



**ssnup**

Smallholder Safety Net  
Upscaling Programme

## MARKET INCLUSIVITY AND ACCESSIBILITY FOR SMALLHOLDER FARMERS THROUGH DIGITALISATION IN UGANDA



Africa



Latin America



Asia



Financial services



Non-financial services



Market building



Internal management

### CONTEXT

The Rwenzori mountains in western Uganda are home to a substantial number of smallholder farming households. Benefitting from equatorial sunshine and rain in equal measures, the mountains have excellent coffee-growing conditions. Smallholder farmers there grow coffee as their main cash crop, as well as food crops such as beans, matoke (plantain), sweet potatoes and casava for home consumption.

### CURRENT STATUS OF THE BENEFICIARY ORGANISATION

Agri Evolve is a family-run agribusiness operating in the Rwenzori region of Uganda since 2015 and an Oikocredit partner since 2023. Oikocredit provided Agri Evolve with trade finance of USD 1 million in February 2023. Agri Evolve works with around 20,000 registered smallholder farmers, of whom 11,786 are certified Rainforest Alliance (RFA) coffee farmers, of which 4,760 are women. It is active along the whole supply chain: from farmer support and coffee seedling production to buying, processing and exporting.

### OBJECTIVE OF THE PROJECT

The project aims to improve access to certified markets, digital supply chains, training, and fair and transparent prices for 10,000 newly identified rural smallholder farmers in Uganda's Rwenzori region.

The expected results of the project are:

- Train 10,000 farmers (of which 70% are women) on financial literacy, integrated pest management, and soil and water conservation.
- Register and assess the 10,000 farmers for Rain Forest Alliance (RFA) certification.
- Implement 20 Rural Agri Hubs, key locations where farmers are ordinarily walking to purchase their daily needs.
- Train 20 Agri Partners (of which 50% are women), who are essentially an extension of the organisation team but working independently, using the Rural Sourcing Management (RSM) application.

### IMPACT INVESTOR



### BENEFICIARY ORGANISATION

Agri Evolve (SME) – Uganda

### TARGET

10,000 smallholder households

### AGRICULTURAL VALUE CHAIN

Coffee

### STARTING DATE

September 2023

### DURATION

18 months

### TOTAL TA BUDGET

€ 250,469  
Including € 154,650 (62%)  
contribution from SSNUP

