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**BUSITEMA UNIVERSITY ARAPAI CAMPUS
FACULTY OF AGRICULTURE AND ANIMAL SCIENCES
DEPARTMENT OF AGRIBUSINESS AND EXTENSION**

**EXAMINING FACTORS INFLUENCING ACCESS TO MARKET INFORMATION
AMONG SMALLHOLDER MAIZE FARMERS; A CASE OF BALAWOLI SUB-
COUNTY, KAMULI DISTRICT.**

BY

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**A REPORT ON A SPECIAL PROJECT PRESENTED TO THE DEPARTMENT OF
AGRIBUSINESS AND EXTENSION AS PARTIAL REQUIREMENT FOR
OBTAINING A BACHELOR'S DEGREE IN AGRIBUSINESS FROM BUSITEMA
UNIVERSITY
OCTOBER, 202**



DECLARATION

This research is unique and has not been presented or submitted for any other degree at any other university prior to this.

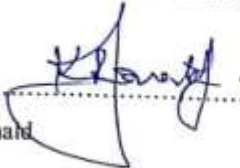
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Date 5th. 11. 2024

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APPROVAL

This Special Project Report has been presented to the Department of Agribusiness and Extension with the endorsement of the university supervisor.

Signature  Date..... 5/11/2024

Dr. Kabbiri Ronald

DEDICATION

I dedicate this work to my family, friends and the entire Agribusiness department of Arapai Campus.

ACKNOWLEDGMENT

I express my heartfelt gratitude to God for my life, as well as the lives of my family, lecturers, and friends, all of whom played a crucial role in the completion of this work. I am especially thankful to my family for their unwavering financial support and love from the very beginning of my life up to now. I also extend my sincere appreciation to my academic supervisor, Dr. Kabbiri Ronald, and Mr Majeme Nasif for their invaluable guidance that helped me generate various ideas leading to an improved outcome. Finally, I would like to acknowledge my friends—Amalai Patrick, Omron Anthony, Mangeni Davis, Okello Solomon, among others—who have been incredibly supportive during this journey.

ABSTRACT

Information is crucial for enhancing agricultural productivity in any country, as it enables farmers to make well-informed choices regarding new alternatives, innovative technologies, and strategies to boost production and explore market opportunities. However, in developing nations, access to current and comprehensive market information remains limited and insufficient. The aim of this study was to assess the socio-economic factors influencing choice of market information channels used by smallholder farmers and to identify the market information channels used by smallholder farmers in Balawoli sub-county. A cross-sectional research design and mixed methods research approach were used. Three parishes including Balawoli, Namayira and Kawaaga were selected and a total of 117 respondents were selected using simple random sampling. Primary data was collected from farmers by using close ended questionnaires and interviews, cleaned, coded and analyzed using SPSS and STATA. Fellow farmers and radios information channels were widely used compared to other channels. The findings indicated that gender, age, education level, farming experience, household size, farmer group membership, labor use, land ownership and average monthly household income influenced the choice of market information channels used by respondents. These insights can inform targeted interventions or policies to support underrepresented groups in agriculture and strengthen access to market information among smallholder farmers. Some of the recommendations were; to develop and promote training programs specifically designed for women farmers to enhance their skills and knowledge regarding market information, Provide incentives for farmers to join existing groups or form new ones, Create mentorship opportunities where experienced farmers can guide less experience farmers and Collaborating with local radio stations to create targeted programming that addresses the specific market information needs of smallholder farmers in languages they understand.

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LIST OF ACRONYMS

ICTs.....	Information and Communication technologies
FAO.....	Food and Agriculture Organization of the United Nations
UBOS.....	Uganda Bureau of Statistics
IICA.....	International Congress and Convention Association
MIS.....	Market Information Systems
UGX.....	Ugandan Shilling
USD.....	United States Dollar
Ha.....	Hectare
SPSS.....	Statistical Package for the Social Sciences
MHHY.....	Monthly Household Income

1.0 CHAPTER ONE: INTRODUCTION

1.1 Background

Uganda, a landlocked nation in East Africa, is often referred to as the “pearl of Africa.” According to the Food and Agriculture Organization (FAO, 2023), over 70% of Uganda’s population is engaged in agricultural activities. The country boasts more than 3.5 million family-operated farms, with many smallholder farmers among the most impoverished individuals globally. Smallholders are defined as small-scale farmers, pastoralists, forest keepers, and fishers who manage land areas ranging from less than 1 hectare to 10 hectares. These farmers typically prioritize family-oriented goals that emphasize the stability of their household farming systems. They primarily rely on family Labor for production and allocate a portion of their harvest for family consumption. The World Bank’s Rural Development Strategy further characterizes smallholders as those possessing a limited asset base, cultivating less than 2 hectares of cropland, and depending predominantly on household members for labour. Numerous smallholder farmers cultivate maize for both their own consumption and as a source of income. According to the FAO in 2024, Uganda’s government incurs a loss of 9.2 million USD in tax revenue due to rejected maize exports. Consequently, enhancing the quality of maize through improved cleaning, storage, and processing methods is essential. This enhancement will not only boost the volume of raw maize exports but also increase value-added exports through processing.

As stated by (IICA, 2016), agricultural market information encompasses all necessary data required to satisfy the needs of clients engaged in the production and marketing of agricultural products and services. Information is crucial for enhancing agricultural productivity in any country, as it enables farmers to make well-informed choices regarding new options, innovative technologies, and strategies to boost production and explore market opportunities (Helen M. Byamugisha, 2008). Access to agricultural markets and relevant marketing information is vital for fostering competitive markets and advancing the development of the agricultural sector (Mawazo M Magesa, 2014). According to (Shepherd, 1997), having timely access to information about prices and quantities significantly reduces the risks associated with financial losses during market transactions. High levels of risk can lead to increased marketing costs since higher profit margins are required to offset potential losses. Therefore, enhancing access to market information can be achieved by improving market information systems and services. The Agricultural Market Information System (MIS) gathers, processes, and shares data

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