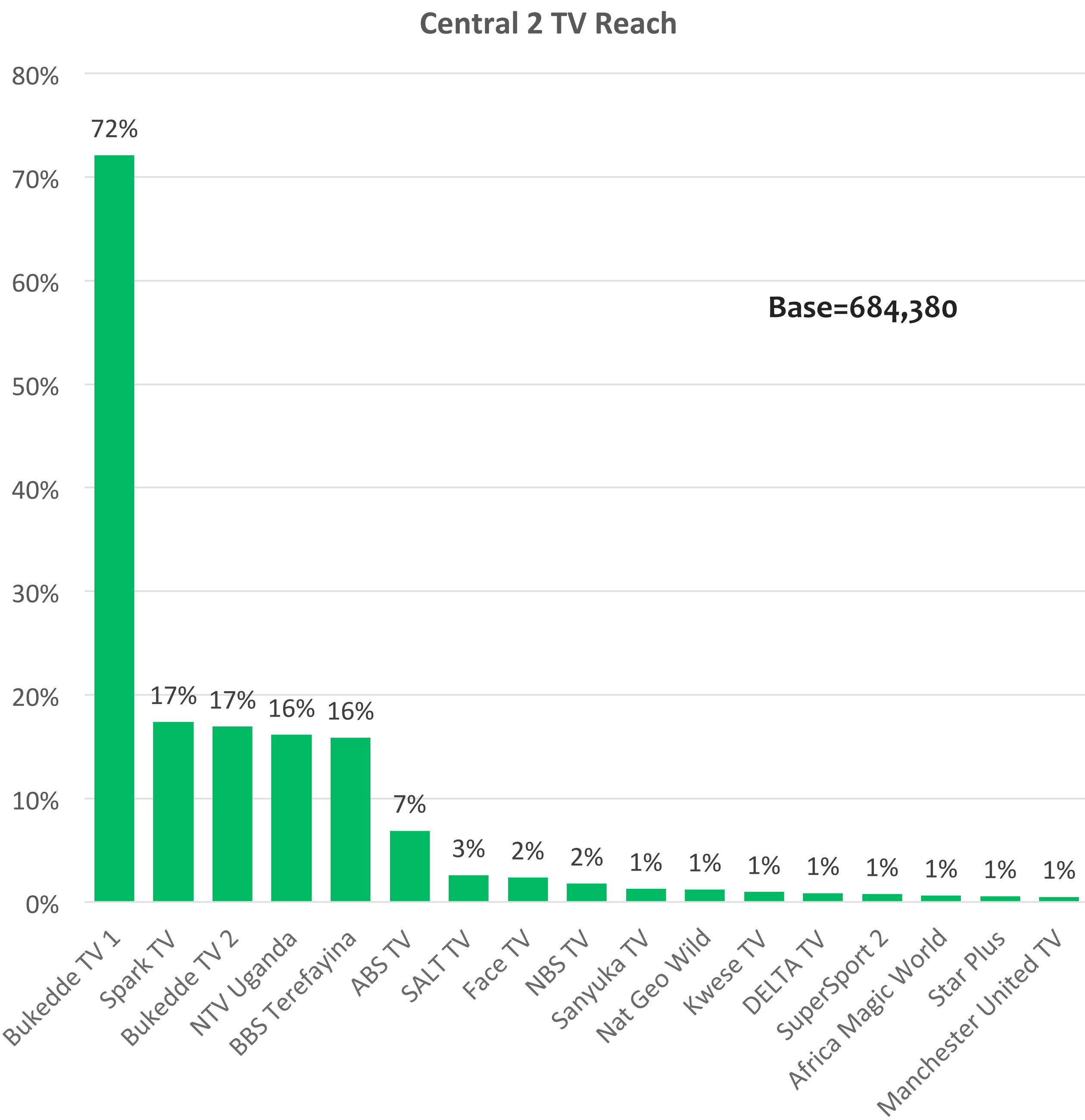
NATIONAL AUDIENCE MEASUREMENT SURVEY

# TV Reach



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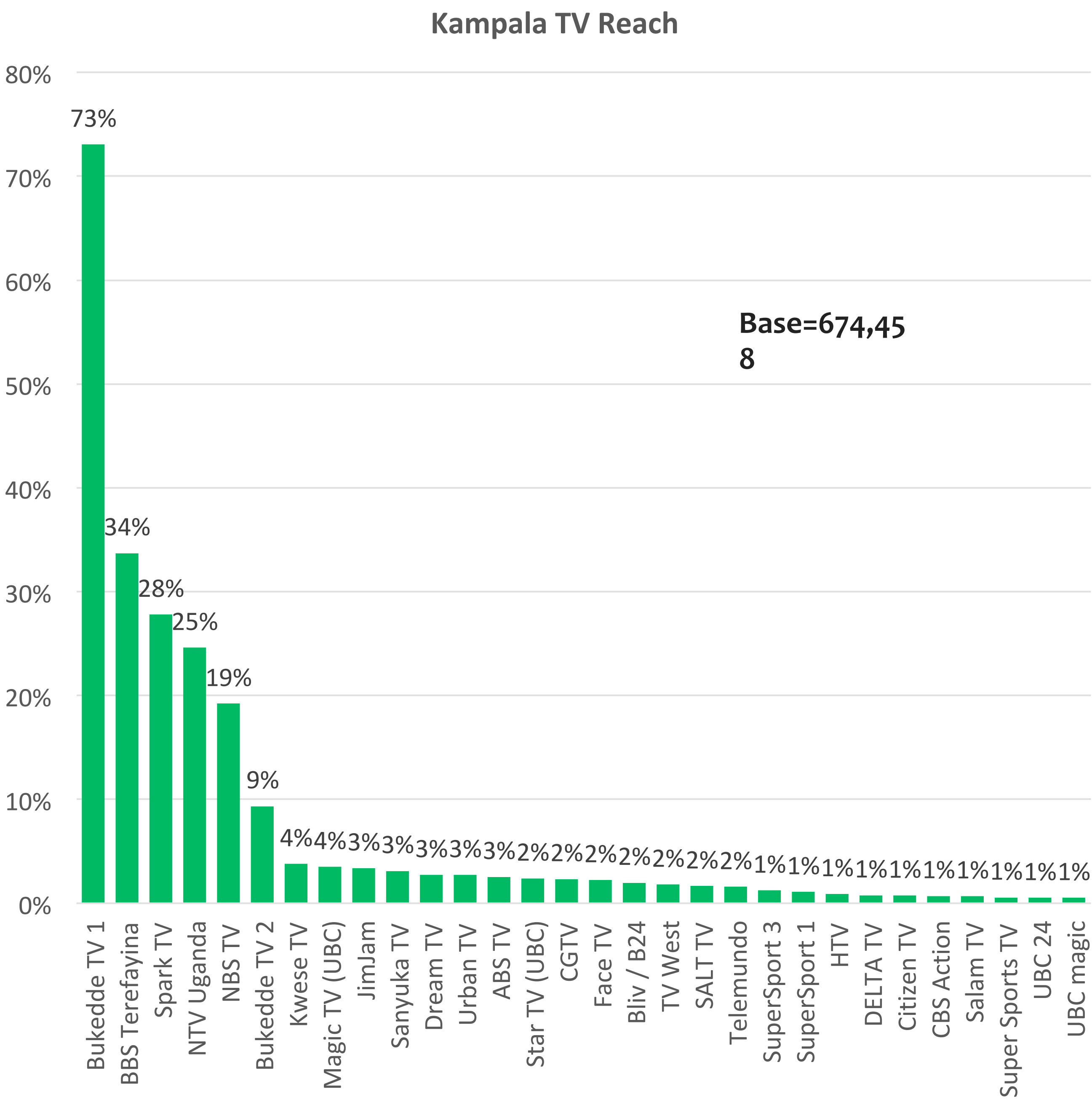
NATIONAL AUDIENCE MEASUREMENT SURVEY

# TV Reach







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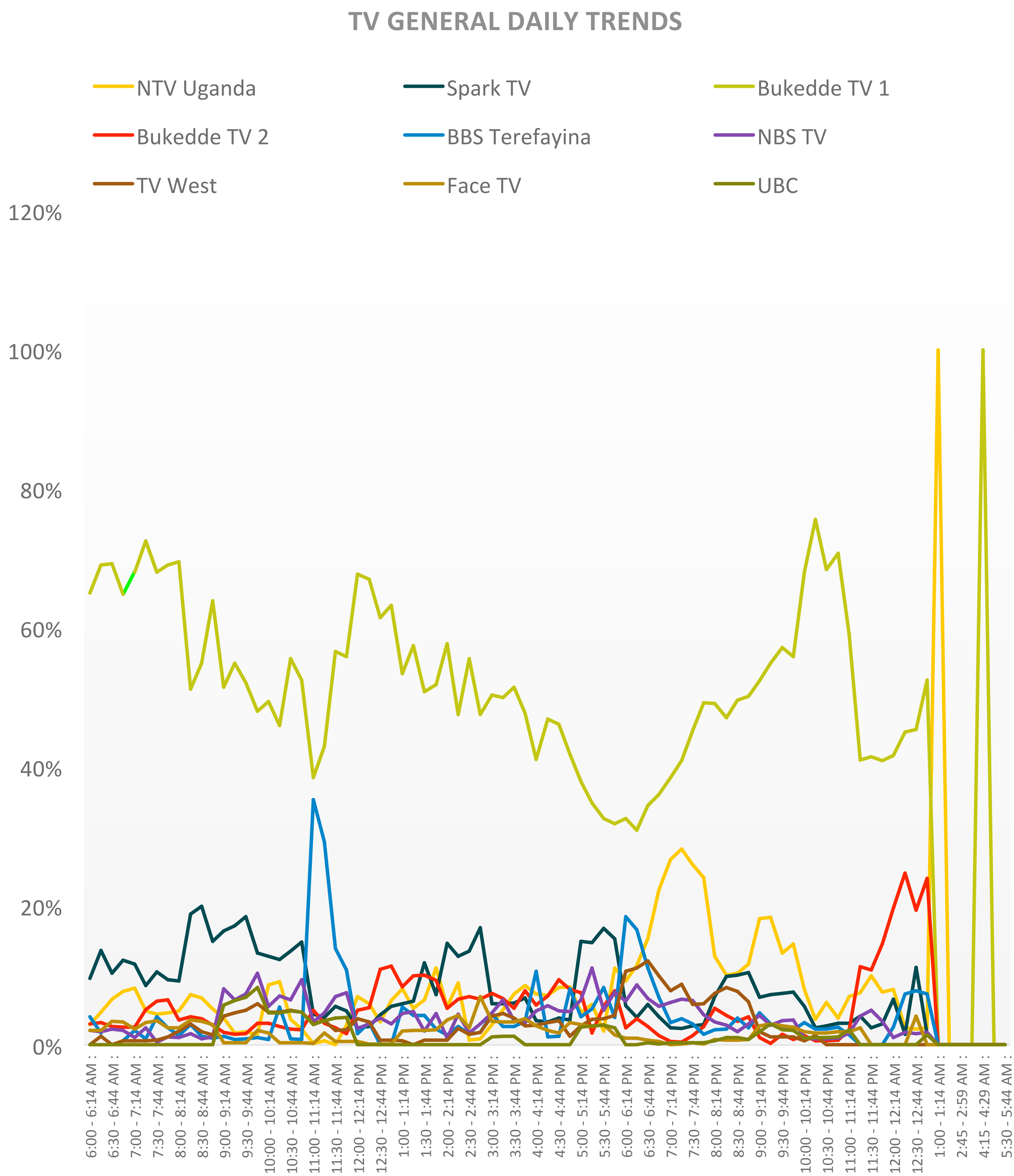
NATIONAL AUDIENCE MEASUREMENT SURVEY

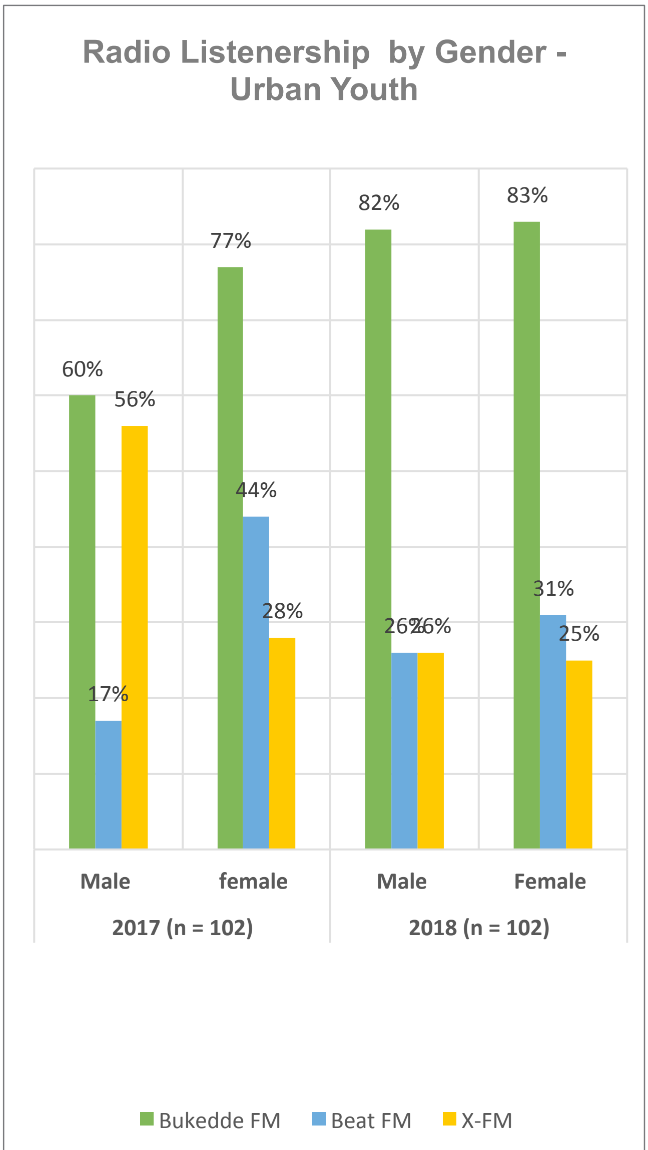
# GENERAL DAILY TV TRENDS

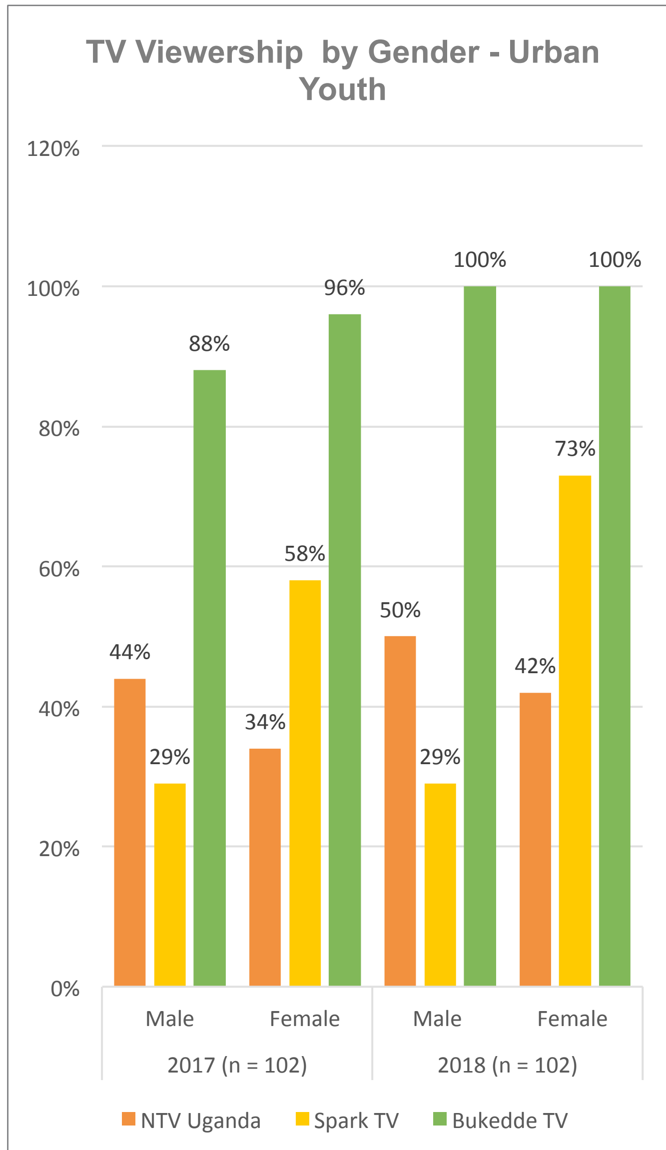


# Listenership and Television Viewership – Urban Youth

Bukedde FM listenership is higher among females than males, however, there was growth in male listenership in 2018 (82%) in comparison to 2017 (60%). Fewer males listened to X-FM in 2018 than in 2017.

More females than males watch Bukedde TV, however, there was growth in both male and female listenership in 2018. Fewer males than females watched Spark TV in both years.

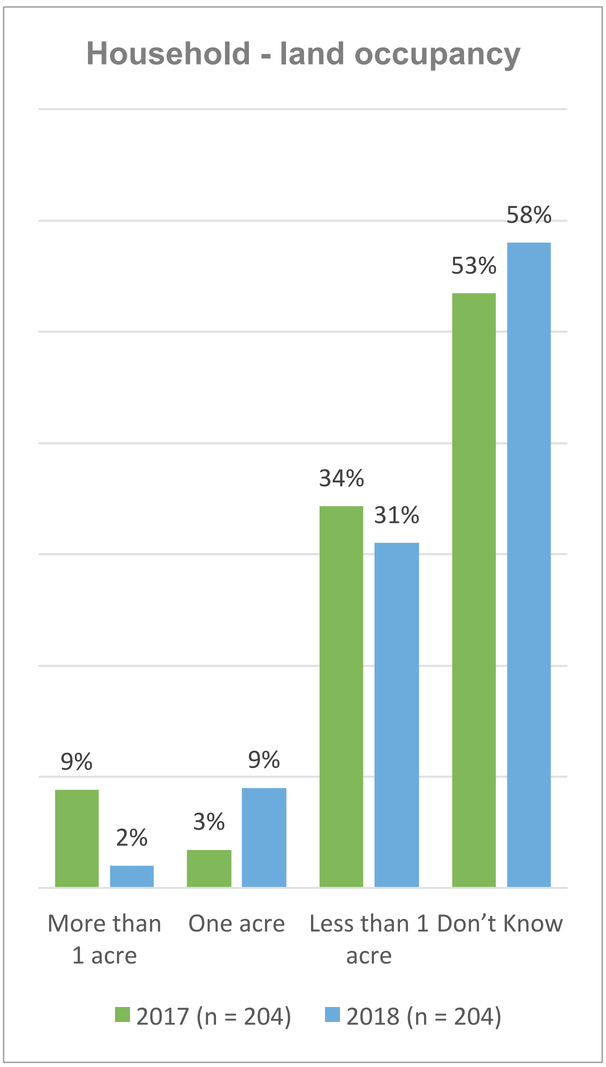


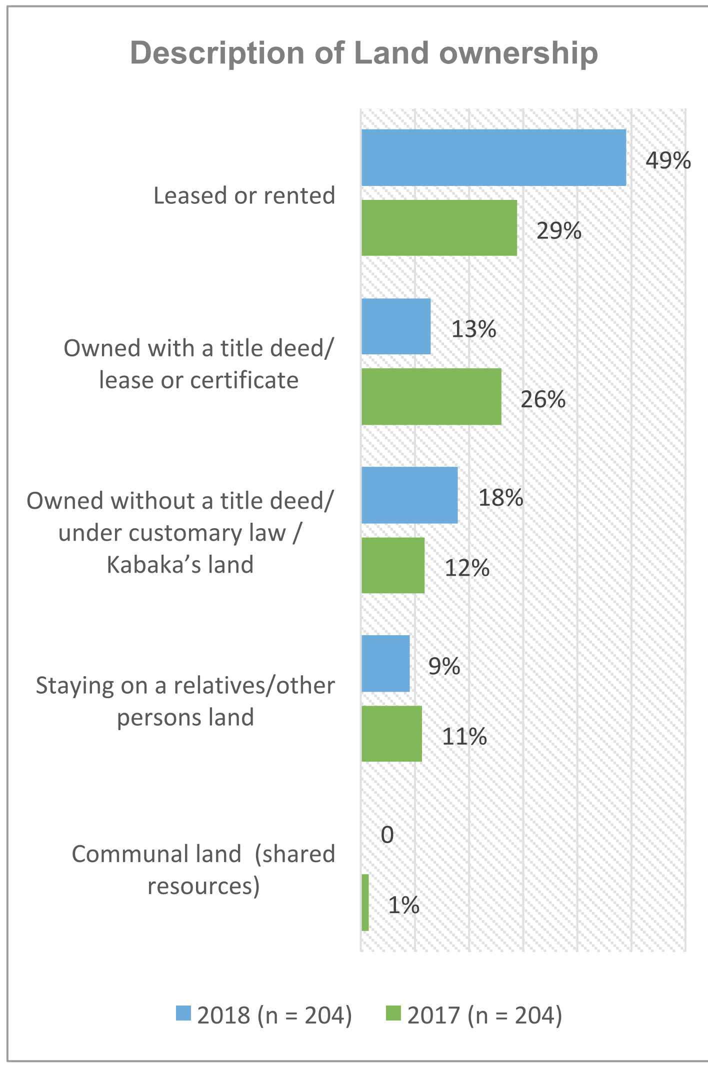



# Land Ownership

# Size of land owned

Majority (53%) in 2017 and (58%) in 2018 did not know how much land their households occupy. Of those who knew, the highest proportion live on less than an acre of land. With regards to ownership, majority claimed to be staying on leased or rented property. More in 2017 (38%) owned the land were they where staying in comparison to 2018 (31%).



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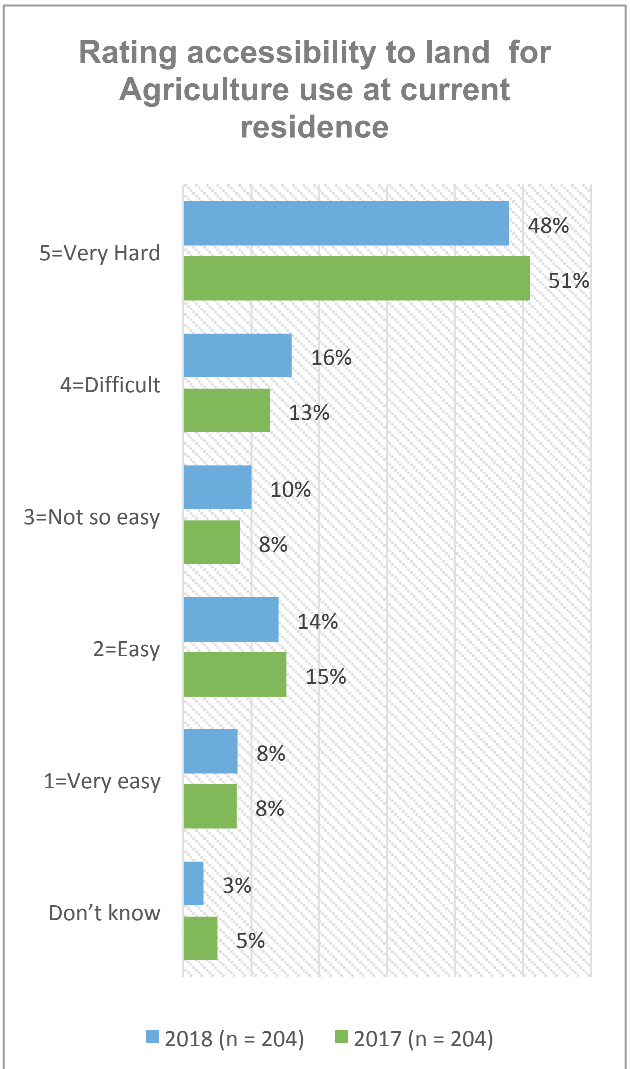
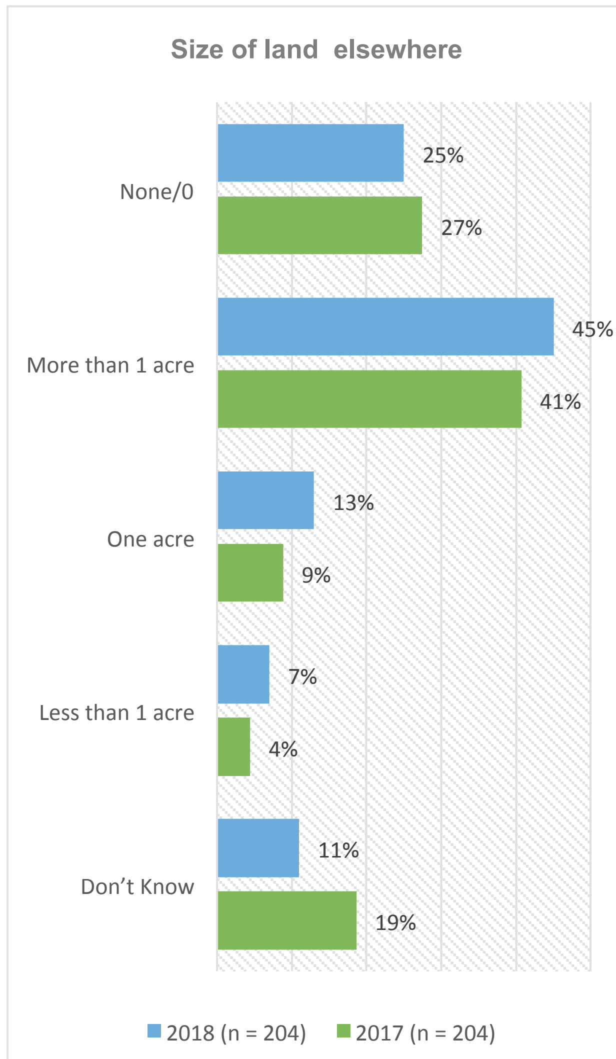
# Access to land in other locations

Almost half of the respondents in both years indicated that it would very hard to cultivate on household land where they reside. Close to 50% of those who had land elsewhere, had more than 1 acre while (11%) in 2018 and (19%) in 2017 didn't know the size of land elsewhere.



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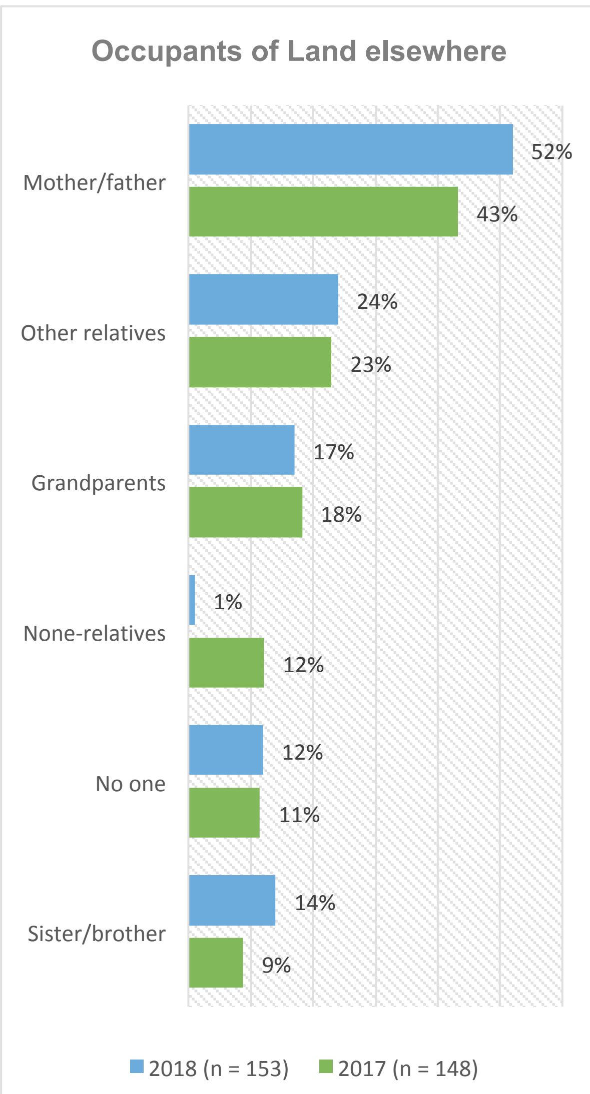
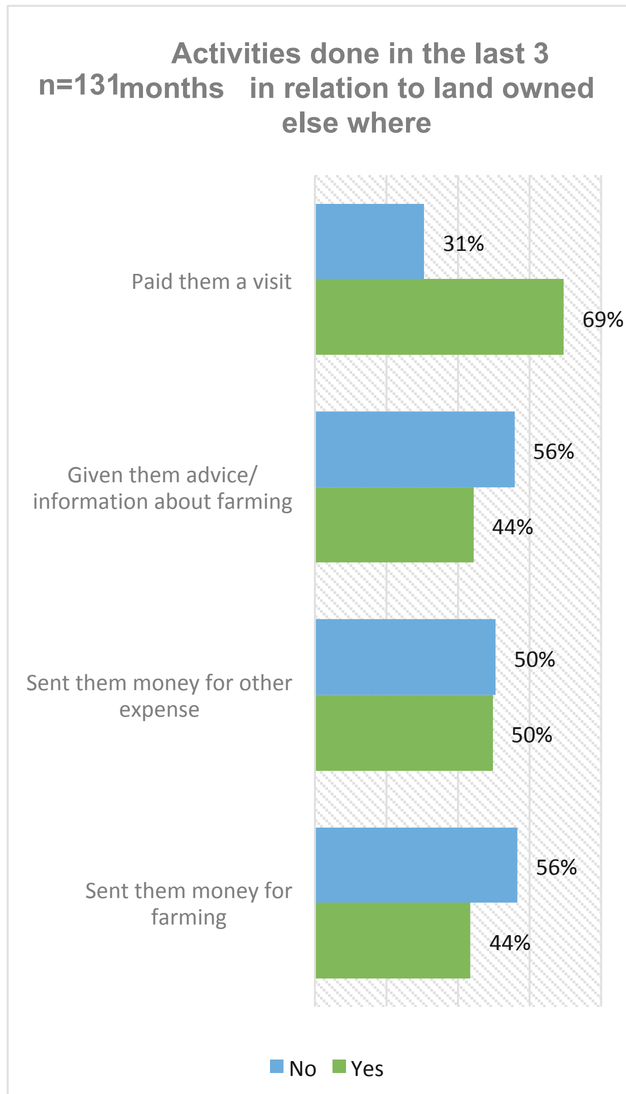
# Land occupancy and use

Land owned elsewhere is mostly occupied by parents and/or other relatives. Very few (1%) of the youth in 2018 than (12%) in 2017 indicated that land elsewhere was under the occupancy of non-relatives, while 11% in 2017 and 12% in 2018 indicated that it is vacant.

At least 6 in every 10 of those that had land elsewhere indicated that they had paid a visit to the land, 44% had given advise/information on farming and 44% sent money for farming.



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# Perceptions and Attitudes Towards Farming

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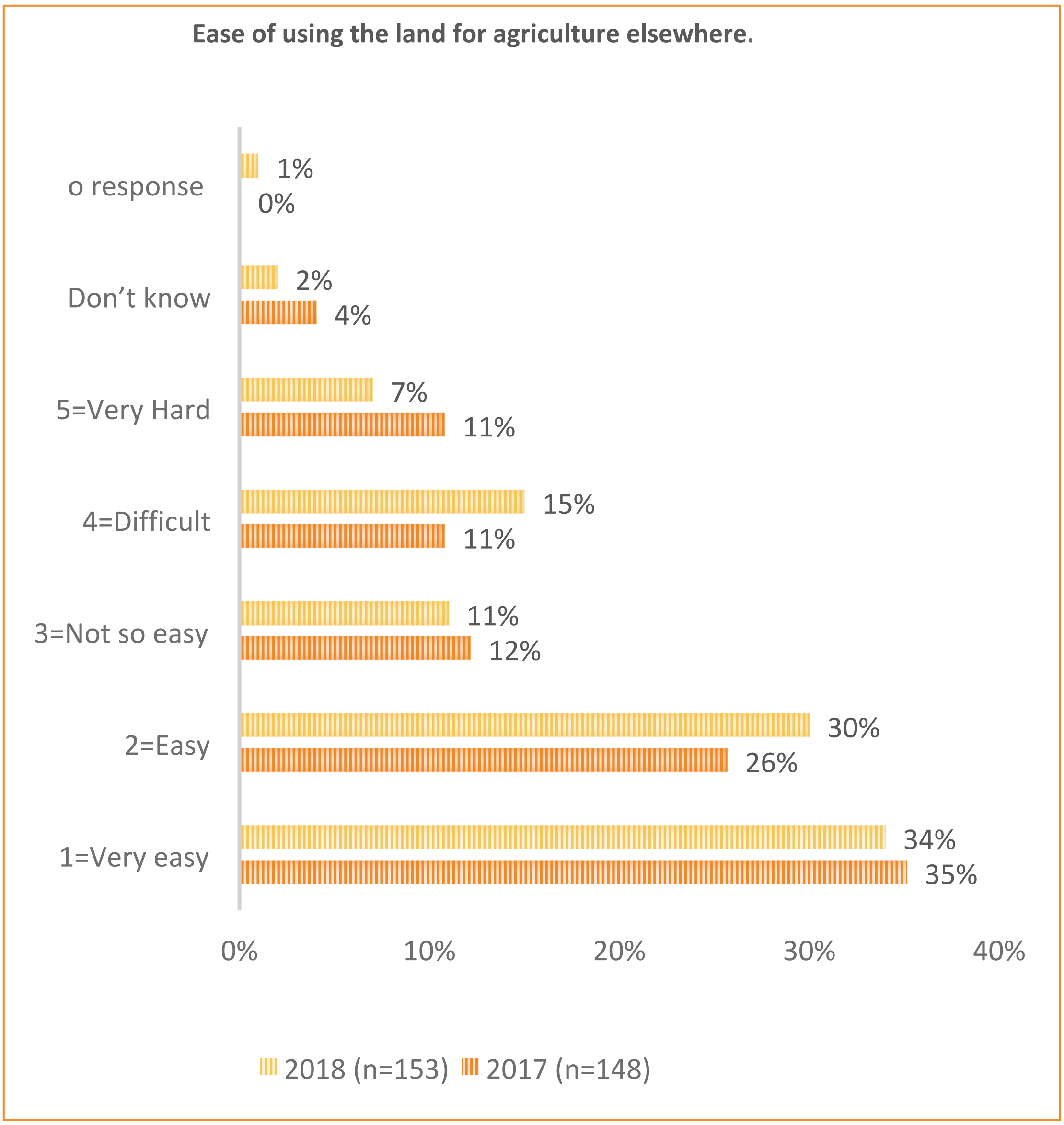
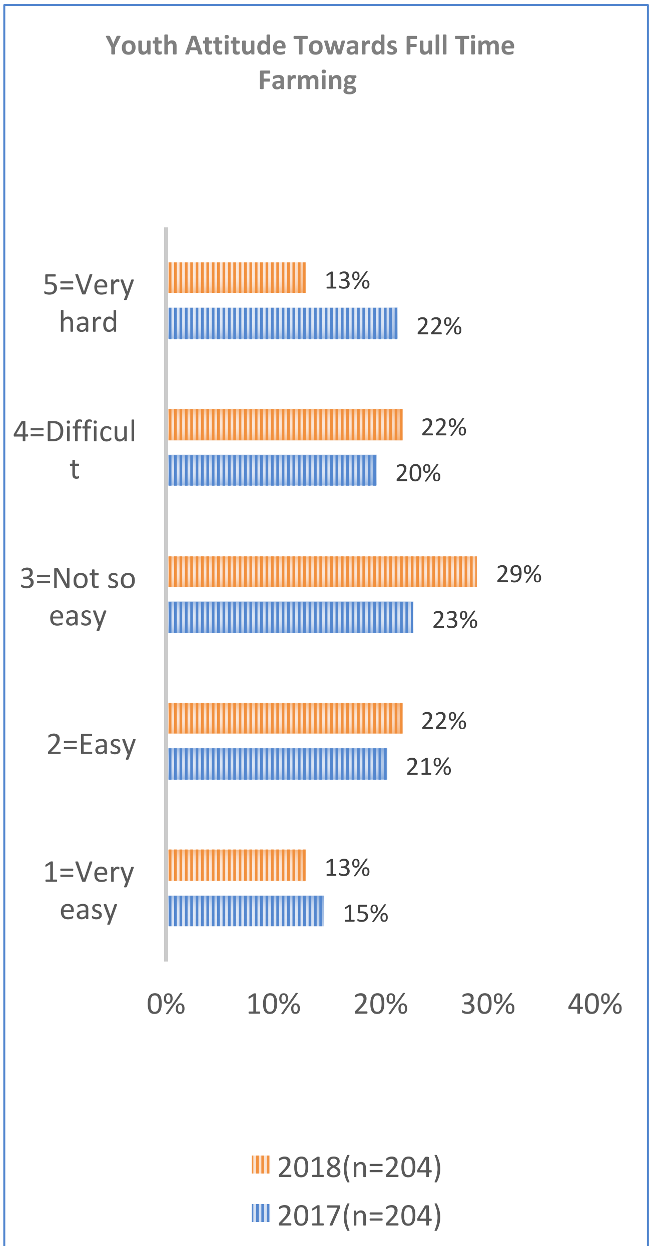
# Ease of using the land for Agriculture

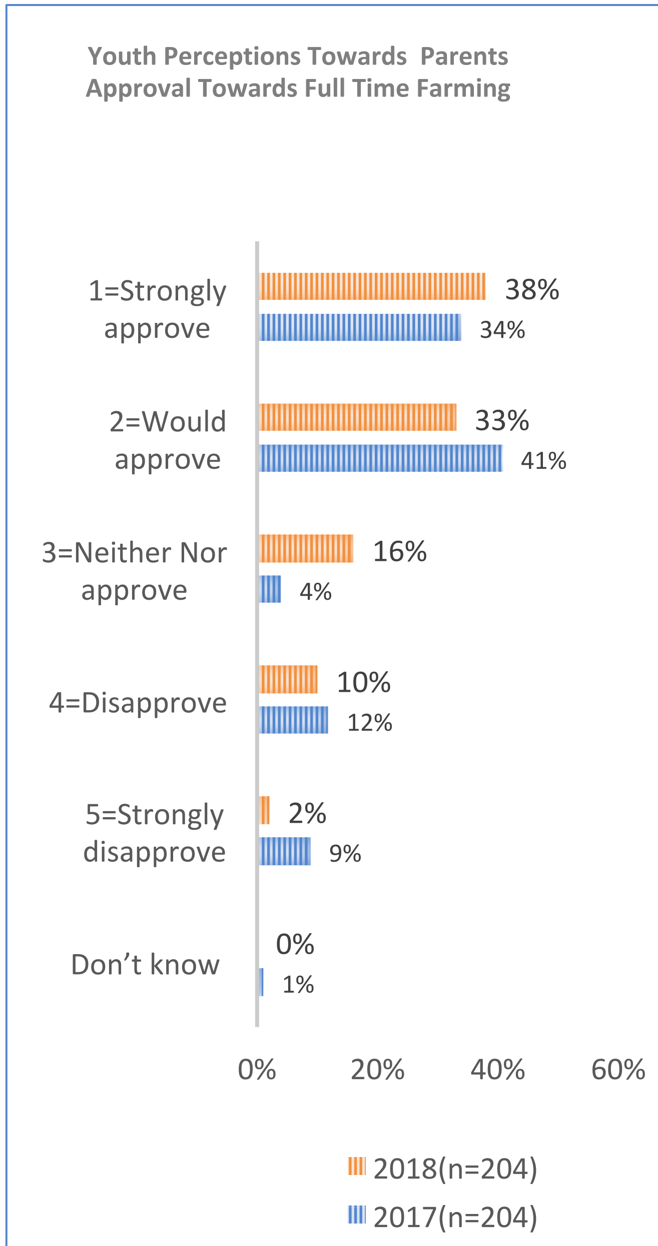
Majority of the youth reached find it easier to practice farming in the land that they own elsewhere 61%, (easy+very easy). Analysis by gender indicates that male youth found it much easier to practice farming on the land owned else where compared to females.



# Attitudes and aspirations towards farming

Overall, majority of the youth felt that engaging in fulltime farming is not so easy, more so in 2018 (29%) than in 2017 (23%). An average of only 36% indicated that it is easy, even though 73% felt that their parents would approve of their engagement in farming.



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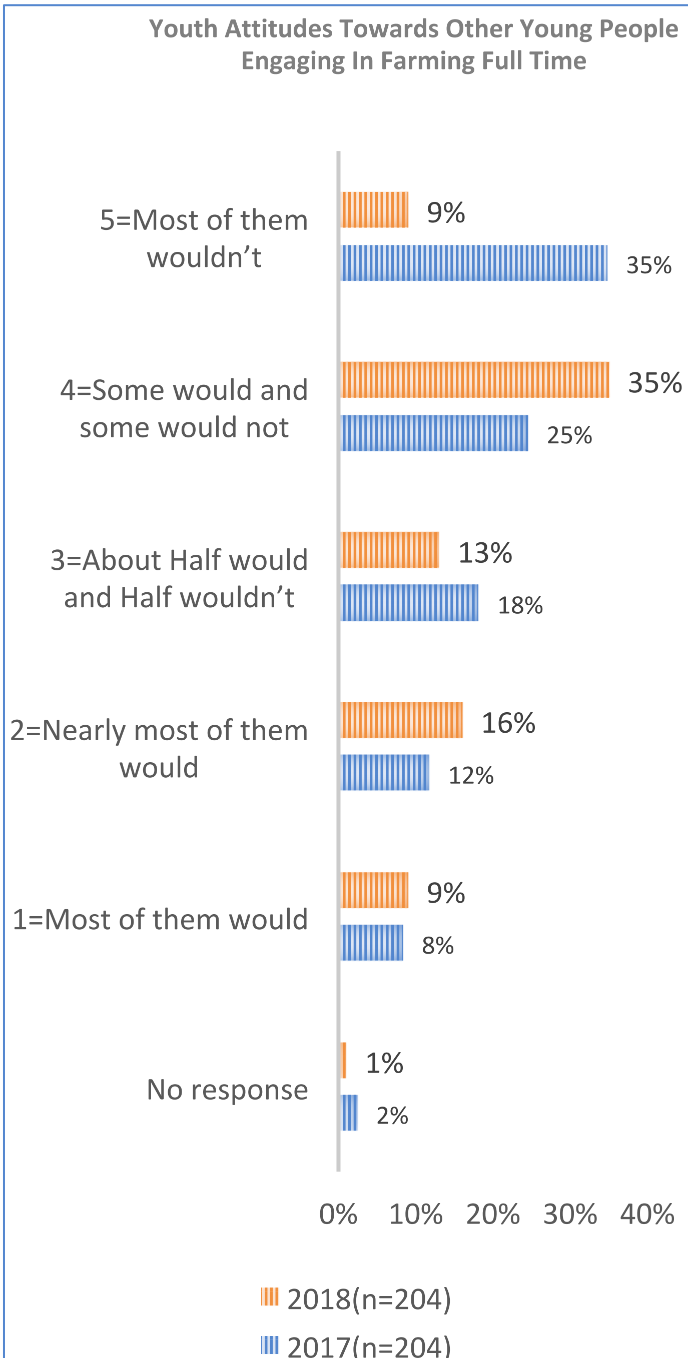
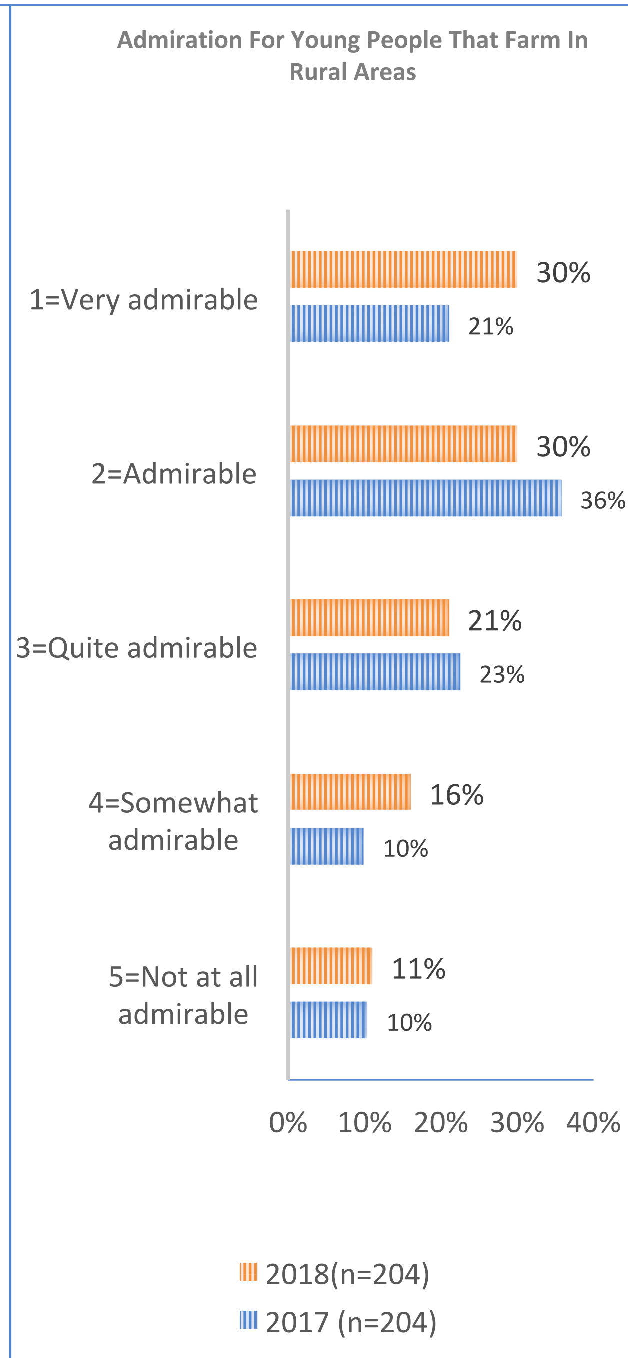
# Attitudes and Aspirations about farming

There is a general perception that young people would go into farming considering that much fewer in 2018 (9%) than in 2017 (35%) felt that young people wouldn't engage in it, adding to the fact that over half of the youths in both years indicated admiration for their counterparts that engage in agriculture.



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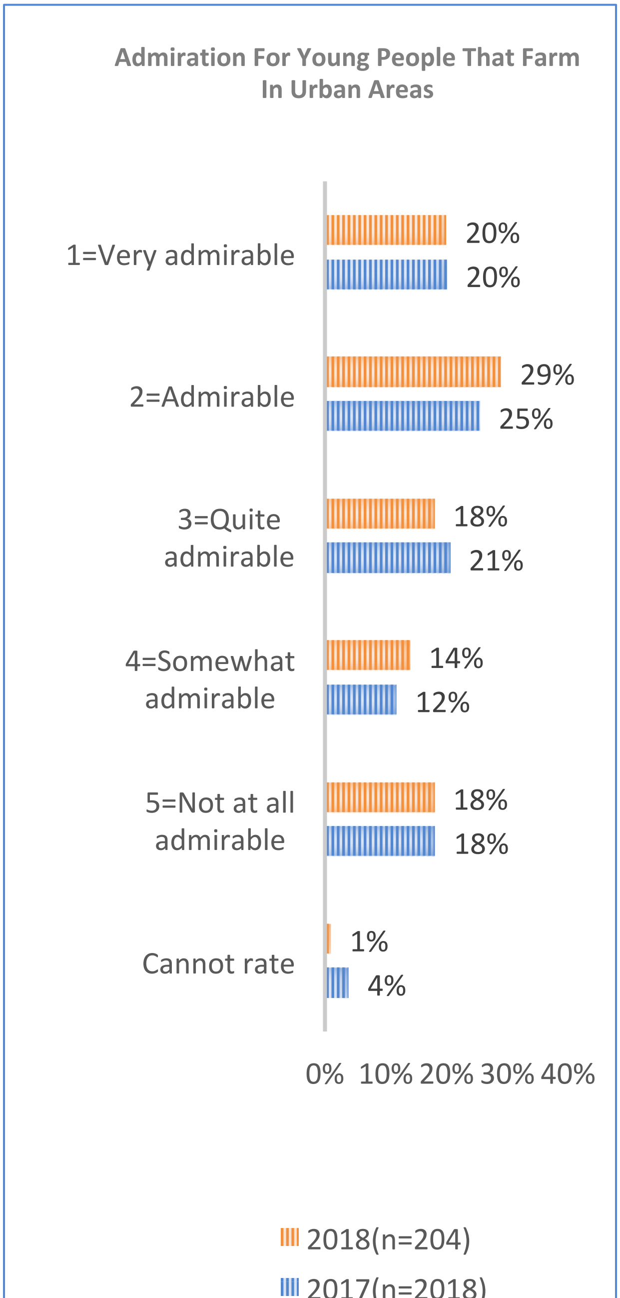
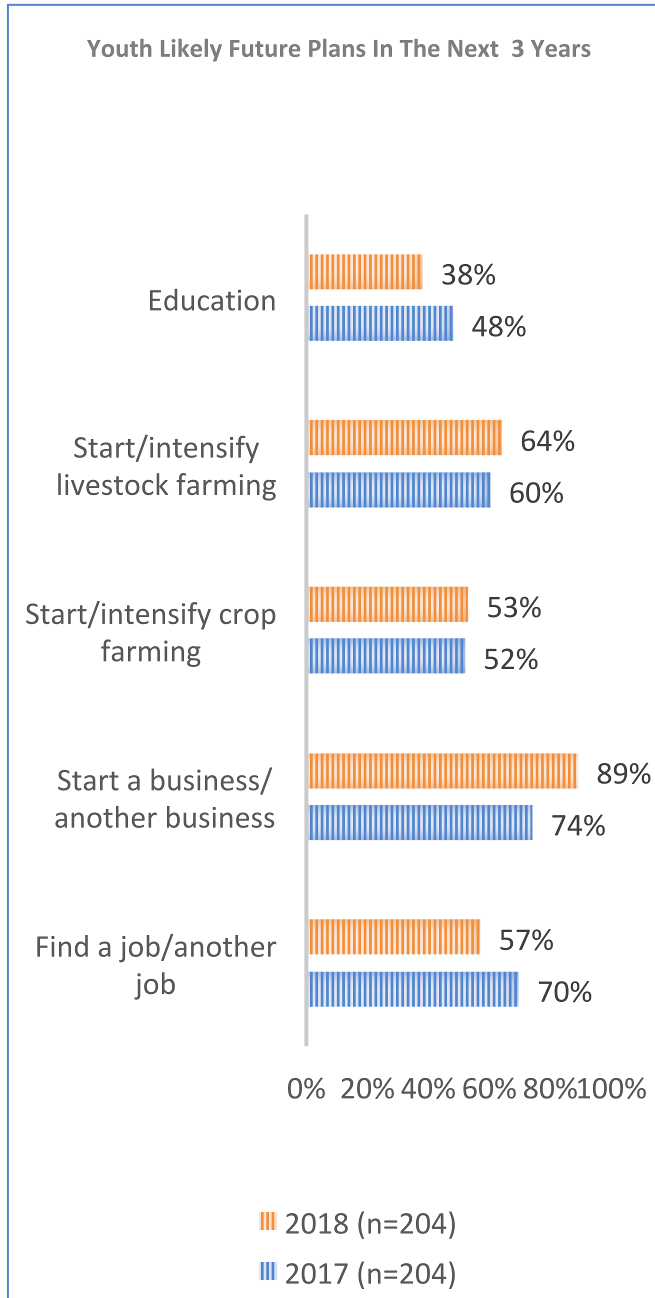
# Attitudes and Aspirations

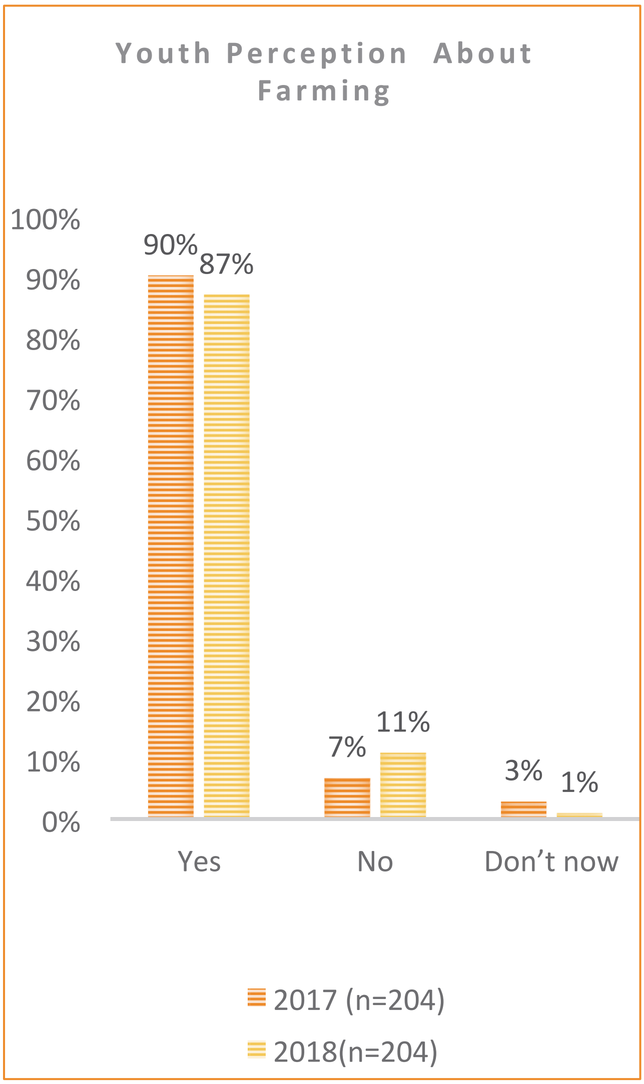
Majority of the youths admired fellow youth that are doing farming in the urban areas, with only 18% not admiring them at all. However, when asked about their future plans, livestock and crop farming ranked **3rd** and 4th after starting a business and finding a job.

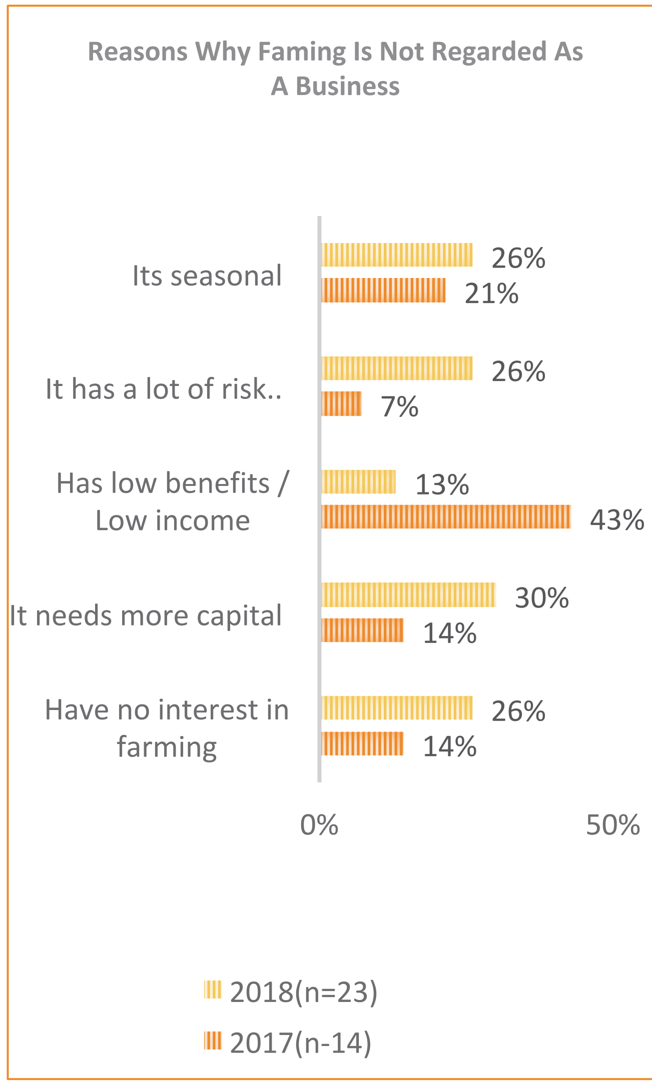


# Youth Perception about farming as a business

Majority in both 2017 (90%) and 2018 (87%) regarded farming as a business. The few that didn't consider farming as a business indicated that it has low benefits according to 43% in 2017, it needs more capital according to 30% in 2018 and its seasonality and many risks.



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# Youth Perception about farming as a business

Majority of the youth respondents from the Urban groups also perceived farming as a business, though challenged with other limiting factors and perception.

"Farming as a business is good, though most people want to buy the produce at a very cheap price yet the energy and resources invested in while farming are too high; at that point I will make losses " ***R4, Kawempe Group, Kampala***

"Farming for business is a good idea because truth be told there is a lot of money in farming but now like me, I don't even own a piece of land, how can I venture into farming. Where will I grow the crops"? ***R5, Makindye Group , Group Kampala***

"Nowadays youths are also starting to venture into it as a business though we are challenged by lack of enough money to invest in, as well as limited land".***R7, Respondent Lubaga- group Kampala***

"Instead of wasting all energy in someone else's business, I would rather be in my own farm; am actually planning on having agriculture as my sole business," **R6 Respondent Lubaga-** ***Group Kampala***

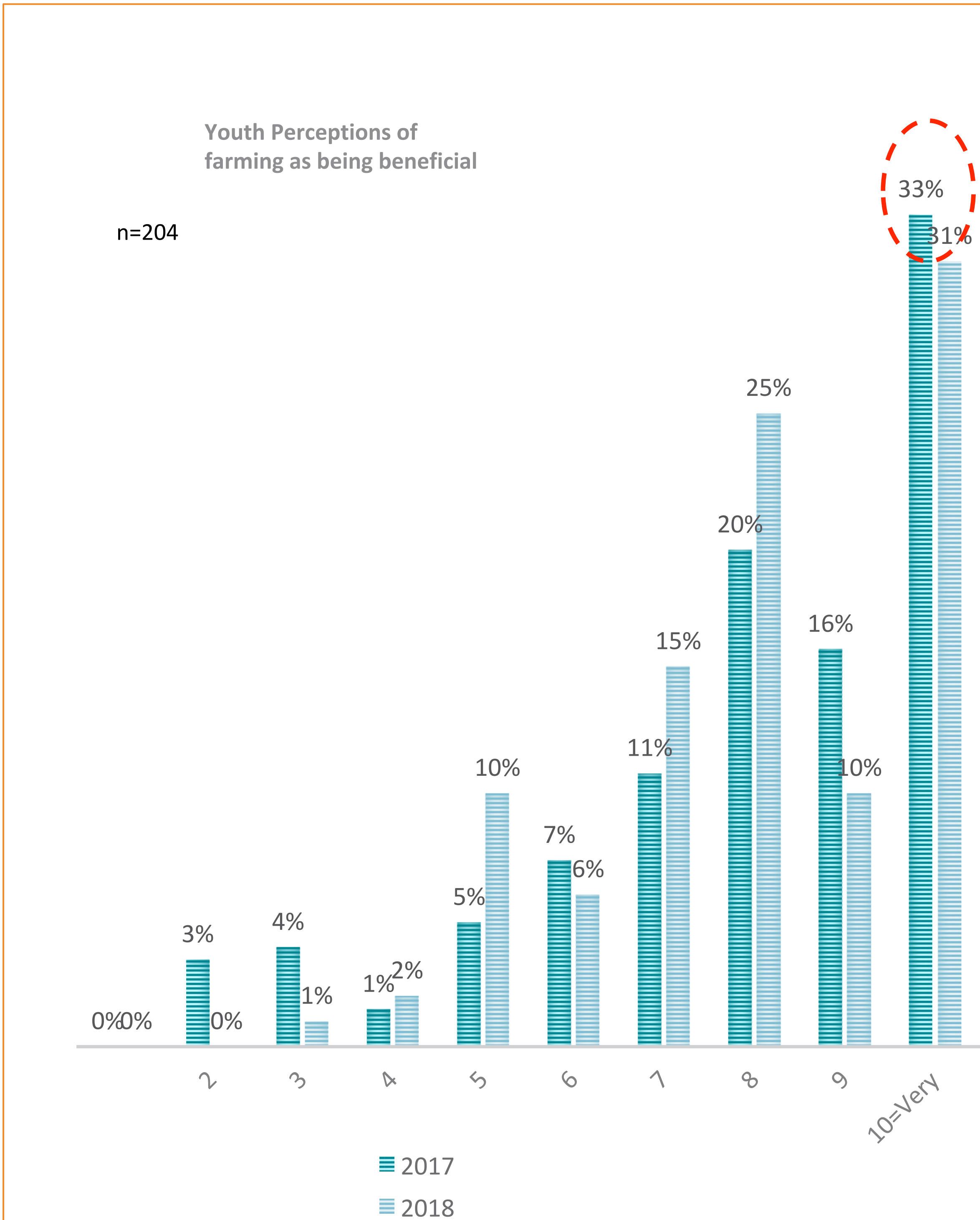
"Most of us are youths and don't own land so we hire where we farm from but get demoralized when we are forced to sell things at a very cheap price", ***R6 Kawempe Group- Kampala***

"To me agriculture is a business but the problem is that the government isn't really intervening; recently the prices of maize were totally cut and we made losses yet we had hired the garden land and incurred a lot in spraying the maize***" R8, Kawempe Group- Kampala***

# Perceptions of farming as being Beneficial

Generally, a high proportion that consider farming as a business felt that farming is a beneficial business.





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# Urban Youth Farming Incidences



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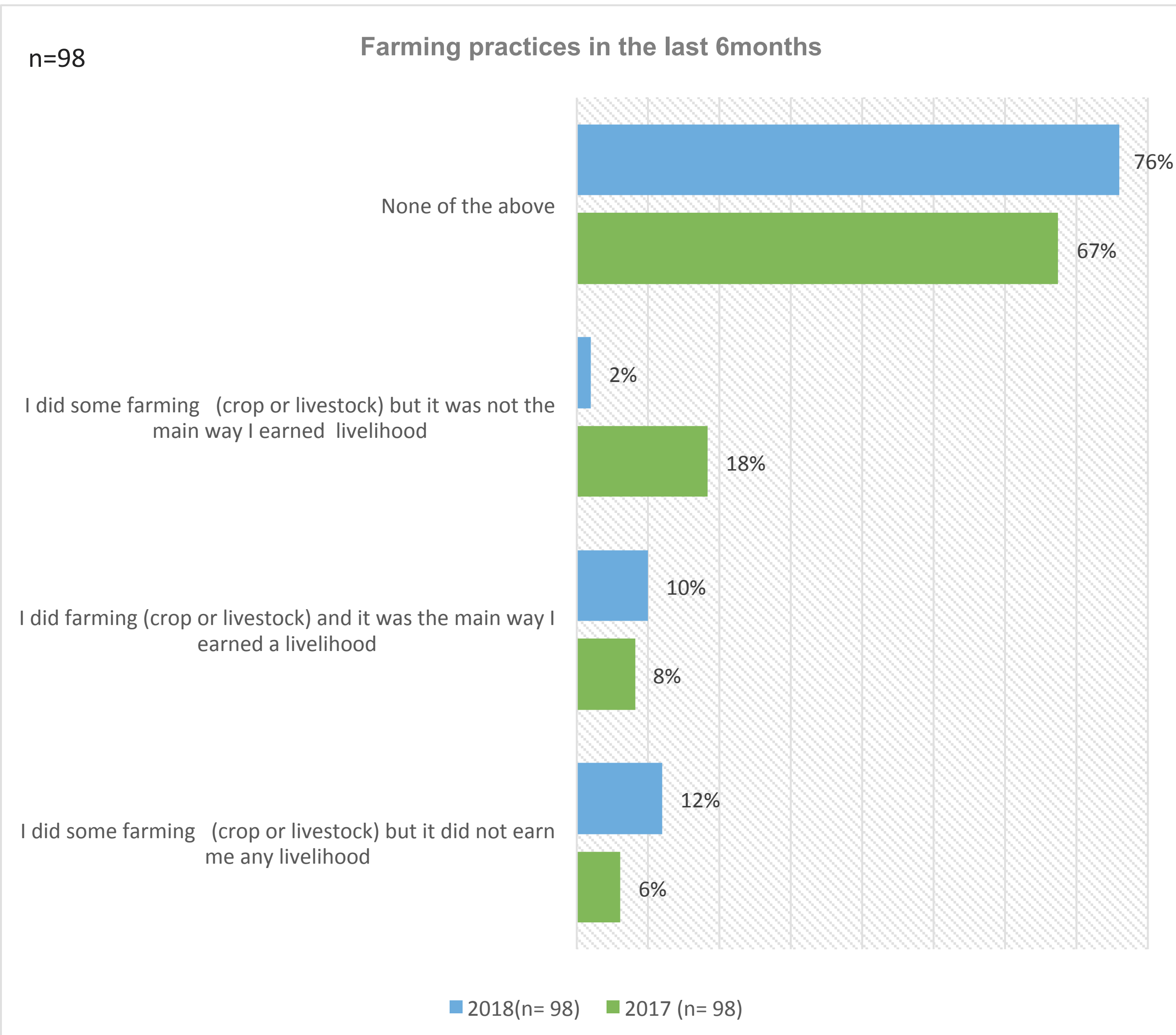
# Farming Incidences and Influences

Majority of the youth that claimed to farm on household land here or elsewhere, had neither done crop or livestock farming, with more in 2018 (76%) than in 2017 (67%). More youth earned from farming in 2018 (10%) than in 2017 (8%).



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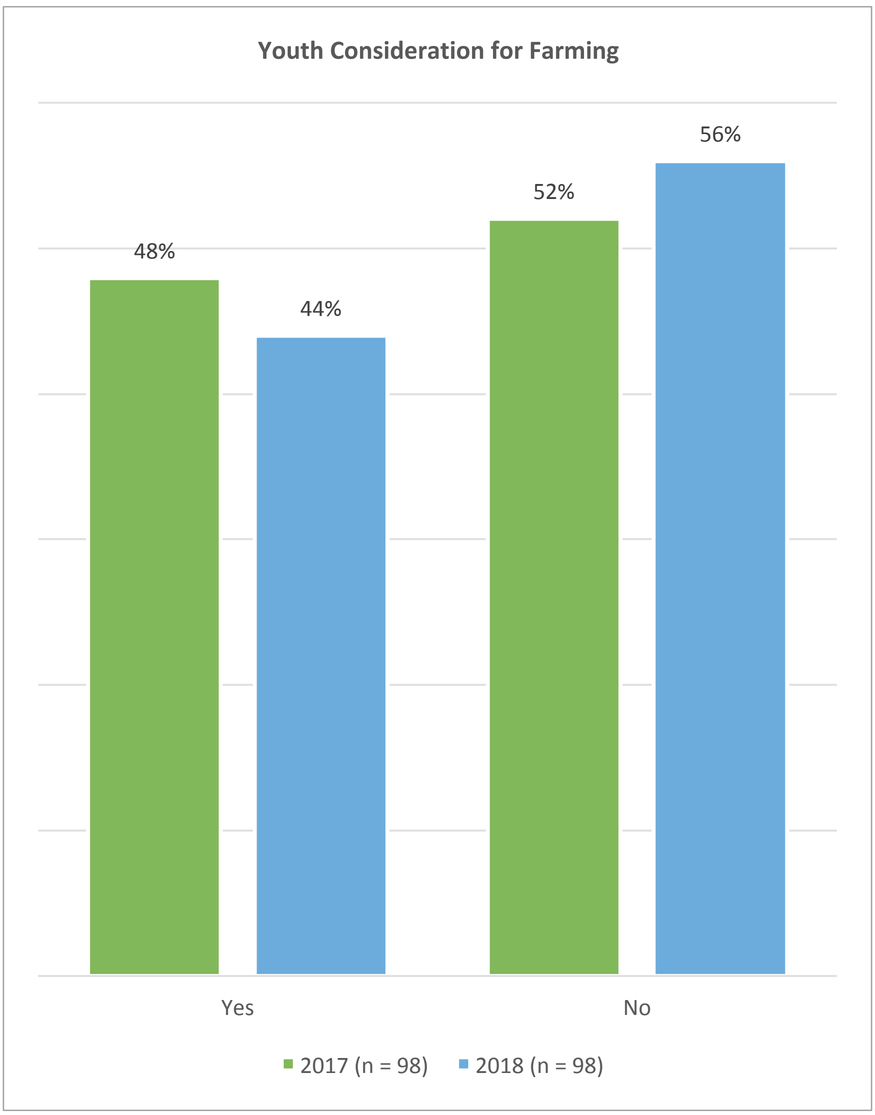
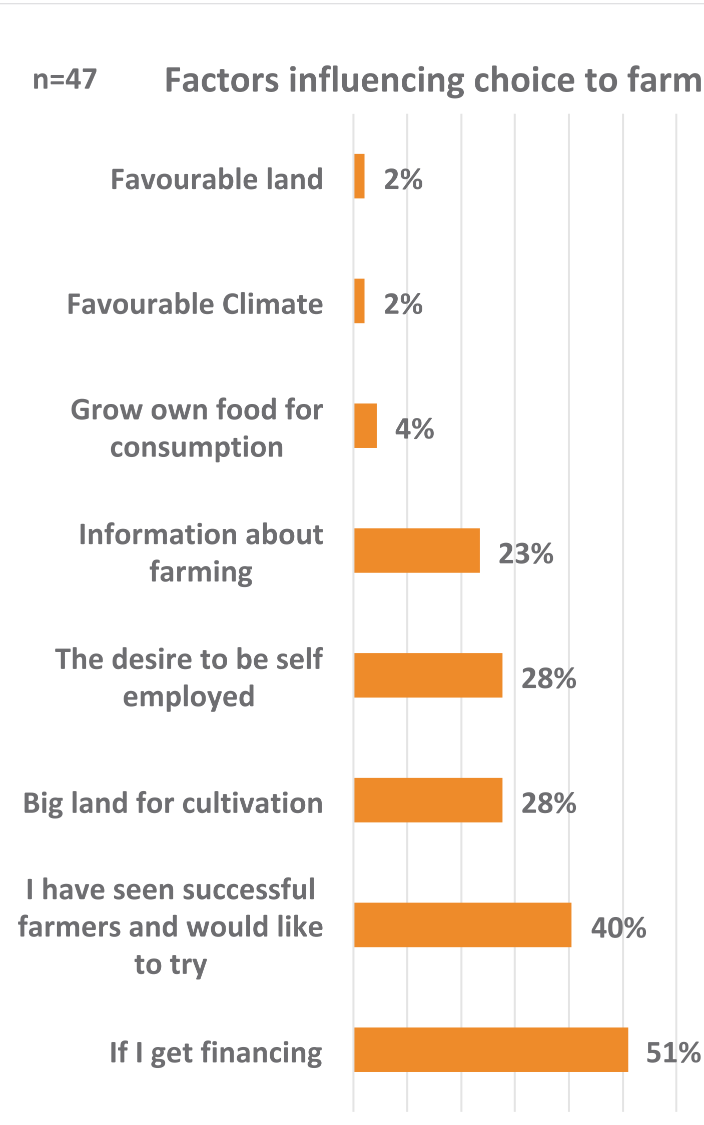
# Farming Incidences, Influences

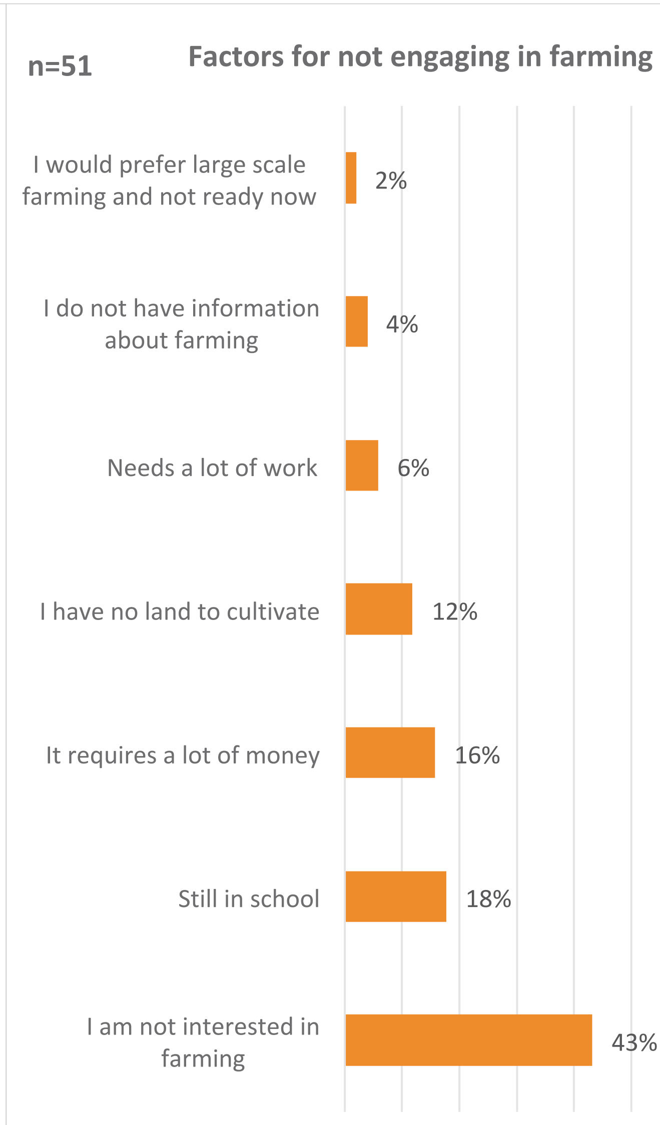
Majority indicated that they were not considering farming in the next 6 months. Fewer in 2018 (44%) than in 2017 (48%) were considering farming in the next 6 months. More females (50%) than males (46%) would consider taking on farming in the next 6 months.



# Farming Incidences, Influences

Getting financing and experience of other farmers would be the two motivating reasons for youth to venture into farming. Among those that would not consider farming in the next 6 months, lack of interest in farming is the main factor.



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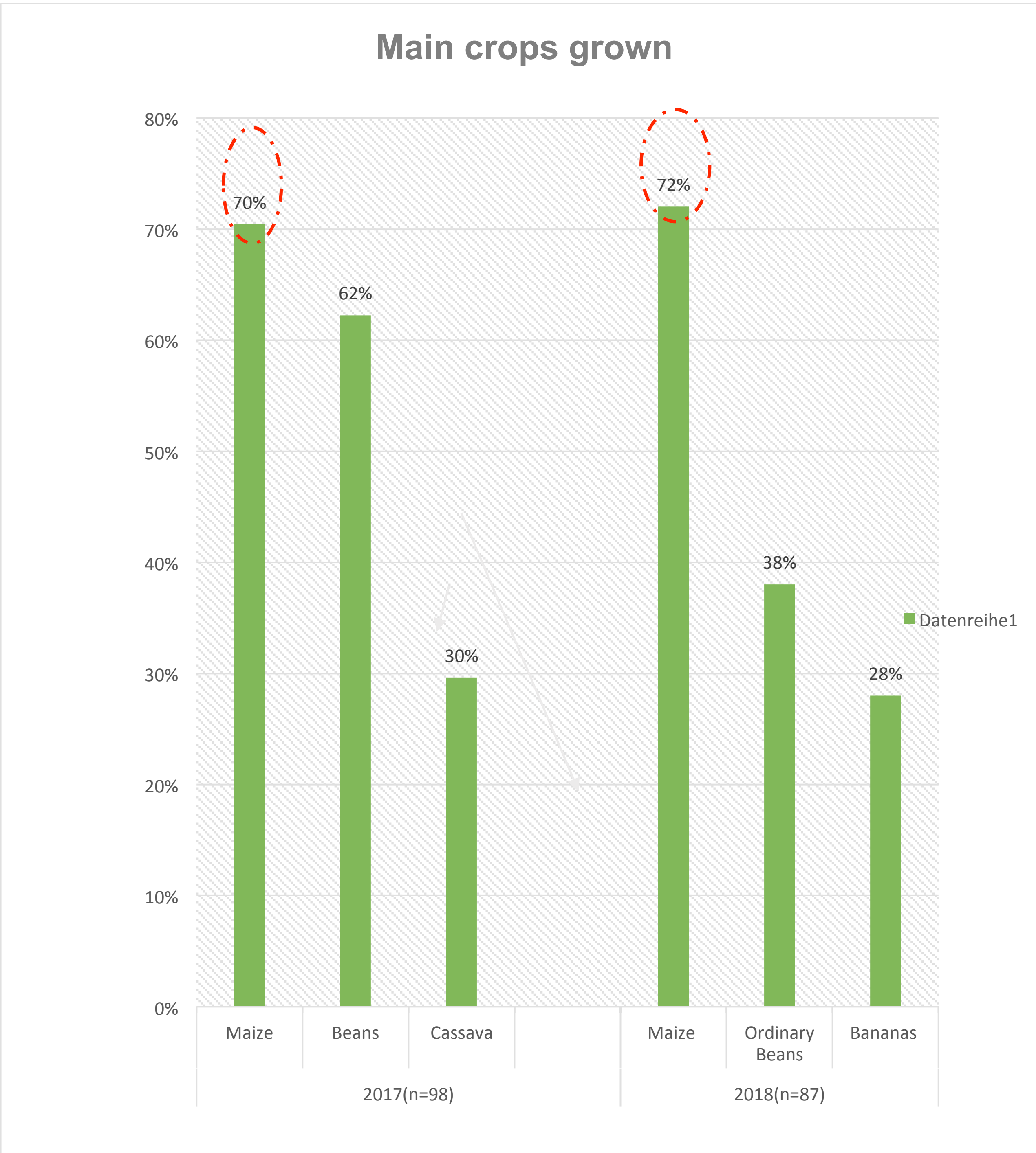
# General production and Access to Markets

# General Production and Access to markets –Crops

Legumes and cereals are the most grown crops among youth that are involved in farming.



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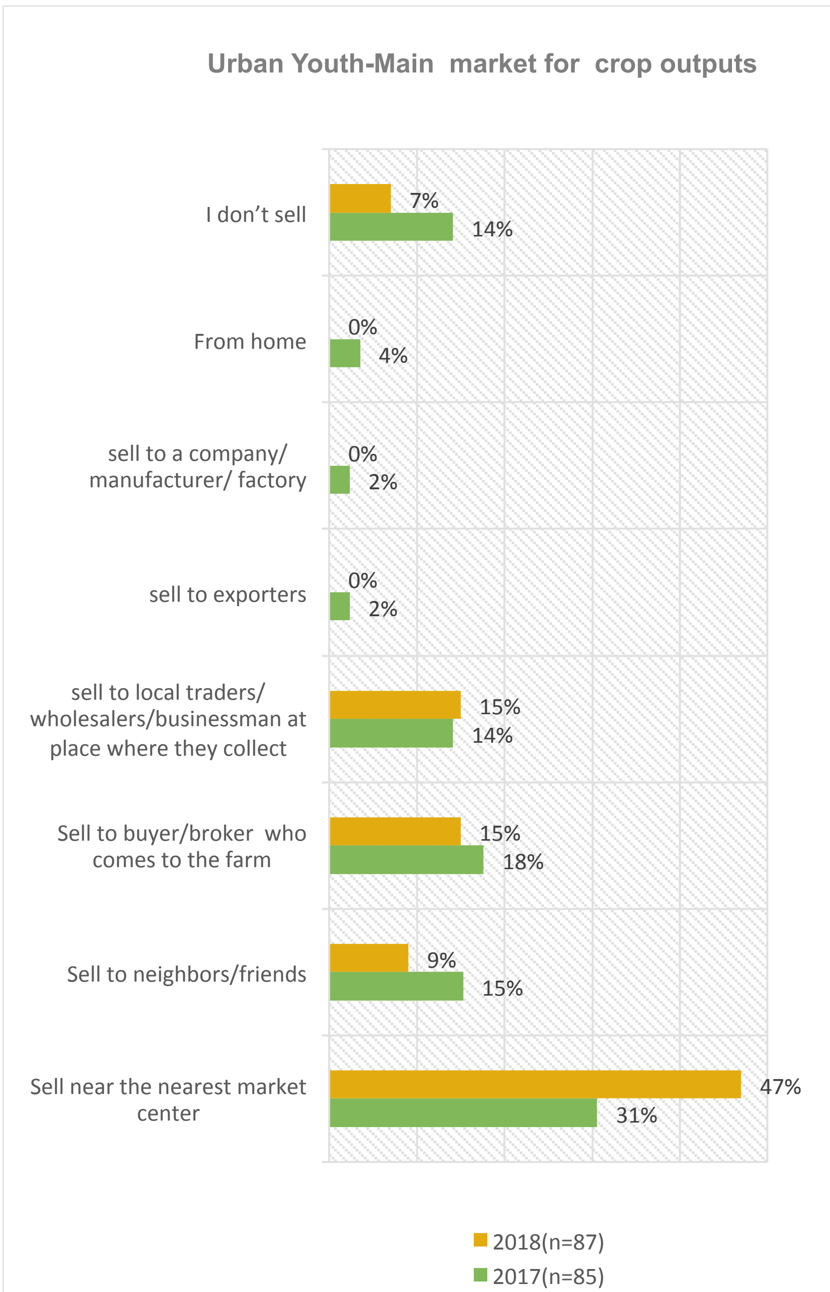
# General Production and Access to markets –Crops

More crops were sold to the nearest market center in 2018 (47%) than in 2017 (31%). There was a decline in crops sold on the farm and to neighbors/friends in 2018 as compared to 2017.



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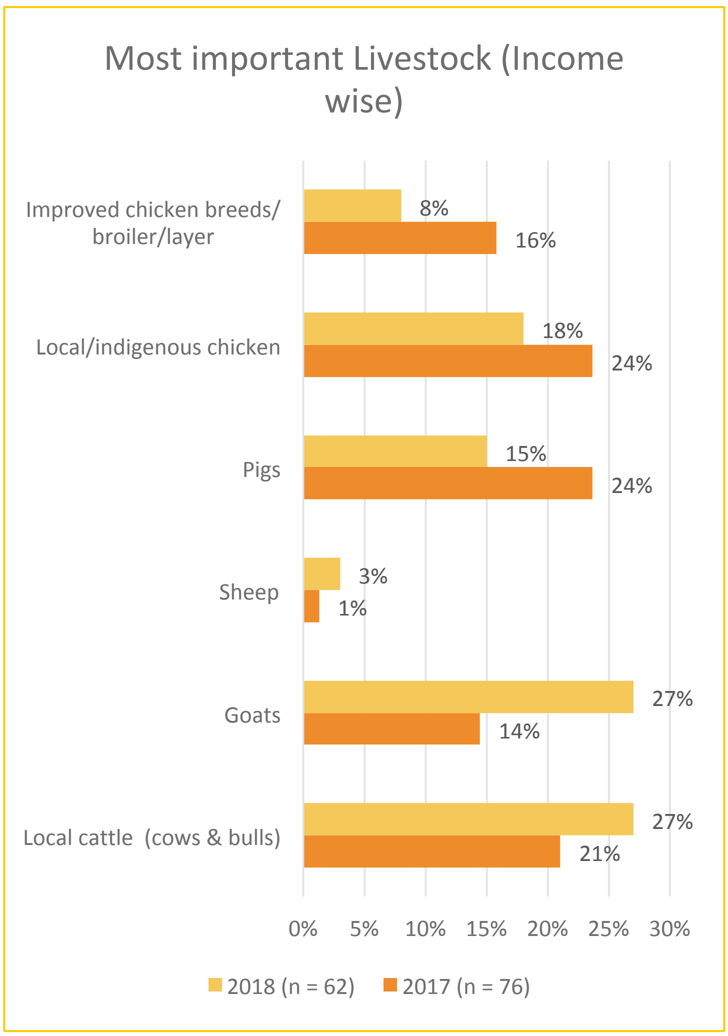
# General Production and Access to markets – Livestock

The biggest proportion (41%), urban youth rear goats mainly, 33% rear local indigenous chicken and 26% rear pigs.

Local chicken and pigs are considered to be the most income generating compared to goats and cattle.



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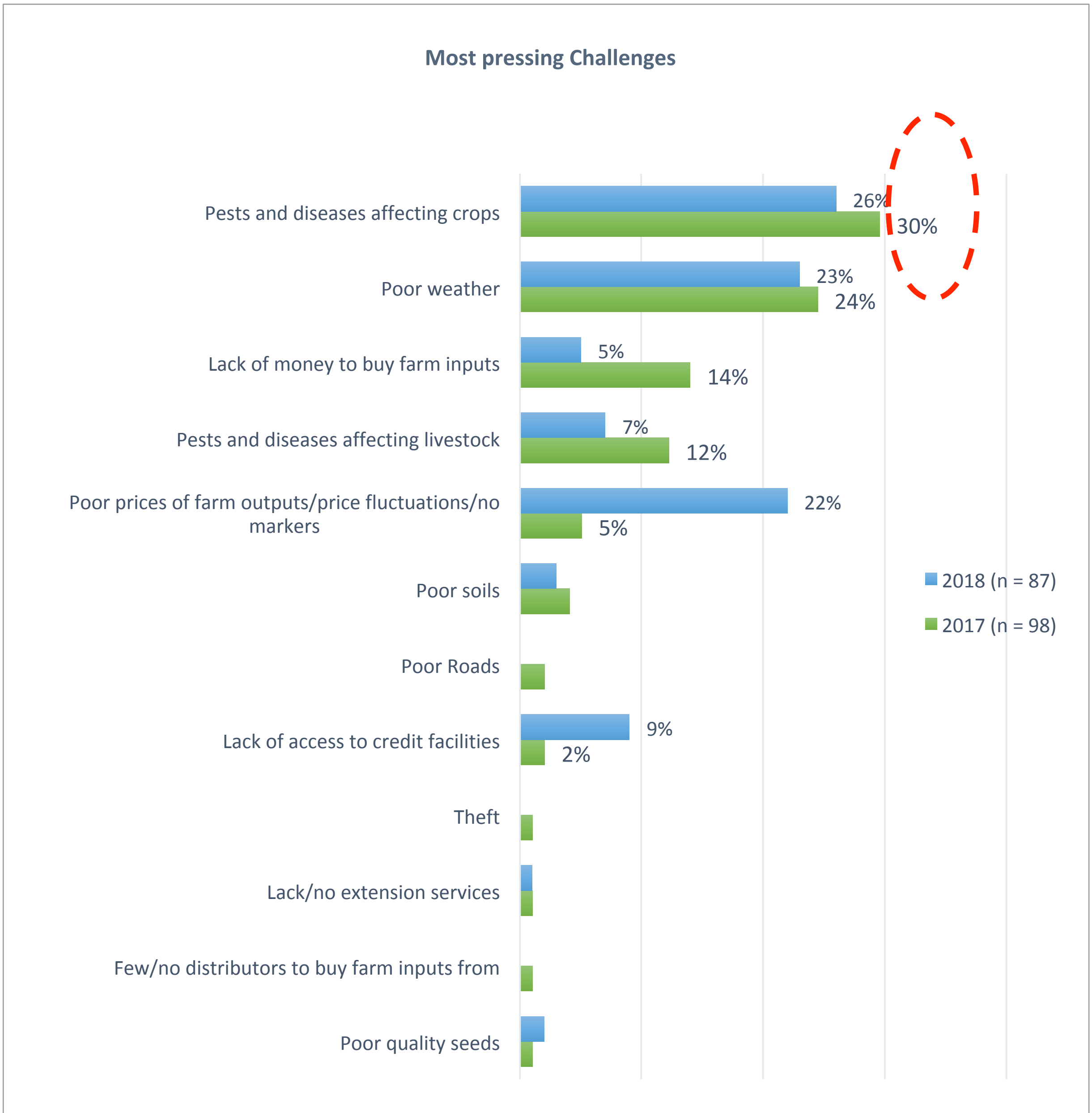
# Risks encountered

Crop pest and diseases and poor weather were the most pressing challenges in both years, however, the incidence of crop  pests and diseases was lower in 2018 (26%) than in 2017 (30%). Price fluctuation was a more significant challenge in 2018 (22%) than in 2017 (5%). There were declines in lack of money to buy farm inputs and livestock pests and diseases in 2018.



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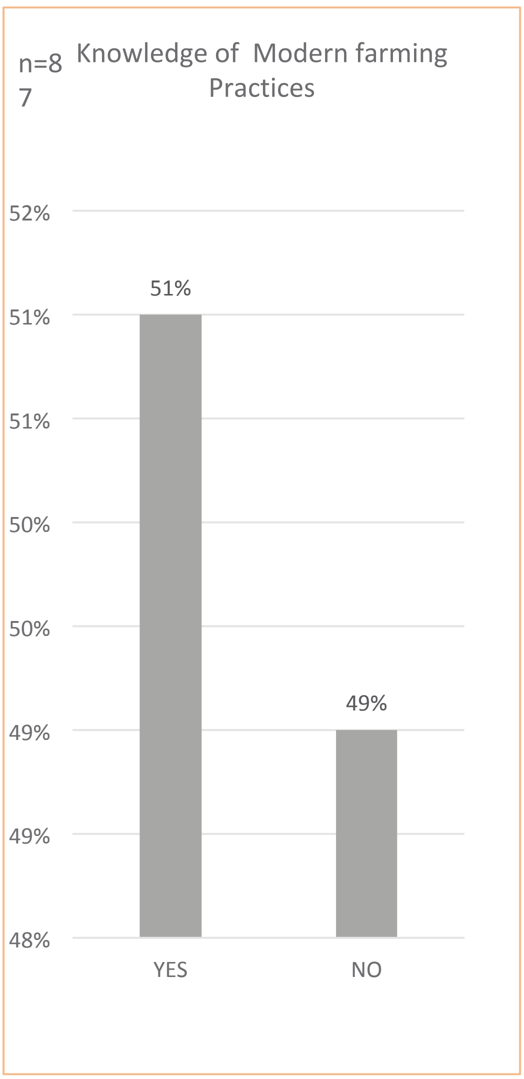
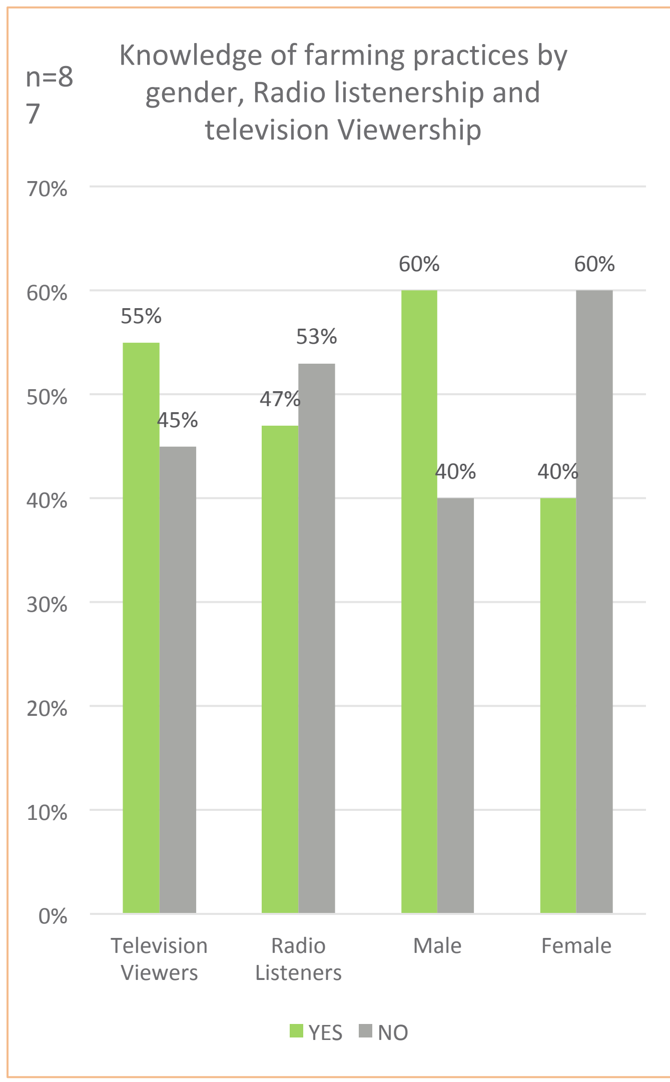
# Knowledge on Modern Farming Practices and Application


## Knowledge on Modern Farming Practices

Overall, Knowledge on modern farming practices is low at 49%. In a further analysis, by gender, more males (60%) were more aware of modern farming practices than females(40%). By channel, television viewers (55%), were more aware of modern farming practices than the Radio listeners(47%). Viewers are probably more exposed to programs that show farming practices than those that listen to Radio.



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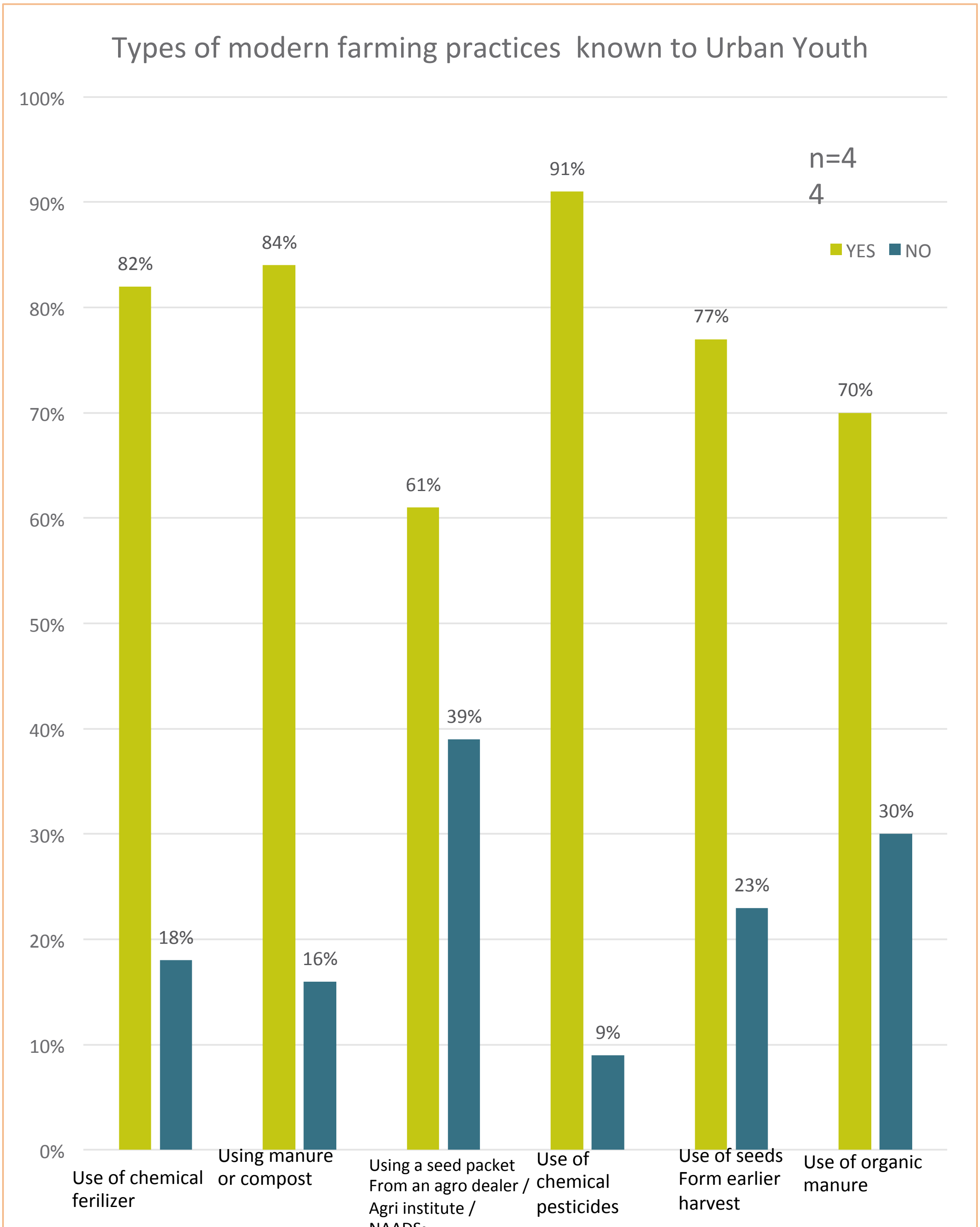
## Knowledge on Modern Farming Practices

Knowledge of modern farming practices is relatively high among the urban farming youth. Overall, most youth(91%), mentioned knowledge of chemical pesticides, manure or compost (84%) and use of chemical fertilizer (82%).

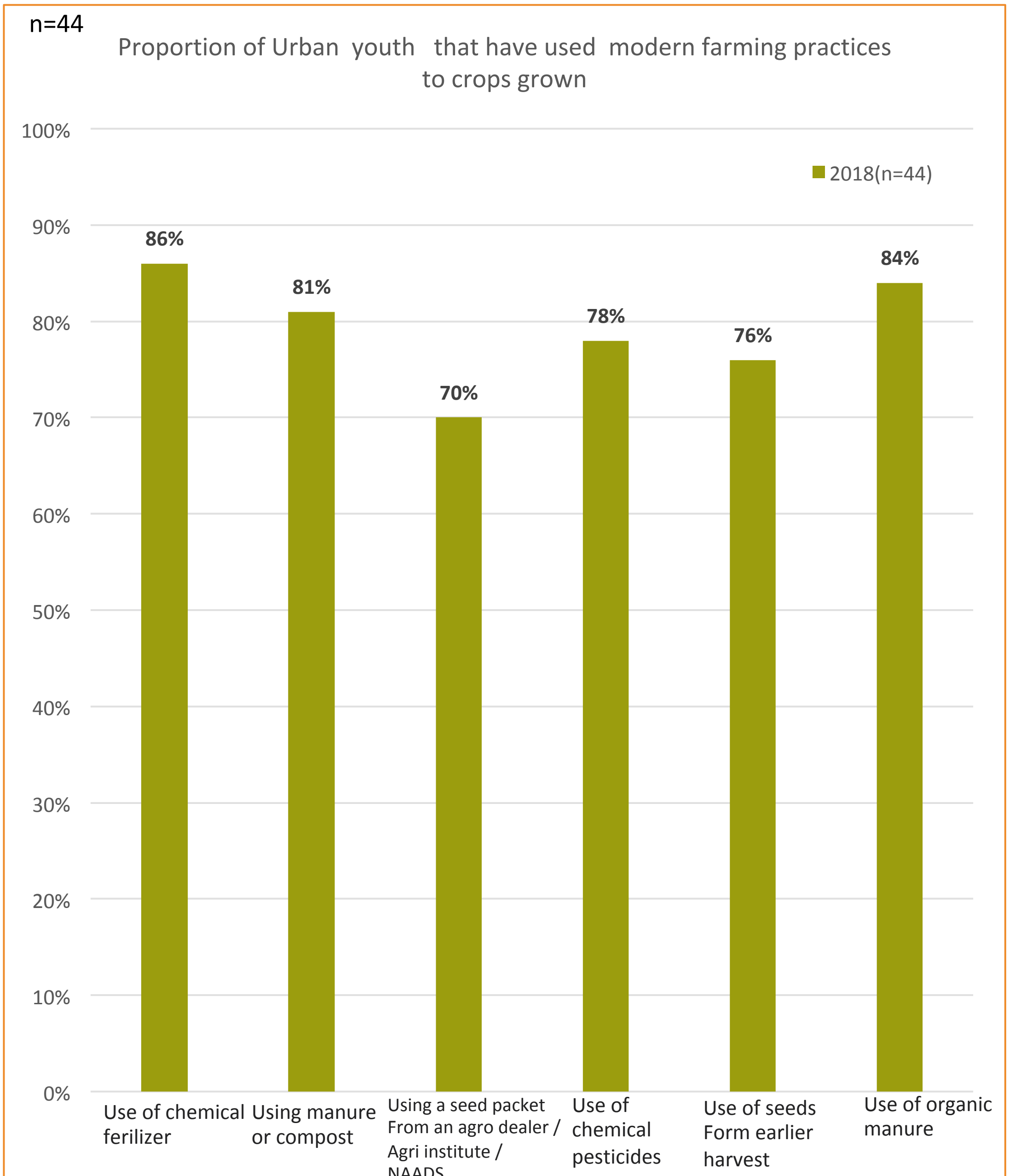





GAME CHANGERS

# Youth Applying Modern Farming Practices

Overall, urban youth that know of farming practices, Majority (86%), have applied chemical fertilizers, followed by organic manure (84%) and manure or compost (81%) to the crops they grow.



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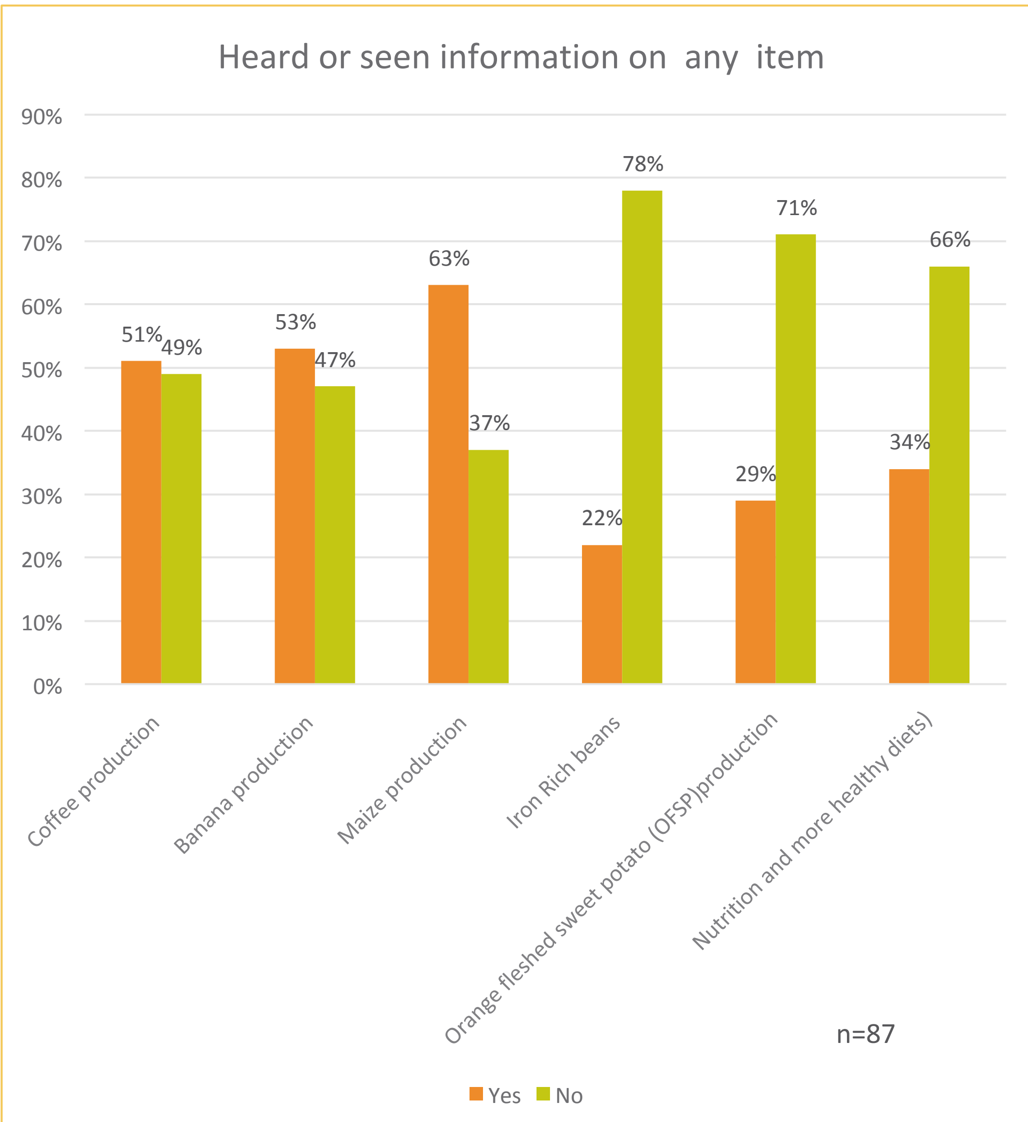
# EXPOSURE TO MPEKE TOWN MESSAGES

GAME CHANGERS

# Exposure To Mpeke Town Messages

Following the broadcast of several messages on different communication channels, Youth were asked whether they had heard or seen any information related to the production of specific crops and also information on Nutrition and diets in a period of 6 months. Findings indicate that maize production, banana production(53%) and Coffee production(51%), had exposure compared to Iron Rich beans (22%) and Orange fleshed sweet potatoes (29%) production that heard the least exposure.



# Communication Channels heard from

Overall, nearly all messages on specific crop production and nutrition and Health diets were mostly relayed through Television as the most common communication channel, this was closely followed by Radio. However, messages on iron rich beans were mostly relayed on television(37%) and secondly through Friends and neighbors(26%).

Table showing the communication channels through which messages were heard from

| | Radio | Television | News paper | Friends and neighbors | Village group/ SACCO/ Farmer group |
|---|---|---|---|---|---|
| Coffee production | 20% | **52%** | 5% | 9% | 5% |
| Banana production | 26% | **54%** | 0% | 9% | 7% |
| Maize production | 33% | **47%** | 0% | 5% | 2% |
| Iron Rich beans production | 16% | **37%** | 11% | 26% | 5% |
| OFSP production | 24% | **36%** | 4% | 12% | 12% |
| Nutrition and more healthy diets | 33% | **50%** | 3% | 3% | 0% |

# Radio Station from where messages were heard

Television (44%) was the most prominent source of information on orange fleshed sweet potato production, followed by radio (32%) and village groups (24%).

Television (53%) was the most prominent source of information on nutrition and more healthy diets, followed by radio (40%) and friends and neighbors (13%).

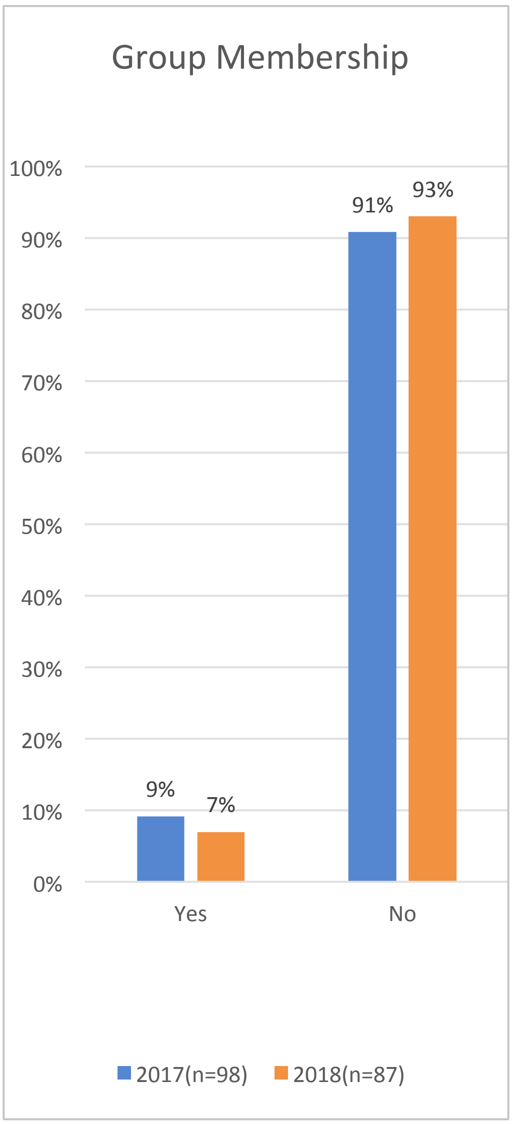
| | Bukede FM | X-FM | CBS 1 | CBS Emanduso | Beat FM | Vision FM | Super FM | Kisolo Radio | None |
|---|---|---|---|---|---|---|---|---|---|
| (Coffee production) n=18 | 50% | 0% | 33% | 11% | | | | | |
| Banana production) n =20 | 70% | 0% | 17% | | 17% | 17% | | | 50% |
| Maize production) n =27 | 78% | 4% | 20% | | | | 20% | | 60% |
| (Iron Rich beans production) n=11 | 36% | 0% | | | | | | | 64% |
| OFSP production) n=14 | 43% | 7% | | | | | | | 50% |
| (Nutrition and more healthy diets) n=18 | 50% | 11% | | | | | | 39% | 86% |

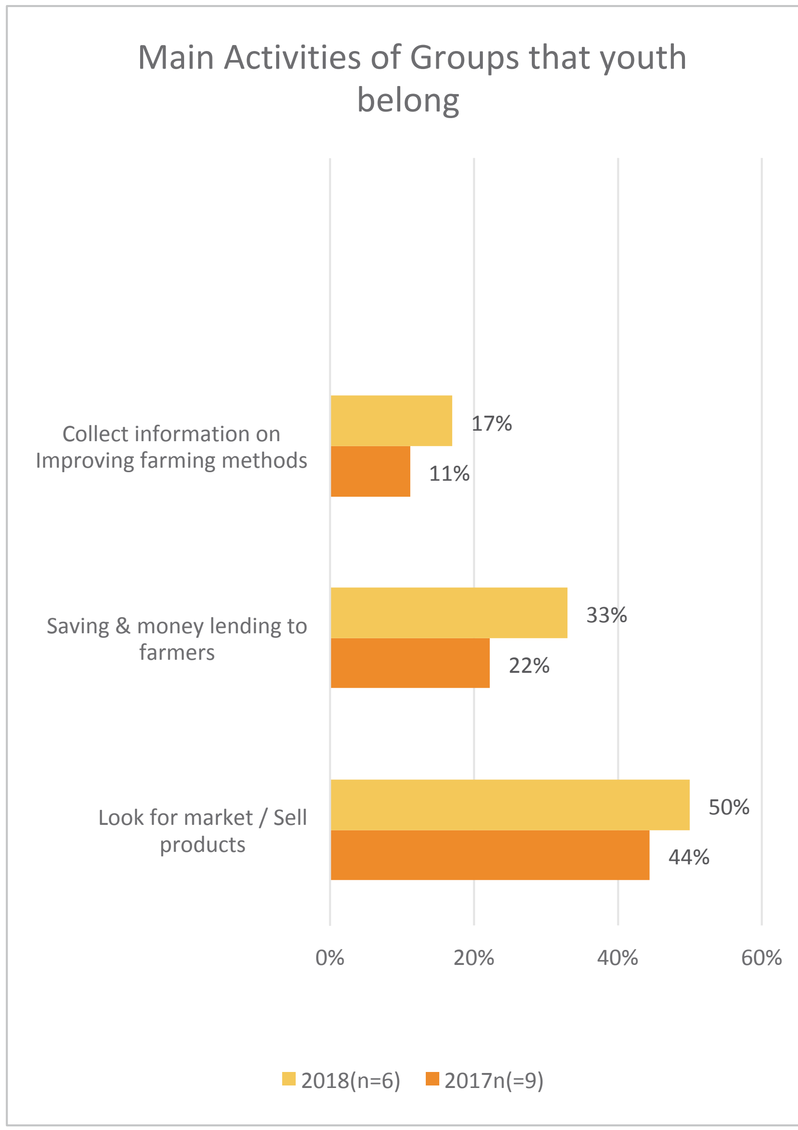
# GROUP MEMBERSHIP

# Group Membership

Group membership is not a common practice among youths. Very few (9%) in 2017 and (7%) in 2018 were members of groups.

Majority of the youths both 2017 and 2018 belonged to groups that look for market for farmer's products. More youth(33%), in 2018 belonged to groups that save and lend money to farmers compared to youth reached out in 2017, additionally more youth(17%), in 2018 than 2017 belonged to groups that collect information on improving farming methods.



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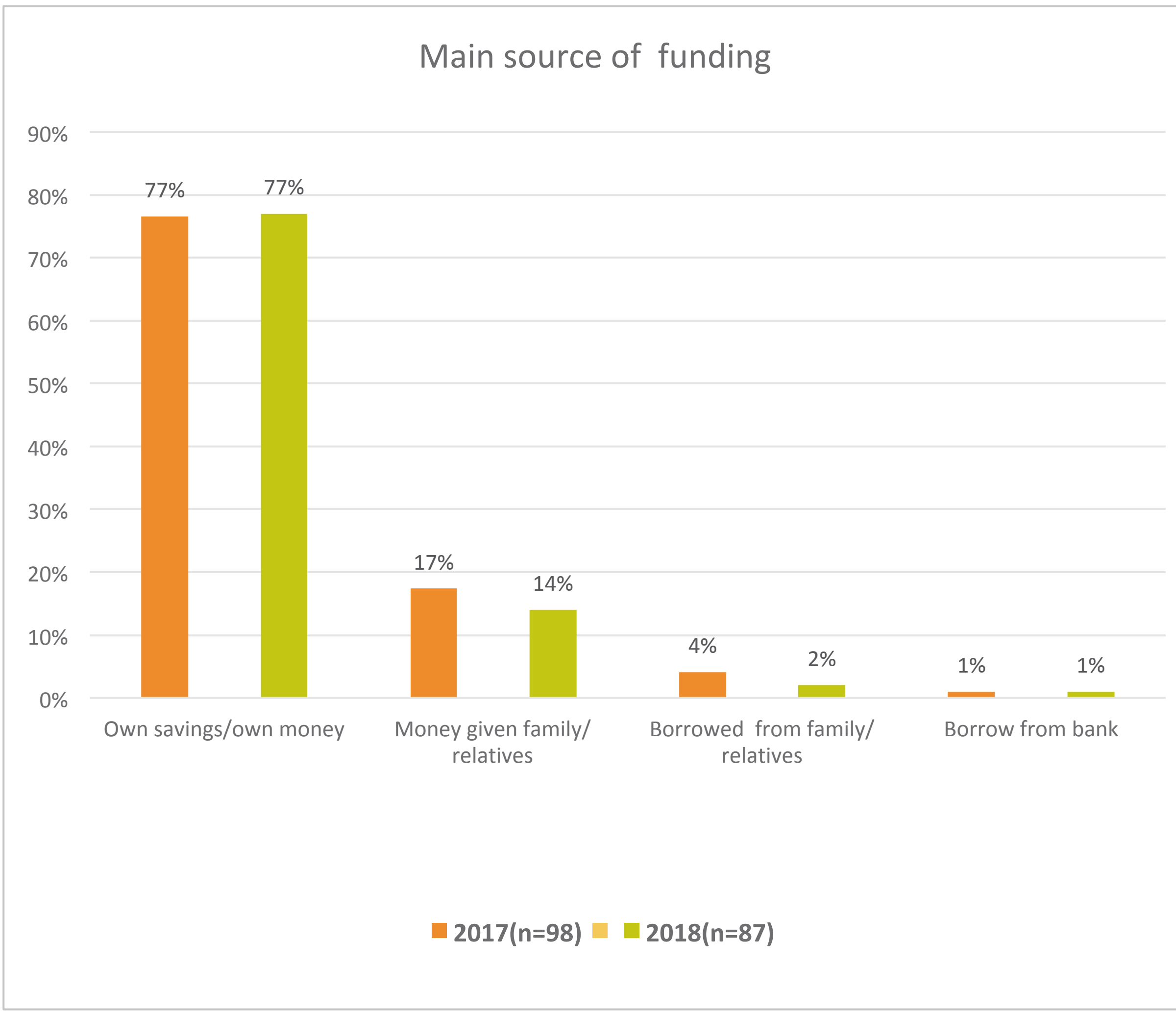
# FINANCING AGRICULTURAL ACTIVITIES

GAME CHANGERS Ipsos

# Sources for Financing Agricultural Activities

Own savings were main source of funding for farming activities in both years, followed by money given by family/relatives. More youths relied on money given or borrowed by family/relatives to finance their farming activities in 2017 than 2018.



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## Qualitative Information: Sources for Financing Agricultural Activities

Overall, majority of the Urban youth respondents indicated that they use mainly their personal savings from other sources , while others borrow from VSLAs to finance their farming activities

"I am still solely depending on my income from the shop; I haven't yet started getting loans", ***R1 Makindye Youth Group***

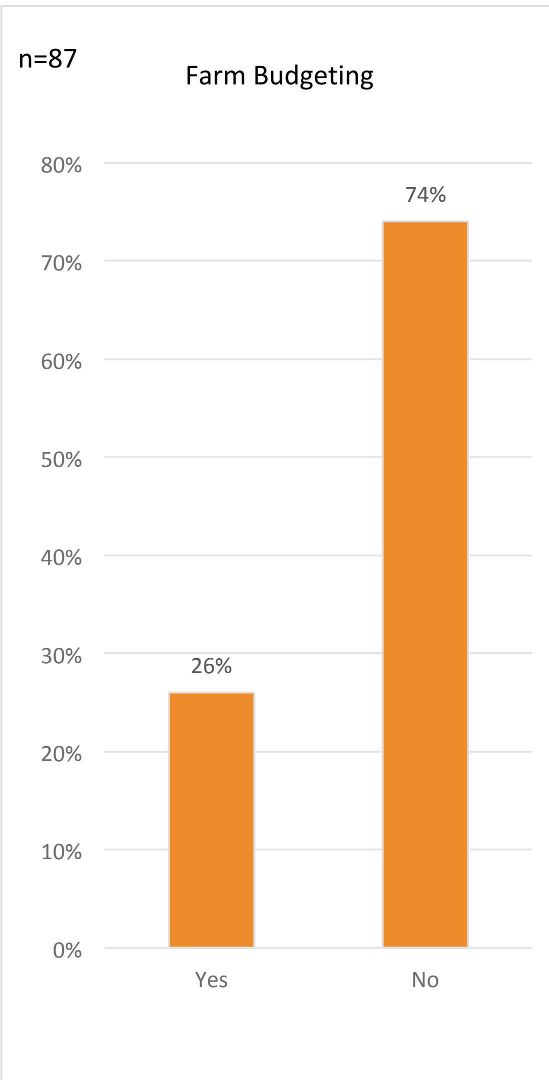
"My personal savings do the magic", *R4 Youth Group Makindye*

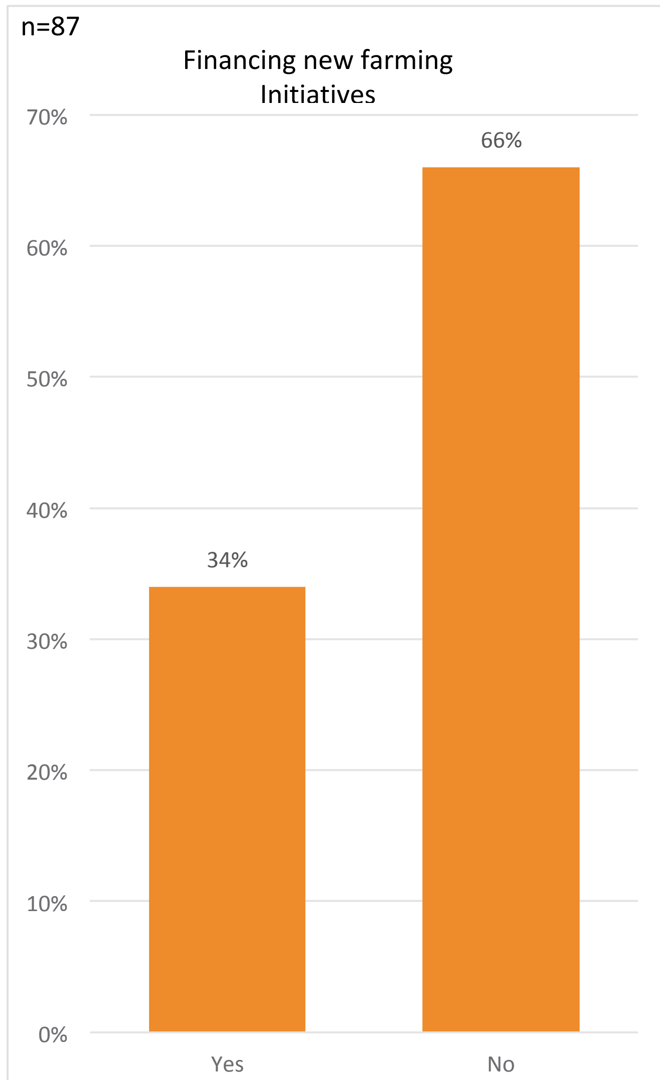
"I only depend on my own income and savings, I fear taking loans because those people are thieves, their aim is to confiscate one's property given as collateral security", ***R4, Youth group Lubaga***

"We have VSLAs where we get small loans that we use and then repay after harvesting***", R4 Kawempe Youth Group***

# Access to Information on Financing

Majority have not heard any information on farm budgeting (74%) and on financing new farming initiatives (66%). More have heard information on financing new farming initiatives (34%) than on farm budgeting (26%).






GAME CHANGERS

# Qualitative Information: Access to Information on Financing and raising finances for business initiatives

Nearly all respondents from the youth groups had no access to information regarding farm budgeting though others have awareness already. Some youth had seen information on raising finances for business initiatives.

“That is where they taught us that we can form groups of farmers and get loans from them Instead of borrowing from banks or individuals whose interest rates are too high.”, ***R4, Youth group Makindye Group***

“I think that is the skit they played about forming groups to market produce and also learn how to save in order to be able to finance one’s business”, ***R5 Youth Group Lubaga***

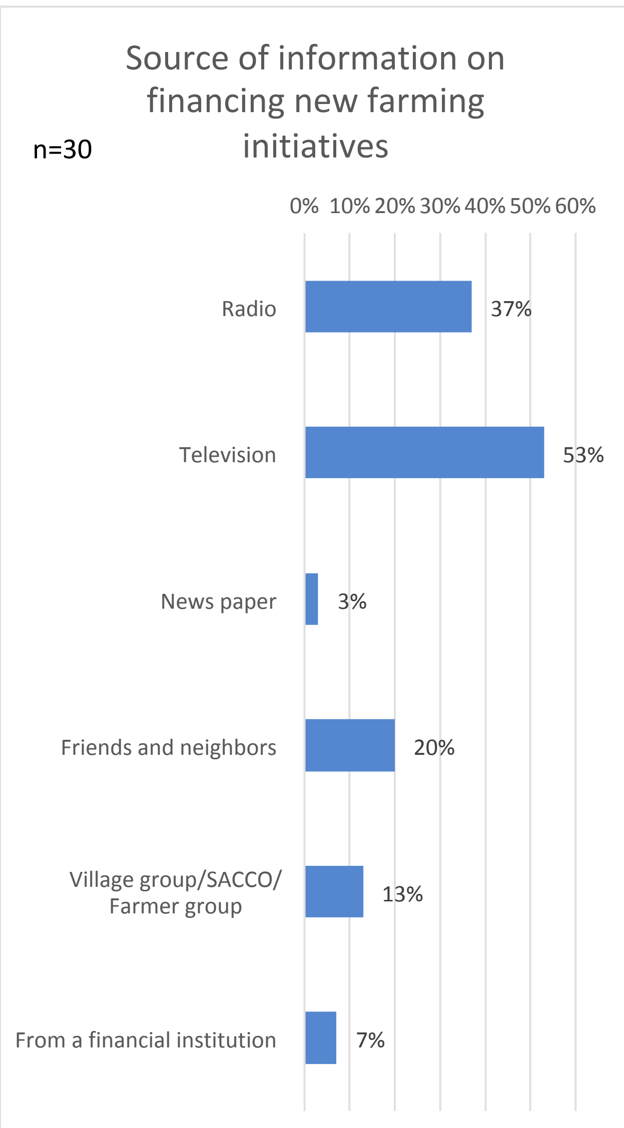
“I remember they said that one needs to note down what they have used prior to planting, how much they have sold at and the profits earned; then after they encourage you to save some part of the profits, Youth group”, ***R2 youth group Kawempe***

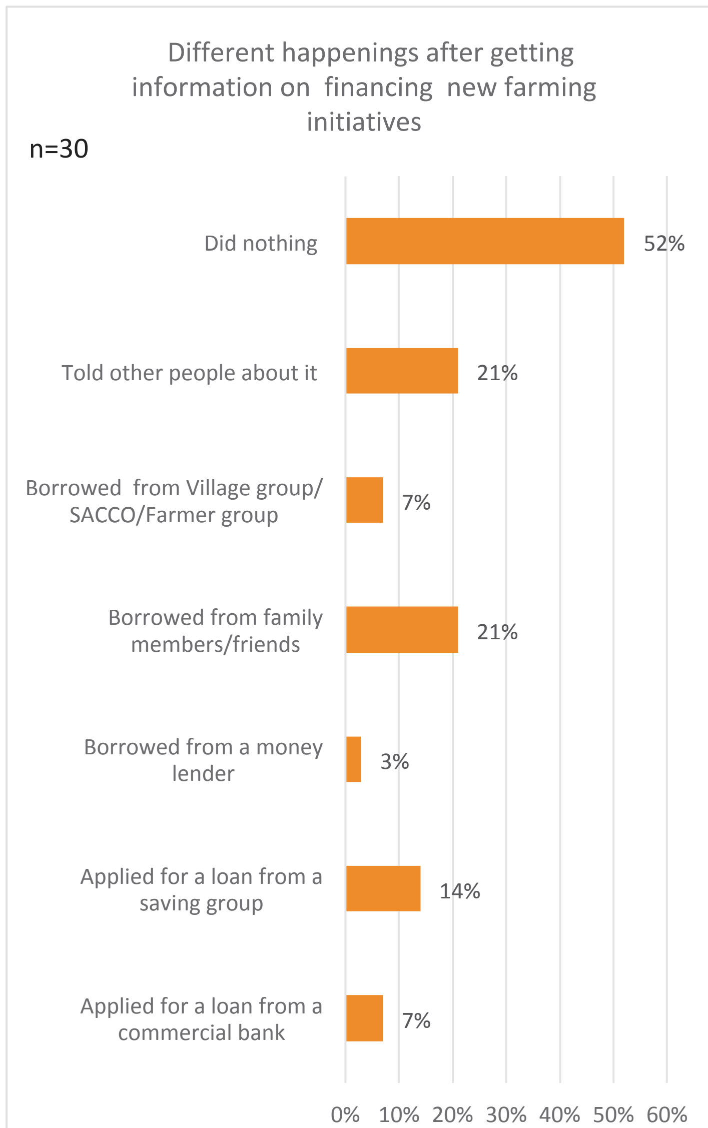
“But what I am thinking about that, one must make financial preparation for his farm prior to commencing of a particular season; how much they will spend on what etc” ***R6 Youth group Lubaga***

# Access to information about Financing Sources

Majority (53%) of information on financing new farming initiatives was sourced from television. Other main sources include radio (37%), friends and neighbors (20%) and farmer groups (13%).

Majority (52%) did nothing after getting information on financing new farming initiatives. Others told other people about it (21%), borrowed from family members/friends (21%) and applied for a loan from a saving group (14%).



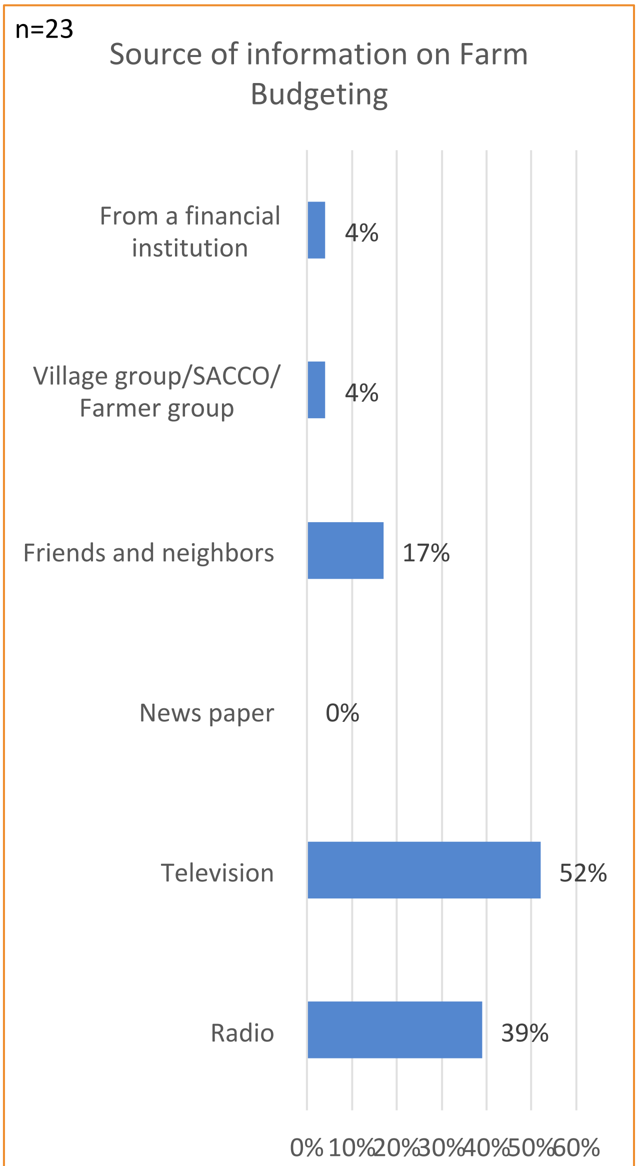


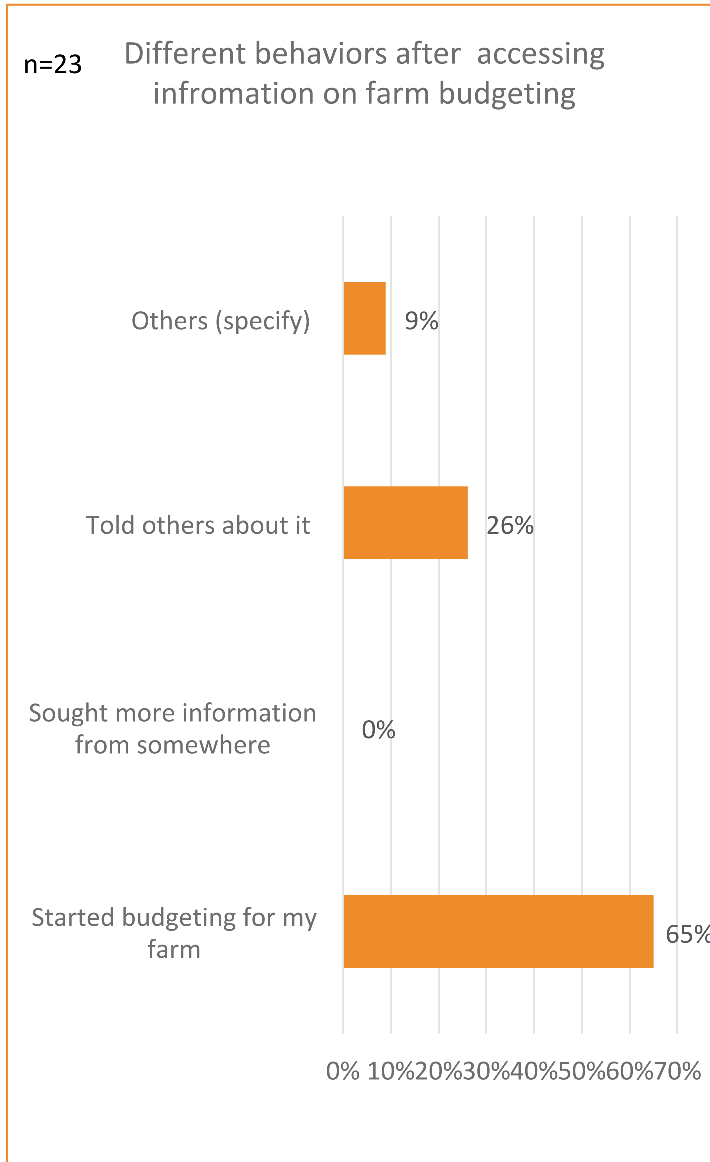

GAME CHANGERS

# Access to information  about Financing Sources

Majority (52%) of information on farm budgeting was sourced from television. Other main sources include radio (39%), friends and neighbors (17%) and friends and farmer groups (4%).

Majority (65%) started budgeting for their farm after getting information on farm budgeting while . Others told others about it (26%).



# Access to information about Financing Sources

**Qualitative Information.** Youth were asked what they were doing differently after seeing the Mpeke messages and majority indicated that they would have tried, but were challenged with lack of capital start, while a few acknowledge change in farming, practices

"I also haven't put anything into practice because I have limited land but very soon, probably next year I will try it out because I intend to hire some land and use it for farming" R7, Lubaga

"Most things they show require capital which we don't have", ***R4 Youth Group Kawempe***

"I started farming just in front of my house where there is very little space; now I have some vegetables there yet previously I thought farming should be only in a big piece of land" ***R4 Youth group -Lubaga Division***

"I also tried to make my own fertilizers and use them and I must admit that nowadays my yields area more and better***",R3 Respondent Lubaga***

"I tried using the manure and also farming bananas they showed us on the program and I must say they are coming out very well; better than I even expected" .***R3, Lubaga Youth Group***

"I tried out those orange fleshed sweet potatoes and they came out very well though most people still love the local/ordinary sweet potatoes because these ones were too orange but those who understand them bought all of them from me, ***R4, Lubaga Youth Group***

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# EXPOSURE TO MPEKE TOWN

GAME CHANGERS

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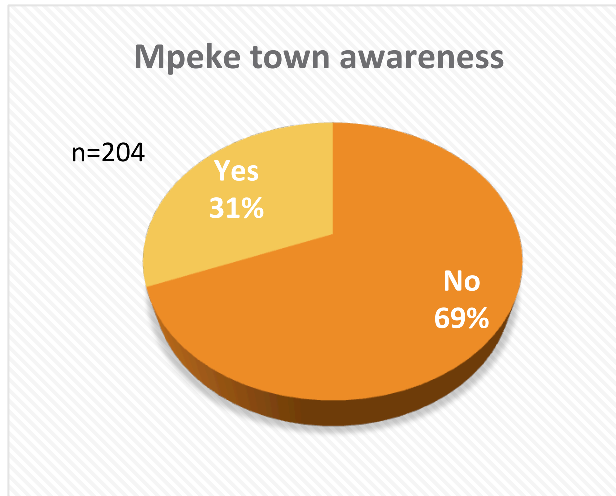
# Exposure of Mpeke Town

A few (31%) were aware about Mpeke Town. Greater awareness of Mpeke Town was among the viewers (43%) than the listeners (20%). Awareness was higher among (43%)females than males (21%).




| | TOTAL | Viewer | Listener | Gender of the respondent | | District; |
|---|---|---|---|---|---|---|
| | | | | Male | Female | KAMPALA |
| **TOTAL** | **204** | **102** | **102** | **108** | **96** | **204** |
| | **100%** | **100%** | **100%** | **100%** | **100%** | **100%** |
| No | 140 | 58 | 82 | 85 | 55 | 140 |
| | 69% | 57% | 80% | 79% | 57% | 69% |
| Yes | 64 | 44 | 20 | 23 | 41 | 64 |
| | 31% | 43% | 20% | 21% | 43% | 31% |

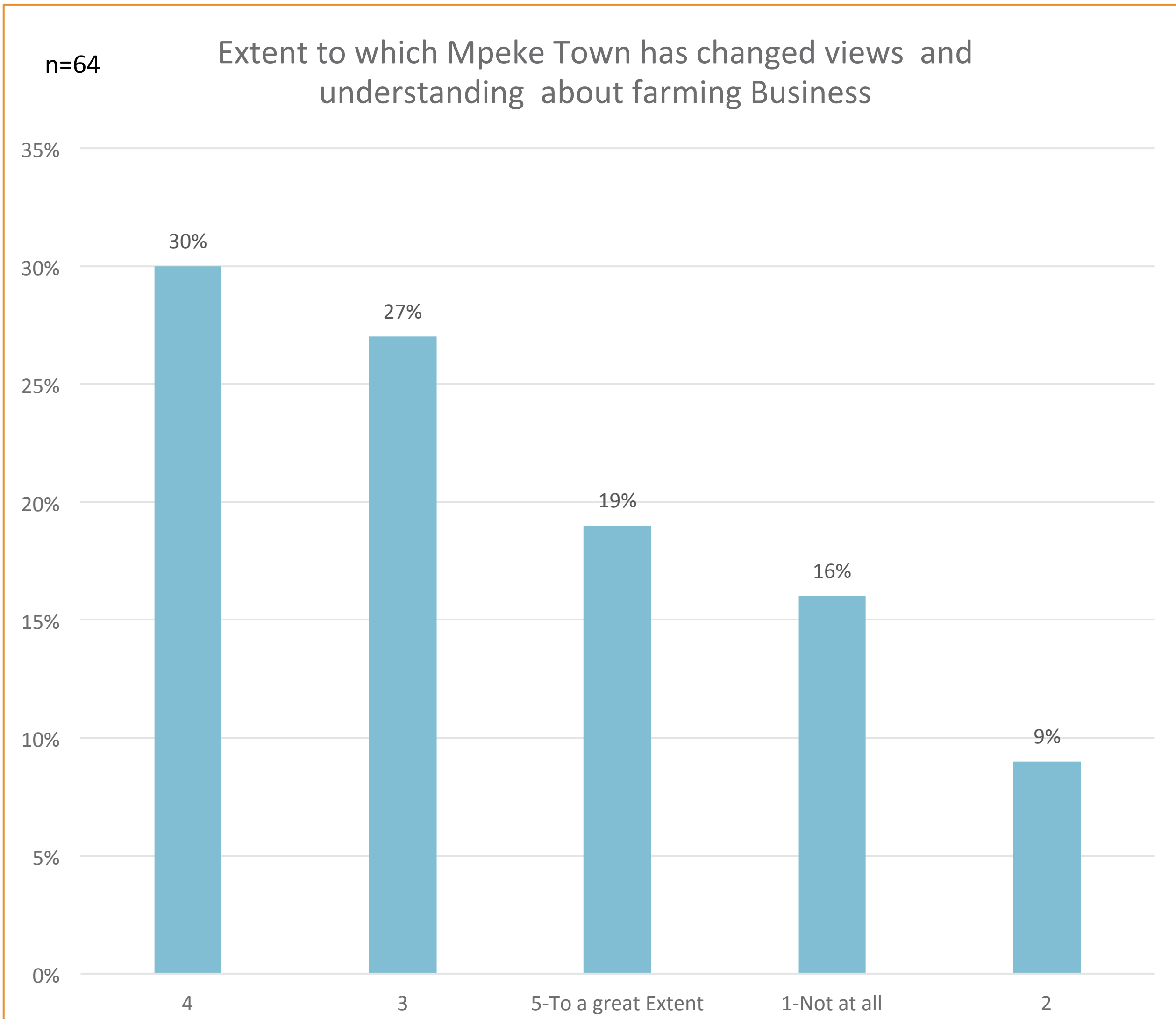
# Source for Mpeke Town

Overall, Mpeke town, was mostly viewed on Television(92%), followed by radio(5%). By gender, Males, were more exposed to Mpeke Town compared to the females.

| | Respondent | | | Gender of the respondent | |
|---|---|---|---|---|---|
| | **Total** | **Viewer** | **Listener** | **Male** | **Female** |
| | **64** | **44** | **20** | **23** | **41** |
| Radio | 5% | 0% | 15% | 4% | 5% |
| Television | 92% | 100% | 75% | 96% | 90% |
| News paper | 2% | 0% | 5% | 4% | 0% |
| Friends and neighbors | 3% | 0% | 10% | 0% | 5% |
| Village group/ SACCO/Farmer group | 0% | 0% | 0% | 0% | 0% |
| From a financial institution | 0% | 0% | 0% | 0% | 0% |
| Others (specify) | 0% | 0% | 0% | 0% | 0% |

# Rating

Over half of the youths experienced a positive change about farming as a business after exposure to Mpeke Town. 19% of youth farmers indicated that their views and understanding had changed to a greater extent after Mpeke Town. A few (16%) indicated that their views hadn't changed at all.



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# INFORMATION REQUIRED BY YOUTH TO BECOME BETTER FARMERS

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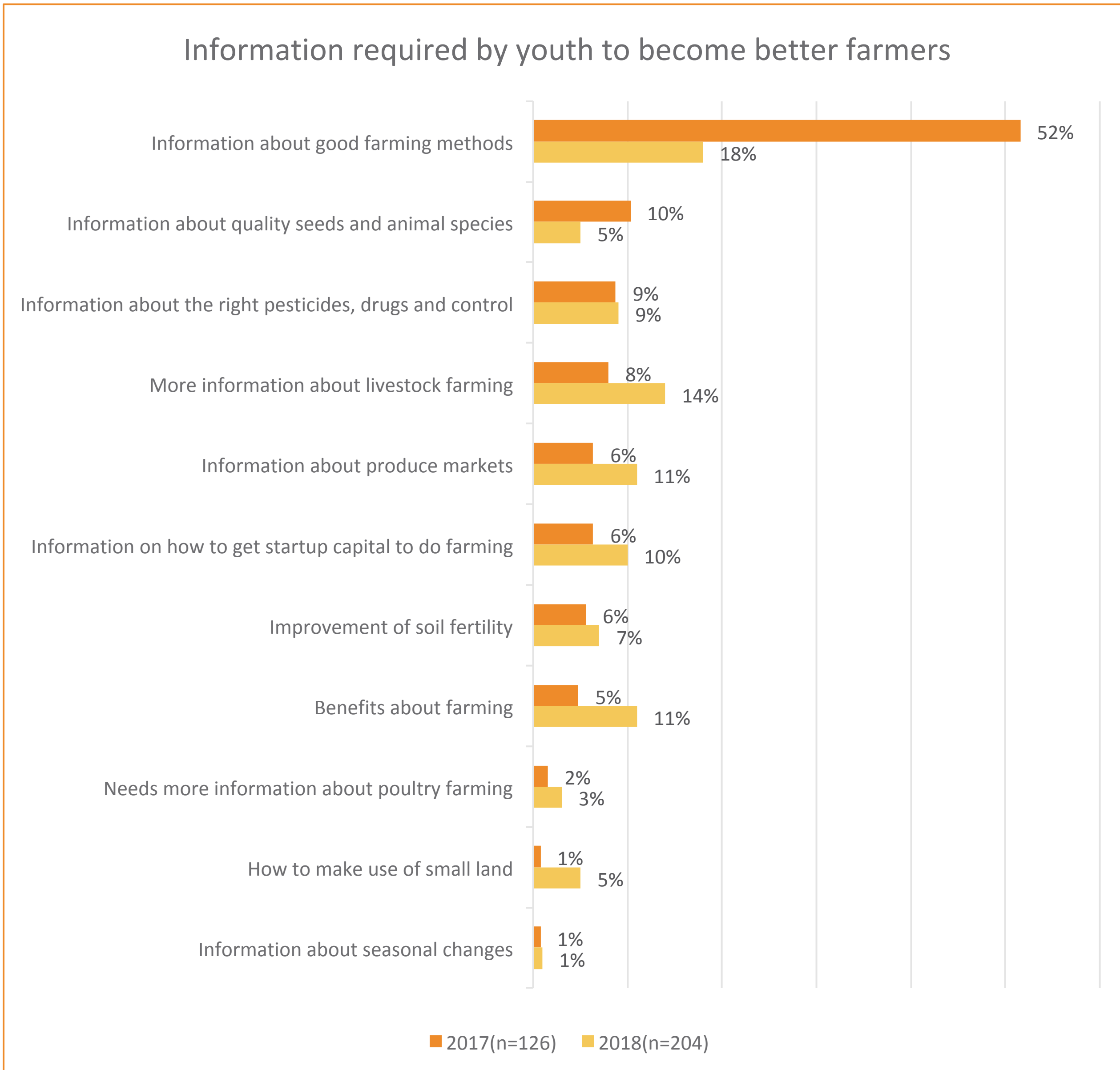
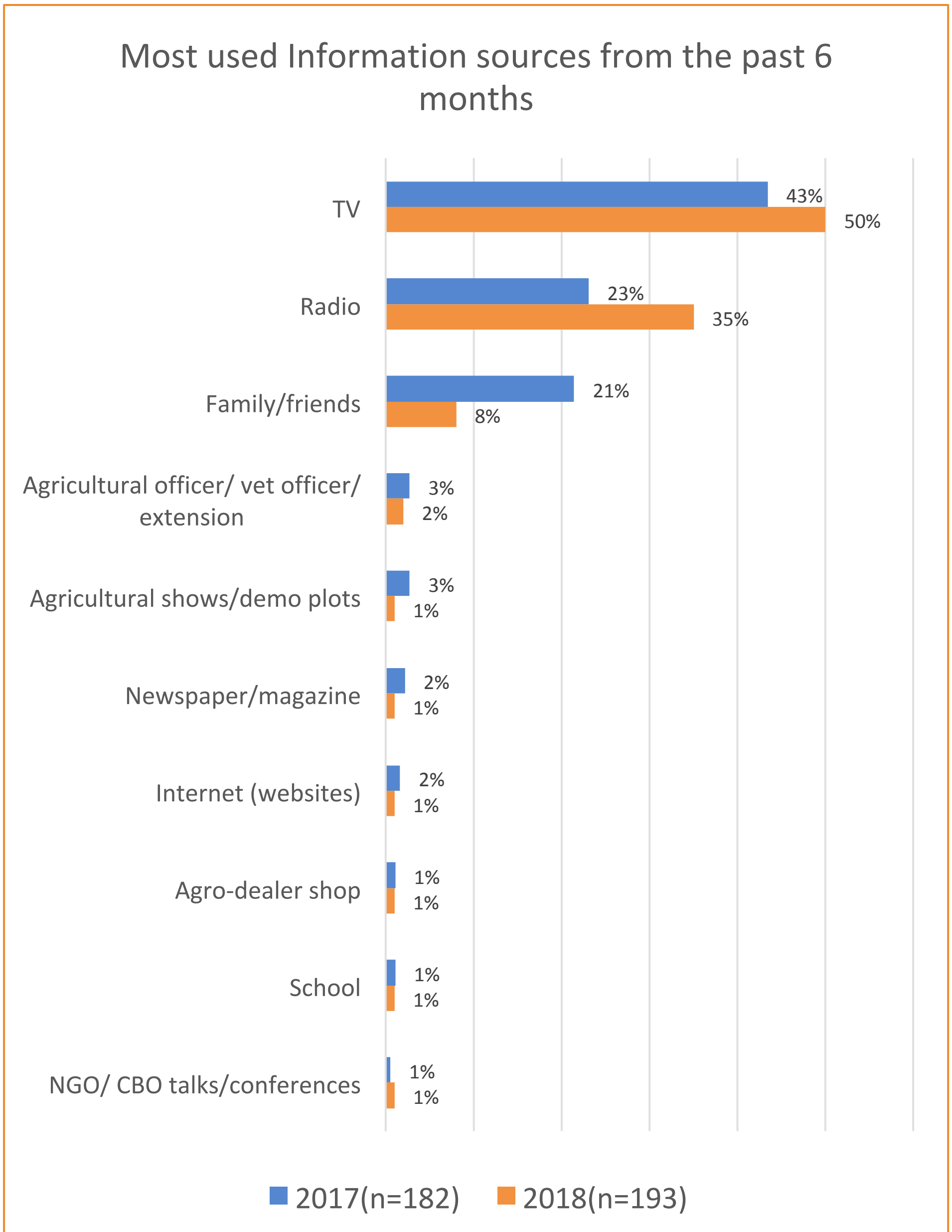
# Information requirements

Majority required information on good farming methods, however, fewer (18%) in 2018 than (52%) in 2017 required information on good farming methods. The other most required information in 2018 was information about livestock farming (14%), produce markets (11%), farming benefits (11%) and how to get startup capital (10%).



# Information Sources

Television (43%) in 2017 and (50%) in 2018 was the most used source of information in the past 6 months.





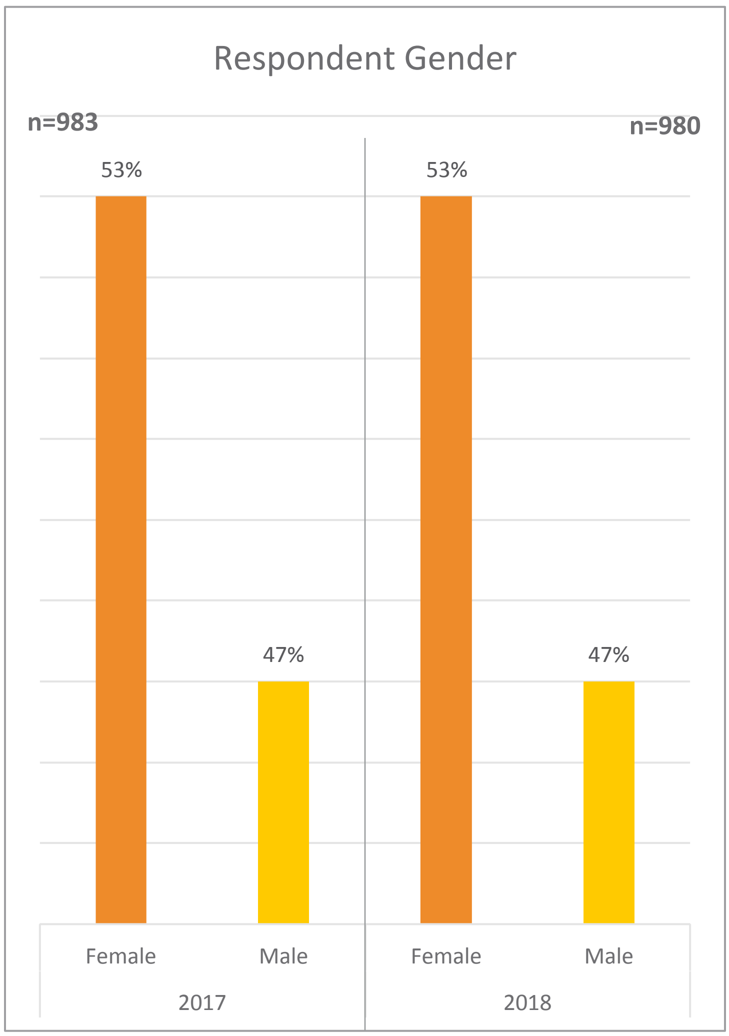

GAME CHANGERS

# VI. PERI URBAN / RURAL SURVEY RESULTS

# FARMERS - KEY DEMOGRAPHIC INFORMATION

# Demographics

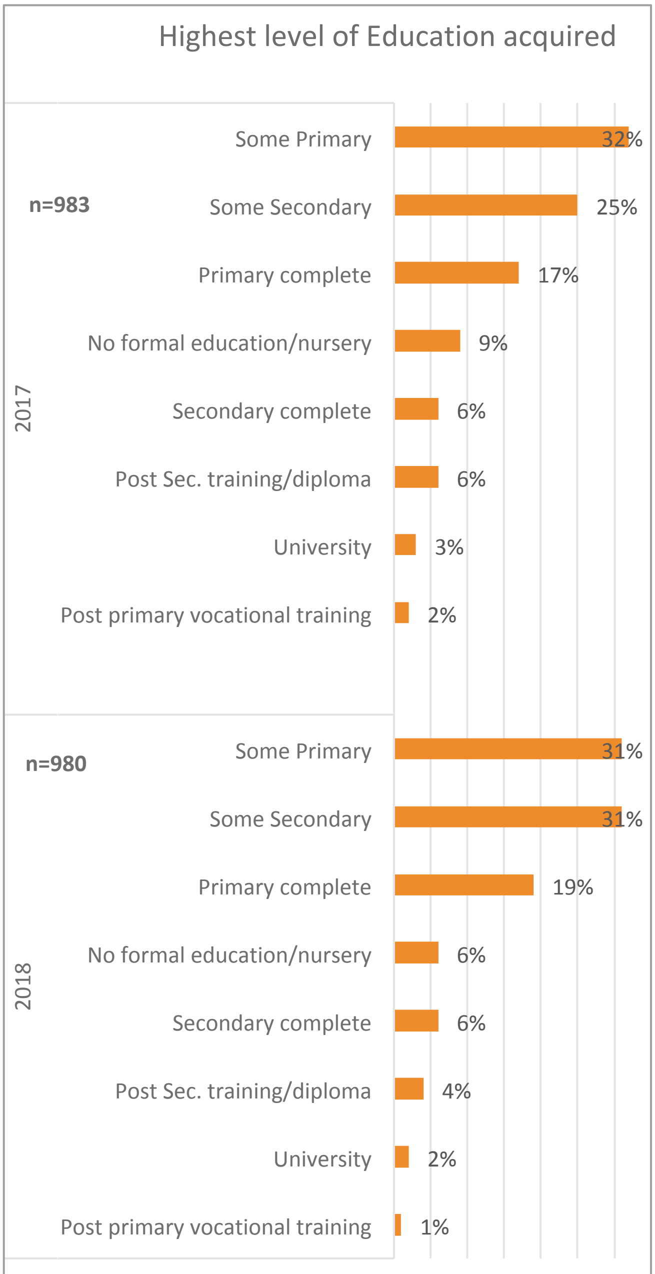
The sample size for the famers was 983 in 2017 and 980 in 2018. By Gender, majority (53%) of the respondents were female and (47%) male in both 2017 and 2018.

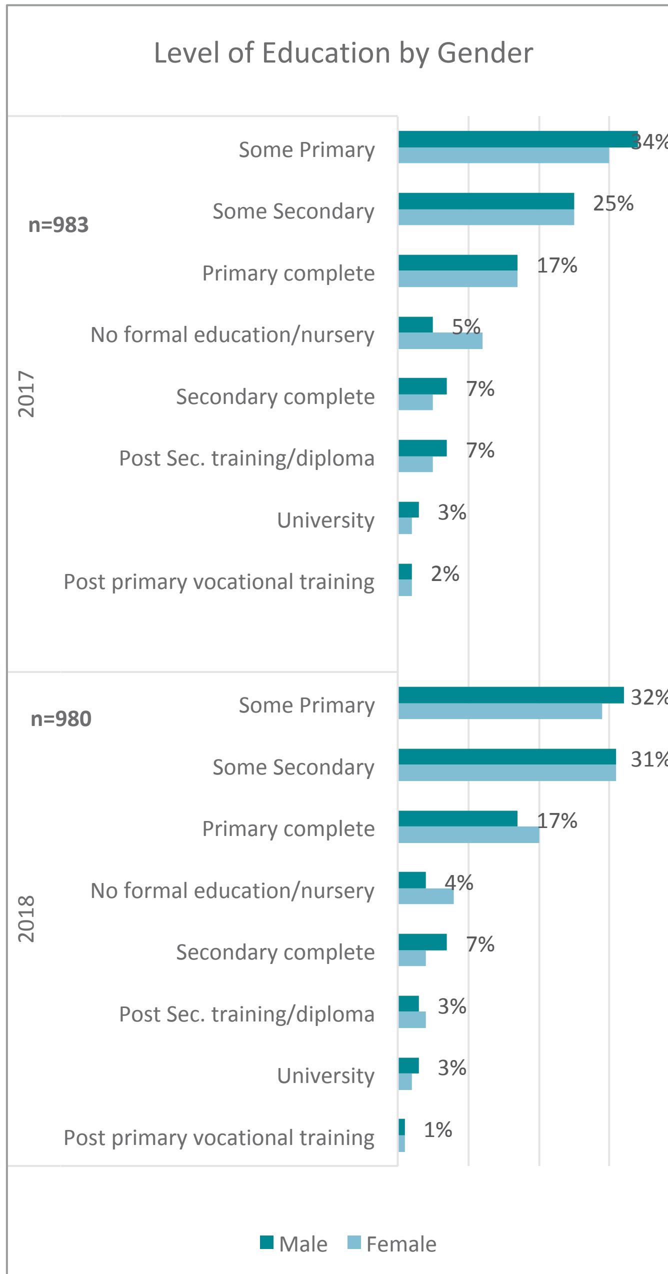


# Education

Overall, majority of farmers reached out in both 2017 and 2018 have acquired some primary as their highest level of education, acquired. In 2018, more farmers reached out had some secondary compared to 23% in 2017.

Overall by Gender, majority of males reached out in both 2017 and 2018 had some primary education as their highest level of education compared to females. In 2018, slightly more females than males had primary complete compared to males.



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# MEDIA CONSUMPTION HABITS

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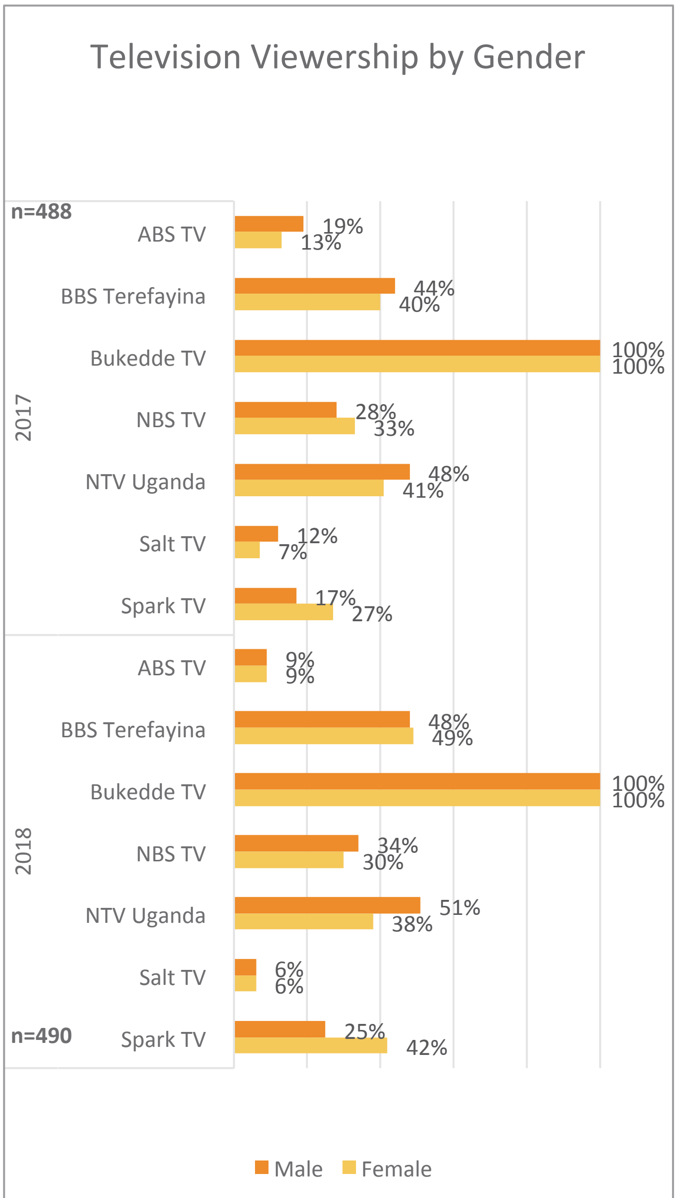
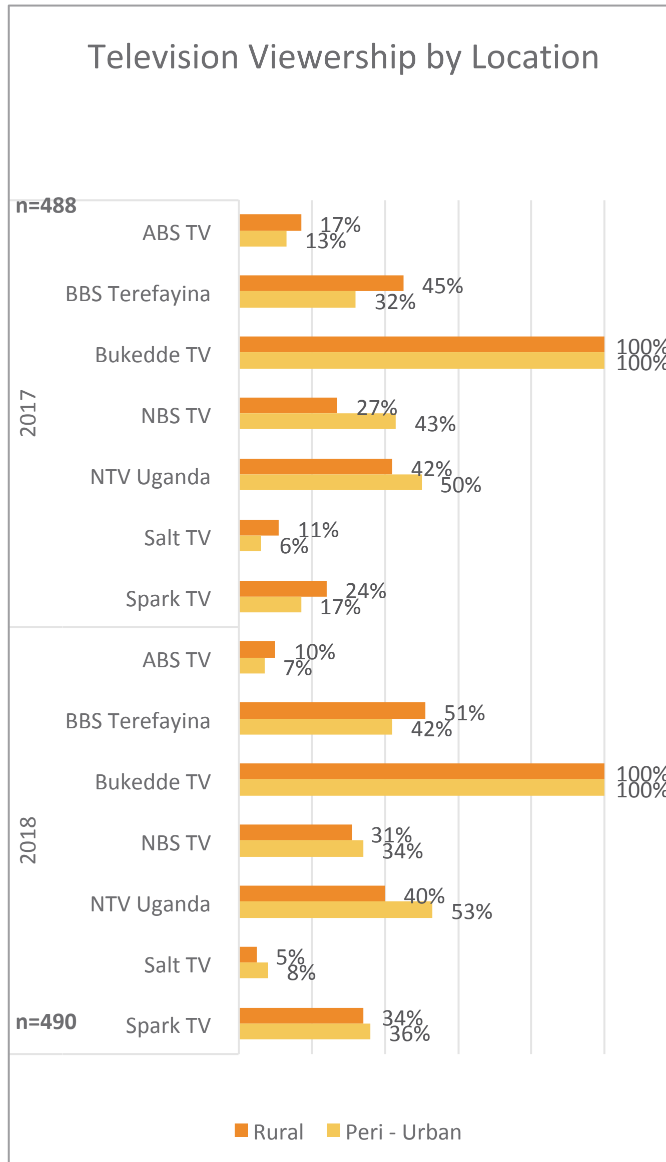
# Television Viewership

Bukedde TV was the most watched by both males (100%) and females (100%) in both 2017 and 2018, followed by NTV Uganda and BBS Terefayina. By gender, viewership of NTV Uganda and BBS Terefayina were higher in 2018 than 2017.

All rural farmers (100%) in both 2017 and 2018 watched Bukedde TV, as well all peri – urban farmers (100%) in both 2017 and 2018 watched Bukedde TV. Viewership of BBS Terefayina increased in both locations in 2018. Viewership of NTV Uganda declined among rural farmers in 2018.



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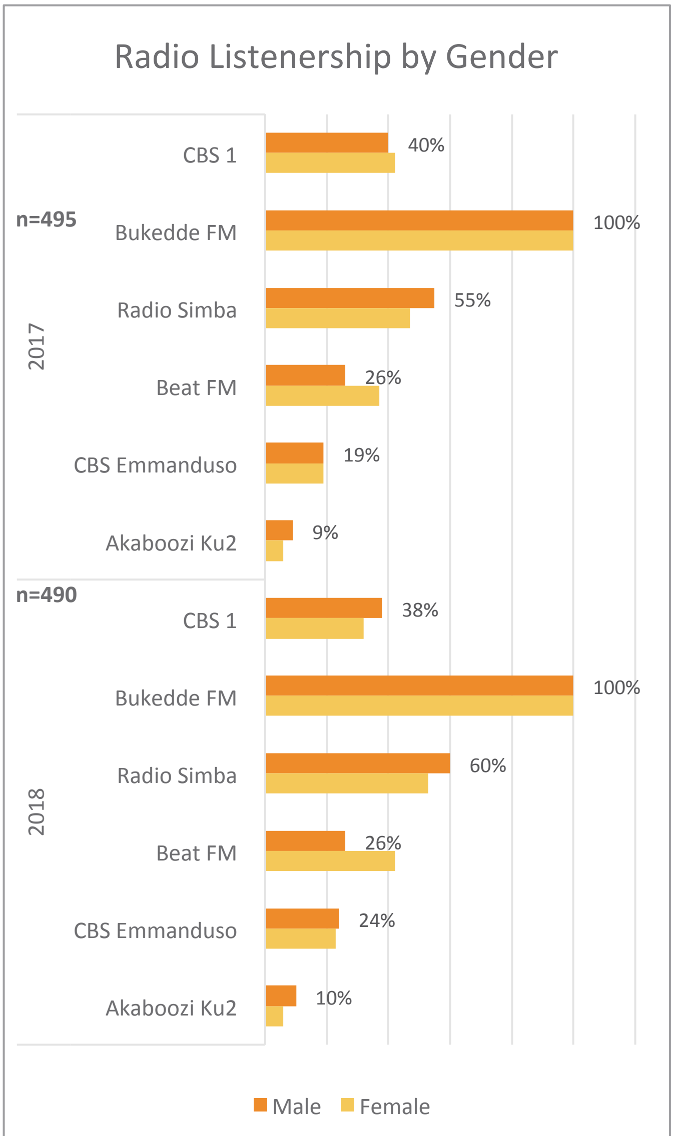
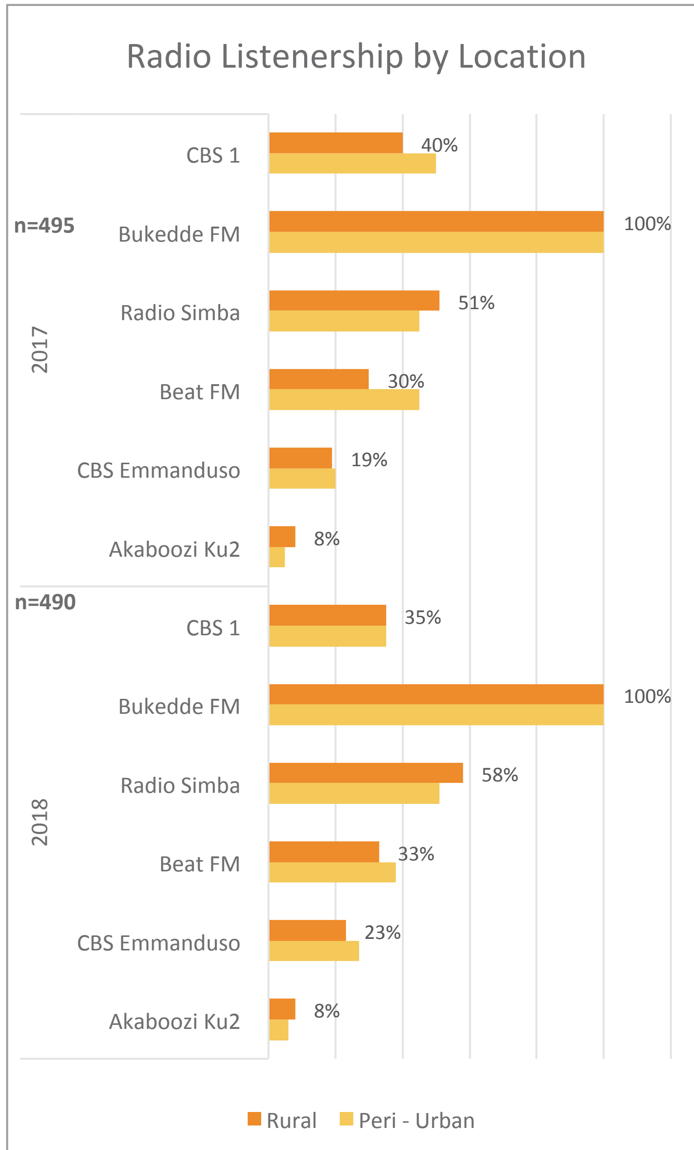
# Radio Listenership

All respondents (100%) of the male and female farmers in both 2017 and 2018 listened to Bukedde FM, More male farmers listened to Radio Simba (60%) in 2018 than in 2017 (55%) as well, more female farmers listened to Radio Simba (53%) in 2018 than in 2017 (47%). The farmers also listened to CBS 1.

Bukedde FM (100%) was most listened to by both rural and peri – urban farmers in both 2017 & 2018. In 2018, more rural farmers listened to Radio Simba (58%) than in 2017 (51%), as well more Peri –urban farmers (51%) listened to Radio Simba in 2018 than in 2017 (45%).



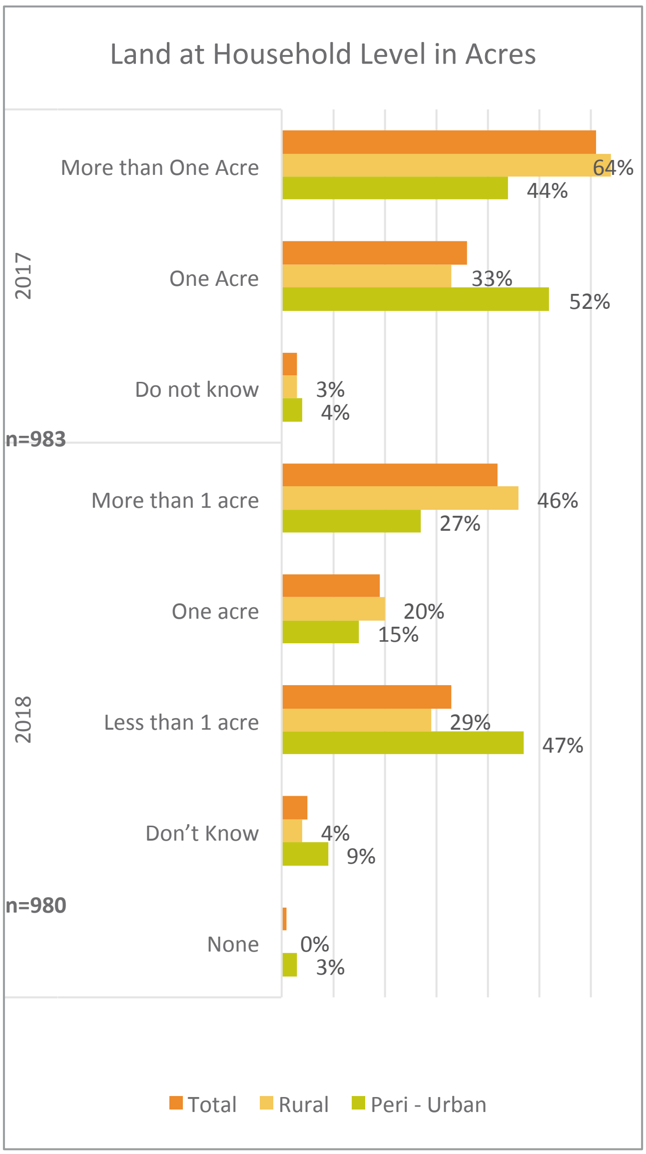



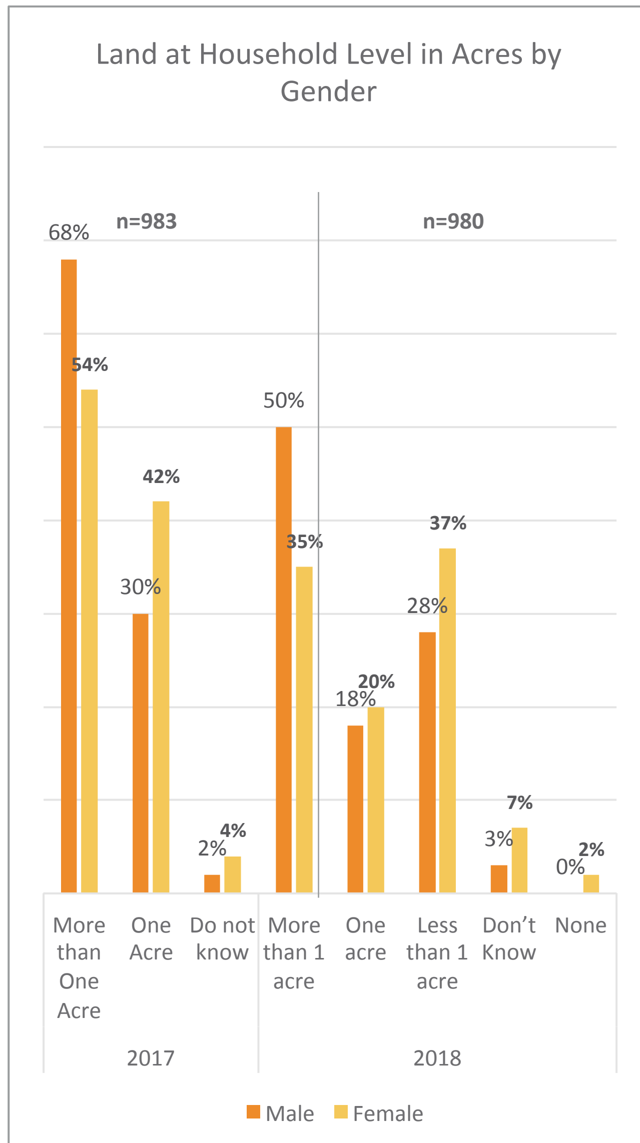
# Land Ownership

# Land Ownership

In 2017, more farmers (61%) owned more than one acre of land at their current residence than in 2018 (42%). By location, most farmers(64%), in rural areas, owned more than one acre at their current location, compared to 46% farmers reached in 2018. More farmers (44%) in peri urban locations, owned more than one acre at baseline in 2017 compare to only 27% farmers in 2018.

Overall, at both levels, more males than females own land more than an acre while more females than males own land either equal to an acre or less. At baseline, more males (68%) than females (54%) owned more than one acre at their current residence compared to (50%) males and (35%)females at evaluation.



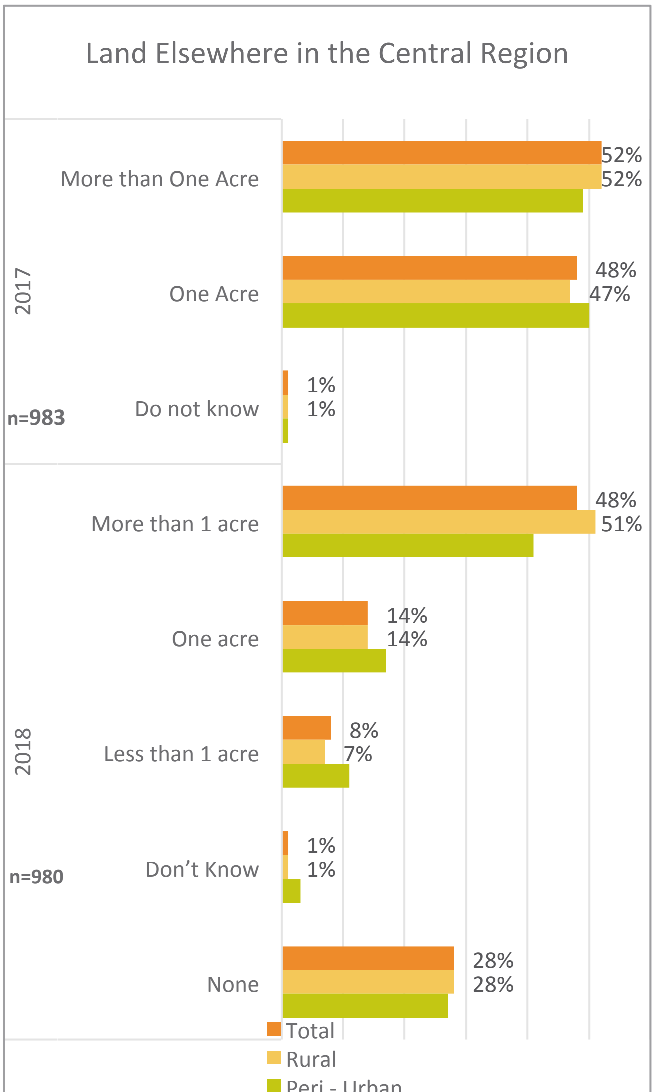


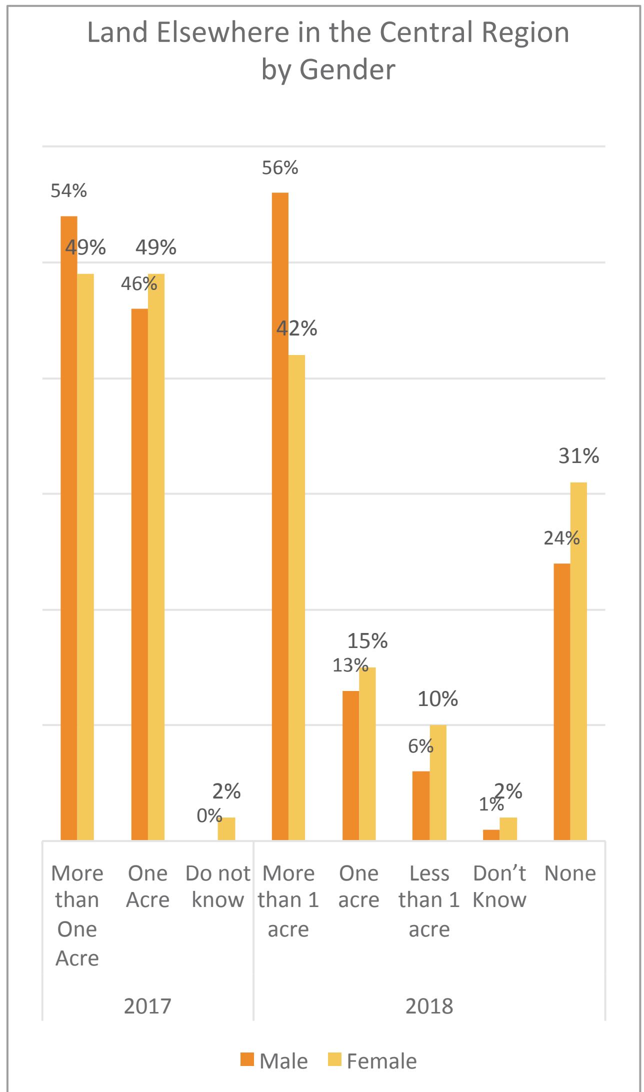

GAME CHANGERS

# Land Ownership

Overall in the central region majority of famers, reached out in both 2017 and 2018, re owned land more than one acre of land else where; Overall by location, more farmers(48%), in rural, had one acre of land else where compared to (14%)farmers that were reached out in 2018.

Overall by Gender, at both levels, males dominantly own land more than one acre else where compared to females. females, own small land equivalent to one acre and below. In 2017, more females(49%) reported to have land, equivalent to 1 acre compared to females(15%) in 2018.







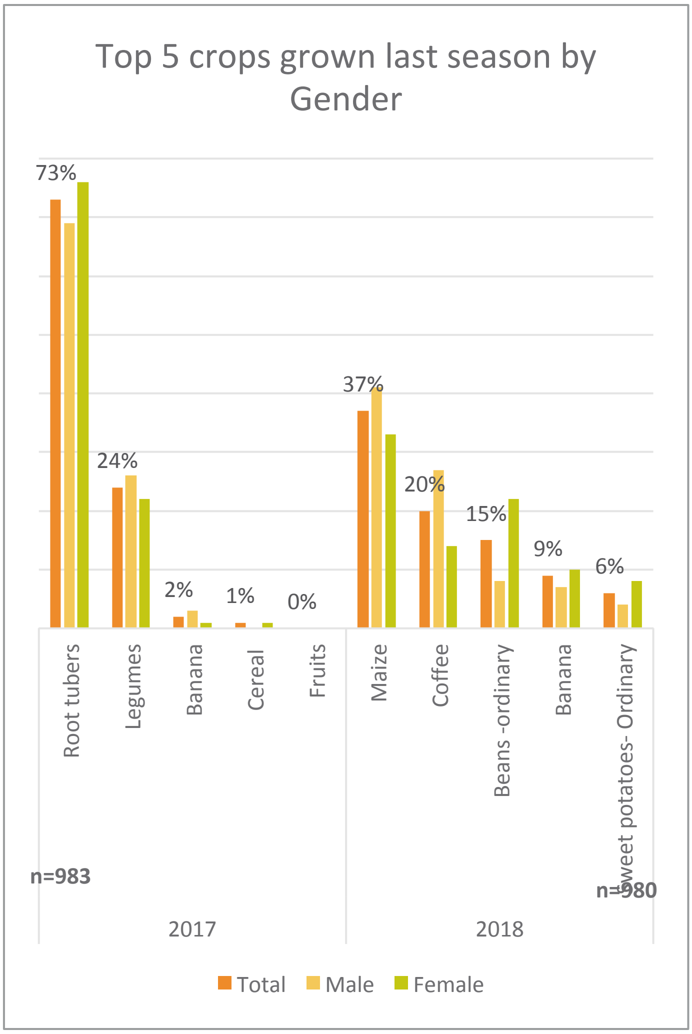
GAME CHANGERS

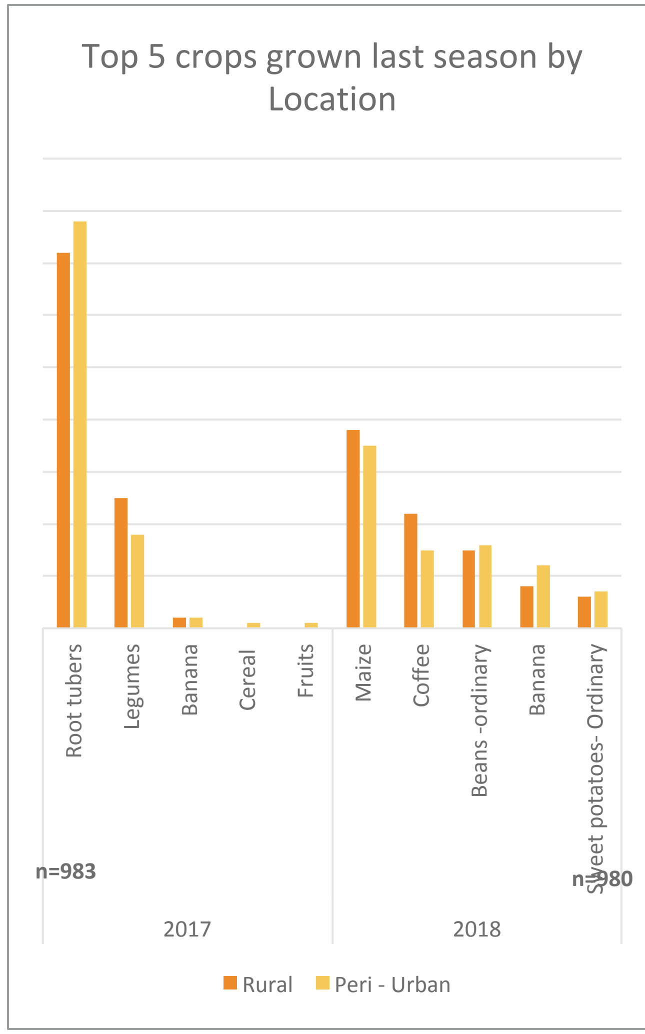
# Crop Production and Access to Markets

# General Production and Access to markets

Root tubers (73%) were the most grown crop in 2017 while maize (37%) was the most grown crop in 2018. More females (76%) than males (69%) grew root tubers in 2017 while more males (41%) than females (33%) grew maize in 2018.

More Peri – urban farmers (78%) than rural farmers (72%) grew root tubers in 2017 while more rural farmers (38%) than Peri –urban farmers (35%) grew maize in 2018.



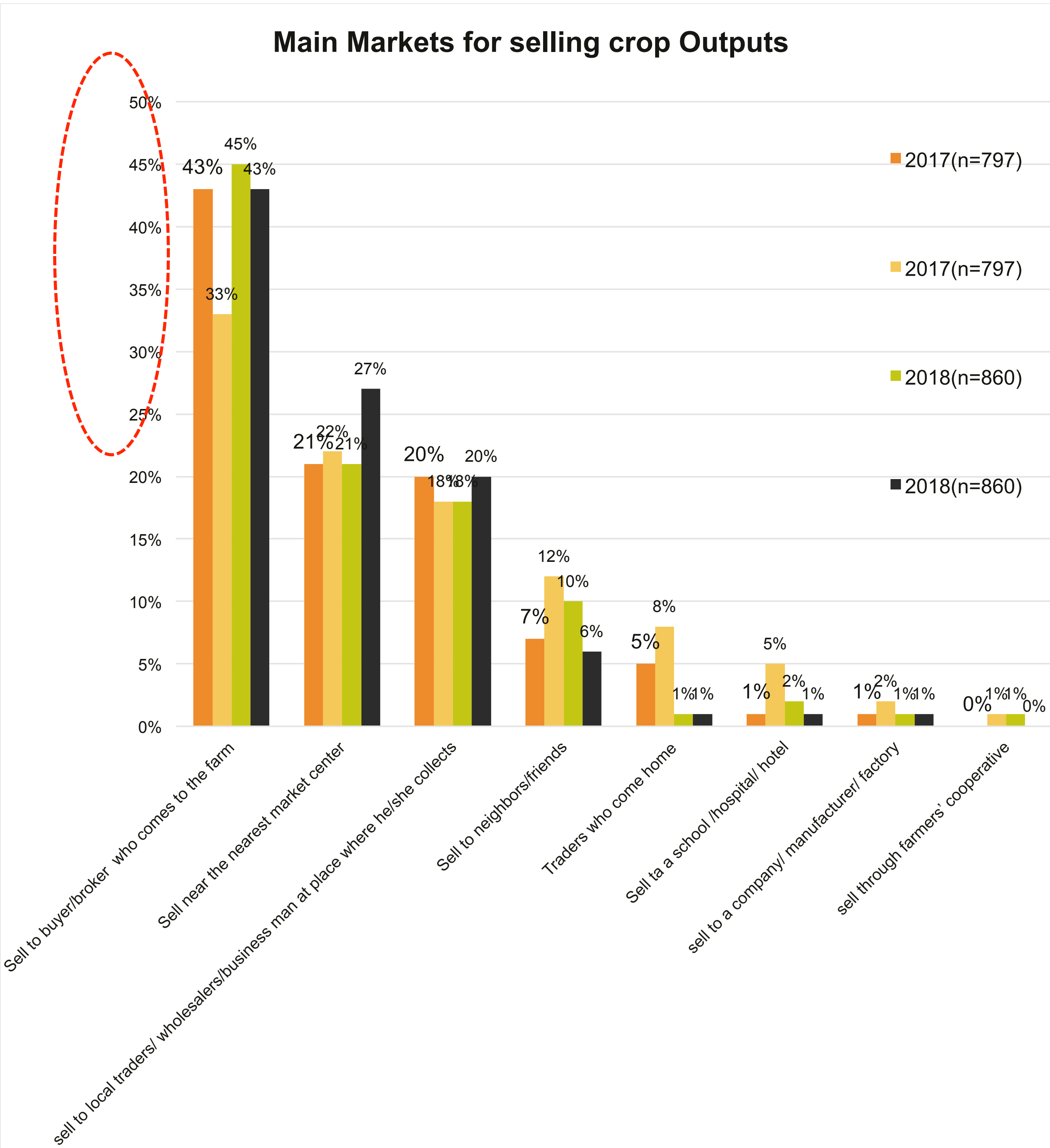






GAME CHANGERS

# Access to Markets

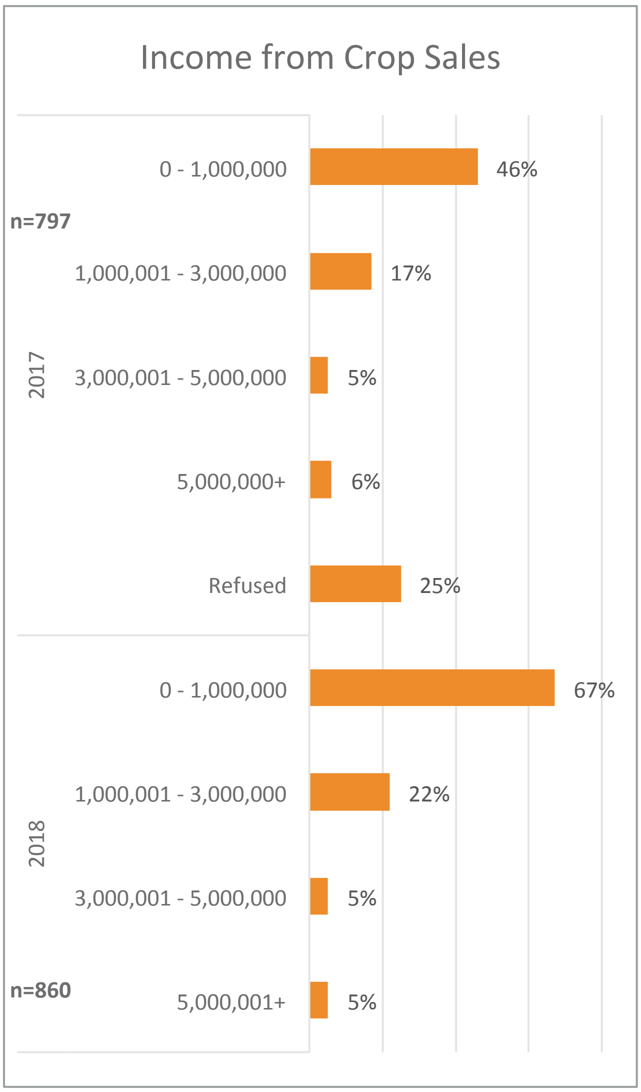
Overall , for both 2017 and 2018, Farmers access markets for their crop produce mainly through middlemen or brokers that come directly to their farms. However, in 2018 more farmers (27%), in rural locations accessed nearest markets to sell off their crop produce compared to farmers reached out in 2018.

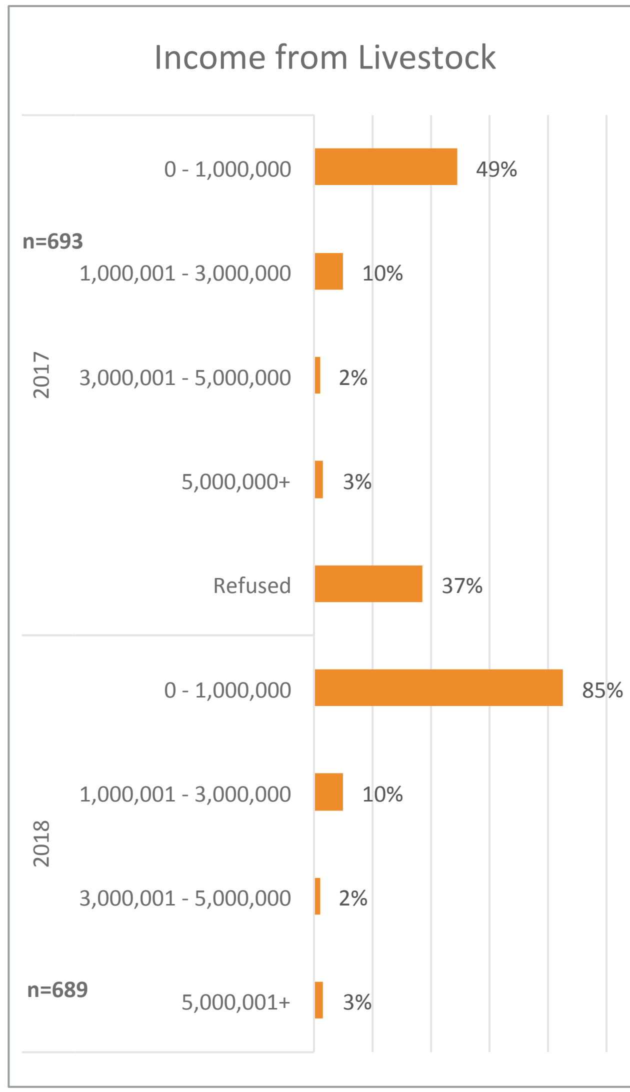


# General Production & Access to Markets

More farmers reached in 2018 earned below UGX 1,000,000 from crop sales than in 2017 (46%). Slightly more farmers in 2018 (22%) earned between UGX 1,000,000- 3,000,000) than in in 2017 (17%). Only a few (6%) and (5%) earned 5,000,001+ in 2017 and 2018 respectively.

More farmers earned below UGX 1,000,000 from livestock sales in 2018 (85%) than in 2017 (49%). There were no change in income among those that earned below UGX 3,000,000 in both 2017 and 2018.



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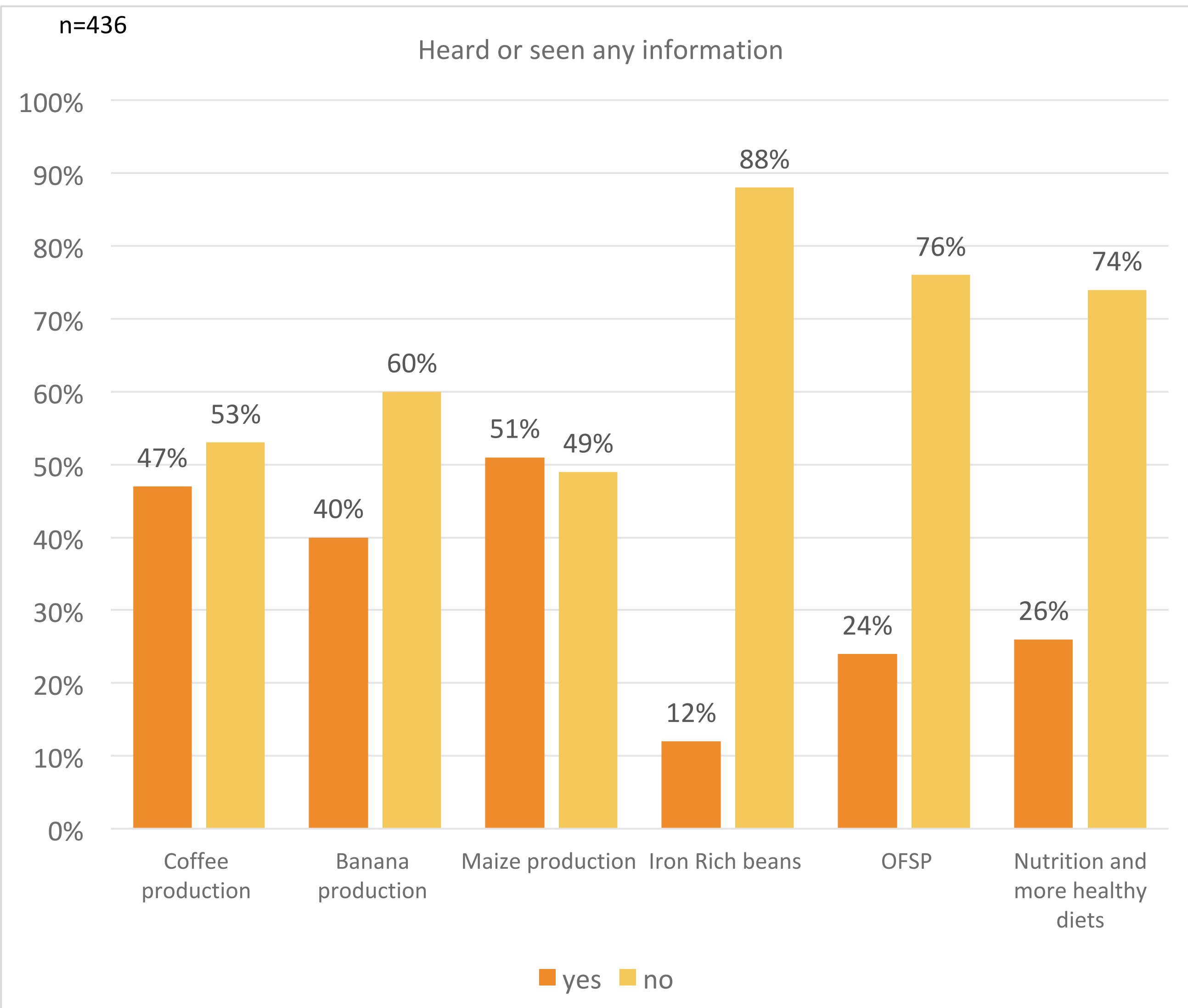
# EXPOSURE TO MPEKE TOWN MESSAGES

GAME CHANGERS Ipsos

# Exposure to Mpeke Town Messages

Following the broadcast of several messages on different communication channels, Farmers were asked whether they had heard or seen any information related to the production of specific crops and also information on Nutrition and diets in a period of 6 months. Findings indicate that maize production(51%), banana production(40%) and Coffee production(47%), had been heard of the most compared to Iron Rich beans (12%), Orange fleshed sweet potatoes production(24%) and nutrition(26%),that had been seen or heard the least.

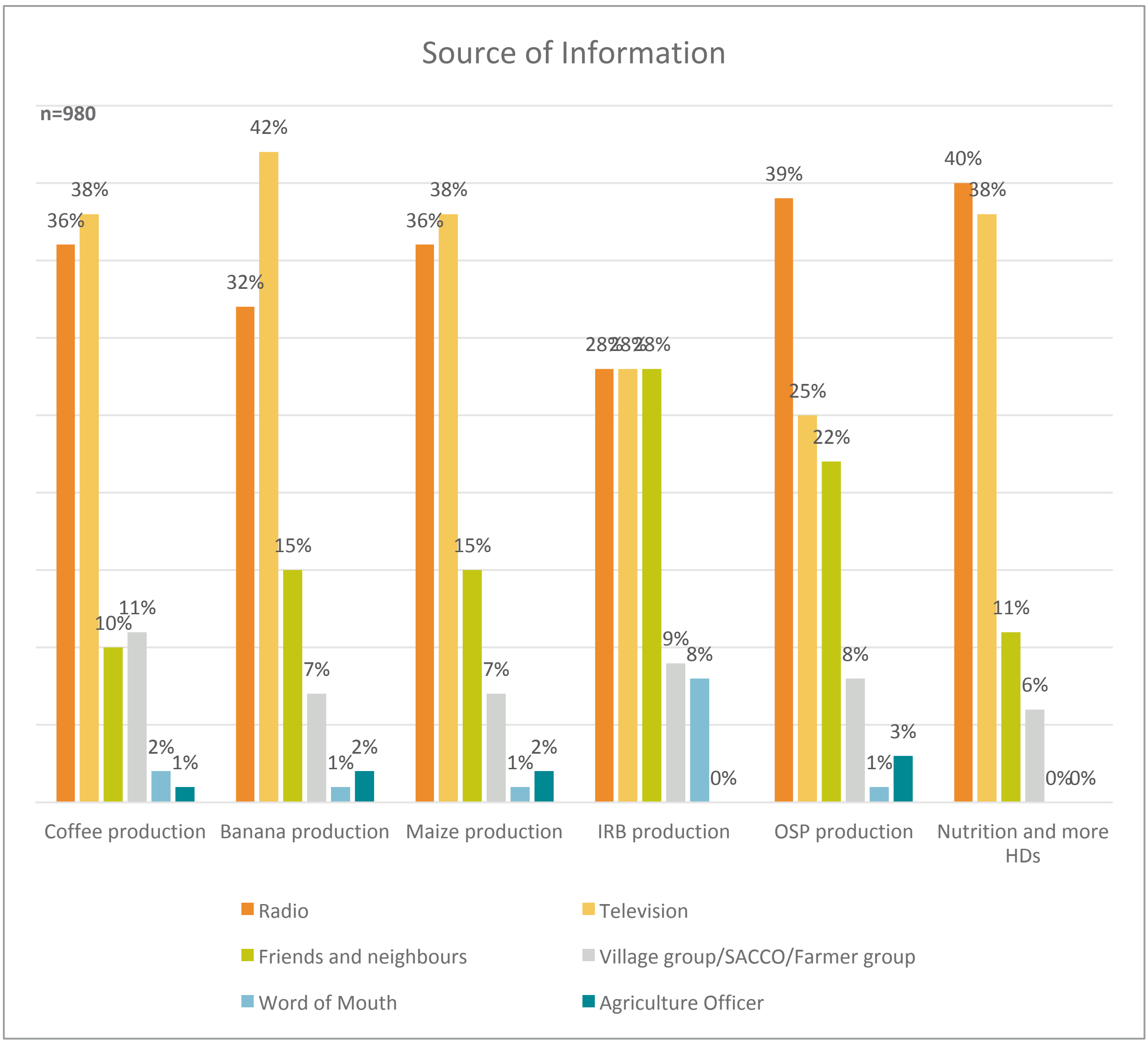





GAME CHANGERS

# Exposure to Mpeke Town Messages

Most of the information was seen on television followed by radio and friends and neighbors. Information on nutrition and more healthy diets (40%) was most heard on radio while information on banana production (42%) was most seen on television.





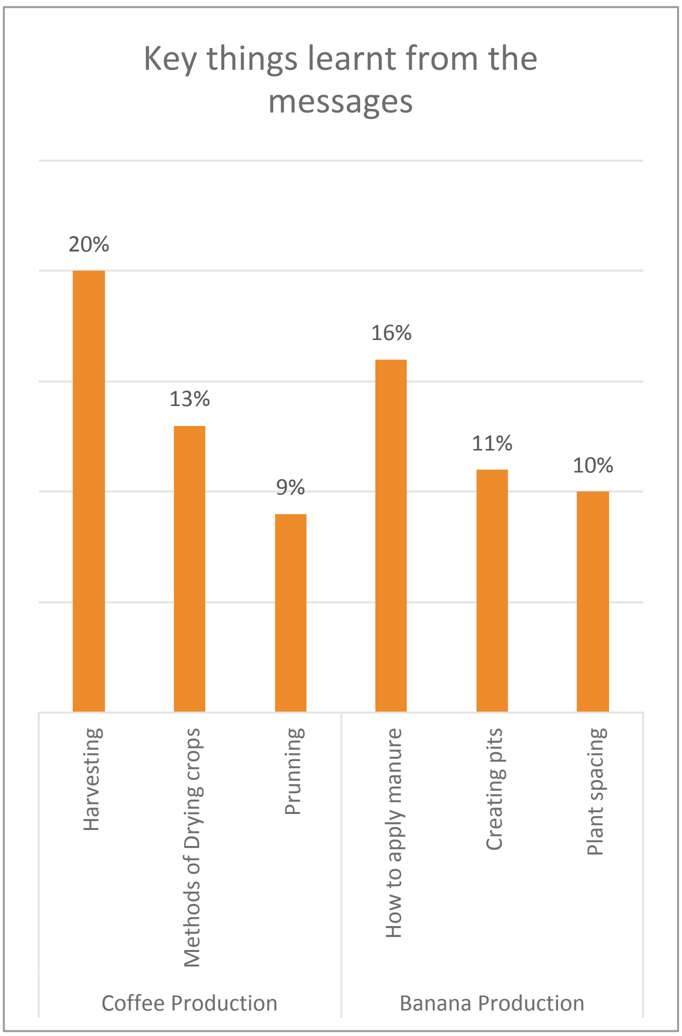


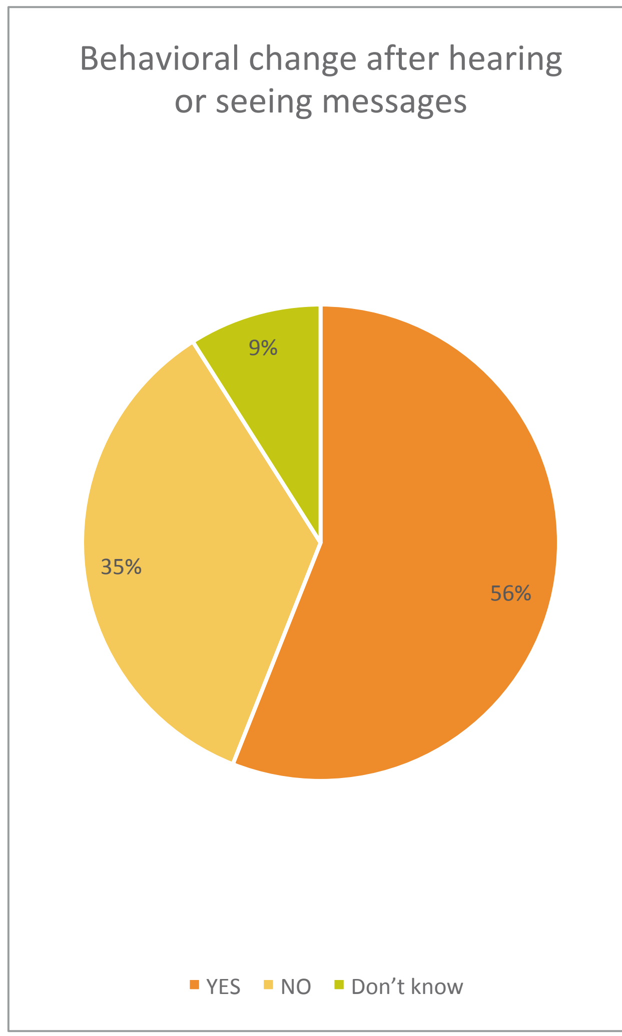
GAME CHANGERS

# Message Take out

Farmers mentioned a number of things leant from the exposure including coffee production and banana production. Harvesting (20%), methods of drying crops (13%) and pruning (9%) were the key things learnt in coffee production and applying manure (16%), creating pits (11%) and plant spacing (10%) in banana production.

Majority (56%) indicated that there are things they are doing differently after seeing or hearing the messages.






GAME CHANGERS

# Message Take out

Majority  farmers selected for the focus group  discussions  indicated that there are things they are doing differently after seeing or hearing the messages.

"The program showed us that we need to harvest exactly what is ready and ripe especially coffee.  previously we used to just harvest all coffee beans on the tree  to make weight. But now we have known what we harvest, coffee must be red ripe, then we harvest, this will enable us  to get money for value tot o sell", ***Respondent  R5, Kisaawe Wobulenzi- Luweero  Groups***

"As a result of this exposure, we are now selling out crop produce as a team, we have formed a group",  ***Respondent 6 Katwe Butego – Masaka***

"I learnt that farming brings money if we add value to what we grow we can earn more. For example there are tomatoes and mushrooms, mushrooms can be used to make wine so instead of selling them as they are you can make wine from them***", Respondent 3, Luwero Kiyenje Group***

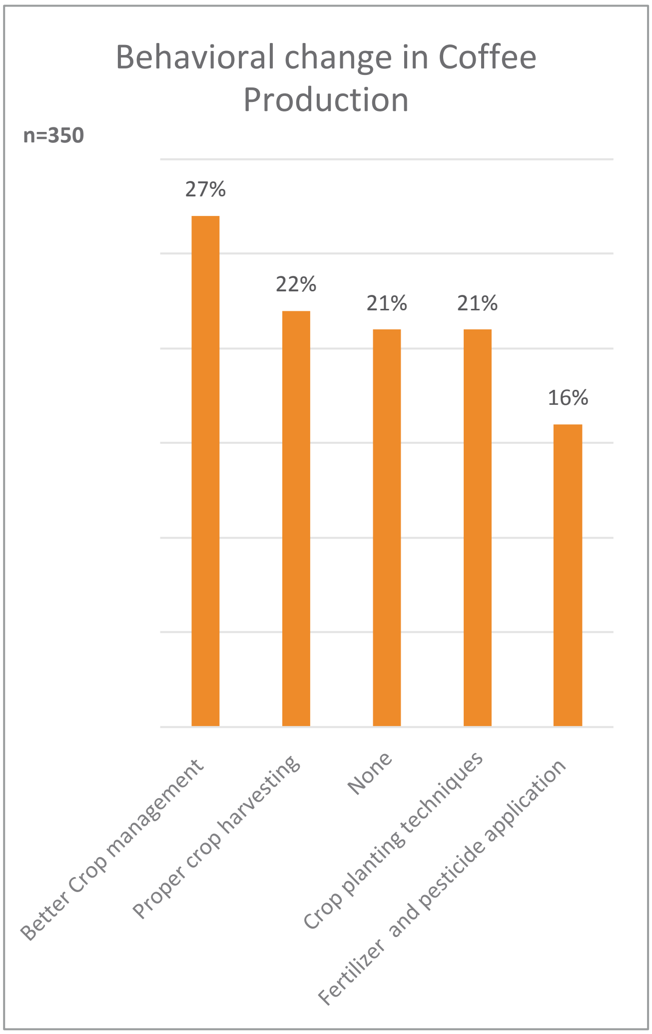
"I used to just plant the maize without fertilizersand it wouldn't bring good yields but after listening to that program, I now use fertilizers and it brings good yields" ***R1 Katwe Butego Group Masaka***

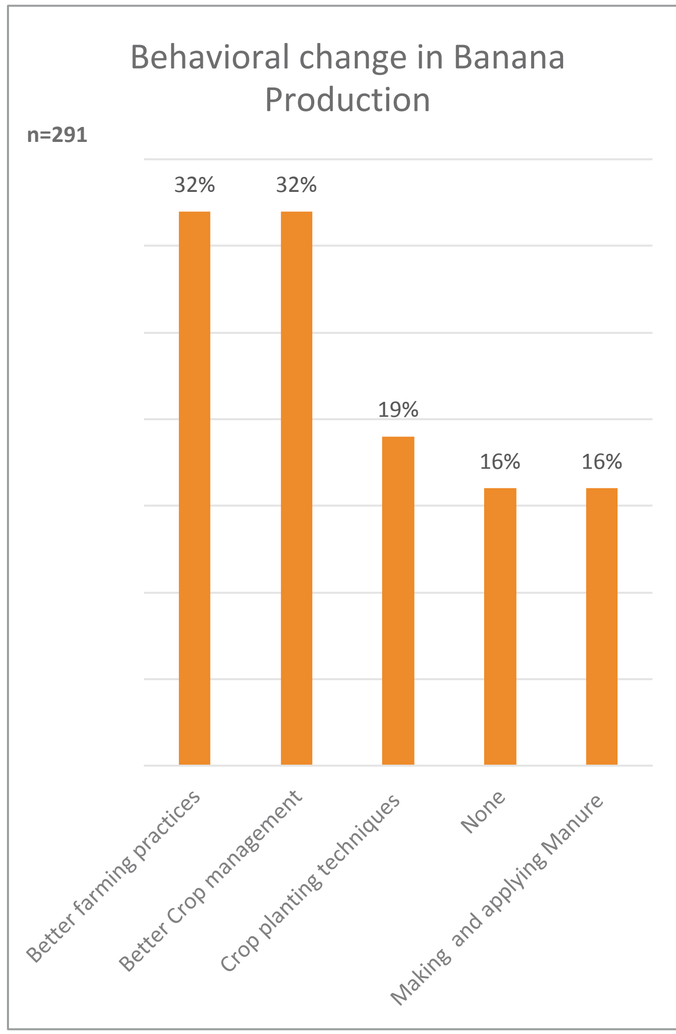
"I learnt that if we make groups and bring our produce together we can get good prices compared to each individual selling on their own," **R9, Luwero Kiyenje Group**

# Exposure to Mpeke Town Messages

Better crop management (27%), followed by proper crop harvesting (22%) and crop planting techniques (21%) accounted for the most change in behavior in coffee production.

Better farming practices (32%), followed by better crop management (32%) and crop planting techniques (19%) accounted for the most change in behavior in banana production.

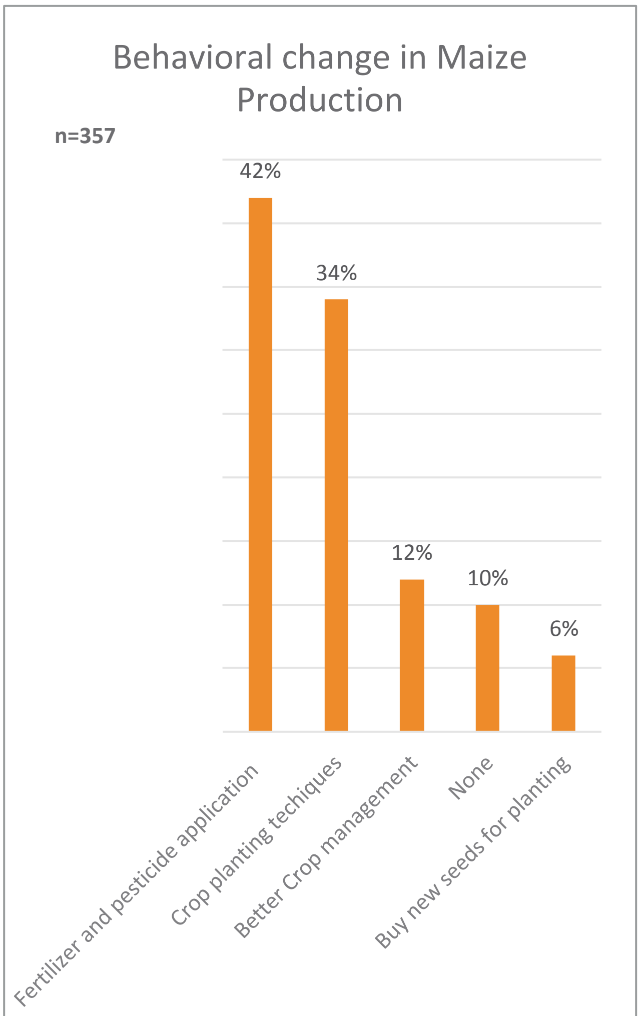


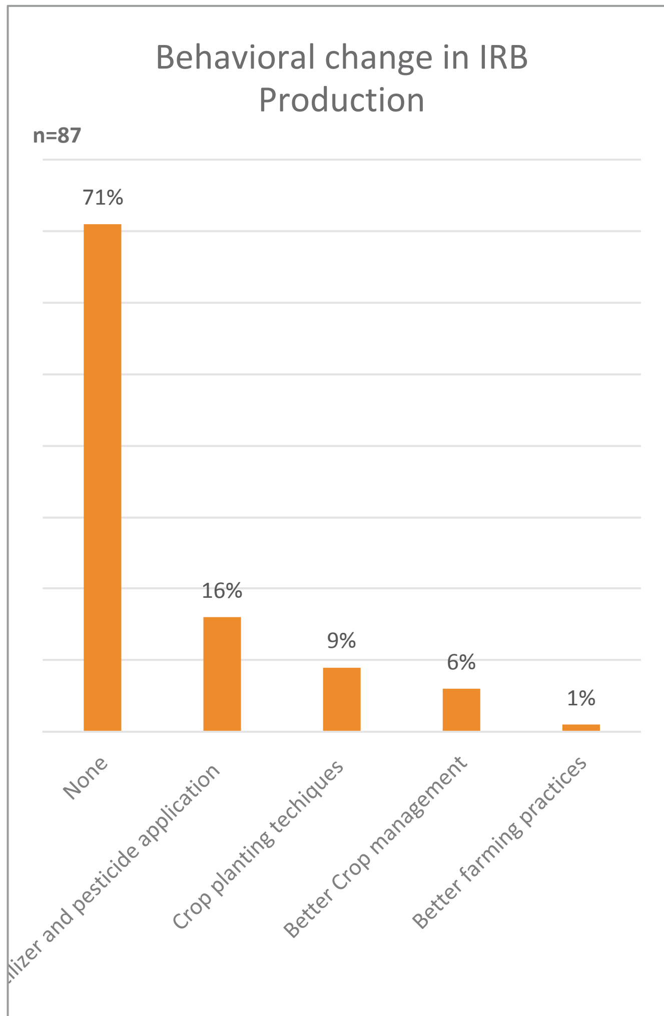



# Exposure to Mpeke Town Messages

Fertilizer and pesticide application (42%), followed by crop planting techniques (34%) and better crop management (12%) accounted for the most change in behavior in maize production.

Majority (71%) changed nothing in Iron rich beans production, those who changed did fertilizer and pesticide application (16%), followed by crop planting techniques (9%) and better crop management (6%).

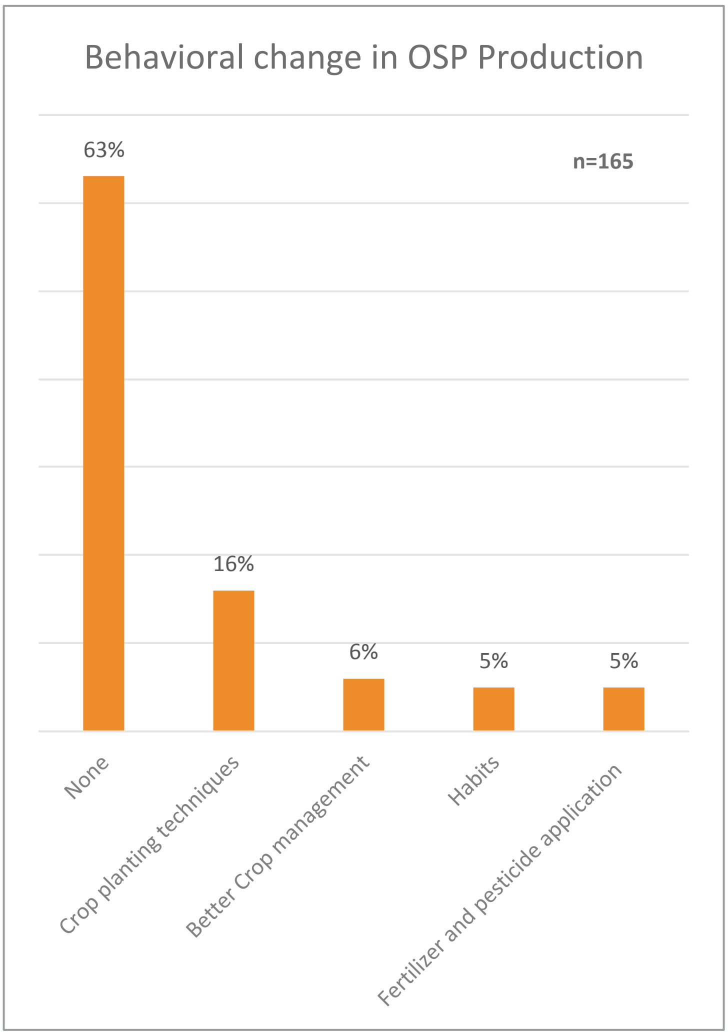


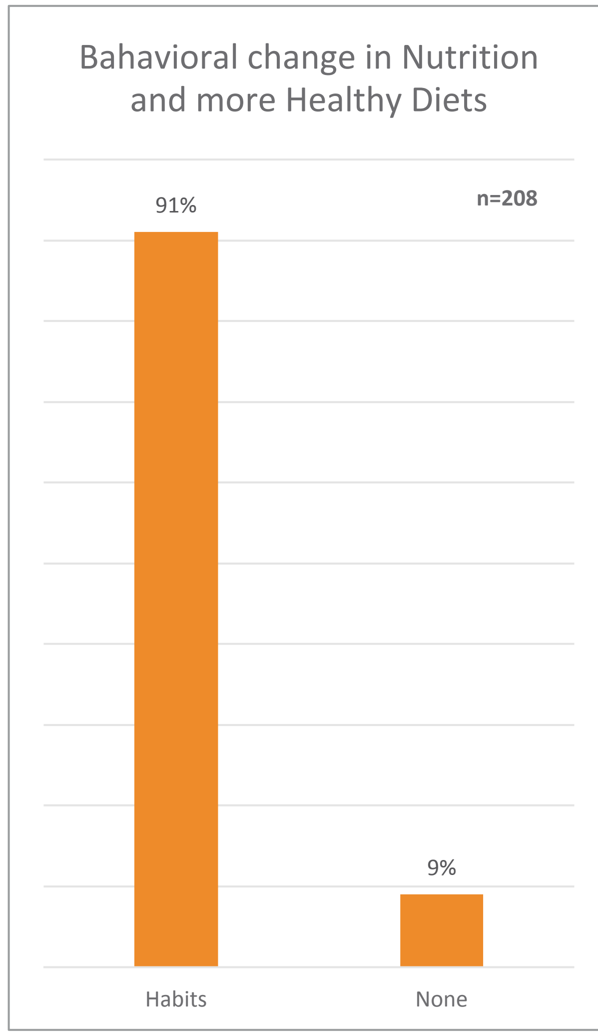



# Exposure to Mpeke Town Messages

Majority (63%) changed nothing in orange fleshed sweet potato production, changes were made in crop planting techniques (16%), followed by better crop management (6%) and habits (5%).

Habits (91%) accounted for the most change in Nutrition and more Healthy diets.



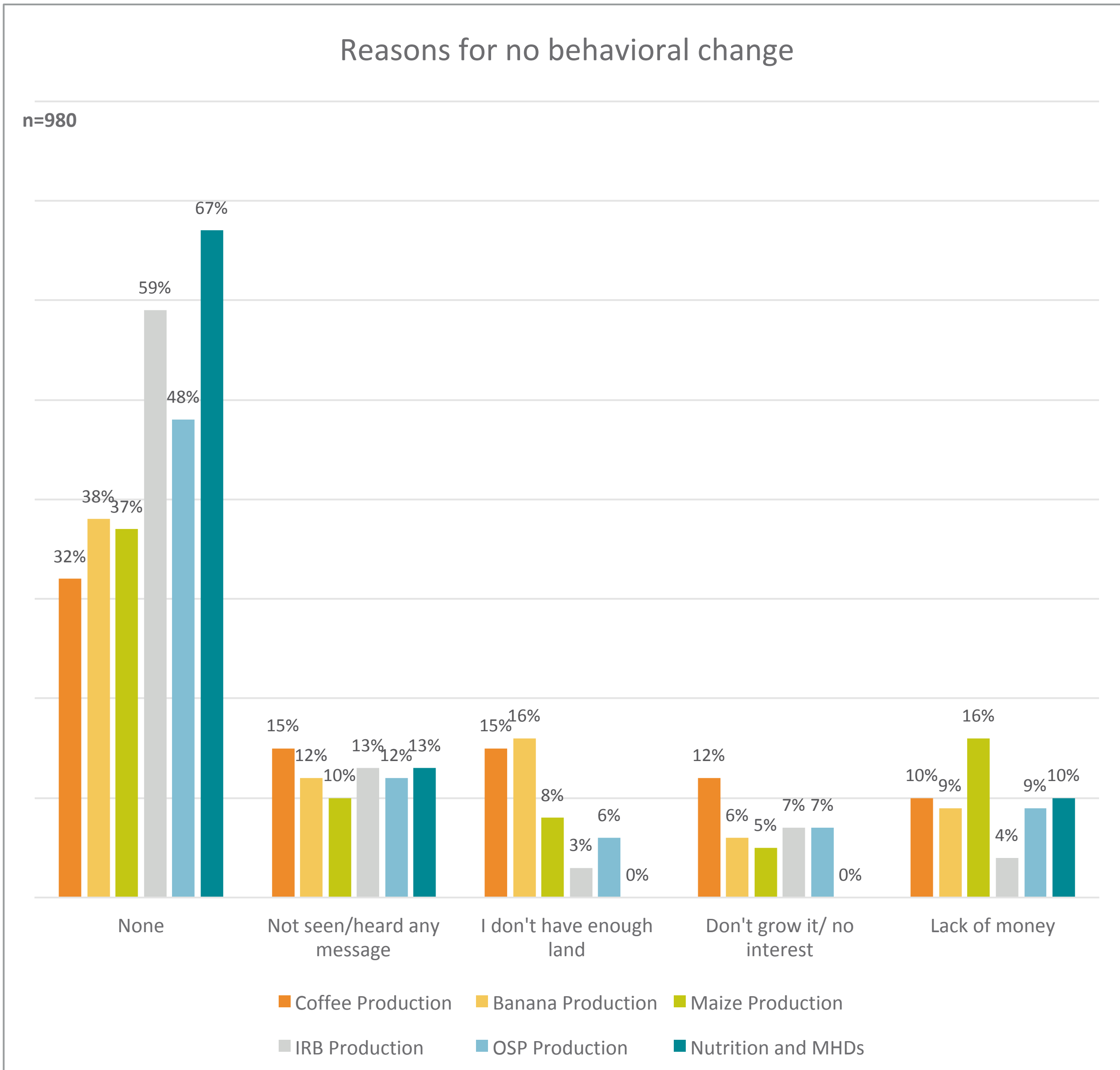



GAME CHANGERS

# Exposure to Mpeke Town Messages

Majority had no reasons for not practicing what they had learnt from the messages, evidenced more with Nutrition and more healthy diets (67%) followed by (59%). The other reasons for failure to practice what has been learnt included having not heard/ seen any message, inadequate land and money.






GAME CHANGERS

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# EXPOSURE TO MPEKE TOWN

GAME CHANGERS

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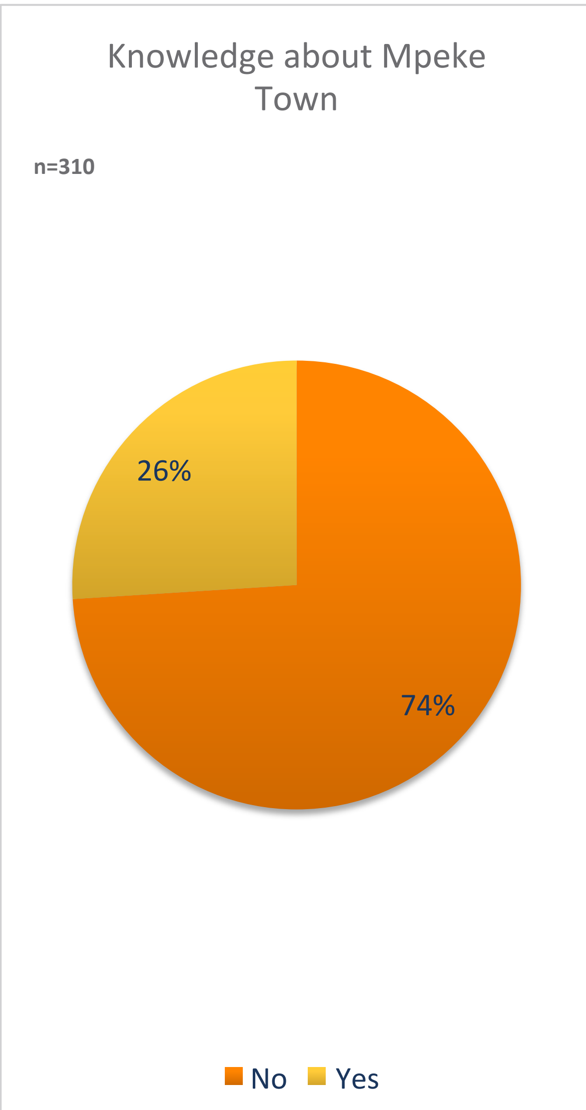
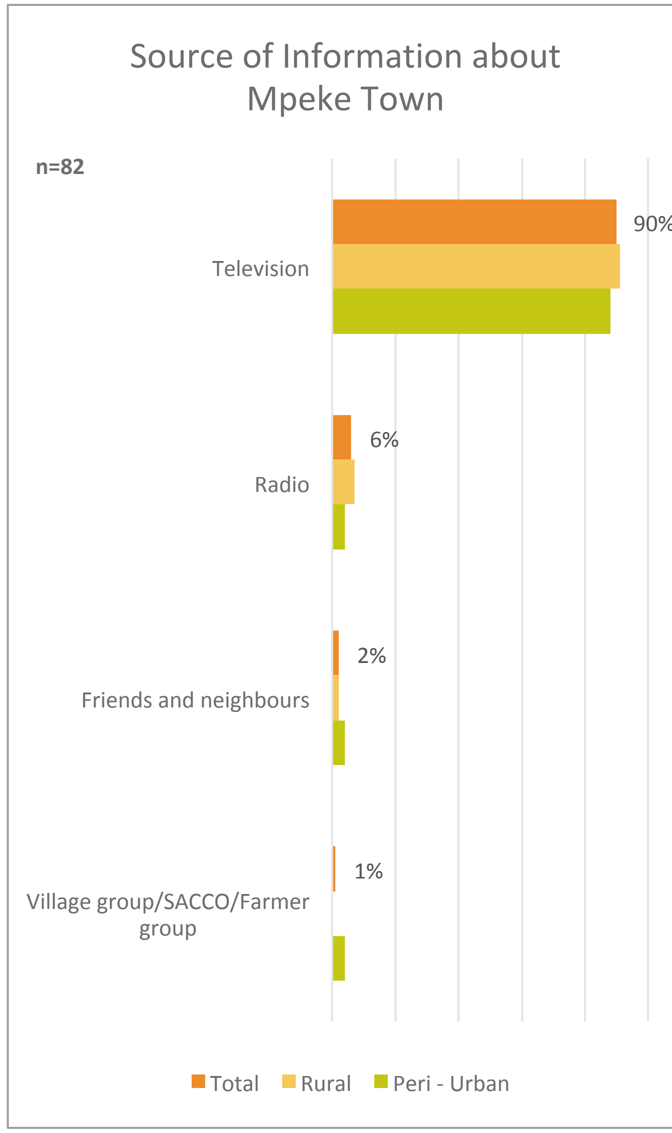
# Exposure to Mpeke Town

Nearly a quarter of the total sample size was aware of Mpeke town. Most of those that knew, of Mpeke town, saw from Television (90%), followed by radio (6%) and family and neighbors (2%). More rural farmers than Peri – urban farmers heard/saw from television and radio. More farmers in peri – urban locations (4%) than in rural locations (2%) heard from friends and neighbors.



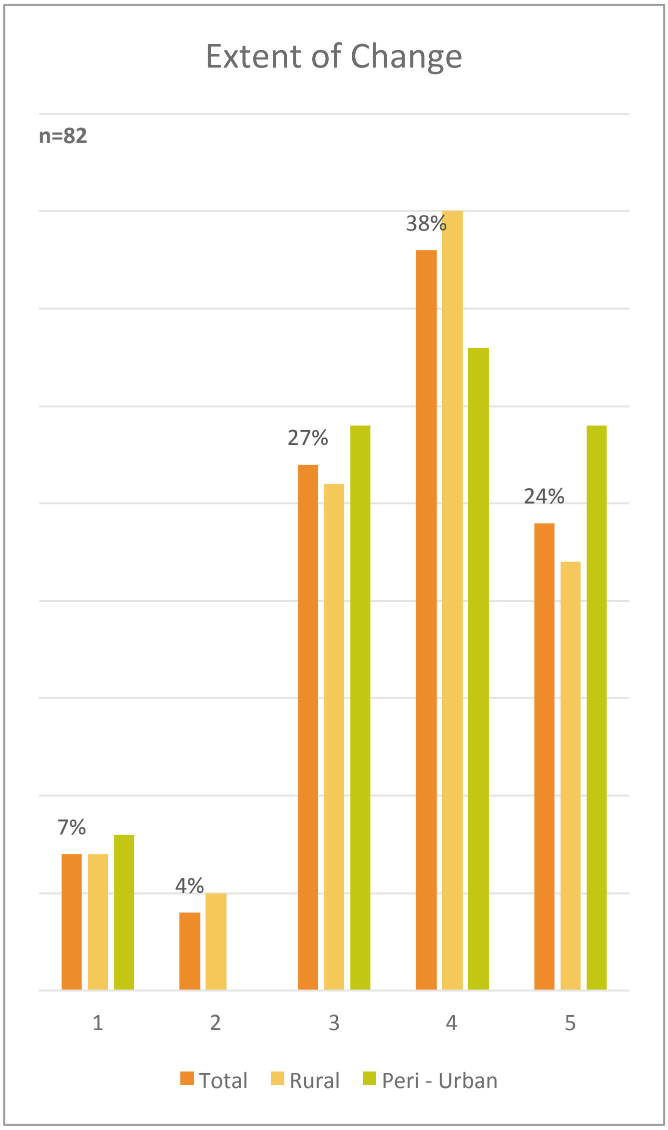


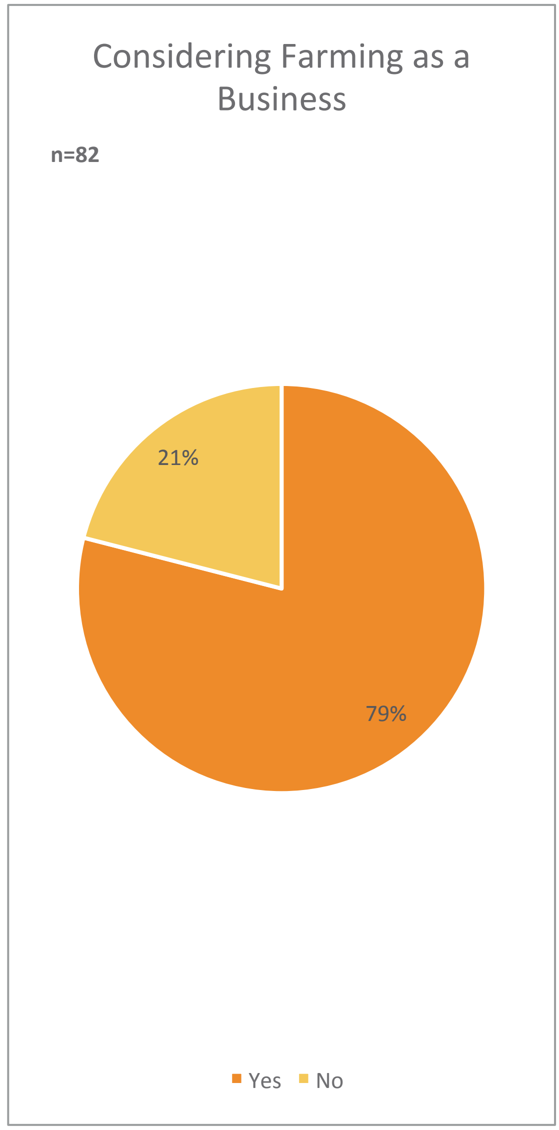

GAME CHANGERS

# Exposure to Mpeke Town

Majority (38%) indicated that Mpeke Town changed their view or understanding of farming as a business to a good extent, with more in rural locations than peri – urban locations.

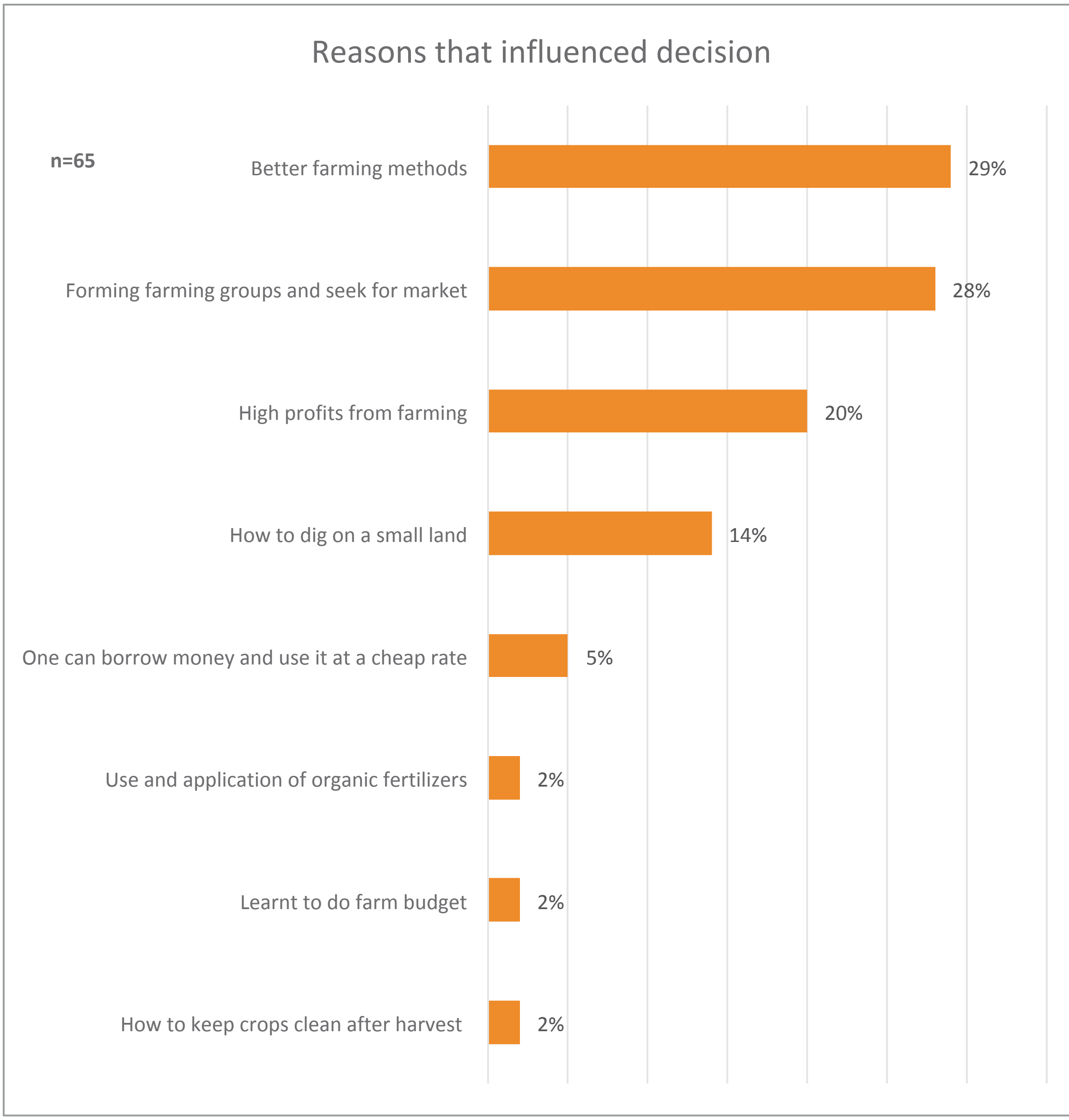
Majority (79%) are considering to start farming as a business after hearing about Mpeke Town.



# Exposure to Mpeke Town- Behavior Change

Majority (29%) indicated that the messages on better farming methods influenced them to consider farming as a business, followed by forming farming groups (28%) and the high profits from farming (20%).





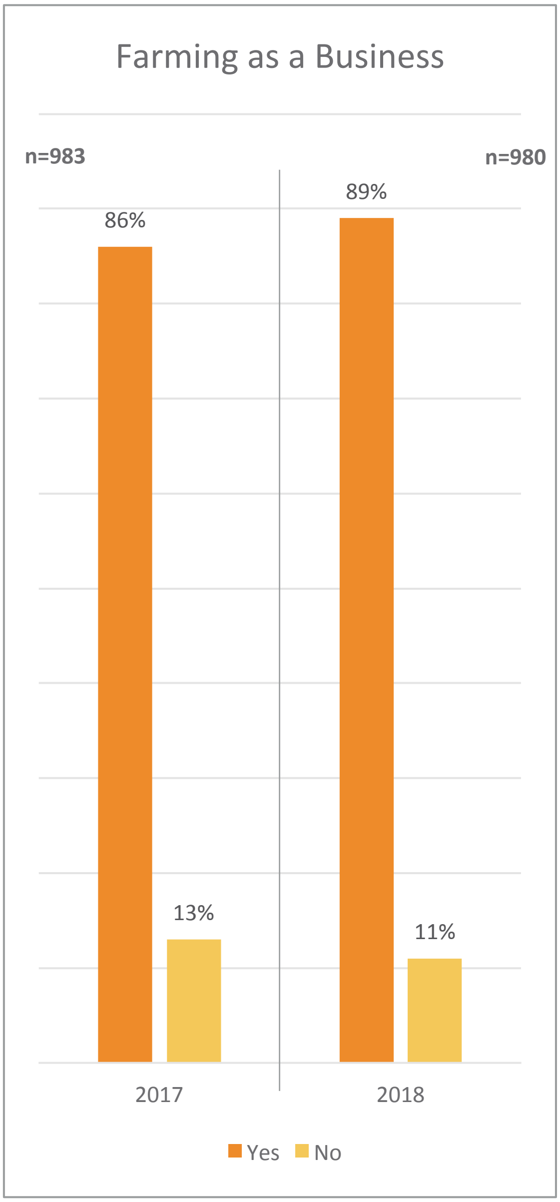

GAME CHANGERS

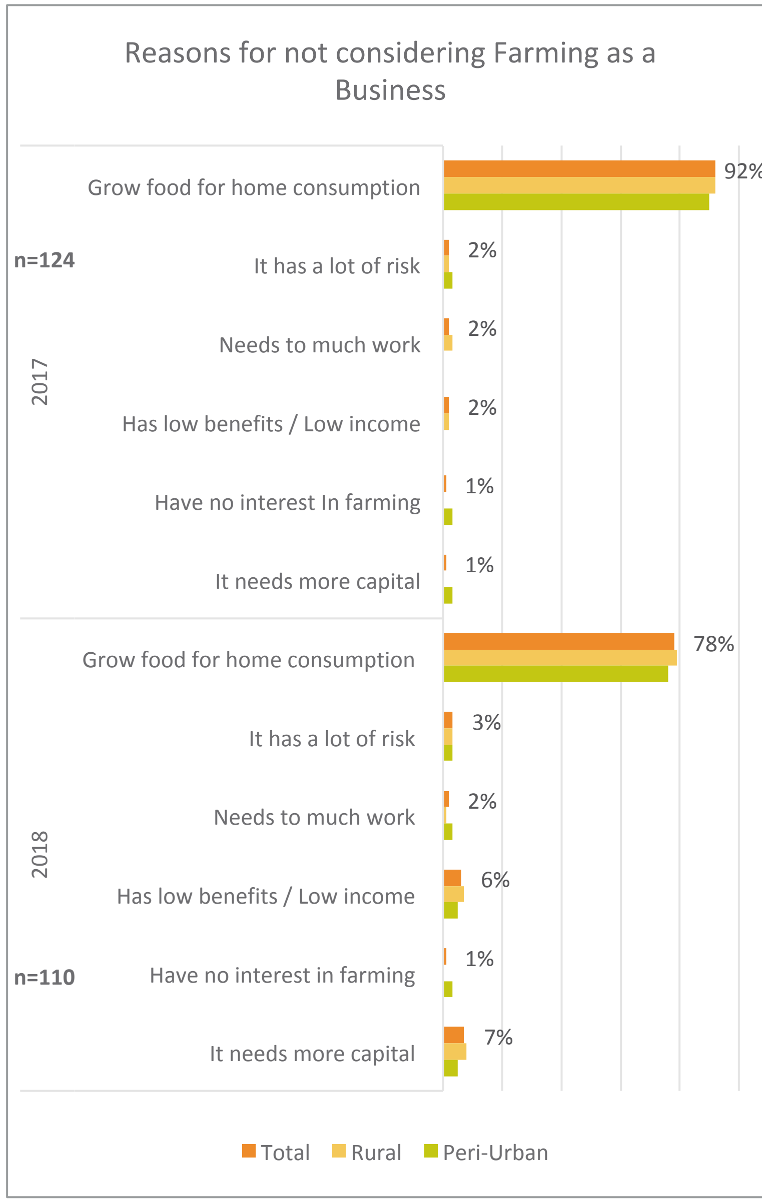
# FARMING AS A BUSINESS

# Farming as a Business

The largest proportion of farmers in both 2017(86%) and 2018 (89%) considered farming to be a business, slightly more in 2018 than in 2017 considered farming as a business.

Those that don't consider farming as a business are mainly growing food for home consumption in both 2017 (92%) and 2018 (78%). In both years, small proportions of farmers , indicated that farming had low benefits, needed too much work, and was risky. More in 2018 (7%) indicated that farming needs more capital than in 2017 (1%).

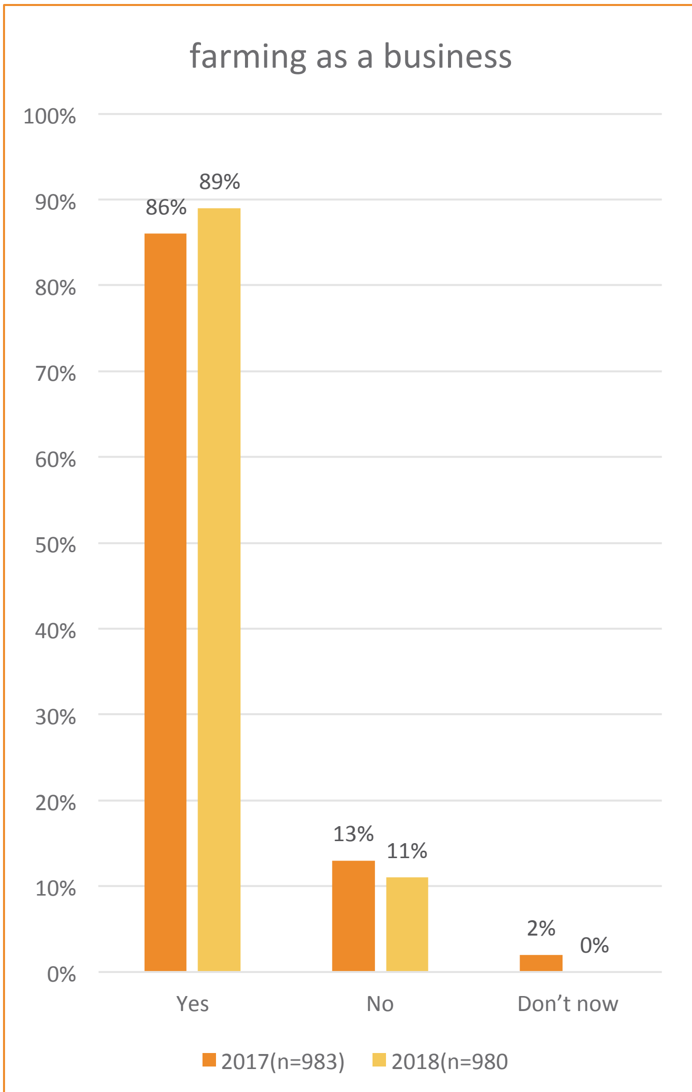


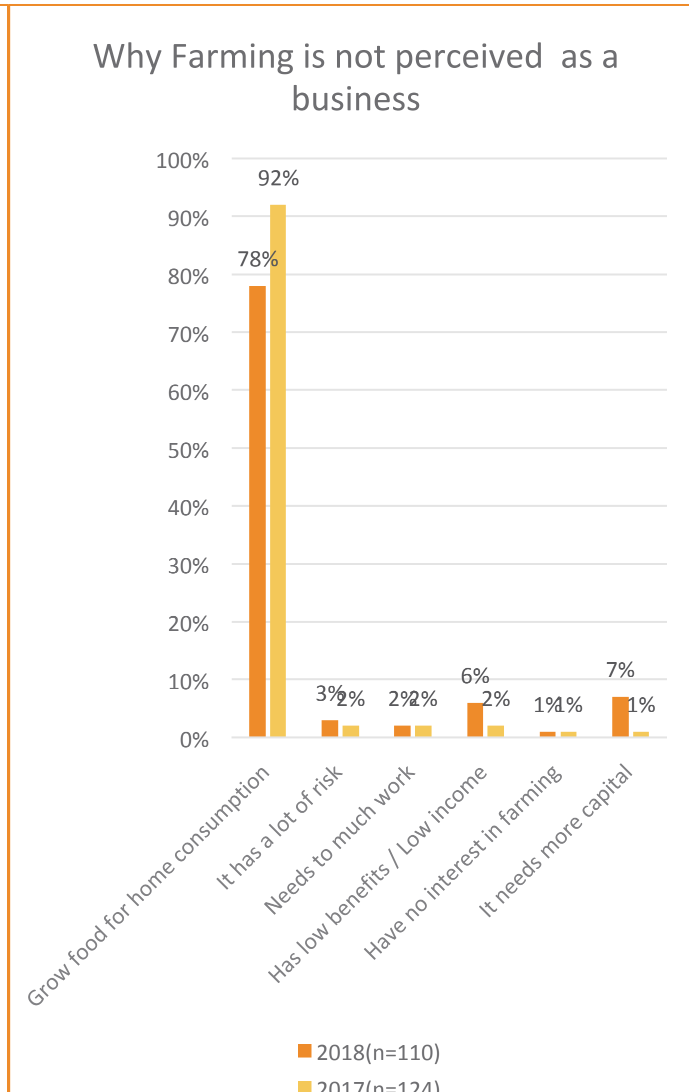



# Farming as a Business

Overall, farming is regarded as a business for majority of farmers. The biggest proportion of farmers in both 2017(86%) and 2018 (89%) consider farming to be a business, slightly more in 2018 than in 2017 considered farming as a business.

Overall, small proportions of farmers perceive that farming is not a business. This perception, was higher amongst farmers in 2017 compared to those reached out in 2018.







GAME CHANGERS

# Farming as a Business

**Qualitative Findings:** Overall, Most farmers across the groups indicated that farming was indeed a business due the numerous benefits that come along with farming.

"Farming is a business because if one goes to work in the market that is business but also if you are committed to farming you get some money. Just like any other business you can make losses while working in the market the same can happen in farming and just as you make profits the same can happen in farming" ***R6, Katwe Butego Group, Masaka***

"Its business because after growing the crops, I can sell them and put more capital in my shop. I can also sell them to get school fees", ***R2 Saaza Group, Masaka***

"Farming is a business , because, you are cannot be poor," ***R5, Kisaawe Group Wobulenzi***

"You can get something to sell and still remain with something to eat at home because every time you have something to eat, you can use the money you get elsewhere to cater to other needs", ***R3, Katwe Butego Group, Masaka***

"I take it as a business because I grow maize, beans and cassava but when the beans grow I sell them to my neighbors to get money and I don't have to buy food at home".***R7, Kiyenje Group Luwero***

"Yes I take framing as a business and what makes me happy is having enough food and after getting what to eat I sell some of it" , ***R4 Kiyenje Group Luwero***

# Decision making on agriculture activities

Overall, decision making for different farm activities is mostly undertaken by the individual farmers. At household level, expenditure decisions were mostly undertaken by individual farmers(63%), compared to framers reached in 2017(58%). .

| Decision Making on different farming activities | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | self | | Spouse alone | | My spouse and I | | Other persons in the family | | Paid workers | |
| Activity | 2017 | 2018 | 2017 | 2018 | 2017 | 2018 | 2017 | 2018 | 2017 | 2018 |
| Land preparation | 42% | 44% | 3% | 2% | 16% | 19% | 8% | 9% | 30% | 1% |
| Planting | 38% | 42% | 3% | 2% | 19% | 22% | 11% | 10% | 29% | 0% |
| Weeding | 34% | 41% | 3% | 2% | 18% | 20% | 10% | 11% | 34% | 1% |
| Harvesting | 34% | 41% | 3% | 2% | 19% | 22% | 14% | 13% | 30% | 1% |
| Day to day management of Livestock | 42% | 28% | 5% | 1% | 15% | 13% | 8% | 9% | 9% | 41% |
| Decision Making on Expenditures at House Hold Level. | | | | | | | | | | |
| How allocate farm expenses | 58% | 63% | 9% | 4% | 28% | 26% | 5% | 4% | 1% | 2% |
| How to spend money from the sale of livestock like goat or sheep? | 43% | 49% | 9% | 4% | 23% | 23% | 4% | 3% | 22% | 22% |
| How to spend money from crop sales | 51% | 57% | 8% | 4% | 33% | 29% | 4% | 4% | 4% | 7% |
| How to spend money from sale of eggs or milk? | 39% | 36% | 6% | 2% | 22% | 15% | 4% | 2% | 29% | 46% |

GAME CHANGERS

# Decision making on agriculture activities.

**Qualitative Findings:** Overall, decision making on farm activities is mostly a shared responsibility, mainly done by both spouses and a few that make individual decisions.

"Yes, my husband decides on which amount goes for fees, which ones goes back into farming and for other things." ***R1, Saaza Farmer group Masaka***

"We share responsibilities, my wives are responsible for the actual expenditure" , ***R5 Wobulenzi farmer Group***

"I decide together with my wife, though I we are both still young, we discuss and then decide, for example even if its shinning we clear the land the two of us ,its 2 acres and then we can decide to water it if it's hot", ***R9, Katwe Butego Group Masaka***

"On my side my husband makes his own decisions because he has his own gardens and I have my own", ***R9, Kiyenje Group Luwero .***

"We sit together and agree say we have sold some coffee we sit and plan on what to do with the money", ***R3, Kiyenje Group***

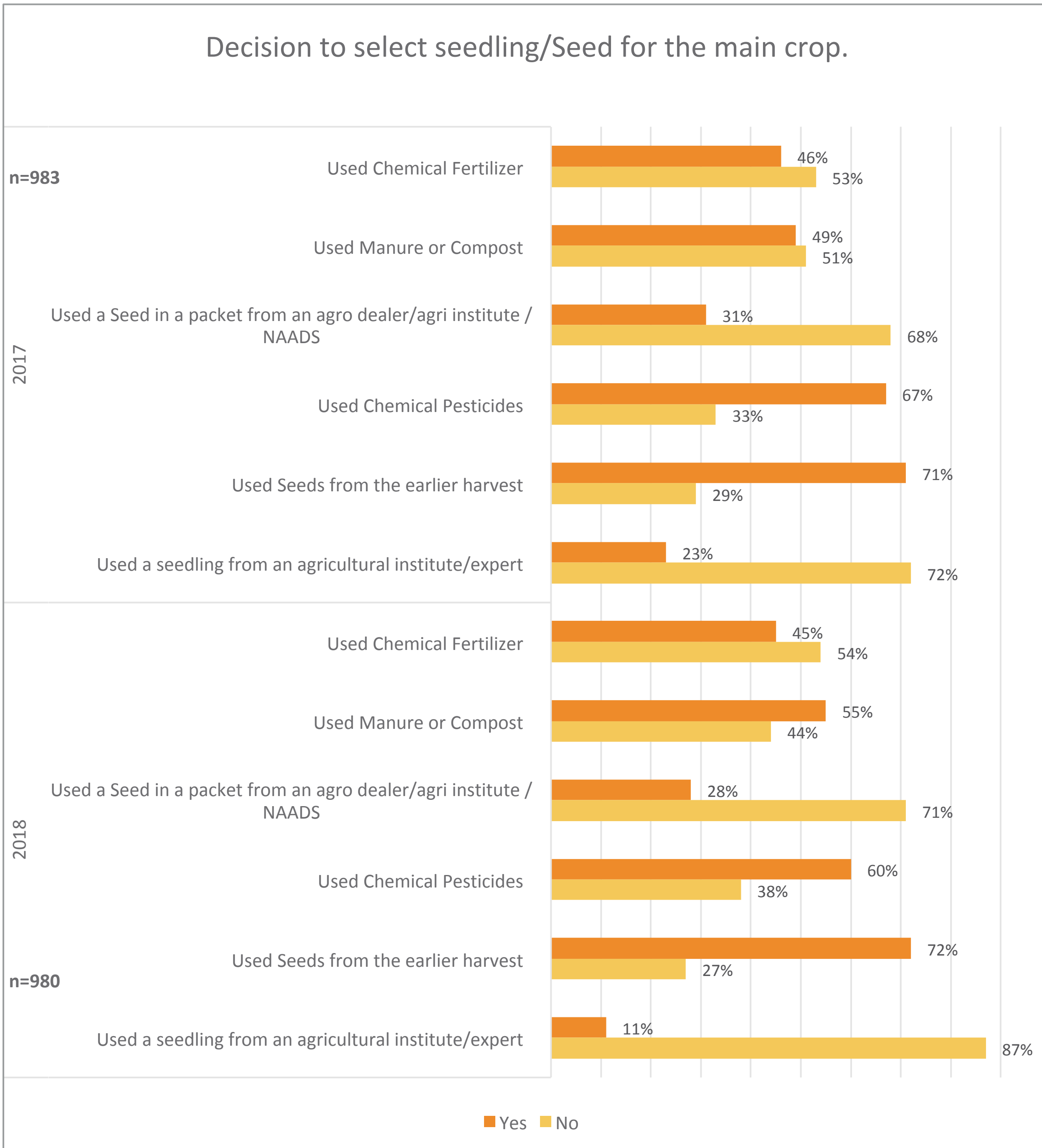
# Access to use of Improved farm Inputs



# Use of improved agriculture methods

Overall usage of improved farm inputs is still low, especially for chemical pesticides and chemical fertilizer, for both 2017 and 2018, though there was a slight increment in the use of manure or compost in 2018 compared to 2017. Usage of seed from earlier harvest is still common,. as seen in both 2017 (71%) and 2018 (72%).



# Use of improved agriculture methods

Qualitative Findings: Usage of improved farm inputs among farmers is still low. Most of the farmers across the groups buy seed from ordinary shops, and a few purchased from agro shops, purchase of seed from government instittions is very rare. Usage of seed from previous harvest is still a practice.

"We no longer buy maize seeds; we get from the past harvest", ***R1, Ssaza Group Masaka***

"We buy from farm supplies in Buddu Street, they are many", ***R4, Saaaza Group Masaka***

"I used to send for the maize seed in karokore in the town", ***R3 Maziba, Mpigi***

"We buy from farm supplies in Buddu Street, they are many", ***Kiyenje Group Luwero .***

"I buy from the shops if I didn't keep seeds from the previous harvest", ***R2 Kisawe Luwero***

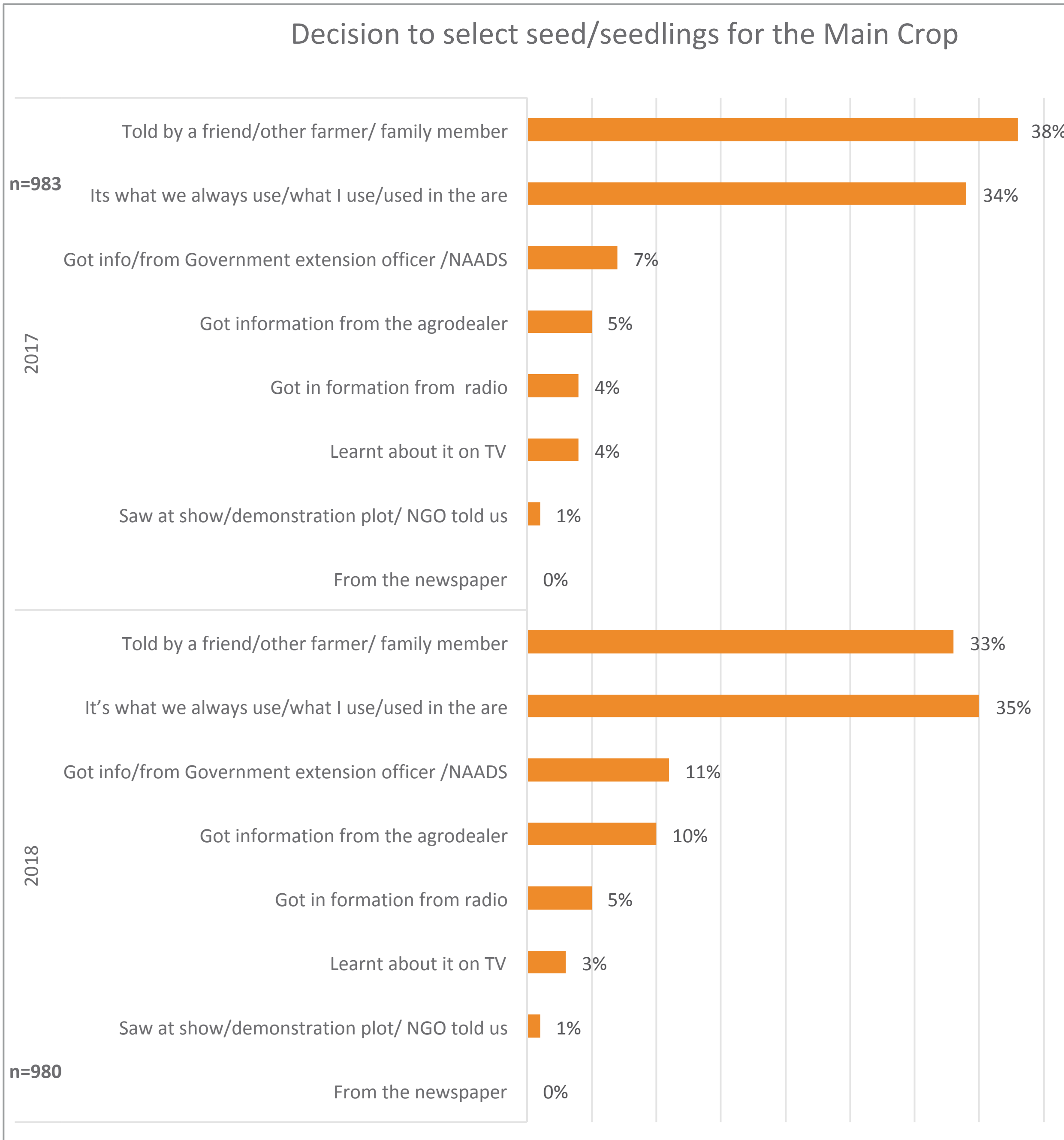
"We buy from farm supplies in Buddu Street, they are many", ***R4 Katwe Butego Group***

" I usually get seed from NAADs especially", ***R1 Kiyenje Luwero***

# Decision to select seed /seedling for the Main crop.

In both years, farming decisions were mostly influenced by information from a friend/ other farmer/family member and from previous experiences. In 2018, more information was sourced from Government extension officers (11%) and Agro – Dealers (10%) than in 2017 (7%) and (5%) respectively.

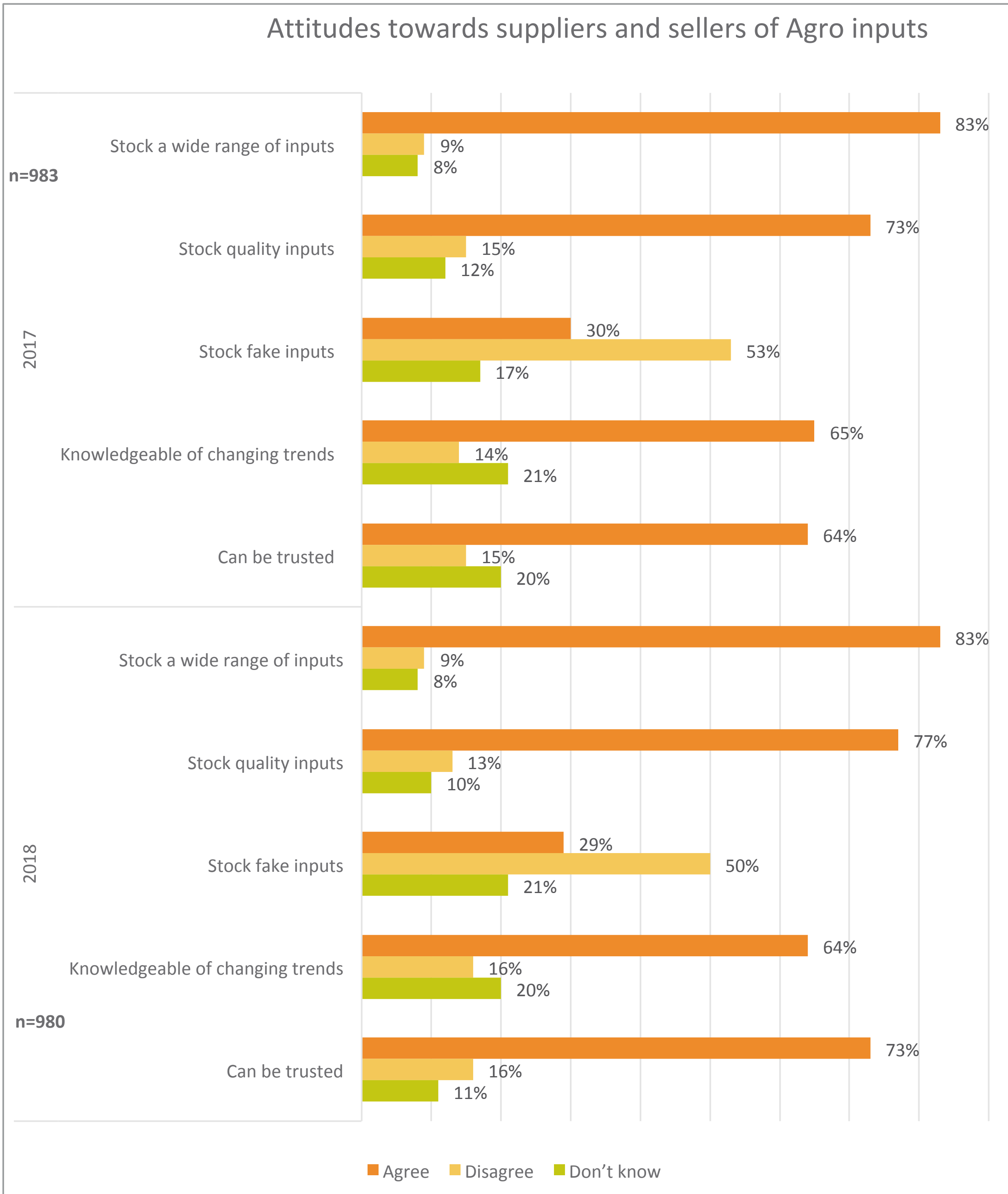





GAME CHANGERS

# Perceptions towards suppliers of agro-inputs

In both years, majority of the farmers agreed that suppliers stock a wide range of quality inputs. More farmers in 2018 (73%) than in 2017 (64%) indicated that suppliers and sellers of agro – inputs can be trusted.



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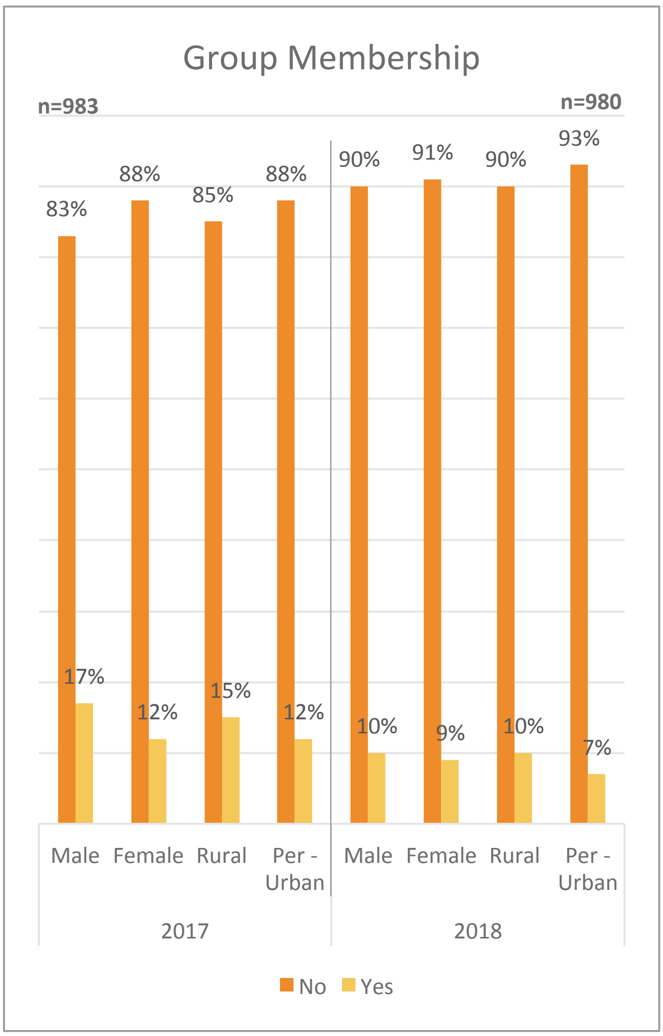
# GROUP MEMBERSHIP

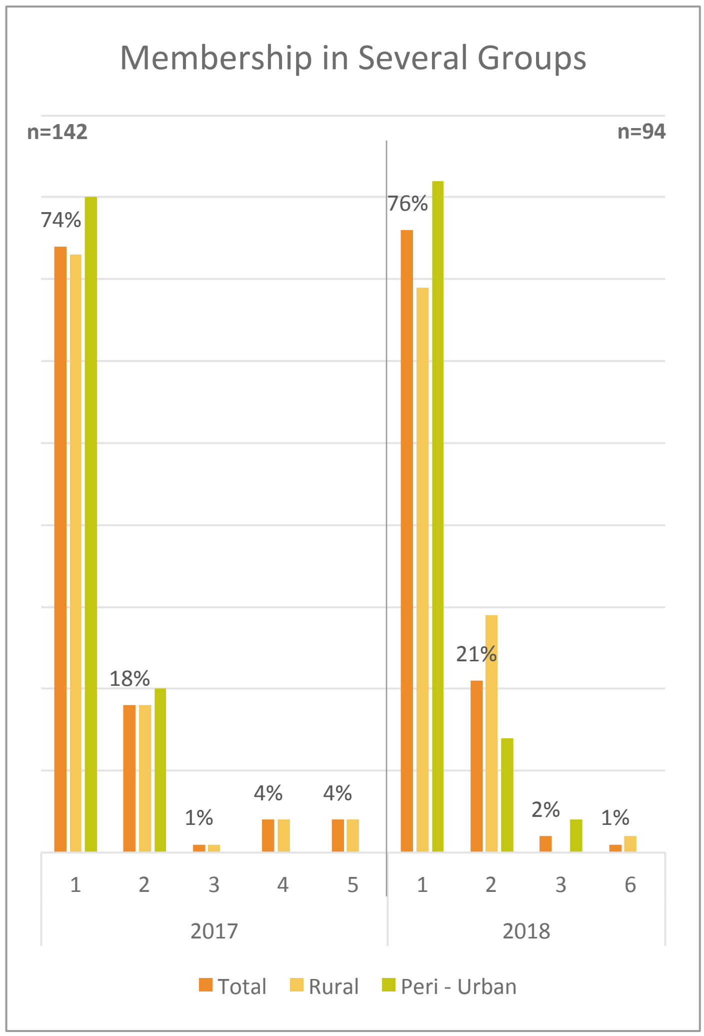
GAME CHANGERS

# Group Membership

Overall, majority of the farmers did not belong to a farmer's group in both years. Slightly more females than males belonged to a farmer's group. Group membership for both male and female farmers declined in 2018 as compared to 2017. Group membership was higher among rural farmers than peri – urban farmers.

Majority of farmers belonged to only one group in both 2017 (74%) and 2018 (76%). More peri – urban farmers than rural farmers belonged to just one group in both years while more rural farmers than peri – urban farmers belonged to more than one group in both years.





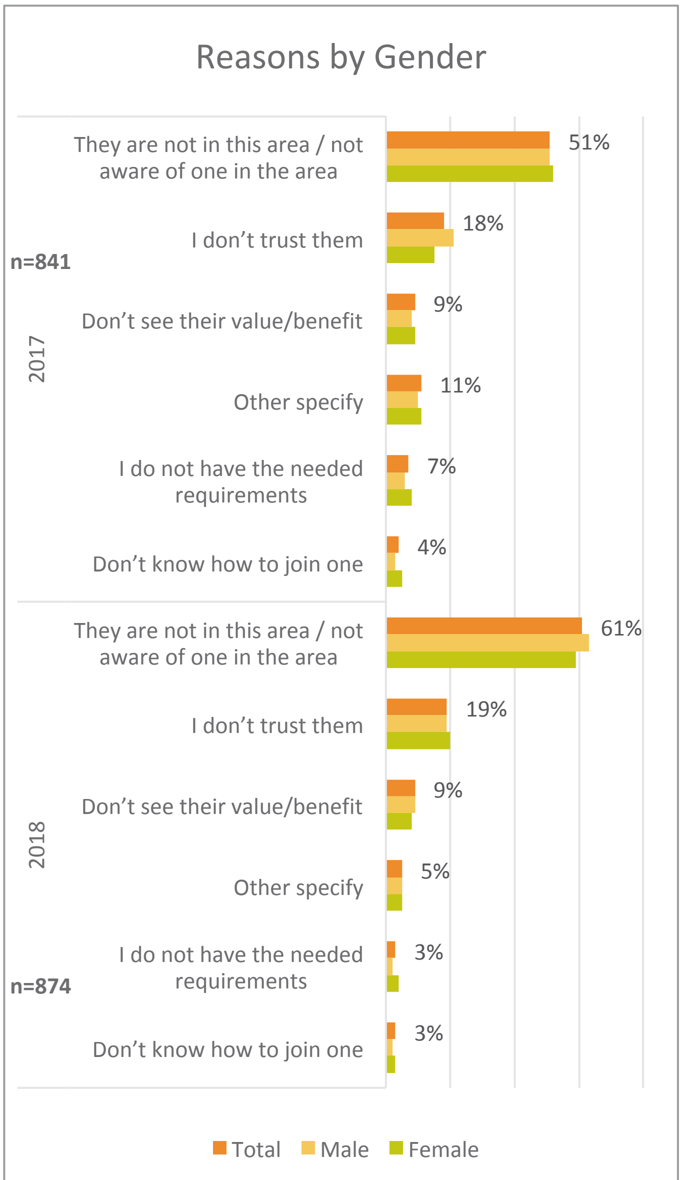


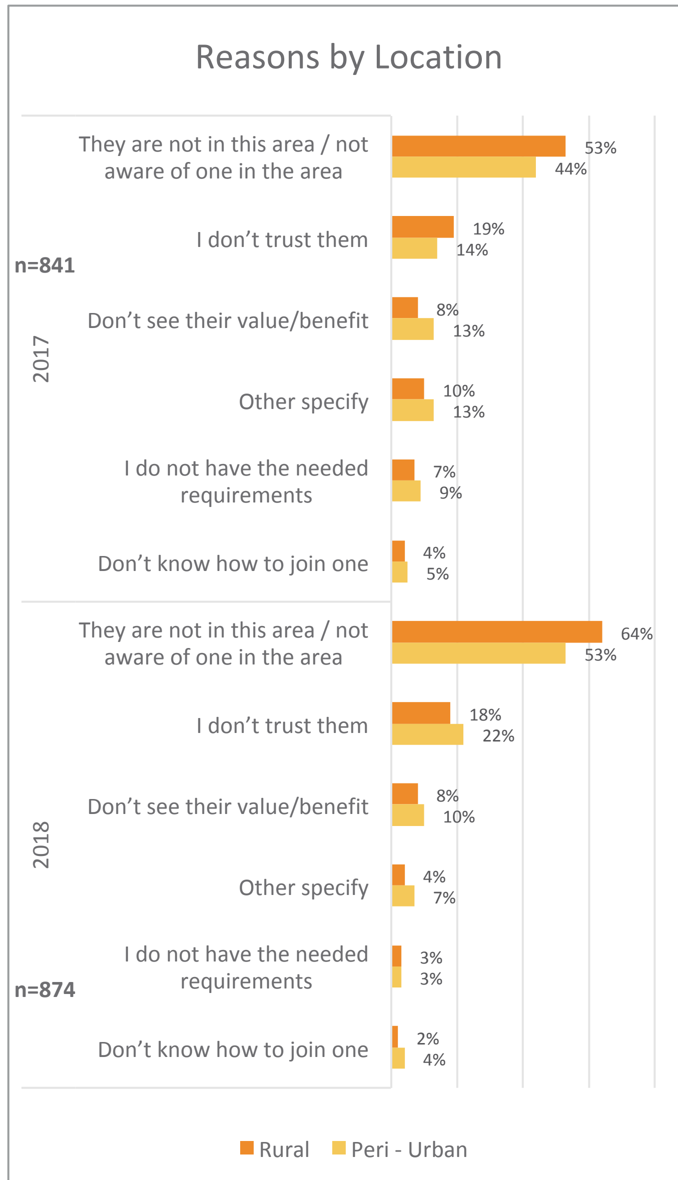
GAME CHANGERS

# Barriers to joining groups.

Majority in both 2017 (51%) and 2018 (61%) were not aware of availability of groups in their area, more males in 2018 (63%) than in 2017 (51%) were not aware of the availability of groups. More females in 2018 (20%) than in 2017 (15%) don't trust groups.

More rural farmers in both 2017 (53%) and 2018 (64%) were not aware of availability of groups in their areas compared to Peri – urban farmers (44%) and (53%) in 2017 and 2018 respectively.



GAME CHANGERS

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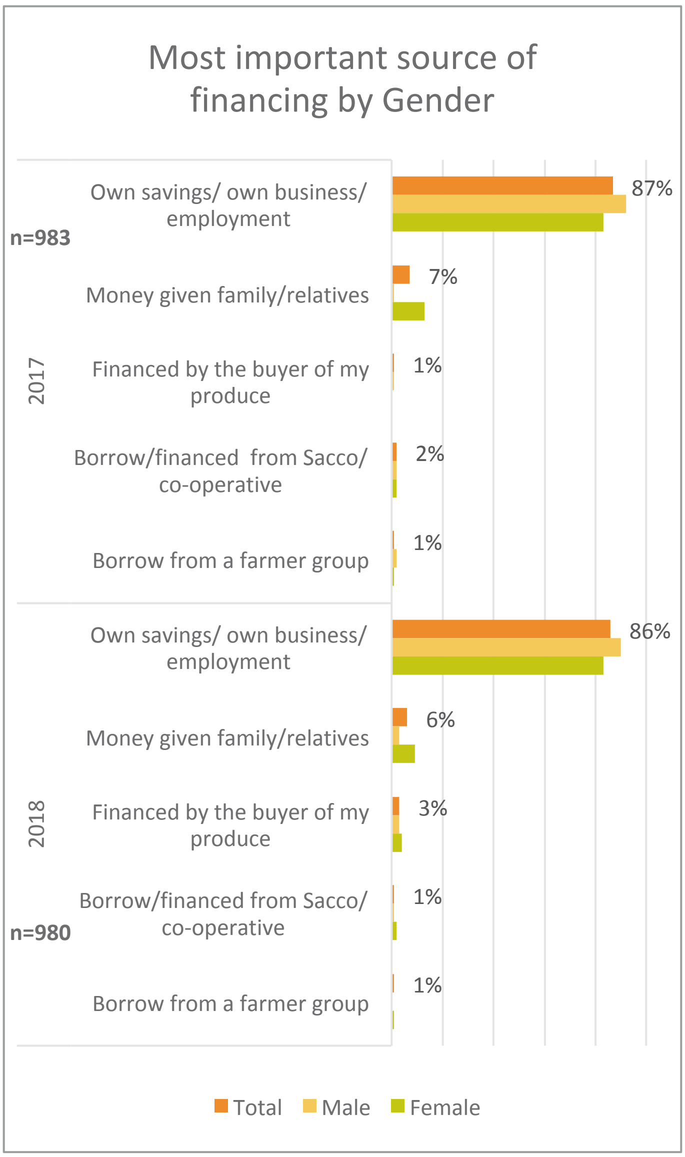
# FINANCING AGRICULTURAL ACTIVITIES

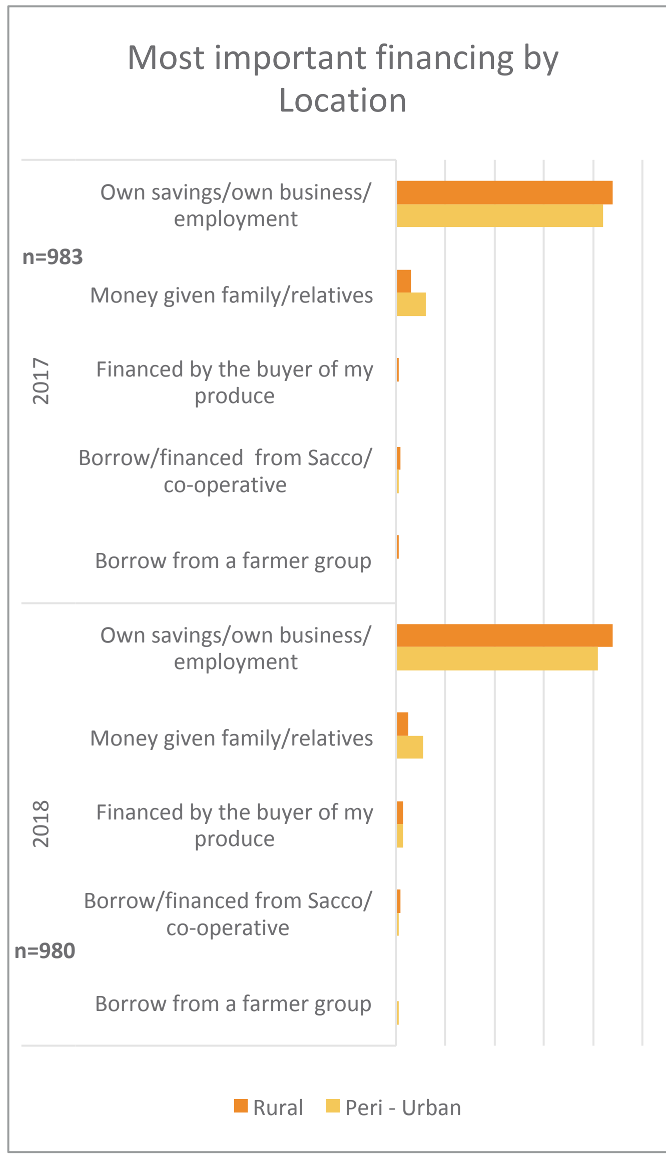
GAME CHANGERS

# Financing

Overall, impersonal/individual savings were the most important source of financing in both 2017 (87%) and 2018 (86%). More male farmers than females sourced their financing from own savings while more females than males relied on money given by family/relatives.

More rural farmers than peri – urban farmers relied on own savings as a source of financing while more peri – urban farmers than rural farmers relied on money given by family/relatives as a source of financing.



# Qualitative Findings

Overall, Majority of the farmer groups fiancé their agricultural activities using finances from their own harvests after sale, village SACCOS, and Not from Banks.

"Mostly from the saving groups, I borrow money from there and put in my garden. When I get it from the harvest and other side money I put it back into the group". ***R9, Kisaawe Farmer group Luwero***

"When I had just started farming I used to get it from my side jobs but I grew a plantation and when I get matooke, I eat some and sell the rest. That money is the same that I inject back into it," ***R3, Wobulenzi, Kisaawe Group***

"Mostly from the saving groups, I borrow money from there and put in my garden. When I get it from the harvest and other side money I put it back into the group"., ***R9, Katwe Butego Farmer Group , Masaka***

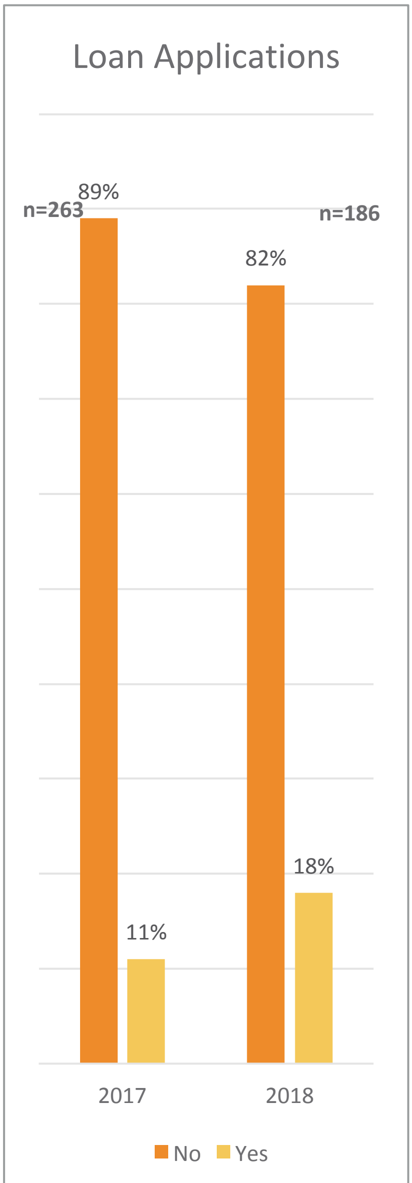
"Mainly from selling coffee seedlings and suckers", ***R6, Kiyenje farmer Group. Luwero***

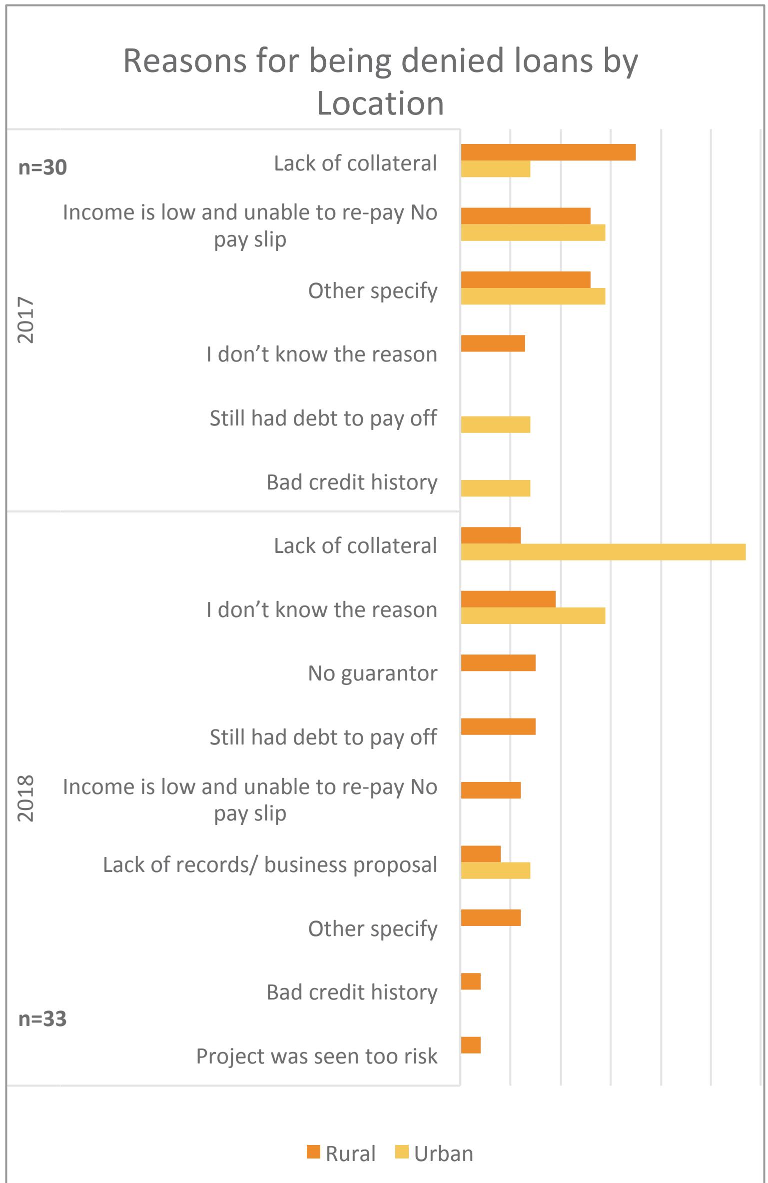
"It's as if banks are for the rich, if you don't have property they don't give you money," ***R4, Kiyenje farmer group Luweero***

"First of all, money from the bank requires more interest compared to our groups. Even the security needed is different from what the bank needs," ***R5 Kiyenje farmer Group, Luweero***

# Financing Agricultural activities

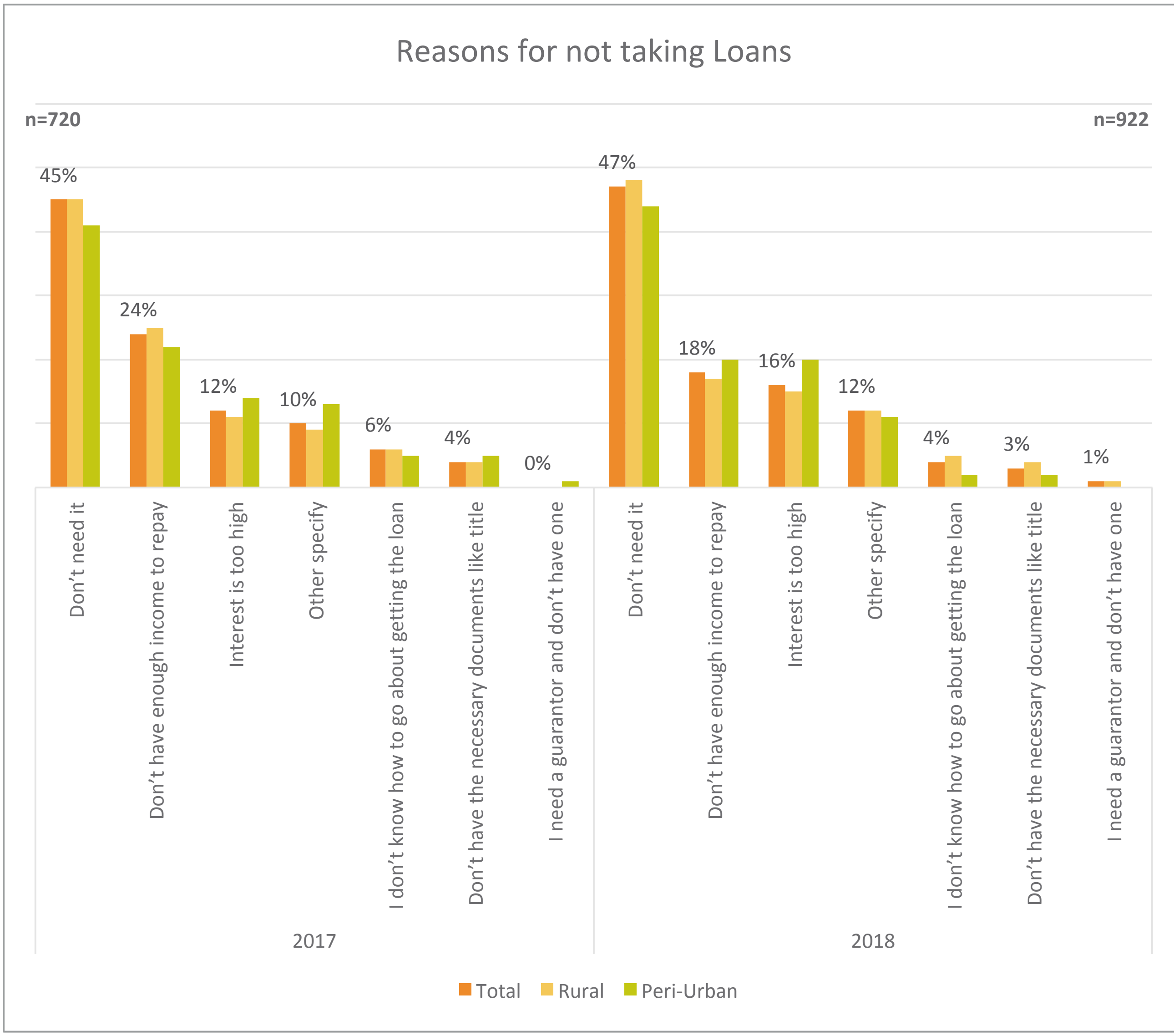
Overall, majority in both 2017 (89%) and 2018 (82%) had never applied for a loan, a small proportion (11%) in 2017 and (18%) in 2018 have ever applied for loans and were denied. The main reasons for being denied loans was lack of collateral which in 2017 was higher among rural farmers while in 2018 higher among Peri – urban farmers, other reasons included low incomes and debts to pay off.



# Financing Agricultural Activities

Most farmers, both in 2017 (45%) and 2018 (47%) didn't take loans because they don't need them. More rural farmers than Peri – urban farmers didn't need loans in both years. The other reasons for not taking loans were: inadequate income to repay the loan and high interests.



GAME CHANGERS

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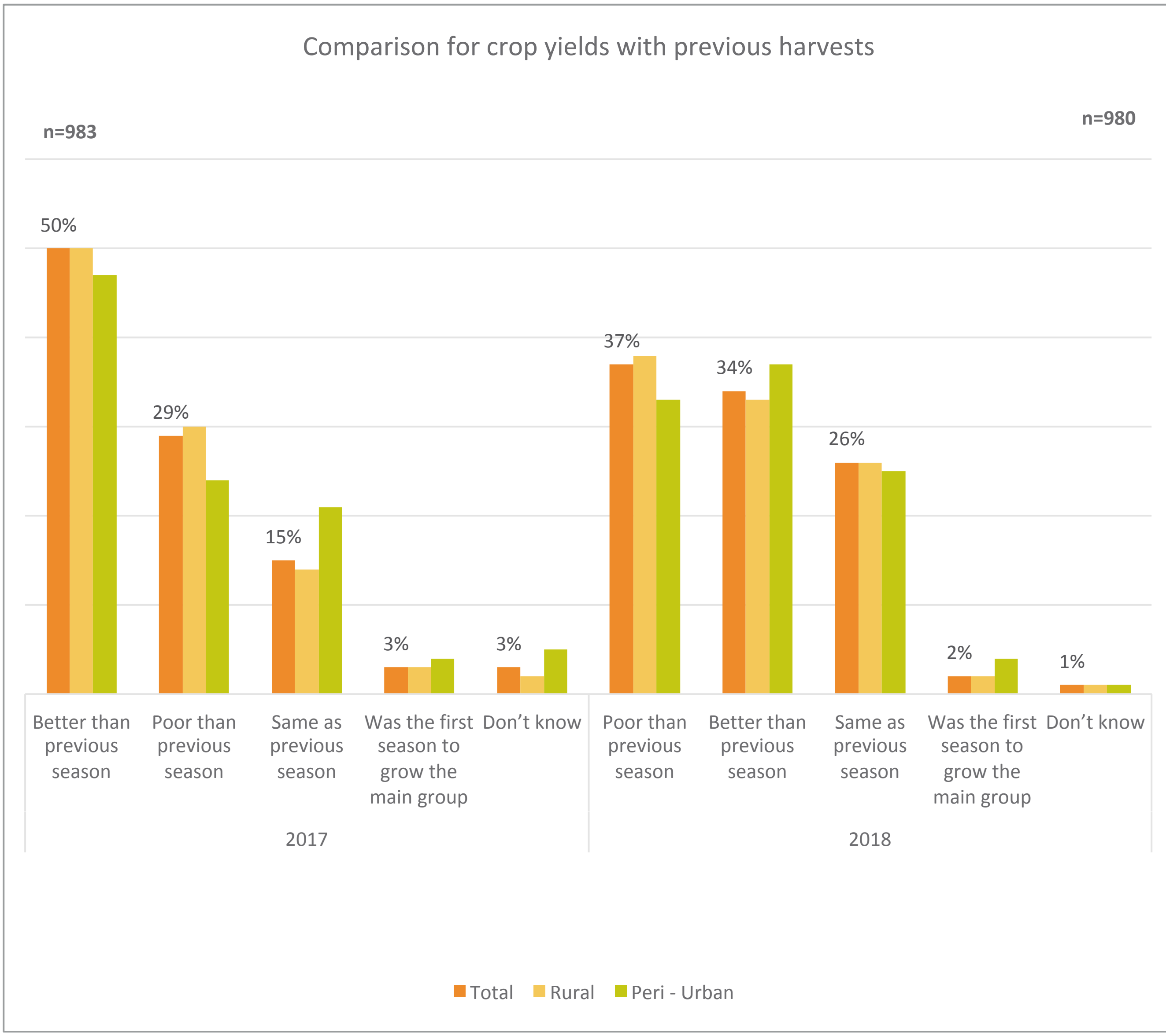
# WEATHER

GAME CHANGERS Ipsos

# Weather Challenges

Majority in 2017 (50%) indicated better yields than the previous harvest while in 2018, majority (37%) indicated that yields were poorer than previous harvest. In 2017, yields were better in rural locations while in 2018, yields were better in Peri – urban locations.



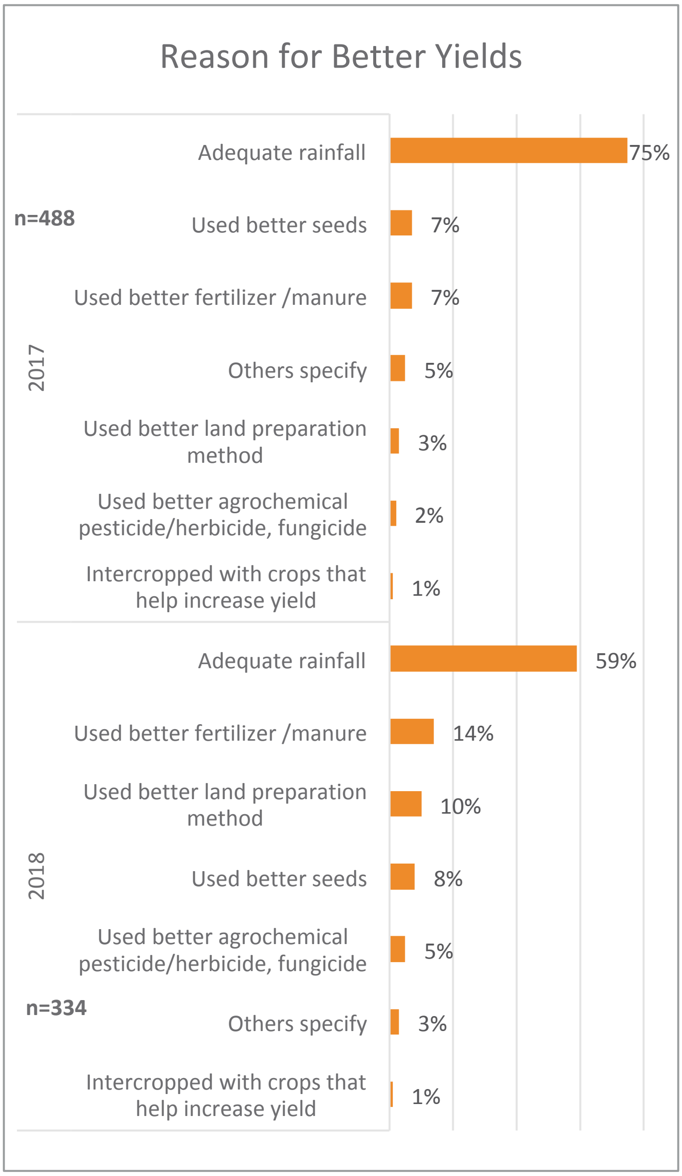

 

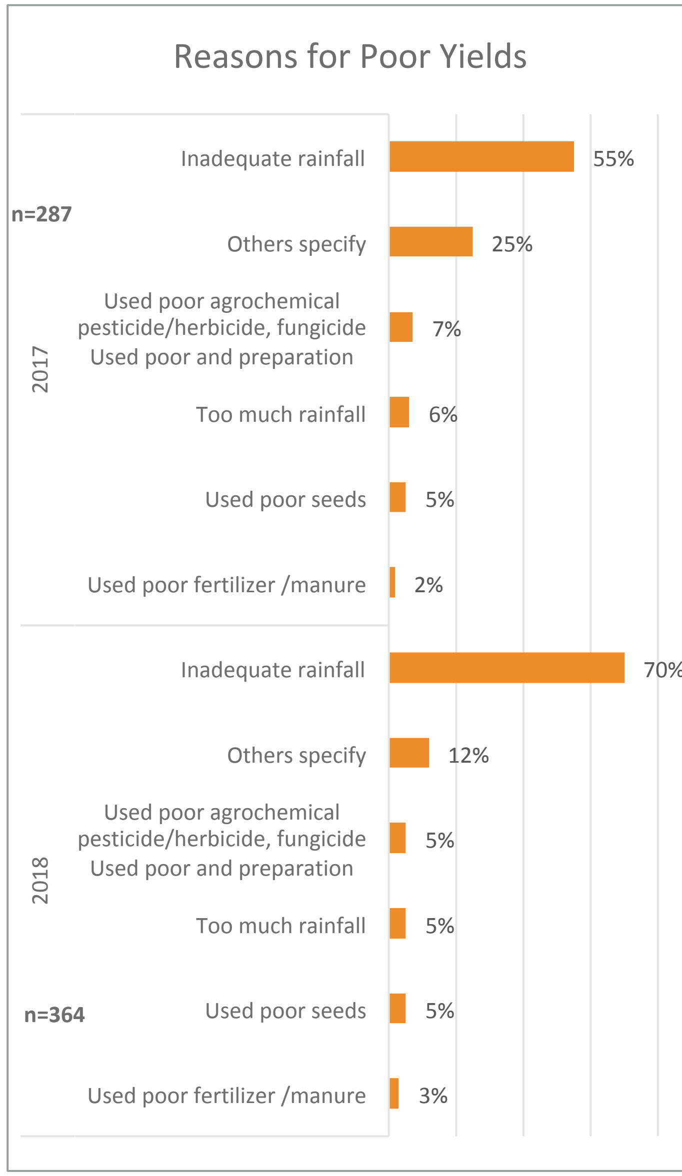
GAME CHANGERS

# Perceptions towards yields

Majority attributed better yields to adequate rainfall mostly in 2017 (75%) in comparison to 2018 (59%). More also attributed better yields to better fertilizer and land preparation methods in 2018 than in 2017.

Majority attributed poor yields to inadequate rainfall mostly in 2018 (70%) than in 2017 (55%). More also attributed better yields to better fertilizer and land preparation methods in 2018 than in 2017.

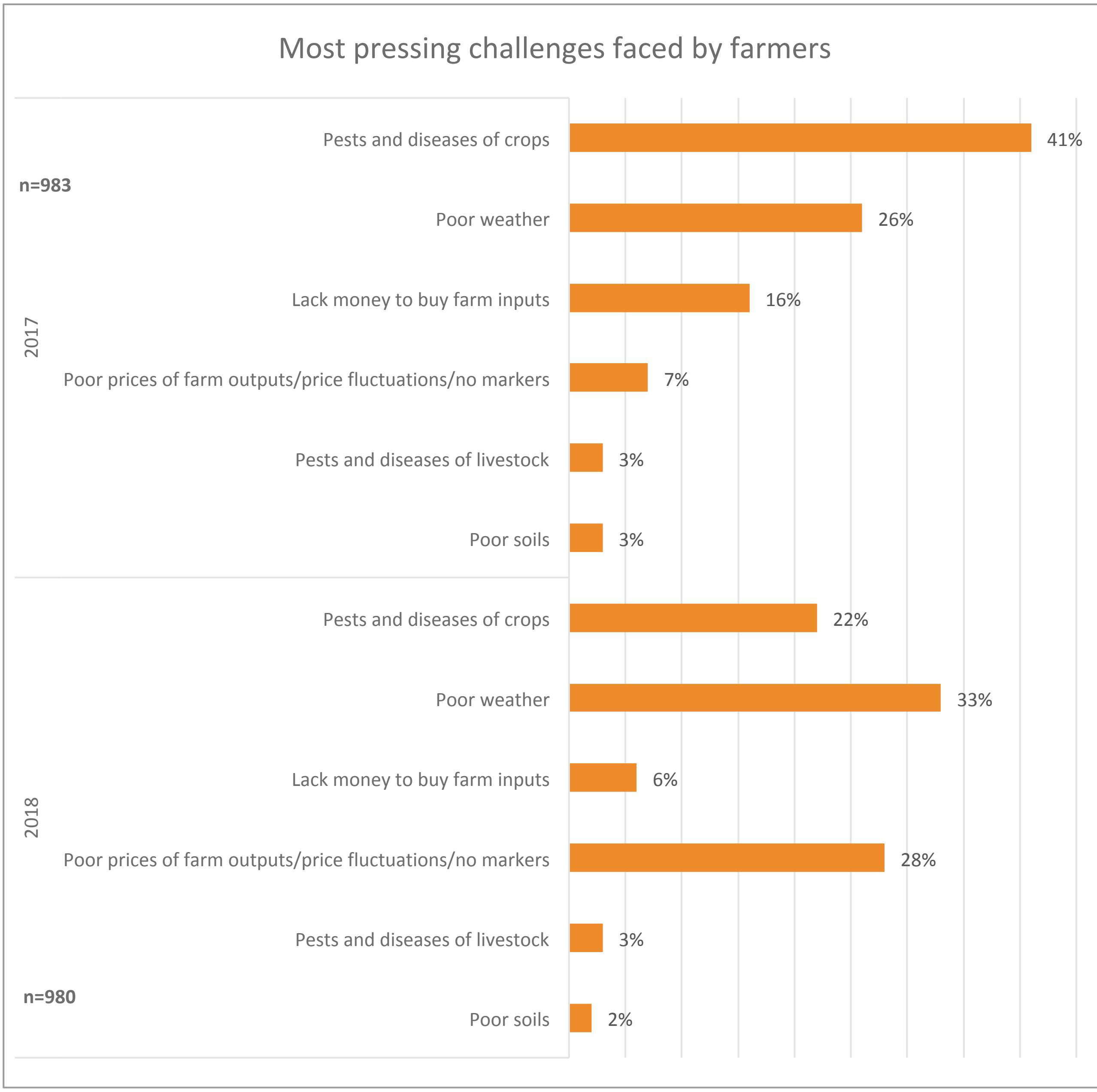


# Challenges experienced by farmers

Pests and diseases of crops (41%) was the stand out challenge in 2017 while poor weather (33%) was the stand out challenge in 2018. The other pressing challenges included lack of money to buy farm inputs and price fluctuation.



# Challenges experienced by farmers

**Qualitative Findings**: From all the groups, farmers expressed their greatest challenge mainly as weather and Pests and diseases The other pressing challenges were the poor prices for market produce, and expensive farm inputs.

“The challenge I find most in farming is the market and drought, if there was a way of getting a pump for each village at least for irrigation that would help us manage the drought. The other one is that inputs are expensive but the profits are less for example the last season I planted maize and a kilo was at 9000 but on harvesting I got about 2 ½ tones but couldn’t recover the money I used in planting, paying the workers and others, you can faint” . ***R9 Katwe Butego Group Masaka***

“Farming hasn’t been so hectic for me but the diseases that come in for example there is a pest that etas cassava from the roots, you find it looking healthy on top but it’s spoilt in the roots. Maize has that insect that eats it, beans have a disease that affects them and they turn yellow and even get insects, the potato leaves are eaten by some caterpillars and they dry” ***R1 Katwe Butego Group Masaka.***

“What mostly affects me is the disease called bright which affects the leaves of all crops and they drop off” ***R4: Katwe Butego .***

“My biggest challenge is the bad weather” ***R9 Kiyenje group Luwero,***

“The challenge is with diseases which keep changing. There are diseases in pests like the caterpillars that eat maize, when you spray them it’s like you are feeding them”, **R4 Ssaza Farmer Group**

“The challenge is buying our products at low prices. You look after them for long and spend on them yet the buyer wants to give you little money.” ***R7 Ssaza Farmer Group***

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# INFORMATION REQUIREMENTS

GAME CHANGERS

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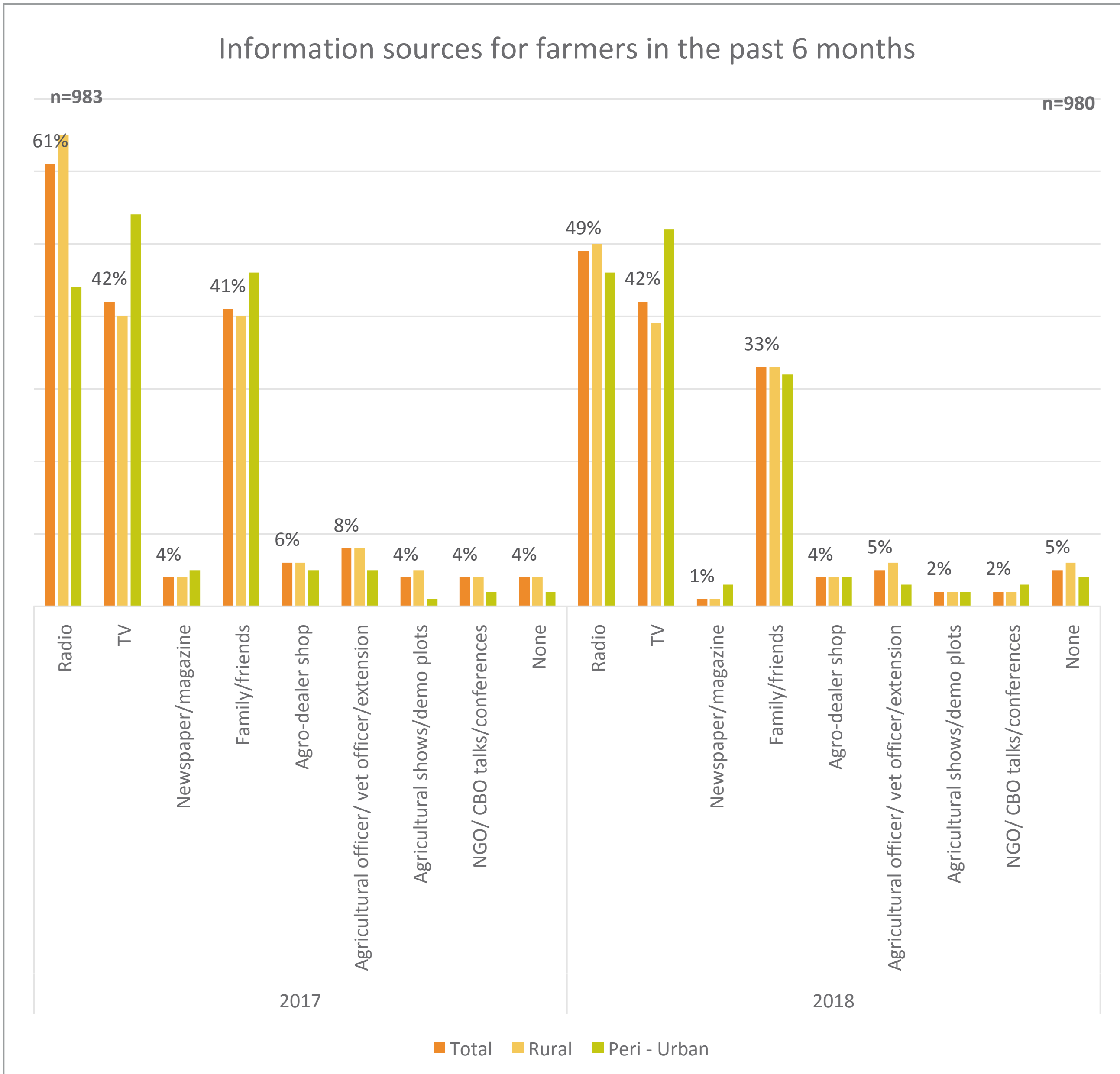
# Access to information

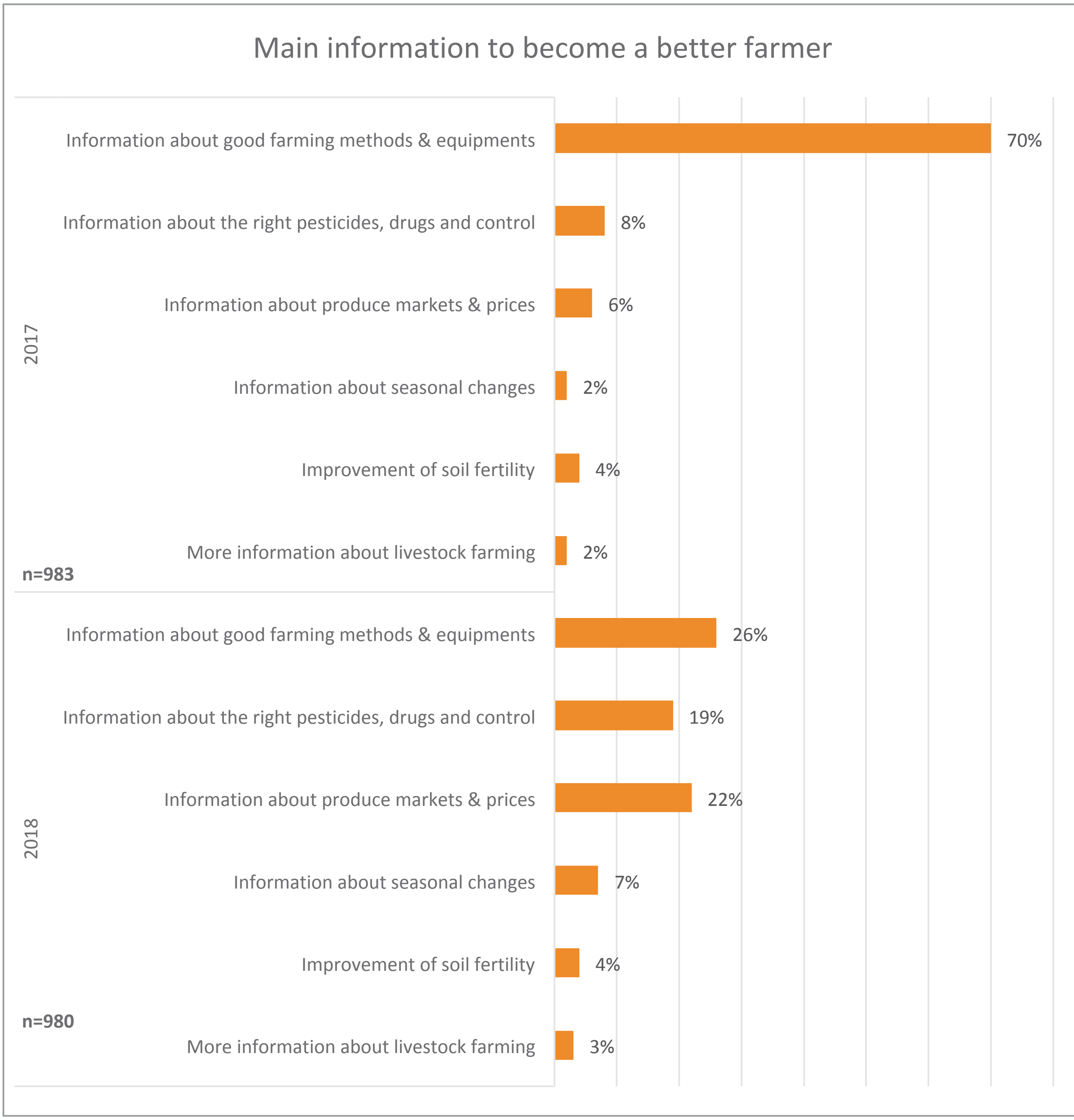
Radio was the most used source of information by farmers in both 2017 (61%) and 2018 (49%) followed by television. Radio was more prominent among rural farmers in both years while television was more prominent among Peri – urban farmers. Family/friends were also an important source for both rural and Peri – urban farmers in both years.



# Farmers information requirements

Good farming methods were the most desired information in both years but more in 2017 (70%) than in 2018 (26%). Information on produce markets and prices and right pesticides was desired much more in 2018 than in 2017.







GAME CHANGERS

# VII. CONCLUSIONS AND RECOMMENDATIONS

# ATTITUDES AND PERCEPTIONS

- Youth strongly perceive that farming is a business though the urge and willingness to actively engage in agriculture is generally low for various.
- Urban youth are less likely to do farming in future as indicated by the majority (56%). Of those, over half (27%) indicated lack of land for cultivation and just under half (22%) indicated lack of capital as reasons.
- Access to Finance (44%) and information on agriculture (16%), big land for cultivation (33%) were the key drivers that would influence youth to start farming.
- On the information requirements, majority of the youth (82%) may need information on good farming methods if they are to go into farming and become good farmers.
- Males dominate their involvement in farm activities but also in taking decisions, compared to spouses alone, though a few household males make decisions jointly with their spouses regarding farm expenses.
- Farmers mainly practice crop farming whose farm outputs are mainly for sale. Majority of the farmers in both peri urban and rural locations mostly sell to buyers who come directly to purchase produce from their farms, compared to the rest of the possible marketing points.
- Application and usage of improved seeds is not a common practice as more farmers utilize seed from the previous harvest, than seed from agro experts or institutions a practice that usually affects crop yields.
- Accessing credit or borrowing money to finance agricultural activities is not a common practice among the farmers because the majority use funds from their own savings/last harvest’s surplus sale of farm output/ to finance their agricultural activities

# CONCLUSION

Generally, Exposure to Mpeke town and Mpeke town messages, has had a positive impact on the target audience and this has created an element of change in perceptions about farming as business, and change in farming practices and behaviors among practicing farmers.

- Majority (79%) are considering starting farming as a business. Farmers have also reported behavior change relating to farming practices, after seeing Mpeke messages, Majority (56%) indicated that there are things they are doing differently after seeing or hearing the messages and this has been observed especially under Better farming practices (32%), followed by better crop management (32%) and crop planting techniques (19%) accounted for the most change in behavior in banana production.
- More farmers (38%) to a good extent in rural and Peri urban locations, indicate that exposure to the Mpeke messages, changed their views or understanding of farming as a business.. Better farming methods, the formation of farming groups (28%), and the high profits from farming (20%) were some of the key sighted messages relayed by Mpeke town were acknowledged by farmers to have influenced them to consider farming as a business.
- Farmers acknowledge that Mpeke messages, have exposed them to modern farming practices and knowledge, such as proper harvesting coffee (20%), methods of drying crops (13%), and pruning (9%) for Coffee production and applying manure coffee production and banana production especially, (16%), creating pits (11%) and plant spacing (10%) in banana production
- Interesting to note is that rural farmers were interested in knowing the exact location of Mpeke town so that they could have a practical sense and access to the project, while others thought that Mpeke should buy land and show these practices in reality.

# KEY RECOMMENDATIONS

- Government intervention is required in supporting rural agriculture. A consolidated effort is required by all institutions (NAADS, operation wealth creation (OWC), among others) to support farmer groups, improving access to agricultural technologies and markets to ensure that noticeable outcomes are achieved.

- Publicity and farmer education on group formation should be given adequate time and resources with targeting directed towards illiterate farmers and those far away from extension workers.

- For coffee production, there is need for Uganda Coffee Development Authority(UCDA), to engage and directly sensitize the small holder farmers on crop quality and value addition.

- There is need to promote youth groups/farmer associations for the youth to be able to access, agricultural extension and advisory services, financial services and agricultural inputs such as demand driven improved seeds, fertilizers and for ease of marketing their produce.

- The drama series was generally perceived by the target audience as very practical and educative on good farming practices. However, majority of farmers during the Focus Group discussions, are lobbying for a repeat of the program reason being that the program was aired only once and with no repeat, making it difficult for farmers to catch up with lost episodes.