

SPOT 5: GETTING INFORMATION ABOUT THE MARKET

STATION CUE: And coming up next [Presenter's Name] with a special series for farmers all about Farmers' Groups and Marketing. Today 'Getting Information About the Market'. From Notice Boards and Mobile Phones to Market Information from the Radio – the best way for farmers to deal with traders is to know the true value of what they are selling. Find out more now ...

FX and Music

(Hold Under and fade under Presenter)

Presenter: In business, as in so many areas of life, knowledge is power. When dealing with market traders having a knowledge of prices can make the difference between getting a fair deal and getting a poor one. Fred Bikande, Training Coordinator for Uganda's Community Enterprises Development Organisation, says that it's important for farmers to understand market information and also to understand the traders they sell to

Insert 1 *Fred Bikande, Training Coordinator, Community Enterprises Development Organisation*
Dur: 1' 16"

Well, first of all we have to understand especially the local traders, that our local traders are somehow petty speculators, in fact very many of them start the marketing business or the buying business even before the crops are ready in the farmers' houses. So what they normally do, is let's say if we talk in terms of beans or maize, once they see it has ripened then with them they will start passing around. The moment they look at the garden and they see this person may harvest some 5 bags, for them they normally talk in terms of bags, if they feel he can harvest something like 5 bags, then that's the time they will even begin getting their money from the bank and begin moving with the money. When let's say this person say he's got a child and he is sick, then the petty trader is now sitting near him and is trying to woo him to say that you can't suffer when you have your beans, your beans are just about to dry, why should you go to borrow money when

you have those beans? Me, I can give you some money. So in such a case I'm calling them petty speculators, and their major interest is nothing else but profit.

Presenter: Understanding traders and markets is one thing – getting information is another. If you're lucky enough to own one a mobile phone is a quick and effective way of getting market information. Big traders probably have access to mobiles but sadly this is not the case with most farmers like Edith Bukirwa in Rakai District ..

Insert 2 *Edith Bukirwa, chairperson, Kamukamu womens' group, Rakai District*
Dur: 0' 14"

We like the mobile phones because it makes us easy to make the communication but we don't have the mobile phones by now, but we like it very much!

Presenter: But even without mobile phones information can be made easily available through notice boards – you simply pin up market information for all to see. Fred ..

Insert 3: *Fred Bikande* **Dur: 0' 43"**

Well, I would say when it comes to marketing, communication has been a stumbling block. What we are trying to do in order to overcome this particular problem is we are trying to establish what we call market information centres, and these are rural-based information notice boards, so we feel that if CEDO as an organisation can get information, then all that you have to do is to bring this information and then you pin it on that notice board. So whoever has information pertaining to markets, if you want to buy a certain crop, even if you don't belong, even if we don't know you, but you can bring that information and pin it there.

Presenter: So simple notice boards can help people in a big way thanks to intermediaries like Fred's CEDO. Erisa Nkinza is the chairman of a large Rakai based farmers group – he

says that although they often get market information themselves they are also reliant on organizations like CEDO for help ...

Insert 4: Erisa Nkinza, chairman, Kasambiya Savings and Credit Association, Rakai District
Dur: 0' 31''

At times we get it ourselves, because we are trained on how we can look for the market, and secondly we are assisted by some NGOs like CEDO, which goes and collects the information from different traders, from Foodnet, and other sources.

Sting

Presenter: These days you're likely to hear market information on the radio ...

Market News on the Radio FX

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Insert 5: Betty Odom, community worker, Nyabyeya trading centre, Masindi District
Dur: 0' 22''

OK, we always hear according to these programmes, like we have FMs here, they always tell us that in Kampala the price is like this, in Masindi the price is like this, is when we compare, and if the buyer comes this way we say why is it that in Kampala this price is like this and you are lowering ours down? Then we say, OK if it is like that, give me this price, then we negotiate the price.

Presenter: Farmer Betty Odom on how she and her fellow farmers get market information from the radio. Recently, keeping tuned to your favourite FM Station has become an important way of getting information on prices, and both farmers and traders are feeling the effects. Benson Taiwo from Radio Lira

Insert 6: Benson Taiwo, Foodnet data collector and Radio Lira presenter Dur: 1' 16"

Well, after the broadcast of this market information, many farmers started to come up to form groups, like for example in Lira where I am working several groups have come up now and they are selling their produce together as a group, and they have put aside a big sum of money in their account savings for the group, just as a result of this broadcast. For them, they always write to us telling us we thank you very much, we are very happy for what Foodnet is doing, at least it has opened our ears and our eyes, we know what to do as farmers together in a group, at least we can now what is taking place in other markets in other parts of the country, right in Lira. But on the other hand, I remember one time when I had just finished broadcasting the programmes over the radio and I travelled down to the rural areas. So met one of the local traders who told me, please Benson, you have done us so bad! I say, now, what happened? He said, after your broadcast the farmers refused to give, refused to sell to us the produce they have. I said, now, for what? He said, the price we are offering is too low, it is not matching with what you have just said on the radio! I said, yes, now you have to bargain, you have to give something which can at least make them feel happier.

Music

STATION CUE OUT: And that was 'Getting Market Information' 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 find out about women and men in groups.