

# AGRICULTURE SHOW REPORT 2018

## 1.0 Executive Summary

It has been a historic year and I'm delighted to report that the 2018 Agricultural Show was exemplary. The Agricultural Show is very much seen as a place to do business. Demand for Exhibition stand space was high with many of the exhibitors reporting solid leads and good business transacted during the Show Week.

We were privileged to host His Excellency the Vice President of Uganda Hon Edward Sekandi and two Ministers from the Ministry of Agriculture, Animal Industry and Fisheries including Hon Vincent Ssempija. This offered Uganda National Farmers Federation (UNFFE) an opportunity to pursue farmers' advocacy goals and policy agenda.

Livestock, Crop, Services Industries, Government Institutions, entries at the 2018 Show held up well. Some of our promotional activity took advantage of social media channels such as Face book and Email. This is an indication of how the Show is embracing technological advancements. This year schools were engaged in school debates that attracted Members of Parliament sitting on the Sessional Committee for Agriculture and other dignitaries as well. This initiative was highly appreciated and should be scaled up to cover schools from the entire Country.

The National Agricultural Show Organizing Committee chaired by Hon Victoria Sekitoleko together with the UNFFE National Executive Committee (NEC) has been invaluable during the year under review as they provided valuable input to the development of the Show. The National Agricultural Show Organizing Committee and National Executive Committee (NEC) saw wide ranging interactive consultation with several stakeholders on the plans for the strategic improvement of the show grounds. The Show Organizing Committee engaged several communications companies and was able to run an intensive information and communication strategy that focused on attracting, adults, youths and school children in the quest of sustainable audiences for agriculture.

The quality of exhibitors has been much higher and on the intended purpose and theme than at any other previous Show which has made this Show one of the best and for which UNFFE will be considered as one of the best Show organizers in the country. For quality reasons, the number of exhibitors has been lower than in the past because hawkers and other non-essential exhibitors have been largely eliminated.

Prior to the Show week, a stakeholders' meeting was organized to enable our exhibitors understand the theme. 80% of the invited stakeholders from Jinja were in attendance. It is very reassuring that we have such vibrant and enthusiastic memberships who want to be involved. We now have the opportunity to leave a real legacy for future generations of the Agricultural Show. UNFFE looks forward to accommodating many new exhibitors at the 2019 Show. Another historic year lies ahead.

## **1.1 Background**

The 26<sup>th</sup> Edition of the National Agricultural Show was held from the 13<sup>th</sup> – 22<sup>nd</sup> July, 2018 under the theme **“Fostering Agricultural Value Chain Innovations for Farmer Led Food Security, Household incomes and Job Creation.**

In order to achieve the Agricultural Show’s objectives the following has taken place within the financial year:

The National Annual Agricultural Show attracted 313 exhibitors. The exhibition stalls specifically aimed at showcasing their products to the sector that were relevant to the theme. The symposium, training classes and wild life shows continued to be a successful addition to the Agricultural Show Week. This continued to encourage young people to become involved in the show. The Show was a great success with Agricultural Machinery, seed companies and other value chain actors. Entry levels and attendance levels remained high as did the quality of exhibits. 15 Government institutions further graced the event with a superb display of services and products offered to support the agriculture sector. The food court with over 56 local restaurants and independent retailers came together to demonstrate the route to market our agri-produce. Many regular features were enjoyed by the crowds including pedigree livestock and agriculture innovations. For once, the organizers established the famous Energy Corner supported by USAID Power Africa which ably demonstrated energy solutions available for the smallholder farmers. The Agricultural Show Grounds hosted several events during the year including; a Motor Rally Circuit and the Agricultural Show Week.

## **2.0 Planning Processes prior to the Event.**

The National Agricultural Show Organizing Committee met 8 times prior to the Agricultural Show. There was 1 Joint NEC/Show organizing committee meeting held to review and plan for the event. The NEC examined other business and operational risks, which the Show faces and established systems to mitigate significant risks.

The following Committees were constituted by the National Agricultural Show Organizing Committee to support the Show management. These included Security and Enforcement, Protocol / Public Relations, Entertainment/ Welfare, Finance, Gates and Collection, Hygiene and Sanitation, Exhibits and Awards, Deployment, Training and Symposium.

## **3.0 Objectives**

The delivery of agricultural shows seeks to:

1. Promote good farming practices and the development of skills needed to enhance the Agricultural sector.
2. Contribute to the development of public awareness and understanding of the Agricultural Sector.

3. Presentation of awards to those engaged in agriculture in particular recognizing the service of companies in the Show activities.
4. Working in partnership with other bodies to assist in the promotion of the Agriculture industry.
5. A clear public benefit in enhancing the economic, social and cultural well being of rural and surrounding communities.

#### **4.0 Implementation Processes of the Exhibition**

##### **4.1 Official Launch**

UNFFE officially launched the Agricultural Show event in Kampala and Jinja respectively. Despite the delayed Show launch, the event attracted several stakeholders, sponsors, 18 media houses and the local leadership of the area. The Jinja launch was attended by the Resident District Commissioner of Jinja Mr. Peter Khen Lochap and the President UNFFE. The Kampala launch was officiated by Vice President of UNFFE Mr. Jackson Jurua.

##### **4.2 Invitation of Participants & Exhibitors**

The Organizers used several channels to invite various stakeholders. This was done through letters, internet, banners, brochures, flyers. The method of delivery was door to door, courier, computer and media. Several media houses both in Kampala and Jinja were engaged to reach our target group. The media coverage was delayed due to delayed release of funds by the development partners and UNFFE Secretariat.

###### **4.2.1 Agricultural Show Attendance -2018**

<b>Category</b>	<b>Numbers -2017</b>	<b>Numbers-2018</b>
Adult	83,285	
Students/Pupils	57,694(1048 Schools)	

##### **4.3 Rules and regulations to the Exhibitors**

Rules and regulations were given to exhibitors to ensure effective management of the Agricultural Show. The rules regarding loud music, sub renting, payments etc were disseminated to all exhibitors detailed in the Show Brochure. A contract governing the use of Music during the Show week was signed with all the exhibitors affected to control Loud Music. Once again there

has been no blaring music and noise to disrupt meaningful interaction between exhibitor and Show visitors.

#### **4.4 Security**

The Show Management ensured that security of persons and exhibitions was paramount. Organizers worked closely and involved security organs in the planning of the show. Four security meetings were conducted and these were coordinated by the Resident District Commissioner who heads the District Security Committee. The budget of UGX 40,000,000/= provided to facilitate the different security teams throughout the ten days' event was not adequate. Exhibitors reported that there had not been incidences of harassment of exhibitors as it has been in the past. However, there were a few incidences of hooligans that sneaked in during the last day of the Show.

#### **4.5 Tickets**

PEBUU was contracted to manage the E-Tickets. This exercise was overseen by the Director Finance and Administration and Deputy Chief Executive Secretary. PEBUU upgraded their system to match the increasing number of the show goers. PEBUU provided the software and equipment that were operated by students from Wanyange TTC.

#### **4.6 Infrastructure**

Under the infrastructural improvements this year, management replaced all the wooden windows and doors at the Main Administration Block. Furthermore, the main building was painted with support from Kakira. There were renovations done at all the three entrance gates to enable management to brand and further facilitate the smooth flow of children and show goers.

The numbers of toilets (three) are still too few for the Show ground and these are being poorly managed by service providers. More roads were opened up to ease access to more stalls and further expand the exhibition area. There are suggestions for UNFFE to manage the toilets and or use portable toilets to improve on hygiene and also match with the risen standards of the Show ground. The Show has continued to lose revenue by people entering through the porous Perimeter fence.

#### **4.7 Symposium and Trainings by Experts**

This was another addition to the Agriculture Show Event. Exhibitors and Show-goers highly recommended this arrangement. The turn up for Symposium by the Show goers was over whelming coupled with the involvement of the lead UNFFE partners that coordinated the various daily symposium themes. However, many exhibitors complained that it was not given sufficient publicity in the media.

#### 4.8 Invitation cards

500 Invitation cards for the official Opening and closing of the show were produced and distributed to various guests. The guests included Honourable members of Parliament, district Local Government Officials, exhibitors, Government officials, NGOs and Security personnel.

#### 5.0 Exhibitor Cards

To avoid impersonation, all exhibitors were issued exhibitors cards centrally upon satisfying terms required. Most of the exhibitors expressed happiness for processing and availing exhibitors' cards in reasonable time.

#### 6.0 Exhibitors during 2018

Agricultural Show Trade exhibitors reported another strong year of commercial activity at the event. 2018 witnessed companies exhibiting under an umbrella such as GIZ supported 9 partners under one tent. This trend was a common scenario during the 2018 National Agricultural show.

**Table: Showing number of Exhibitors**

Category	Number
Corporate (Large, Medium & Small Private Sector) Agriculture Machinery(8),	115
Seed & Agrochemical Companies	51
Financial institutions	17
Educational Institutions	15
District Farmers Associations	30
Individuals/Kiosks & Restaurants	60
Government Institutions/Parastatals	10
NGO 198	15
<b>Total</b>	<b>313</b>

The Exhibition Stalls Committee Chaired by Mr. Vincent Ntege (the Monitoring and Evaluation Manager), undertook a survey to obtain feedback from the exhibitors during the 26<sup>th</sup> agricultural Show week. The stalls committee reported a positive feedback from the exhibitors in regard to this year's Show preparation. The majority of exhibitors have expressed satisfaction and even surprise at the enhanced quality of the Show this year. They further appreciated the great success and improved infrastructure.

#### 7.0 Funding the 2018 Agricultural Show

The 2018 Agricultural Show Budget was 414,000,000/= UGX .This budget was raised mainly through gate collections, exhibition plot sales, and Sponsorship in cash or material, Loans, and. Sponsorships formal letters were written to various sponsors indicating a cost benefit analysis of the sponsorship. Several meetings to lobby for sponsorship with the sponsors were done to solicit for sponsorship especially in regard to the media engagement. The Show Organizing Committee further appreciates the following sponsors that contributed greatly to the success of the show

through contributions in kind. These included; Kakira Sugar Works, MMI, Engineering Solutions (ENG SOL), Ministry of Agriculture, Animal Industry and Fisheries and USAID Power Africa.

The show management has noted there was an over expenditure of the budget by over 60% to meet infrastructure expenses and Mpumudde ground rate arrears.

## 8.0 Competitions

Competitions were held during the show for exhibitors. All the exhibitors were issued certificates of recognition. Those exhibitors that excelled were issued certificates of excellence. A summary of the exhibitions done is here below presented;

### 8.1 Exhibitor Competitions

Category	Company	Score	Position
Government Parastatal			
Agro Machinery Companies			
District Farmers Associations			
Seed Companies(Large)			
Seed Companies(Medium)			
Private Sector Companies			
NGOs/CBOs			

A technical team comprising of 6 members constituted from (NARO, Makerere University, DFAs, Private sector companies and NGOs) was an excellent choice for the tough job of judging the competitions. Congratulations to all of the exhibitors and stewards on another successful Agricultural Show.

## 9.0 Certificates

Honorary appreciation to the exhibitors for all the efforts made to participate in the agricultural Show Event by the organizers.

## 10.0 Show Magazine

Most events are marked and highlighted within the Show Magazine. This included messages, reports, participation, and program of the week. The Show Magazine was done by Farmers Media . 18000 copies of the Magazines were produced and freely circulated.

## 11.0 Income generation

The Summarized consolidated statement of financial activities provides a detailed analysis of the income of the Agricultural Show during the year.

## 12.1 Revenues realized

Income Sources(UGX)	2017	Anticipated 2018	Actual 2018
Gate incomes	448,528,000	650,000,000	
Stalls	113,693,000	150,000,000	
25% income on Exhibitors Cards	27,150,000	3,000,000	
Promotional Items	5,000,000		
Donors	115,000,000		
<b>Total</b>		<b>803,000,000/=</b>	

## 12.2 Pending payments (Creditors)

List of Companies	Outstanding Dues
Climate smart Agriculture	5,000,000
Harvest Plus	4,000,000
Avis	4,030,000
SCOGEM Enterprises	600,000
OWC	1,500,000
NAADS	1,500,000
Bank of Uganda	1,000,000
URA	1,500,000
UDB	
NSSF	1,500,000
CAII SEED	200,000
<b>Total</b>	<b>21,000,000 /=</b>

## 13.0 Achievements and Performance

- Whereas there was a slight decrease in the adult Show goers, there was a **60% increase in pupils xxxxx Adults(10%) and xxxx students(60%)** attended the National Agricultural Show to see the highest quality of Agricultural products and to get a first-hand look at the latest innovations that the industry had to offer.
- The Show in partnership with USAID Power Africa supported 21 companies involved in promoting energy solutions for farmers. The Energy Corner was such an attraction to the Show goers and mainly the small holder farmers that were exposed to all the actors in this chain.
- The Agriculture Show Event was successfully handled without any fracas that has been witnessed in the previous Shows.
- The Wildlife and exhibitors display teams coupled with many more exciting features helped to make the 2018 Show so memorable from rare animals, to tractor displays, from rows of poultry, to rows of trade stands throughout the Show grounds.
- Most exhibitors appreciated the security measures taken this year and the friendly way the security personnel carried out their work.
- Increased incomes generated during the 2018 Agricultural Show.

- Strong good will towards the Show amongst the local leadership and security personnel.
- Outstanding UMEME bills cleared to zero balance.

#### **14.0 Challenges**

- Infrastructural problems for instance lack of a perimeter wall.
- Although the advertisement for the show has this time been better than ever before, some exhibitors still felt that it was not sufficient compared to other rival shows in the country. There are some strategic media channels on air and in print which were not utilized which could have made a big contribution to making the general population aware of the show.
- Piped water points are still few in the show grounds making it difficult for many exhibitors who are located far from these points. Furthermore, the demand for irrigation water by the 30 seed companies during the peak period outstrips the supply and requires a more robust water supply.
- Small proportion of adults compared to students.
- Failure to create an annual fund to kick start infrastructural investments at the Show.
- Budgetary over spills e.g. A total expenditure of UGX 666,700,000/= against a budget of 414,000,000/= high administrative bills and incidental costs.
- The increasing number of show goers on the roads causes dust, and in future most of the roads should be surfaced/bitumized.
- Limited participation of DFAs only 26 DFAs & members that participated; due to lack of capacity to transport exhibits to the Show.

#### **15.0 Plans for Future Periods**

The primary strategic objective of the Agricultural Show is to progress awareness, share knowledge and information at the Show for the development of agriculture and the opportunities it presents. It is our goal to ensure that the enabling finances required are achieved in the medium to long-term thereby enabling the Show to enhance UNFFE sustainability within that time-scale.

The strategy of the Show is as follows:

- Create a one stop shop centre for agricultural knowledge as a hub where one can attain desired information to engage or boost their agricultural skills and follow up on the agricultural opportunities presented by all exhibitors.
- Develop a Business Plan for the Show.
- Manage the Car Park during the Show Week.
- Utilize the assets, investments and funds of the Show to put in place sustainable enabling finance streams.
- To develop the current site for commercial use, and reinvest in new Infrastructure like the Perimeter Wall at the show grounds. The perimeter fence should be constructed quickly to stop any illegal entry into the showground.
- Ensure that the development plans for the Show are phased to ensure the on-going viability and growth of the Agricultural Show.
- Engage with the Education Sector for provision of educational services to students throughout the entire year.

- Sufficient advertising of the show should be stepped up in all kinds of mass media.
- All roads should be tarmacked.

### **15.1 Immediate actions for follow up by UNFFE**

Potential Partner	Required Action
Engage with USAID Power Africa and sign a partnership MOU aimed at promoting rural electrification.	NEC to immediately engage with USAID Power Africa.
Engagement with OWC on the concept of holding Regional Agriculture Shows to safe guard against new competitors planning Regional Events. Major Tabaro is already in support of this idea.	Technical Committee to engage with OWC on the proposed regional Show Concept developed by UNFFE.
Engagement with FAO, to have a Show around the annual World Food Day Celebrations. Adopt FAO on the Show Organizing Committee.	Technical Committee to engage with FAO.
Engage Engineering Solutions to fund a Tractor Operators and Maintenance Vocational School at the Agriculture Show.	NEC to select a Committee for engagement with ENGSOL immediately.

### **15.2 Investment Proposals for the Agriculture Show Grounds**

1. Establish a modern science laboratory for schools in Busoga, Lugazi and Mukono. The Laboratory should offer Physics, Chemistry and Biology practice classes to students at a fee.
2. Establish a breeding unit for dairy animals, beef cattle, boar goats and exotic pigs. This should be supplemented with a fodder bank to supply animal feed to the surrounding zero grazing farmers.
3. Engage Makerere University and Ministry of Agriculture, Animal Industry and Fisheries to have some of their product ideas being commercialized from their stalls at the Show.
4. Establish a whole sale agro input shop at the Show.

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