

Marketing Initiatives in Uganda

An Overview of local and international marketing.

LOCAL MARKETING INITIATIVES

- ORGANICS SHOP OPENED.
- SHOP SALES RECORDS HAVE CONTINUED TO GROW BY OVER 50% PER ANNUM OVER THE LAST 3 YEARS.
- 52 GROUPS ASSISTED TO DIRECTLY SUPPLY THE LOCAL MARKET WITH ORGANIC PRODUCTS.

LOCAL MARKETING INITIATIVES *cont.*

- BUYER SUPPLIER LINKAGES MADE ALONG THE PROCESSING SUPPLY CHAIN.
- ORGANIC PRODUCTS AVAILABLE IN SEVERAL SHOPS AND LEADING SUPERMARKETS.

INTERNATIONAL MARKETING INITIATIVES

- ORGANIC SECTOR EXPORTS HAVE GROWN 10%P.A SINCE 2001.
- UGANDA IS THE LARGEST PRODUCER OF ORGANIC COTTON IN AFRICA.
- UGANDA IS AFRICA'S LARGEST SUPPLIER OF ORGANIC COFFEE.

INTERNATIONAL MARKETING INITIATIVES

- THE ORGANIC TRADE POINT.
- DATABASE ON ORGANIC PRODUCERS/BUYERS.
- PARTICIPATION IN INTERNATIONAL TRADE FAIRS.
- DIRECTLY ATTRACTED OVER \$200,000.00 OF BUSINESS FOR OUR MEMBERS IN 2004.

International Marketing Initiatives *cont.*

- MEMBER IMPROVEMENT OF PACKAGING MATERIAL FOR BOTH LOCAL AND INTERNATIONAL MARKETS.
- ASSISTED MEMBERS TO PRODUCE PROMOTIONAL MATERIAL IN FRENCH AND GERMAN.

INTERNATIONAL MARKETING *cont.*

- SANITATION AND HYGIENE PROGRAM FOR THE ORGANIC SECTOR.

NEW INITIATIVES

- Database linkage with the Ministry of Foreign Affairs.
- Assessment methodology of export ready companies
- Marketing Template
- Bar-coding of products for the local market.
- Committee to lobby government for legislation regarding the European General Food Law.
- The first of a series of Export Marketing Seminars has commenced

New Initiatives *cont.*

- Working with UNIDO we will be conducting a project whereby a German importer will be invited in order to assist a consortium of producers to increase their international competitiveness.
- Talks ongoing with UWESO to see how we can assist them in making their income generation projects more pertinent to the organic overseas market.

