* Pineapple juice for domestic and regional markets by Sarmalina Beverages Int. Ltd

The PMCA process empowered RUCID to venture into product and brand development. RUCID boasts of her tremendous increase of her juice sales. RUCID supplies 100 crates of pineapple juice to NOGAMU on weekly basis and consistent supply of 400kgs of pineapple dried fruit every fortnight. We procured 10,000 bottles which has increased our stock from 150 to 400 crates of juice. Unlike other farmers who sell pineapple per head, we have established direct linkages with farmers and procure their produce at Ushs. 500 per kilo (Mr. Samuel Nyanzi, Director)

Capacity of actors to innovate developed

Six MCAs were trained in collaboration with UIRI in pineapple pulp processing while 54 MCA's were trained in pineapple juice processing, conducting market research and conventional sucker multiplication.

Product development was enhanced by developing marketing concepts in collaboration with Makerere University Food Science and Technology Incubation Center. To enhance learning and product awareness; information and promotion materials were developed in collaboration with research organizations, farmers and Non-government organizations. For instance a brochure for conventional sucker multiplication was produced in collaboration with SNV Uganda and NACRRI.

To address the quality of planting materials, sucker multiplication initiatives started in Mubende where RUCID, a local processor and supplier for NOGAMU links up with 8 pineapple farmer groups.

Presentation of pineapple products improved

Phase III focused on concretizing and visualizing tangible outputs from the process basing on the business plans. At this stage the platform supported two lead actors; Sarmalina Beverages to procure a bottle mould as a strategy to improve on product presentation and RUCID to procure 1,000 crates for pineapple juice.

Four pineapple products were improved during the process. These include RUCID pineapple juice, slynyas and chips and BRISK pineapple juice.

Partnerships and linkages developed

- Interpersonal and organizational business networks and links created with SNV Uganda, NAADS, Bushenyi DLG, ABi-trust, UIRI, EnvAlert and UNBS
- 6 key MCA's trained in collaboration with UIRI in pineapple pulp processing
- RUCID, a lead processor on the platform accessed ABi Trust grant through the platform

Acknowledgement

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- World Bank-ATAAS
- Key Market Chain actors in target districts
- MUZARDI Staff

Improving Market Access for Pineapple Chain Actors, using the Participatory Market Chain Approach (PMCA) in Uganda



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Competitive Grant Scheme Pineapple Research Project

Improving Market Access for Pineapple Chain Actors using the Participatory Market Chain Approach in Uganda

Background

Pineapple contributes over 20% of the world production of tropical fruits and 70% of it is consumed in fresh form in the main producing countries (Coveca, 2002). In Uganda, the fruit has gained commercial importance especially in Luwero and Kayunga districts. It is currently the most widely grown fruit in Uganda with the current production of 1,600MT fresh pineapple (FAOSTAT, 2009). Uganda's pineapples are sweeter and less acidic; so they have a competitive advantage compared to other countries in the East African region. To improve the competitive of the fruit on the domestic, national and international level, MUZARDI implemented a 3-year research and development collaborative project with three partner organizations; NaCRRI , Agri-net Uganda Ltd and VEDCO . The project targeted key market chain actors in from Bushenyi, Kampala, Iganga and Luwero districts. This project was funded under NARO- Competitive Grant Scheme (CGS).

Justification

Pineapple market is now worldwide and highly competitive. However, its production and marketing is limited by quality of planting materials, high perishability, inadequate management skills and product development. The need to address these challenges to improve the competitiveness of the pineapple value chain using innovative research approaches is important. The Participatory Market Chain Approach (PMCA) as a proven methodology for improving efficiency along a commodity value chain was used to enhance interactions and linkages among market actors to foster innovations.

Overall objective

Enhance collaboration among R&D actors and market chain actors to jointly improve the competitiveness of the pineapple sub-sector sector.

Expected Key outputs

i. Key market chain actors, their activities, challenges and potential market opportunities identified and documented.
ii. Business plans for market opportunities /innovations developed.
iii. Technological, institutional and commercial innovations operationalised
iv. Capacity of market chain actors to effectively engage in pineapple production and marketing strengthened.
v. Strategies and materials to improve pineapple sub-sector developed and disseminated.

Methodology

The PMCA methodology which focuses on market access is largely qualitative and systematically structured in three phases. As a platform, different market chain actors from targeted districts shared new business ideas and innovative strategies needed for joint implementation. Phase I focused on mapping of pineapple market chain actors, Phase II analyzed and evaluated business opportunities and in Phase III joint innovations were implemented (Bernet et al., 2006). The approach sought to generate group innovations in a participatory process that stimulates interest, trust and collaboration amongst members of the market chain.

Key Project activities and outputs

Pineapple Market chain actors (MCAs) identified

Phase I involved identifying the key players in the pineapple commodity chain, their interventions challenges and opportunities. Rapid market surveys were conducted in Kampala, Luwero, Iganga and Bushenyi districts. PMCA tools were used to identify major actors in the market chain, their activities, inputs, outputs, level of governance in the chain, collaboration within the chain, problems encountered as well as possible solutions and innovations along the chain. Interview guides and checklists for different categories were developed to guide the interviews. Face-to-face interviews were conducted with different market chain actors including processors, producers, traders (retailers, wholesalers and bicycle assemblers) and research and development institutions. Phase I was concluded with a workshop in September in which 70 actors participated. The major outcomes of applying the PMCA approach for Phase I were i) Better understanding of the pineapple sub-sector upon identification of major actors along the chain, their activities, interests and constraints, ii) Generated interest as a result of interaction amongst the market chain actors in the final event. iii) Identification and formation of 2 thematic groups along potential innovation lines and iv) Increased awareness of PMCA to a wider audience.



Joint business opportunities evaluated

Phase II is the most active period where participants are facilitated to jointly identify, analyze and evaluate potential business opportunities. Exposure visits to processing firms, hands on trainings and motivational talks form fellow participants were used as some of the innovative strategies to stimulate the innovative capacity of the actors. Seven potential business opportunities were analyzed using SWOT analysis, rapid market appraisals and cost-benefit analysis. They included standardizing pineapple marketing by weight rather than size, production and sale of disease free planting materials, packaging juice in Tetrapaks for the local market, pineapple bars/lollies for the local market, processing pulp at farmer level, solar dried pineapple chips for high profile schools. Four business opportunities emerged as most viable and these include;

- Production and sale of disease free planting materials
- Branding pineapple juice for the local market
- Branding chips for local and export market
- Branding Pineapple Bagia for the local market

Business plans developed

Three lead actors for selected market opportunities were empowered to develop business plans. These included;

* Pineapple Sucker Multiplication by LUDIFA
* Pineapple juice processing by RUCID

Sarmalina Beverages (BRISK) procured a bottle mould to improve on his product presentation. My sales have doubled from 300 to 600 litres per week. Currently, I process 1MT of fresh pineapple per month
(Mr. Dennis Kasule, Managing Director)