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BETTER STANDARDS OF LIVING: MARKETING OF SUGAR CANE IN BUYENGO

SUB-COUNTY JINJA DISTRICT

BY

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FEB 2022

DECLARATION.

I, NSADHU JOSHUA hereby declare that this research report was entirely written and organized by me and it has not been submitted by another person for any academic award to any institution of higher learning.

Signature.....

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APPROVAL

I hereby certify that the above report is original and individual work of NSADHU JOSHUA a student of Busitema University Faculty of Science and Education Registration number BU/UP /2018 3505

Signature.....

Date.....

PROFESSOR OCHWOH VICTOR AKANGAH

(SUPERVISOR)

DEDICATION

I dedicate this research to my beloved parents Mr Bageya Moses and Mrs Nanzala Sarah, brothers and sisters for their endless support and always being there for me in terms of financial, moral and spiritual support towards the success of this research. . May the Almighty bless them abundantly.

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ABSTRACT

The study was conducted on the assessment of the factors affecting marketing of sugar cane in Buyengo sub county Jinja district by myself NSADHU JOSHUA a student of Busitema university registration number BU/UP/2018/3505. It aimed at assessing the level of sugar cane production, determining the factors affecting marketing of sugar cane, establishing solutions to improve on marketing of sugar cane. The study design was a cross sectional research design and a sample size of 40 respondents was adopted using purposive sampling technique. Data was collected using interviews, newspapers and questionnaires that were designed for both farmers and stakeholders and presented in form of Frequency Tables and Charts both Pie Charts and Graphs. The findings revealed that the most of the farmers in Buyengo sub country produce more sugar cane with 32.5 percent have 9 and above acres of land under sugar cane plantation, 17.5 percent have 7-9 acres, 27.5 percent have 5-6 acres, 15 percent have 3-4 acres and 7.5 percent 1-2 acres. The major factors that were affecting marketing of sugar cane and these included, lack of sugar cane permits which had 40 percent, high transport costs had 27 percent, lack of access to market information 13 percent, low sugar cane prices 20 percent, and others like lack of insurance against natural disasters and broker interference. It was concluded that the sub-sector seems not to perform efficiently and hence there is poor economic performance due to lack of sugar cane permits from the factory since most farmers sell their sugar cane at the factory, market information, low sugar cane prices, poor roads, unfavourable weather and this could not allow marketing of sugar cane well. Solutions to factors affecting marketing of sugar cane included, issuing of sugar cane permits on time to farmers, improving accessibility to transport, improving information flow, increasing on sugar prices by millers. It recommends that sugar cane farmers should engage in sugar cane marketing and by calling upon the government and NGOs support them by giving trainings on sugar cane marketing, promote marketing of sugarcane for income generation, form farmer's groups, encourage sugar cane farmers to engage in other agriculture activities like growing coffee, livestock production, the government should also help sugar cane farmers to look for market outside the country in order to increase market for sugar cane. The government should reduce help to improve on the roads on which farmers transport their produce, reduce on the tax imposed on sugarcane production inputs.

CHAPTER ONE

INTRODUCTION

1.1 Background

Sugarcane is one of the important foods and commercial crops. Sugarcane is a giant grass which belongs to the genus *Saccharin* (Joseph & Tarimo, 2014). It is the main source of sugar produced for both export and domestic consumption (Joseph & Tarimo, 2014). Sugar cane is a perennial grass that thrives well in tropical and frost-free warm temperate areas where it requires high temperatures, plenty of sunlight, large quantities of water (at least 1500 mm of rain per year unless grown with irrigation), fertile soils, and good drainage. (Innovations and Research in Agricultural Finance, 2015).

More than 130 countries produce sugar worldwide. Of these, 66 percent process their sugar from sugarcane. The rest produce sugar from sugar beet. Sugarcane primarily grows in the tropical and sub-tropical zones of the southern hemisphere, while sugar beet is largely grown in the temperate zones of the northern hemisphere (ED &F Man, 2004). The top seven sugar producing countries in the world include Brazil, India, the European Union, China, Thailand, South Africa and Mauritius. The above seven countries produce up to sixty (60) percent of total global output (USDA, 2006).

Over seventy (70) percent of global sugar production is consumed in the country of origin, implying that only thirty (30) percent is traded in the world sugar market (ED&F Man, 2004).

Brazil has the largest area under sugarcane cultivation in the world, representing one third of global harvested area and production (FAO, 2017). The sugarcane industry is responsible for quite a substantial percentage of the agricultural industry's Gross Domestic Product (GDP) in Sub Saharan Africa (SSA). South Africa makes the largest contribution to the sugarcane industry, accounting for almost 35% of the region's total output. SSA relies greatly on its agricultural industry whereby approximately 75% of employment is provided by agriculture. There are 28 countries that produce sugarcane, 11 of which can be at an output capacity of more than 200,000 tones (Vermeulen, 2011). The other countries include Mozambique, Mauritius,

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