

SPOT 2: WHY MARKET TOGETHER?

STATION CUE: And coming up next [Presenter's Name] with a special series for farmers all about Farmers' Groups and Marketing. Today she/he asks – 'Why Market Together?'. Find out the answer and also why some people are still not getting in on the action now ..

FX and Music

(Hold Under Presenter and Fade)

Presenter: Many farmers in Uganda grow crops, catch fish or keep animals but they and their families consume almost everything they produce. Marketing alone, most farmers are only able to sell tiny surpluses. Some farmers are able to produce good surpluses but they find it difficult to transport them to market or roadside stall. These are familiar stories but do things have to stay like this? Fred Bikande, Training Co-ordinator for CEDO, Uganda's Community Enterprises Development Organisation, thinks that they don't. The key thing, he says, is for farmers to market their produce together, but before that happens they need to organise themselves ...

Insert 1: *Fred Bikande*

Dur: 1' 08"

The problem is that our people have as yet not been organized to a level where a buyer will just come, get his commodities, organized in one place, and then take it to the market. So there has been a problem of people keeping their produce within their houses: somebody has 300 kilos, it is within one house, you go half a kilometre you find some 70 kilos, you go 800 metres away and you find there is 800 kilos. But if they can be made to understand, to establish local collection centres within their rural communities, then we should know that if it is 50 farmers who are concerned about making or repairing a certain community bridge with some local materials in order for the lorry to cross it and collect their produce, it will be easier than if vehicles were going to cross that bridge just to collect from one person.. Because in this particular case you are not going to make that road because it is going to collect 70 kilos from Ben's place!

Presenter: Poor old Ben! Fred's absolutely right nobody is going to repair a bridge or send for a lorry just to get a small amount of produce. Now, if Ben put his produce together with his fellow farmers things would be different. It makes good sense but still some people don't want to market with others and they prefer small-scale local buyers to come to them. Betty Odom, a farmer and community worker in the Masindi Area regrets this

Insert 2: Betty Odom, community worker, Nyabyeya trading centre, Masindi District
Dur: 0' 27"

It is not together actually. Because here, everybody just produces their crop and sells for himself or herself. We don't have access to a real market. In fact if they could get that access, that the buyer could come to them, then they negotiate the price and they weigh the kilograms. They everybody will know that my kilograms is like this, I will get this much, which is OK.

Presenter: So in Betty's area what's missing is access to a proper market. Well, farmers groups should be in a position to bulk up together and organise transport to reach them and to take their produce to a market where they can get a fair price. Needless to say this isn't very popular with local small traders local like this fellow in Rakai District:

Insert 3: Kalema Abas, local trader, Rakai District **Dur: 0' 45"**

He is citing an example, like these organised groups. They usually bring them a problem, because they have the bargaining power, bargaining force, as they are collective. And then for them if he goes to this man in the village it's him who sets for the farmer prices, so when they are in a group they have an access to information about the market and they get information on the radio or what, so it's a problem, so he

doesn't like those people, yes please, because they know what's going on in the country, they can access the information from everywhere, yeah.

Presenter: Bargaining Power, Bargaining Force and Access to Market Information – just three reasons why local traders are finding Farmers' Groups who market together unpopular!

Sting

Presenter: Some farmers in Uganda are managing to market collectively and receiving the benefit of higher prices for their output and all their hard work. The government and agricultural development agencies are encouraging this type of activity but it's something that can't happen over night – educating farmers about how markets work is an important first step and this of course is easiest if the farmers are organised into a group. But staying in a group and abiding by the Group's Rules is not easy for some. In Rakai District we met Abdul Rashid Mpamizi from the Rakai District Farmers' Association. He told us about his brother who left his group and tried to stop his wife from being a member ... but now he rather regrets that he ever did so especially since that group now market together and are seeing some good financial benefits. Abdul Rashid ..

Insert 4: Abdul Rashid Mpamizi, Rakai District Farmers' Association, Rakai Branch and extension link farmer, CEDO **Dur: 0' 44''**

He is saying, and he is citing an example of his real brother, who did not abide by the group laws and he even refused (to allow) his wife to be in a group, so as of know he is seeing different developments of the group, members are doing what, and this has turned his mind. He is saying he can now abide with the laws, but now as far as those members who have been in a group, they have big shares, they have what he cannot achieve as of now, though he's crying to get back in the group.

Music

STATION CUE OUT: **And that was ‘Why Market Together?’ part of our special series for farmers. If you have any views on what you’ve heard or if you’d like to start up your own farmers’ group why not drop us a line at ..[STATION ADDRESS]. We’re always happy to hear from you. Next time we’ll hear about Getting a Farmers’ Group Started.**