

Local Organic marketing in Uganda

The case of NOGAMU initiatives

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Introduction

- The National organic Agricultural Movement of Uganda (NOGAMU) is the umbrella organization bringing together the producers, processors, exporters and all stakeholders in the organic sector in Uganda.
- Established in 2001, NOGAMU pursues 4 major objectives
 - Promotion of research, training and extension on organic agricultural systems.
 - Promotion of local and export marketing of organic agricultural products
 - Promotion of development and application of standards.
 - Increase awareness and attract support for organic agriculture in Uganda.
- To date NOGAMU has a membership of 150 organizations including producer groups/associations, exporters, NGOs and CBOs

NOGAMU local marketing initiatives

- NOGAMU local organic marketing started in 2002, with the establishment of the NOGAMU shop, exclusive for organic products.
- Shop is an arrangement where member producer groups are assisted, trained and linked to the markets.
- Shop also used to train and expose producer groups on issues related to food safety, packaging, presentation etc.
- Currently over 50 producer groups supply the shop
- Annual turnover increased from Ug. Shs 50,000,000 in 2005, to shs.60,000,000 (20%) by the end of 2006.
- Other producer groups are linked and have regular supply to International schools and supermarkets in Kampala
- Other shops have been initiated by NOGAMU in collaboration with some of its members, and currently outlets are running in Lira, Kabarole, Jinja and the latest at Bwindi National Park
- The shops also distribute a lot of information on organic products, and organic agriculture in general and hence a powerful strategy in creating awareness

The Basket home delivery scheme

- In 2004, NOGAMU shop introduced the basket home delivery scheme, where clients can register and have organic products delivered to their homes on a weekly basis.
- Scheme works for clients within 25km radius around Kampala.
- On a weekly basis, clients order a range of fresh and processed products by e-mail or telephone, and these will be delivered in a basket to their homes

Challenges

- More consumer awareness required on benefits of organic products
- Increasing need to establish a more elaborate organic outlets in the middle of Kampala and other towns, as the NOGAMU shop is not situated in a convenient place for most consumers
- Demand still outpaces supply for some products like dried fruits, organic eggs and other livestock products