

INFOFOOD *Magazine*

FOOD. INNOVATION. TECHNOLOGY

Presented by;



COMMUNITY WOMEN'S
ENTERPRISE NETWORK

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**Hadijah Nankanja- Founder -Community
Enterprise Network Uganda Limited
Email:info@cwen.or.ug**

Community Women Enterprise Network Uganda Limited is a business resource space for women entrepreneurs with a focus on value addition and Agro processing sector. We provide business information, technical support through a co-shared processing facility and contract packaging, leverage partnerships and offer guidance to our members to reach greater markets, create growing revenues and promote their businesses with more focus and clarity.

INFOFOOD Magazine is a quarterly online publication all about food, innovation, technology and the ecosystem for entrepreneurs. From instant bean sauce to honey toffees, entrepreneurs are bringing new products on the market daily. With a fast growing population expected to reach 100 million by 2050, the opportunities in the food sector in Uganda are enormous.

Welcome to INFOFOOD Magazine!



A variety of products made by women entrepreneurs

At Community Women Enterprise Network Uganda Limited, one of our core programs is women on the shelf. We believe that supporting women-led enterprises is a huge opportunity,

as the World Economic Forum (WEF) has consistently found a strong correlation between gender equality and national competitiveness. Every year, WEF measures the degree to which women experience less

economic participation. Sadly, the gap is particularly extreme in Africa. Interestingly enough, the continent has some examples of leading women entrepreneurs.

“Ugandan Women account for more than 60% of all food production and especially vulnerable to the impacts of climate change because of their dependence on natural resources and Agriculture for Livelihoods of their families.”

Source: Ministry of Water and Environment, 2017.

As Uganda transforms into a middle-income economy, agriculture remains to be a core engine to drive the desired transformation. Agrobiodiversity and a good climate in most parts of the country provide immense opportunities for food production, trade and markets development, industrial growth and overall improvements in

employment and livelihoods. Desirable transformation of food systems comes with multiple benefits that include empowering vulnerable groups such as women and smallholder farmers out of poverty and related inequalities, improvement in food supply and distribution, reduced stress on the environment, improved consumer behaviour patterns with minimum

food loss and waste, and improved resilience to risks that disrupt the economy. When food systems function well, they have the power to unite families, communities and nations. When they fail, the resulting disorder threatens education, health, peace, security and all forms of development.

Unlocking Uganda's potential through Value Addition

By James Wire
lunghabo@gmail.com



Dried pineapple served with ice cream

Everywhere you go in Uganda today, you are destined to find some form of primary production going on. As a country endowed with a good weather and various resources, the basic production of commodities is a given. Agriculture is one of those sectors that stand out prominently. Fruits like Avocado, mango, lemon, orange, pineapple, pawpaw, passion, guava, among many others are all over the place. Vegetables like cabbage, tomatoes, onions are taken for granted in this country and finding them rotting in the markets due to low consumption or poor handling is a common sight

With a little research, one can identify numerous value added products that can be got from our local produce and its waste. Take the example of the widely grown maize

that is utmost used to make posho for human consumption as well as animal feeds from the milling waste. This same maize if handled appropriately can make corn starch (currently imported expensively) which is used to bake, make ice cream among other uses.

Currently there is a lot of talk about growing avocados for export. A lot of money is being invested by individuals in this endeavor. However, most of those investors hardly look at the other higher income opportunities that can be got from the same produce. Avocado oil has got numerous uses from the kitchen to the cosmetics industry. It's use in moisturizers, treating dry skin, preventing acne and many others. The seed is used to make nice and healthy tea.

All said and done, there is a growing army of Ugandans that have started taking value addition of our local produce to a higher level. Pineapples or Ananas as widely known has a variety of products that can be made along the value chain. For example fruit roll/leather, jam canned in syrup, pickle, beverage, jam fruit fillings and powder. Driven by the idea to set up an initiative that benefits the community ecosystem, Ms Linnet

Akol owner of Krystal Ice Pops came up with the idea of processing pineapple fruits grown by smallholder farmers from the central districts of Uganda. She pulps and freezes the fruits, hence creating healthy ice pops a healthier alternative to the common sugary frozen treats available on the market. These are enjoyed as a thirst-quenching treat by health-conscious Ugandans who also value quality.



Distribution channels in the retail sector



The Bountiful Duuka Plot 1 , Bukoto Street

The retail industry sales are estimated at 8 billion US\$ in Uganda. The country has the youngest population in the world, with 77% of its population being under 30 years of age and about 21.6% of its population is between the ages of 15 – 24 years. Over the next 10 years, about 9.9 million people whose age is between 15 and 24 at the moment will enter the consumer market. These figures show that Uganda is holding a “potential” retail index. Many global analysts remain positive about Uganda’s exponential growth potential in the coming years. For instance, Uganda is counted among the fastest growing economies in Africa, with a growth in per capita income estimated at 2.84% in 2020.

Currently there are local leading chains like Capital shoppers, Kenjoy, Mega Standard, The Outlet, Quality, Fraine and Fabulous freeman Hyper supermarkets who take the biggest market share. These are relatively larger retailers with quality products most of which are imported, restaurants and bakeries under one roof. They offer shelf space to local producers though not at a favorable scale.

There are over 28.01 million mobile users and 12.16 million internet users.

There are unclear terms and the recent crackdown for the e-invoice by Uganda Revenue Authority has led to many local producers cut off supply. We have seen the

entry of Carrefour an international chain taking over after the closure of shoprite and game stores. In uptown Kampala and the surrounding

suburbs, smaller organic shops have opened up offering just more than shopping. The Bountiful Duuka at Kisementi, Ark organics in Kololo to mention but a few, have quality products made by small or start-up companies. These offer shelf space and monthly themed tasting events for their clientele. Coupled with the above are the traditional dduuka (small shops) that for many years served communities which are slowly declining due to limited goods and services.

E-Commerce continues to rapidly grow in Uganda due to the widespread use of mobile money (telephone-based financial transfers) and the rapid growth of mobile phone usage. There are over 28.01 million mobile users and 12.16 million internet users. The E-commerce strategy by the government of Uganda is under formulation and that explains why there is still a lot of informality. The established platforms like Jumia, Kikuubo Online, Jiji are working around the clock to satisfy a big market which is a relatively new phenomena. Transport or delivery is done by safeboda a motorcycle hailing company or trusted boda rider. Most sellers typically market their goods and services online (WhatsApp, Facebook, Instagram), with consumers and sellers connecting first by phone and then by physical meeting. Payments are typically made in cash or by mobile money transfers. As analysts have predicted, the retail sector in Uganda is one huge opportunity.



*By Hadijah Nankanja
nankanja@cwen.or.ug*





Our services:

- Co- production and processing facility
- Contract Packaging
- Packaging and branding
- Sales and Marketing
- Financial Literacy /Book Keeping
- Networking and Events

Plot 4805 Jedidiah Close Ntinda:

Tel: +256-704-266095

Email: info@cwen.or.ug

www.cwen.or.ug