



SHAMBA SHAPE UP SERIES 1 UGANDA

**SMALL-SCALE FARMERS' KNOWLEDGE,
ATTITUDES AND PRACTICES IN SELECTED
DISTRICTS OF THE CENTRAL REGION OF
UGANDA**

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1. INTRODUCTION

1.1 Shamba Shape Up (1)

Shamba Shape Up (SSU), a Mediae production and the longest running agricultural television series broadcast in Kenya-aired for the first time in Uganda between March and August 2022. SSU 1 Uganda was filmed on small-holder farms in the Central region of the country using the same edutainment ‘make-over’ format as the long-running Kenya series. The aim of this first series was to illustrate new methods and solutions and to give small-holder farmers practical advice to help them increase production, improve their farming practices, turn their farms into viable businesses through improved financial literacy and improve their own and their families’ knowledge and practice of healthy eating and nutrition.

In this first series (SSU 1 Uganda) presenters and subject matter experts visited small-holder farms, of up to 10 acres in size, to demonstrate practical solutions to solve farmers’ problems and improve farming methods through demonstrations and on-site ‘make-overs’. The series aired weekly between 25th March and 20th August 2022 in Luganda on Bukedde Television and in English on Urban Television between 19.30 and 20.00 on Friday evenings.

Pre-broadcast (pre-series) and post-broadcast (post-series) knowledge, attitudes and practices (KAP) surveys have been conducted to evaluate the impact of the series on small-holder farmers in the Central Region of Uganda. This report charts and describes the changes that have been observed between a pre-broadcast survey (among a sample of 1,000 non-viewers) and a post-broadcast survey among a demographically matched sample of 1,000 SSU 1 viewers.

Series evaluation research is required by Mediae and its partners to provide a reference point for tracking and understanding what has been ‘successful’ and what has been ‘less successful’ in terms of raising awareness and improving knowledge and awareness about specific topics and potentially changing behaviours and practices. Changing farming practices and behaviours is a particularly challenging objective in the short-term as behaviours tend to change over longer periods of time and often ‘proof of success of new practices’ needs to be demonstrated ‘on the ground’ for changes in traditional farming practice to be adopted. This research, in Uganda, is especially interesting as it is based on the first series to be shown in the country and, as such, any observable differences pre and post broadcast are more easily attributable to viewing the series than in Kenya where the series has been broadcast for 12 years and where finding control groups of non-viewers is increasingly impossible. A list of SSU’s partners in Uganda is in Annex I.

1.2 Study Methodology

The impact of the series on small-scale farmers and extended audiences has been assessed through a baseline (pre-broadcast) and endline (immediately post-broadcast) Knowledge, Attitudes and Practices (KAP) survey among independent but matched samples of 1,000 of small-holder farmers in the Central province of Uganda.

The primary research baseline and endline surveys took place in March 2022 and September 2022, respectively and the data collection was conducted by IPSOS, a research agency based in Uganda. In both waves, data collection was conducted in-person, in-home by a team of experienced and trained enumerators and supervisors. At each wave, before data collection, the teams of enumerators and supervisors attended a two-day training session and were fully briefed on the methodology, the sampling procedures and the study instrument. Pilot exercises were undertaken before the start of each wave of data collection to ensure that the study instrument was operational and comprehensible. A total of 1062 interviews were successfully achieved across the four target districts at the baseline and a total of 1047 was achieved across the same four target districts at the endline. A full technical report is in Annex II.

1.3 Audience Data

Only limited audience data are available for television channels and programmes in Uganda and the data presented in this report are based on estimates derived from bi-annual audience measurement surveys and audience projections from the research agency, IPSOS. These data have limited value in assessing the increases in audiences to Bukedde Television and Urban TV during the period of broadcast, but the primary research indicate very promising audience feedback and impact.

1.4 This report

The data presented in this report are based on the total sample profiles and responses from the pre-broadcast (blue bars) and post-broadcast samples (yellow bars) to facilitate comparisons. Differences of in excess of 4% are significant for the study sample sizes and are highlighted in the narrative.

Sub-group differences are commented on as appropriate in each of the sections. Where no significant sub-group differences were observed, no reference to sub-groups has been made.

2. KEY FINDINGS: SAMPLE

2.1 Study sample profiles

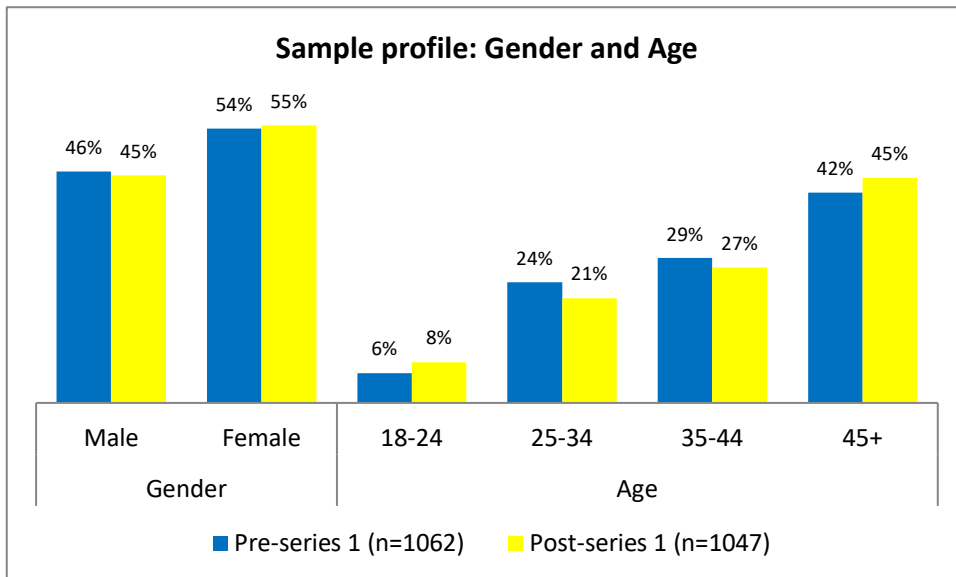
In order to qualify for inclusion in the two sample waves and to ensure that the pre and post broadcast samples were closely aligned in terms of their demographic profiles, the following controls and quotas were applied:

- Smallholder farmers farming between 0.5 and 10 acres
- Household access to television (at home or nearby)
- Watch television at least once a week
- Main or joint decision-maker on the farm
- Even split of age (18-34; 35-44; 45+) and gender
- 250 interviews conducted in each of Bukomansimbi, Kalungu, Lwengo, Mukono districts

2.2 Sample profiles by gender, age, acreage, farm ownership and socio-economic status

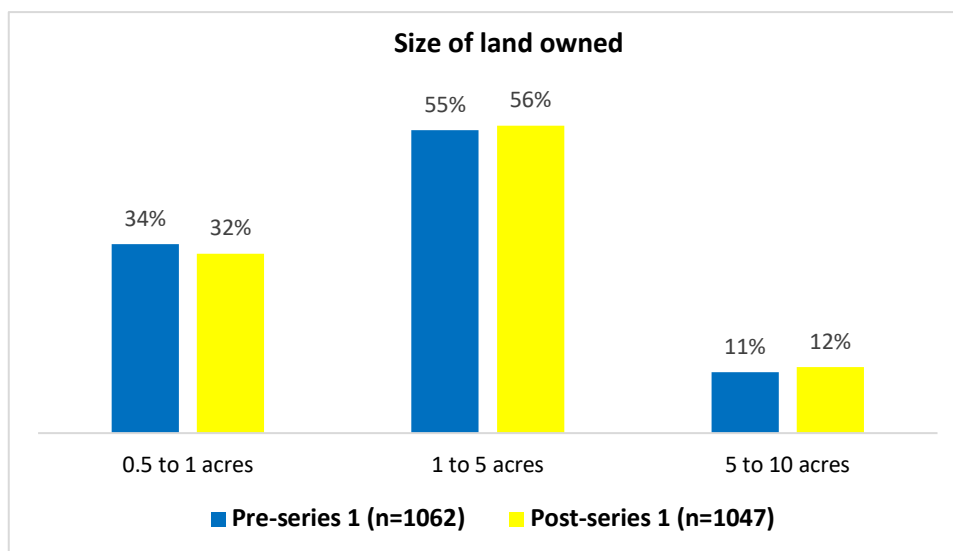
The sample profile charts below show that, at both waves of the KAP, the samples were well distributed by gender, age and district as per the sample and quota design. Most of the farmers who participated were owners of their farms which were – for the most part- between 1 and 5 acres in size. Household ownership of items (as a proxy for socio-economic status) showed that these farmers were not the least affluent – they had modest means - and therefore, technically, among the most capable of making changes to their behaviour and farming practices.

Chart 1: Sample profile: Sex and age



The demographic profiles of both samples, in terms of gender and age are similar and within the survey sample margins of error (+/- 4%). Further, the data reflect the profile of small-holder farm owners and managers in Uganda who tend to be more female and older. According to the Uganda Bureau of Statistics (UBOS) around 70% of the working population of the country are employed in a farming capacity and agriculture contributes to a quarter of GDP (24%) and one third of export earnings (33%). The challenges faced by smallholder farmers across Uganda are considerable and impeded by the limited use of fertilizer and quality seeds, and a lack of irrigation infrastructure – rendering production vulnerable to climatic extremes and pest infestations. The sector also suffers from insufficient storage facilities, poor post-harvest handling practices, shortage of agricultural credit and limited knowledge of modern production practices. By targeting smallholder farmers of modest means with access to television the changes and improvements in knowledge and practices implemented as a result of exposure to SSU have the potential to have significant impact on the lives of many working in the sector and the businesses who support them. As will be seen in the next section of this report, SSU series 1 has already reshaped the landscape in terms of where smallholder farmers turn to for farming information and advice.

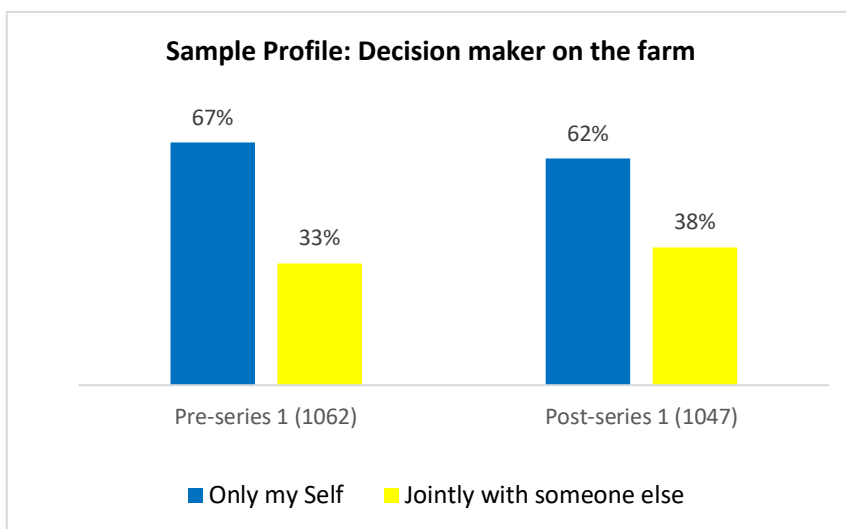
Chart 2: Sample profile: Size of farm



A little over one half (56%) of the of the smallholder farmers and managers in the KAP surveys farmed between 1 and 5 acres; one third farmed up to one acre and a tenth farmed larger acerages of between 5 and 10 acres. The following sub-groups farmed smaller acerages (0.5 to 1 acre)

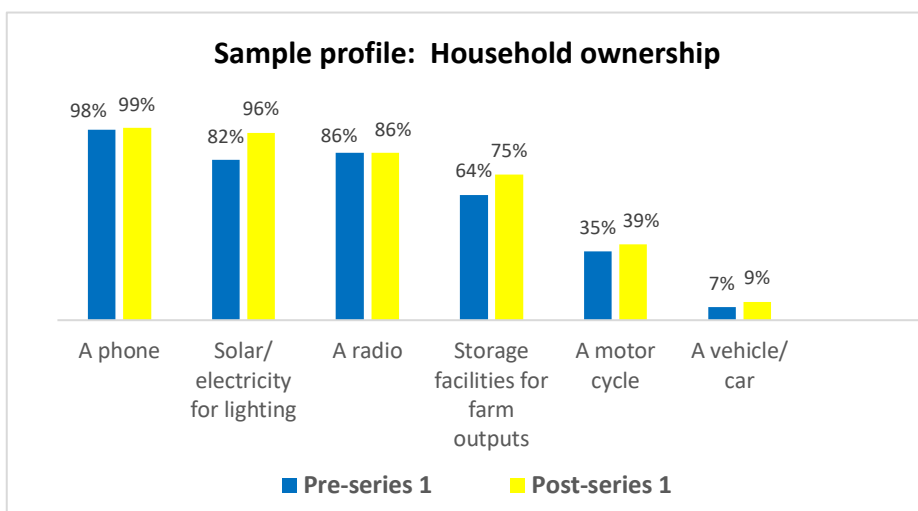
- Small holder farmers in Mukono district
- Women
- 18-34's

Chart 3: Sample Profile: Decision maker on the farm



Most of the farmers (6 in 10) surveyed were the sole decision makers on their farms – this was the case in all the sample districts and for males and females alike. However, younger farmers were more likely to be farm managers than farm owners and women were more likely to be ‘joint decision-makers’.

Chart 4: Household ownership of selected items (proxy for SES)



Respondents were asked if their household owned or had access to a number of items – this was to act as a proxy indicator of economic status. By targeting those smallholder farmers with access to television, the surveys deliberately included those with at least a modest level of income having demonstrated, in other markets, that this profile of smallholder farmers is the most able and the most likely to adopt new practices and technologies. The theory is that, when the less financially able see that the new practices and technologies deliver positive results, they follow thereby reducing their

own risk and contributing to a 'trickle down' effect. Further, it has been demonstrated that those at the bottom of the pyramid are least well placed to make changes in their practices since they often require investment in 'inputs' and – without immediate positive impact on yields and income – can be judged too risky and uncertain.

The data illustrate that the post-broadcast sample of viewers was slightly more 'better off' than the baseline sample in that significantly more of them had solar or electricity (96% vs 82% - also reflected in household ownership of television sets (see Section 3) and ownership of storage facilities for farm outputs (75% vs 64%). The data show that all smallholder farmers have mobile phones – important sources for accessing and sharing information and for sending and receiving money.

Significant sub-group differences in ownership/ access to household items were:

- Men more likely to have access to a motorcycle than women
- 18-24's over-represented in those who have storage facilities (but they are less likely to own the farms they manage)

3. KEY FINDINGS: TELEVISION VIEWING

3.1 Access to Television

To be included in the surveys, respondents had to have either in-home access to a working television or access to television set in the vicinity and be television viewers. As the chart below shows, there were significant differences between the home access to television and access at neighbours' or friend's houses between the baseline and endline samples. Almost nine in ten viewers (post-broadcast) had access to television sets at home compared with 6 in 10 at the baseline.

Possibly as a result of their greater in-home access to television SSU viewers tended to be more regular television viewers than the non-viewing smallholder farmers at the baseline. It is not unreasonable to suggest that a new series targeted specially at this target group increased their weekly viewing as the evidence from this first series points to its success in both attracting audiences and imparting impactful and relevant messages.

Chart 5: Sample profile: Access to television

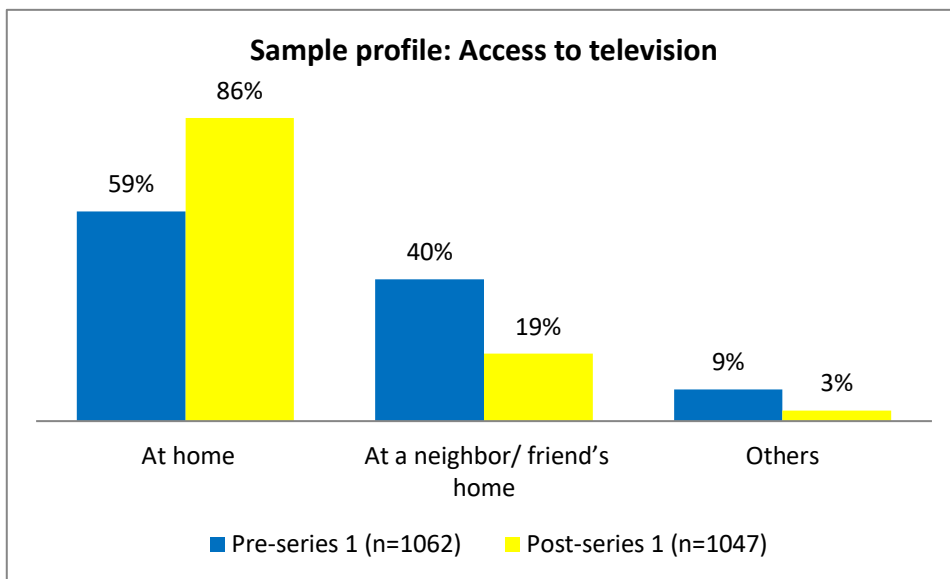
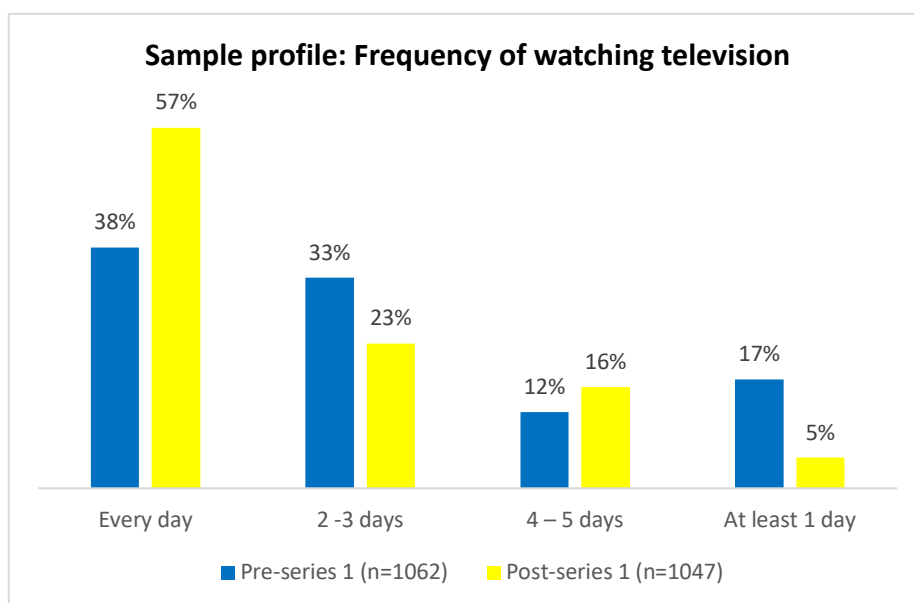


Chart 6: Sample profile: Frequency of watching television



3.2 Farming-related television programmes watched

At the baseline, farmers were asked to name the television programmes they had watched in the past two weeks (during the month of March 2022) that air content related to farming matters. The most popular show viewed was *Harvest money expo* on Bukedde and Urban TV mentioned by 51%, followed by *Seeds of Gold* on NTV (14%), *Agribusiness* on NBS (14%) and *Obuhinginoburiisa* on TV West (9%). 405 of respondents did not watch any farming programmes.

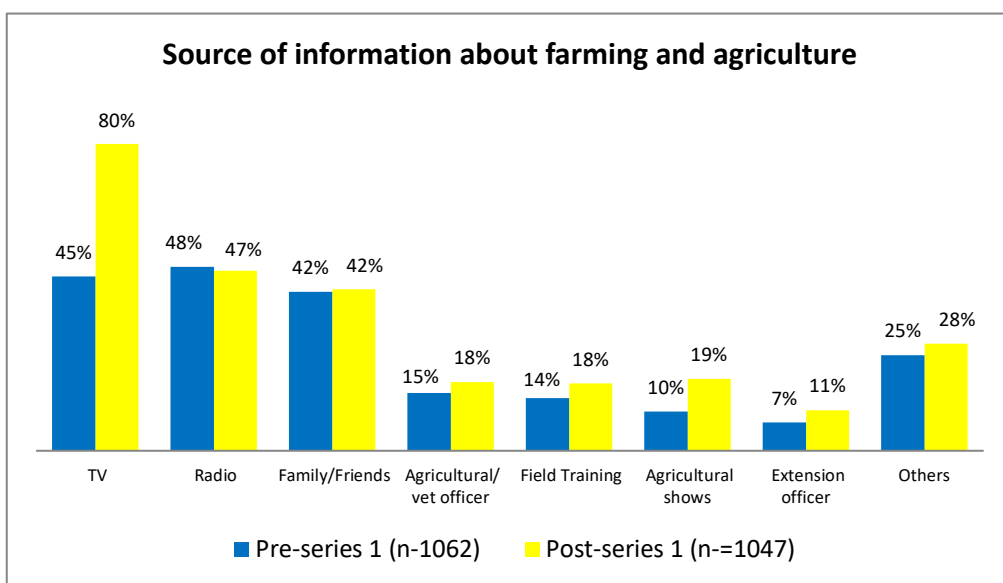
After the conclusion of SSU 1 the most watched television programmes on farming matters, in addition to SSU (to qualify for interview all had to have watched SSU), were: *Harvest money expo* on Bukedde and Urban TV mentioned by 55%, followed by *Seeds of Gold* (20%), *Agribusiness* on NBS (19%) and *Obuhinginoburiisa* on TV West (18%).

Viewers of SSU 1 claim to watch with a high level of frequency – as many as one in five said they watched ‘every time it was on’ with a further 44% watching at least three times a month. This is a very promising start for a new television series and indicates that viewing and loyalty will increase over time. In addition, it suggests that both the content and the format were appealing to Ugandan audiences and that the series will go from strength to strength as it has in Kenya.

3.3 Most useful sources for farming information

As early as in its first series, SSU appears to have changed the landscape for providing information about farming and agriculture for small holder farmers in Uganda. After the series had finished, almost 90% said that television was now their most useful source of information – this was an increase of 35% over the baseline. There were no other material changes in the sources of information farmers find useful, which further underlines the role of SSU in beginning to reshaping the information landscape.

Chart 7: Source of information about farming and agriculture



It is very encouraging for the producers and broadcasters of SSU 1 to note that 99% of those who said that television had become their main source of information about farming said that Shamba Shape Up was the programme they sourced such information with 44% citing Harvest Money and 15% citing Agribusiness and Seeds of Gold. SSU has clearly had an impact even as early as its first series.

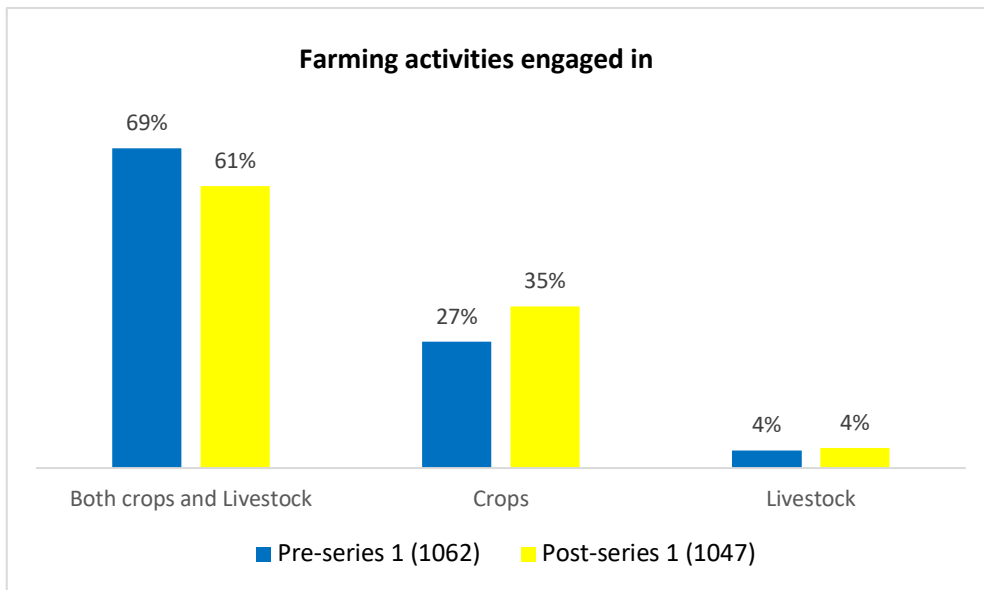
One immediate conclusion that can be drawn from this study is that television has now become a serious source of information and advice for the sector and far ahead of all other media and professional services (extension workers) and informal channels (family and friends). Other, similar studies, in Kenya have shown that ‘word of mouth’ is a powerful amplifier of SSU’s messages and the early signs from Uganda would suggest that SSU will become a ‘go to’ source of trusted information for Ugandan farmers. The importance of this cannot be understated given the resistance of the sector to experiment with new farming technologies and adopt new financial and other practices (such as keeping financial records and taking our insurance).

4. KEY FINDINGS: FARM FINANCING

4.1 Sources of farming income

Around two thirds of the famers surveyed practiced mixed-farming, cultivating crop and rearing livestock. At the post-broadcast stage, there were more solus crop cultivators than at the pre-broadcast stage. Only a tiny percentage of farmers surveyed across the four Districts did not cultivate any crops – they were solus livestock farmers.

Chart 8: Farming activities engaged in

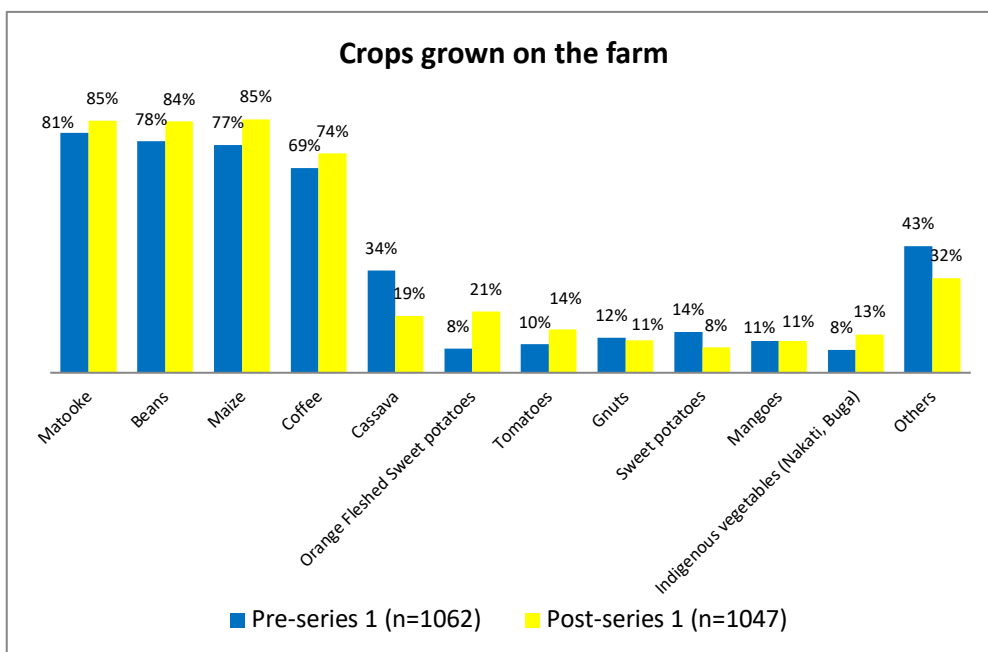


The vast majority of small holder farmers who grow and harvest crops grow:

- Matooke (over 8 in 10)
- Beans and maize (around 8 in 10)
- Coffee (around 7 in 10)

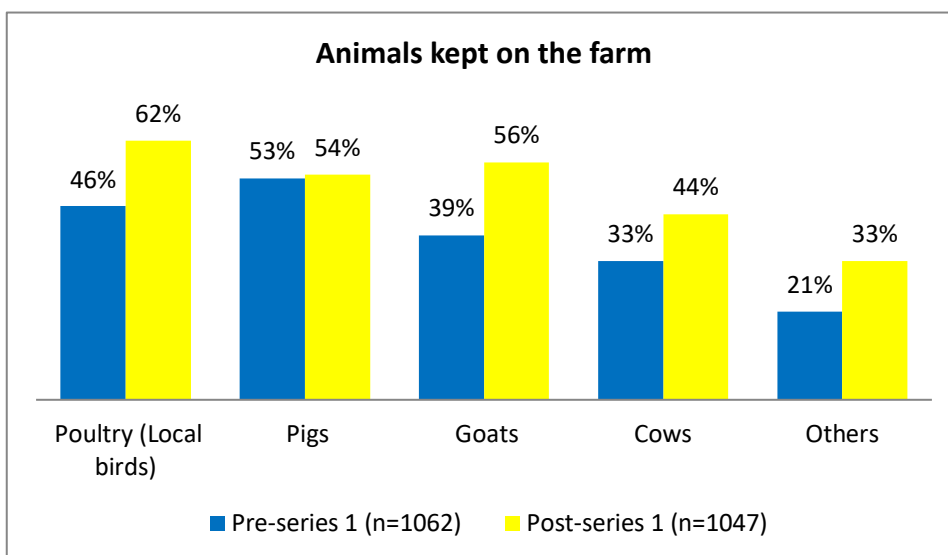
So the balance of the content in the series clearly covered the farming interests and activities of the vast majority of the farmers in Central Uganda

Chart 9: Crops grown on the farm



In terms of livestock, chickens, pigs and goats are kept by over half of SSU viewers, with slightly fewer raising cattle (either dairy or beef).

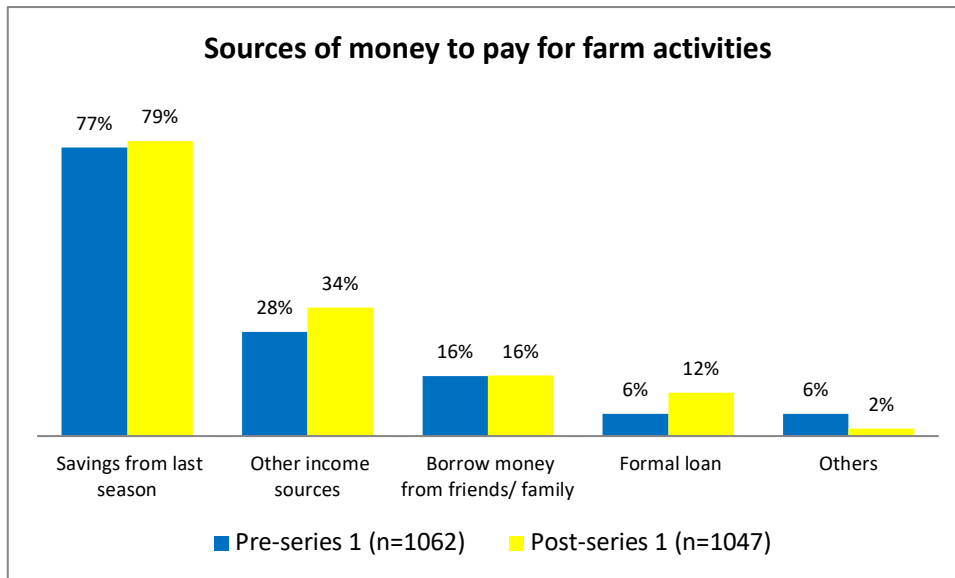
Chart 10: Animals kept on the farm



When asked about the sources of income farmers' use for their farming activities the vast majority (around 8 in 10) said they used savings they made from the previous year's harvest and this showed no difference between the pre-broadcast and post-broadcast samples. The only observable difference between the post series and pre series use of sources of income was that slightly more

SSU viewers post broadcast than at the baseline said they used ‘other sources of income’ to fund their farming activities (34% vs 28%). Borrowing money from friends and family and taking out loans were minority sources of funding farm activities.

Chart 11: Sources of income to support farming activities

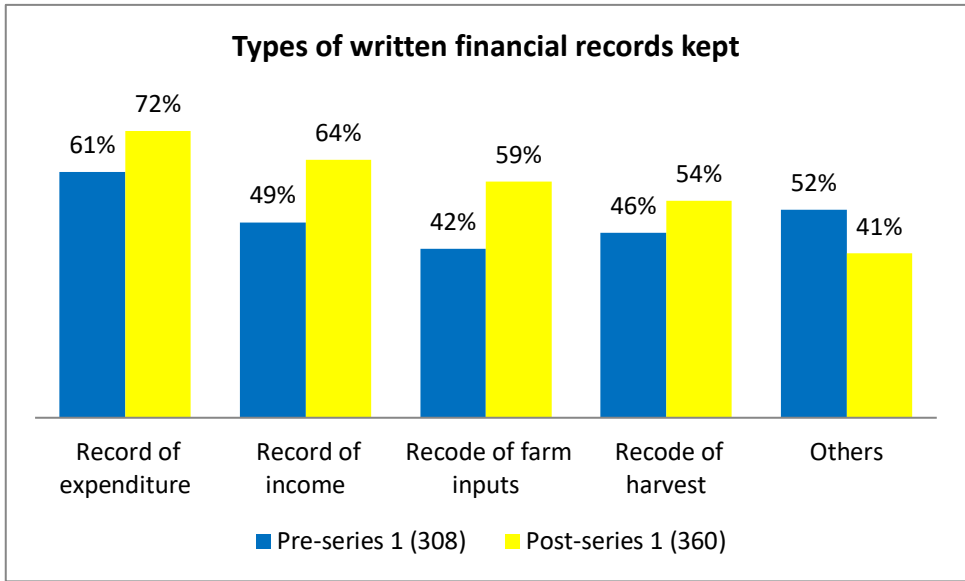


4.2. Financial record keeping

To ascertain farmers’ financial literacy and to track the pre and post broadcast changes, respondents were asked if they kept any written financial records for their farming activities and, if so, which types of records and if not, why not. One third of viewers (32%) said they kept some form of financial records for their farm – an increase of 5% over the baseline. The modest, but statistically significant differences between the pre-series and post-series figures were mainly accounted for by women (registering an increase of 4% between the pre and post series, while the percentages of men keeping financial records remain unchanged). One of the aims of the series is to improve financial literacy and financial confidence among women and the early signs of this happening are positive.

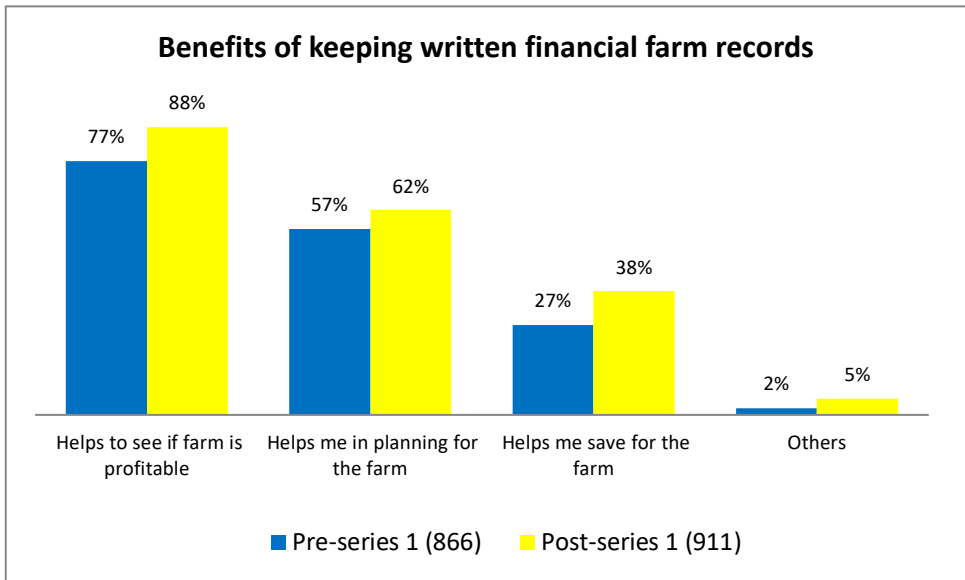
Among those who said that they kept written records at both survey waves, as shown in the chart below, there were significant and meaningful differences between the types of written records kept between the pre-series and post-series samples – including records of income and expenditure and farm inputs. The differences are both significant and consistent and likely to have been as a direct result of the messages and information contained in the series.

Chart 12: Financial records kept



Messages about the purposes of record keeping for managing the farm as a business, helping in farm planning and budgeting and helping farmers with their savings have all increased significantly post-broadcast.

Chart 13: Benefits of keeping written financial farm records



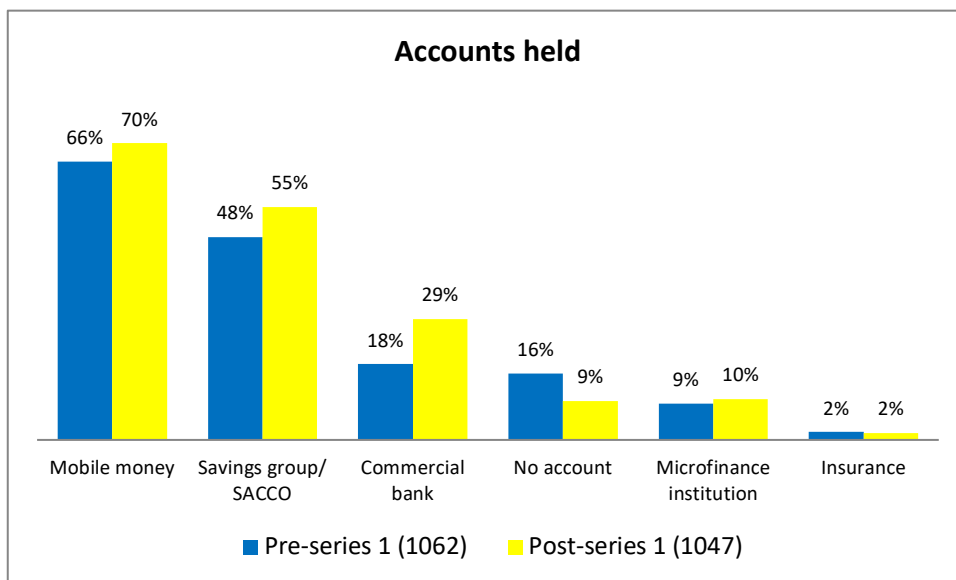
SSU viewers were asked if they have a written *business plan* for their farm and the vast majority (74%) did not. The reasons for not having a written business plan were many, but they mostly spoke to the lack of awareness about what such a plan would be used for or the value it would have in planning the finances and activities of the farm. It also suggests that most of these

smallholder farmers are not very business literate and may not even think of their farms as businesses. It is probably worth investing more time in the series on the business and financial management aspects of farming.

4.3 Savings accounts held

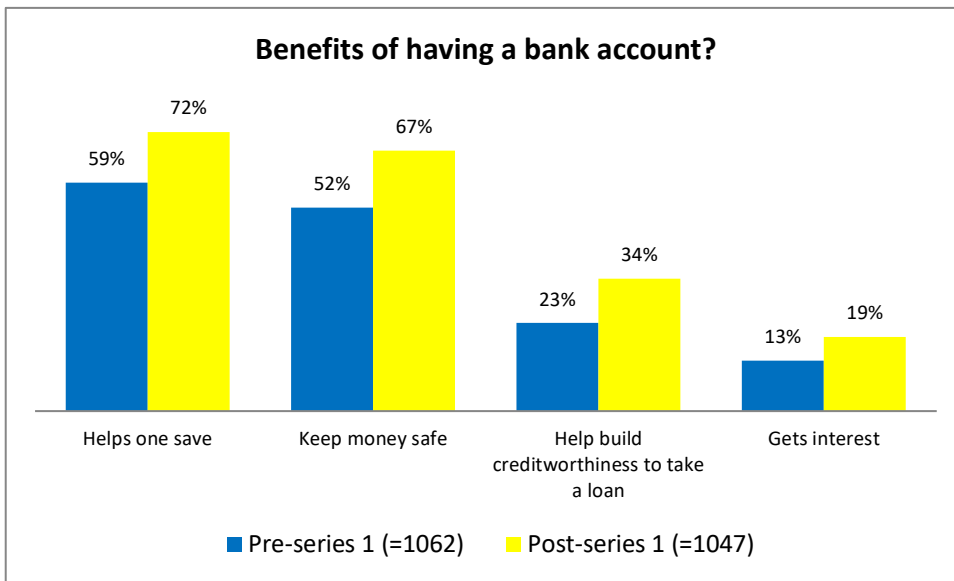
Although the pre-series and post-series data with regards to the types of savings accounts held, it is clear that mobile money is the place where most smallholder farmers keep their money (around 7 in 10). Savings Groups are also extensively used, especially by women. Relatively few smallholder farmers have commercial bank accounts – although there was an increase in saving in a commercial bank among viewers of the series. Having a commercial bank is, unsurprisingly more male than female and, further, younger farmers are considerably more likely to consider opening a bank account than are their older counterparts.

Chart 14: Types of accounts held



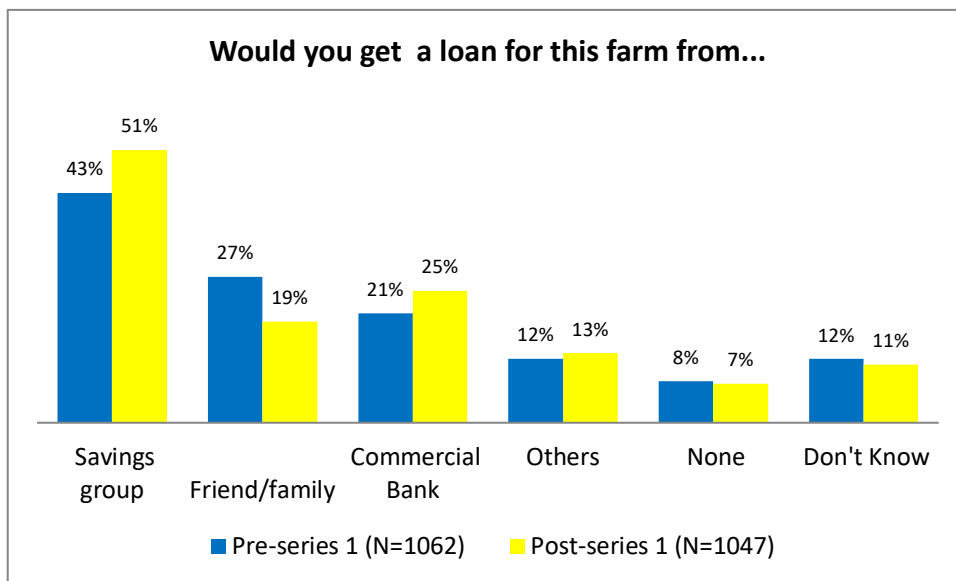
Messages in SSU about the benefits of having a commercial bank account appear to have resonated well as evidenced by the significant pre and post differences and illustrated in the chart below. Levels of knowledge and awareness about the advantages of bank accounts in the savings and keeping money safe process have been received and remembered. Now that the use of mobile money and other savings mechanisms are being more commonly used and accepted, the move to opening commercial bank accounts and thinking more of farms as businesses which require stable funding and access to money may be the next logical step.

Chart 15: Benefits of having bank accounts



Reflecting the current profile of savings and account holdings, most would approach a savings group for a loan if they needed one and there is an increase in the percentage who said they would approach a commercial bank. Series viewers were less likely to approach family and friends for a loan than their non-viewing counterparts.

Chart 16: Preferred sources of loans



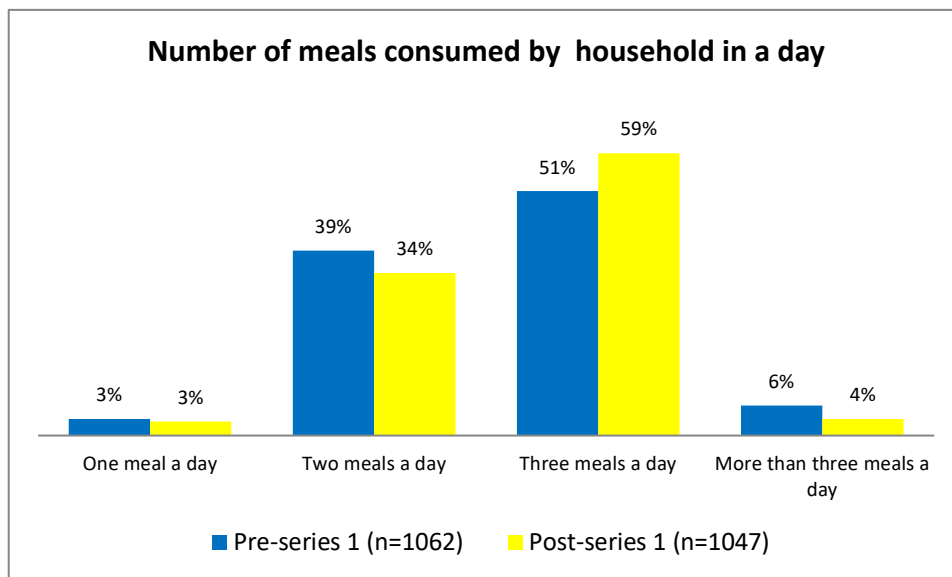
The first series of SSU in Uganda appears to have had considerable impact on raising knowledge and awareness of better financial management and practices, specifically in terms of record keeping, managing savings and sourcing loans. Future series should consider re-enforcing and enhancing financial literacy content and further empowering women to be more financially confident

5. KEY FINDINGS: FOOD AND NUTRITION

5.1 Food consumption

Most of the households in both waves of the survey said they typically ate three meals a day and awareness of the benefits of eating a nutritious and balanced diet was almost universal. There was very high awareness at both waves of the benefits of eating a healthy balanced diet and almost all of those interviewed said that it was 'very important' for their households to eat a good mix of foods (baseline 92%; endline 98%). Knowledge and awareness of the reasons for eating a healthy and nutritious diet showed significant baseline/ endline increases.

Chart 17: Number of meals consumed

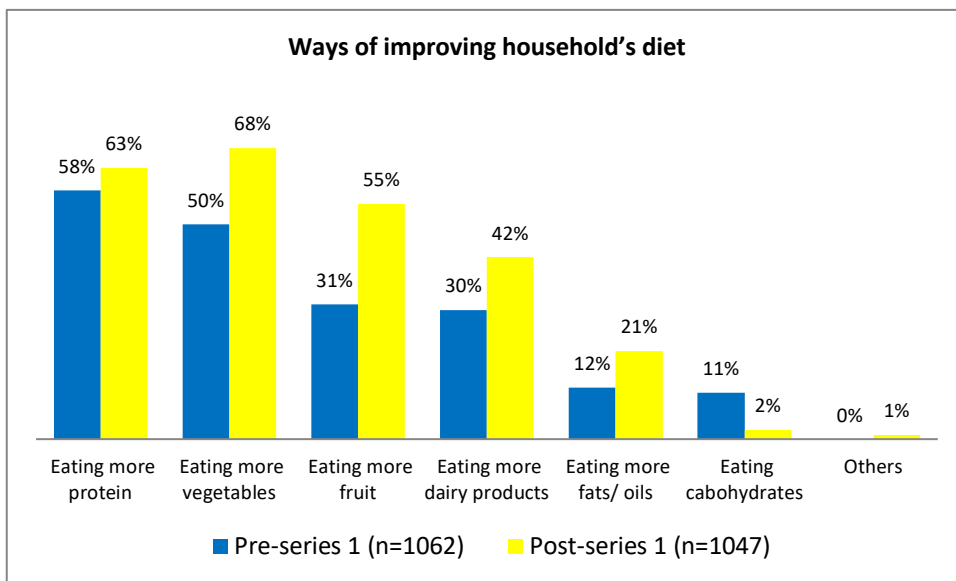


Viewers were marginally more likely than their non-viewing counterparts to say that eating a balanced diet was good for their health, good for their families and good to stave of illness. All strong messages in the series which have been resonated with viewers.

In a typical week, almost all smallholder farmers – viewers and non-viewers would eat matooke, cassava and posho. Those who viewed SSU were much more likely than non-viewers to say they now ate more vegetables, fruits, nuts, rice, meat, eggs and dairy. Although this could be as a result of many factors, such as time of year (the pre-series survey was conducted in March and the post-series in September), availability and price of different food types it may also be as a result of the content of the series which focussed on promoting the benefits of eating a wider variety of foods. Future surveys will be able to shed more light on this.

However, a conclusion that can be drawn about the impact of the nutrition content in the series is its contribution to the increase in *awareness* of the types of foods to eat to improve the household's diet. There were significant increases in awareness of the types of food that make up a healthy diet between the two survey waves as shown in the chart below.

Chart 18: Ways of improving household's diet



5.2 Orange fleshed sweet potatoes (OFSP)

One quarter (25%) of the farmers interviewed at the baseline said they currently grow orange fleshed sweet potatoes on their farms and one in five (20%) at the endline. Just over half (56%) in both waves said they intended to plant OFSP in the next growing season – no increase between the baseline and endline. However, it is interesting to note, as shown the chart below, that the benefits of planting OFSP showed significant changes between the two waves of the survey – especially un terms of their market value and the fact that they have several planting seasons

Chart 19: Reasons for planting OFSP

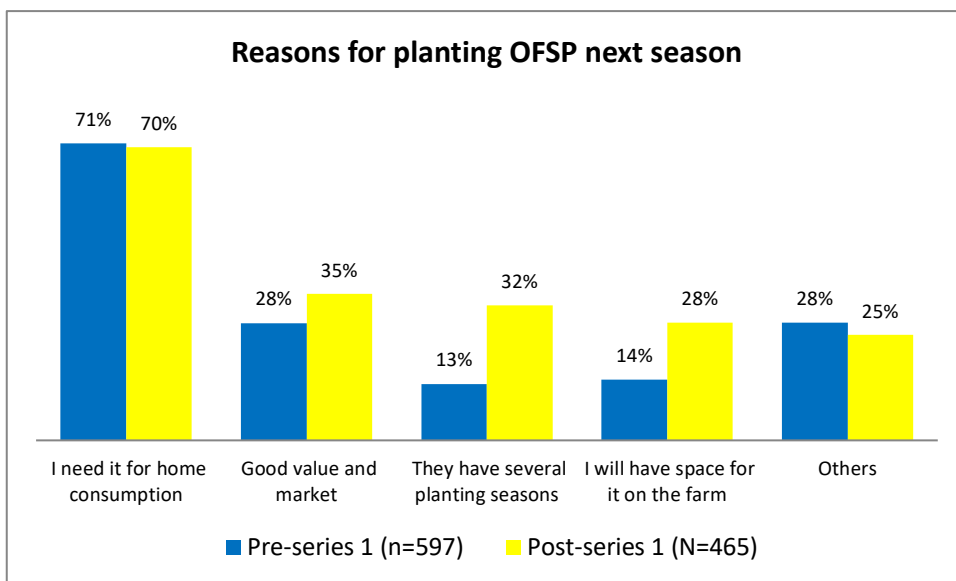
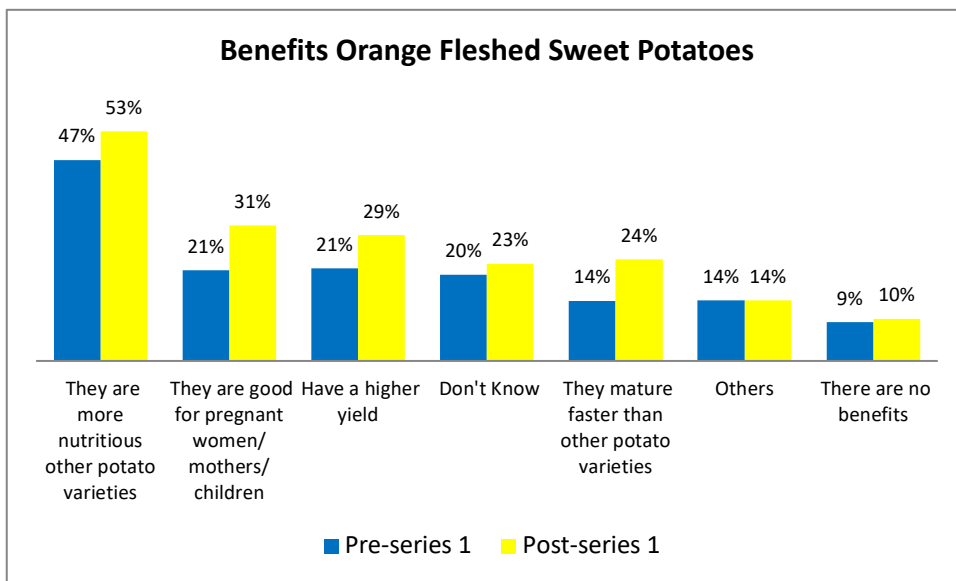


Chart 20: Benefits Orange Fleshed Sweet Potatoes (OFSP)



5.3 Setting up a kitchen garden

At the baseline just over one in four smallholder farmers (44%) said they had a kitchen garden, rising to 51% at the endline – representing a significant increase of 7% which was equally reflected across the demographic groups. Among those who do not currently have a kitchen, the vast majority (around 70%) would consider setting one up and the reasons for consideration are presented in the chart below. The most notable pre and post differences are those of ‘to save money’ and ‘responding to advice’ – both of which were key messages promoted in the series.

Chart 21: Kitchen garden ownership

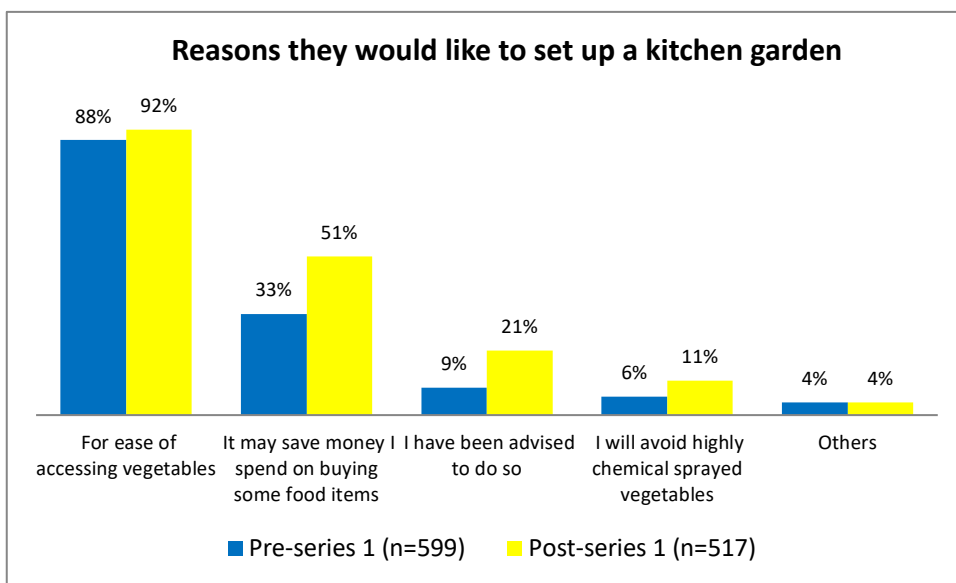
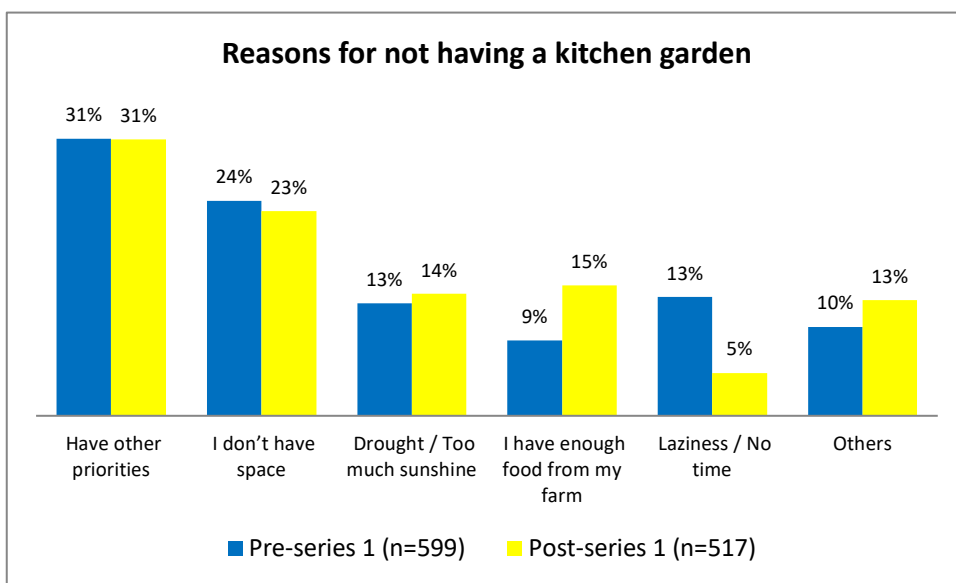


Chart 22: Reasons for not having a kitchen garden



The dietary habits of these smallholder farmers are good and there is a high level of awareness and practice of both the reasons for eating a balanced diet and the constituent components of a balanced diet. Viewers were better informed about what constitutes a balanced diet than were the pre-series non-viewers. Equally, they are more likely to start-up a kitchen garden for the benefits of available and cost-effective vegetables

6. KEY FINDINGS: LIVESTOCK

A series of questions was asked in the pre and post broadcast surveys about livestock management practices. These included questions about spraying and dipping and animal husbandry.

6.1 Cattle husbandry

The keeping of cattle was a minority activity among these smallholder farmers at both stages of the study. Of those who do keep cattle, (around 30%) four times as many keep dairy cattle as keep beef cattle. Spraying was a common and frequent activity – around 9 in 10 cattle farmers said that they sprayed their cows (86% at the baseline and 95% at the endline) – a meaningful difference between the two survey waves. Almost none of the farmers sampled said they dipped their cattle. Between the two survey waves there was a significant decline in the frequency of spraying (weekly down by 9% wave on wave) and monthly – up by 8% wave on wave.

Chart 23: Cattle kept

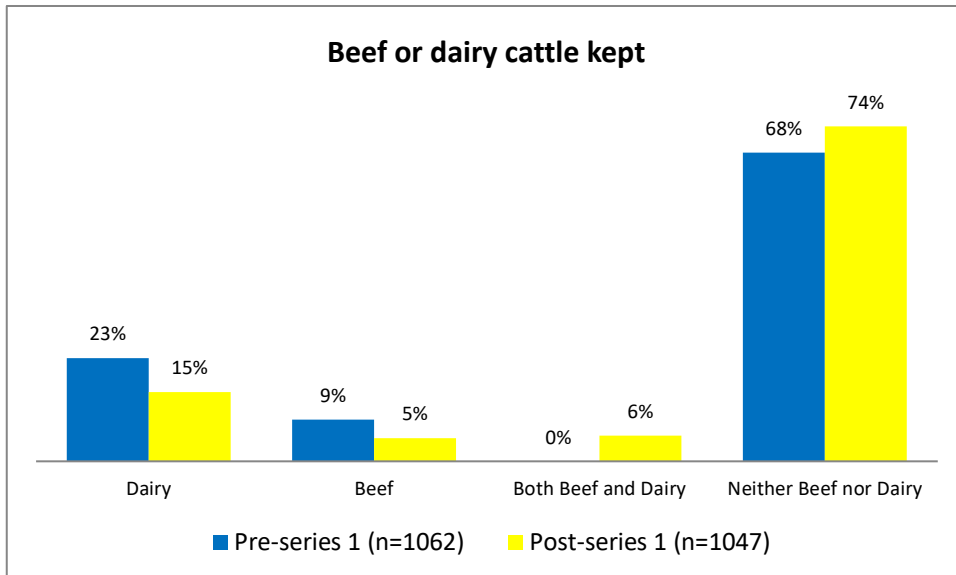


Chart 24: Spraying livestock

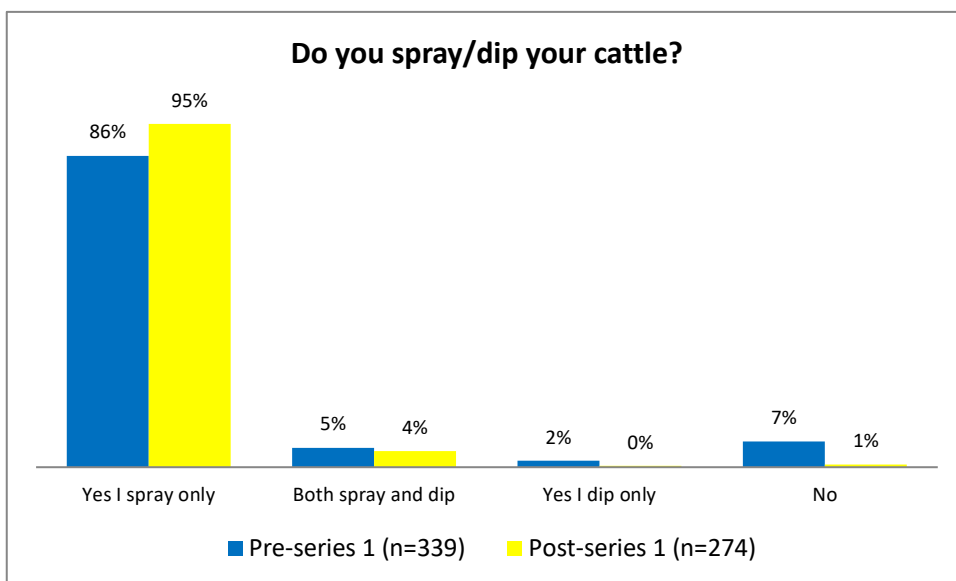
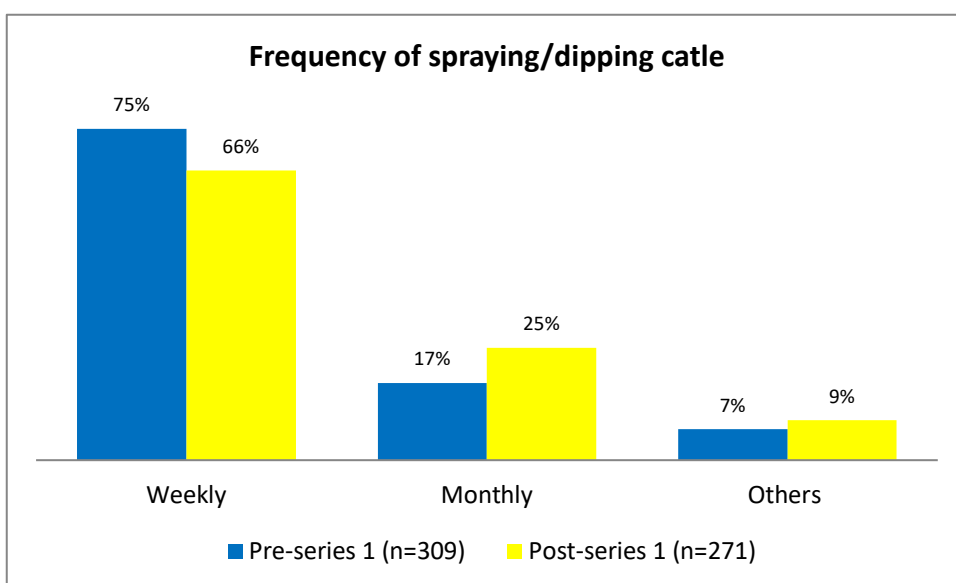


Chart 25: Frequency of spraying/dipping cattle



6.2 Chickens

Most small-holder farmers (around 6 in 10) keep chickens on their farms – both layers and broilers and mainly local/ indigenous varieties of chickens. Chicks are mainly sourced from friends, relatives and neighbours. At the baseline around a third sourced their chicks from ‘business people’ rising to just over 40% at the endline – a significant increase of 7%. At both waves there was little to no mention of any specific suppliers of chicks, such as Ugachick or Kenchick.

Chart 26: Types of chicken kept

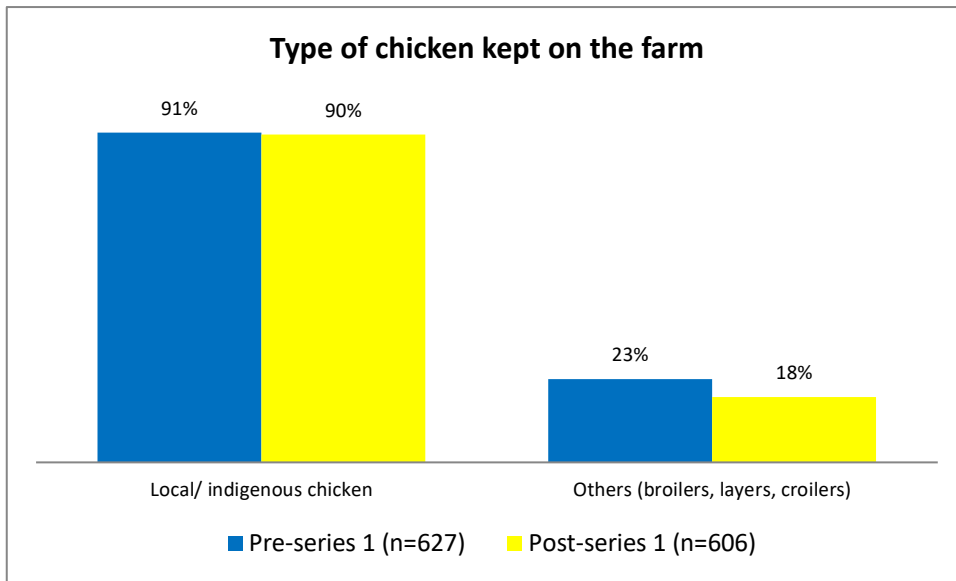
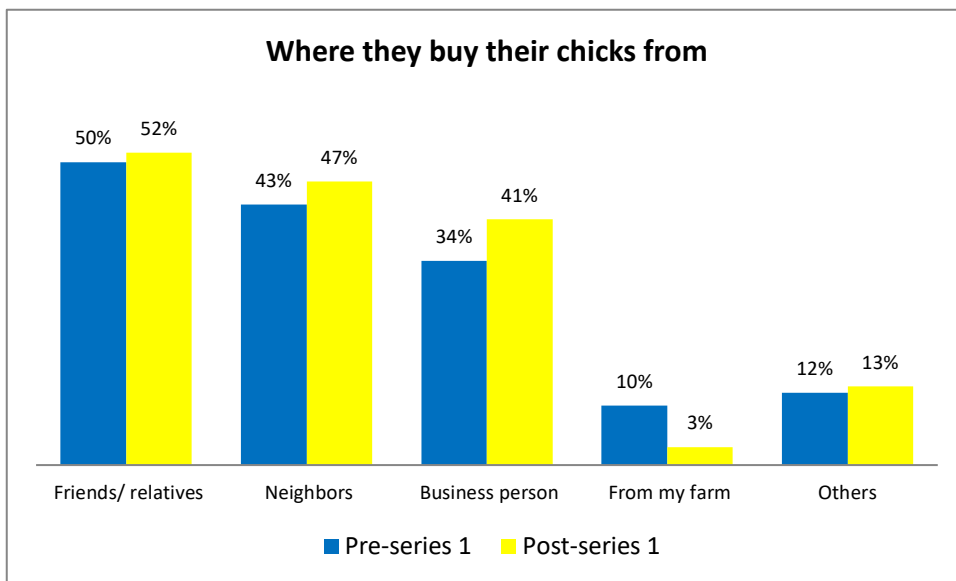
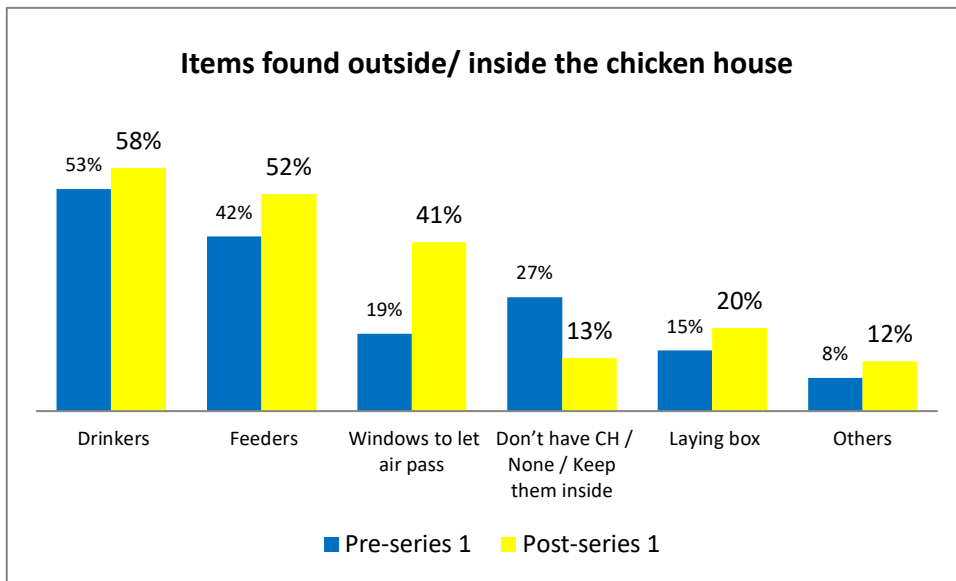


Chart 27: Where farmers buy their chicks from



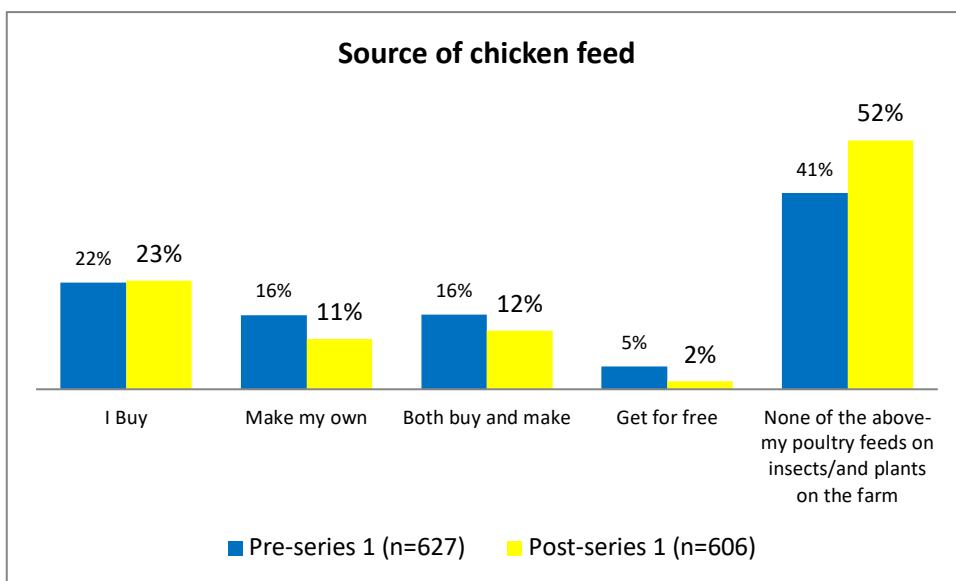
In answer to questions about the items farmers have outside and inside their chicken houses there were impressive differences between the pre and post broadcast samples – significant increases in the presence of ‘drinkers’, ‘feeders’ and windows for ventilation. All important messages conveyed in the series in relation to better housing and welfare of chickens.

Chart 28: Items found outside/inside the chicken house



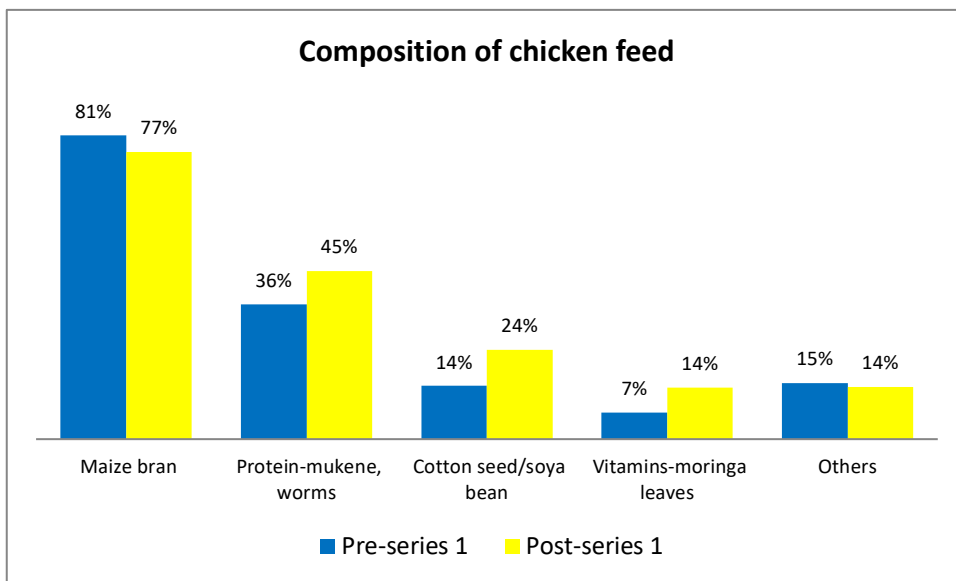
Allowing the chickens to feed on insects and plants on the farm is a more common practice than making or purchasing chicken feed with little discernible pre and post series differences.

Chart 29: Source of chicken feed



Among the relatively who make their own chicken feed (1 in 10 who keep chickens - #141) the most commonly used ingredient is maize, followed by protein and cotton seed – the latter two both registering increases post broadcast.

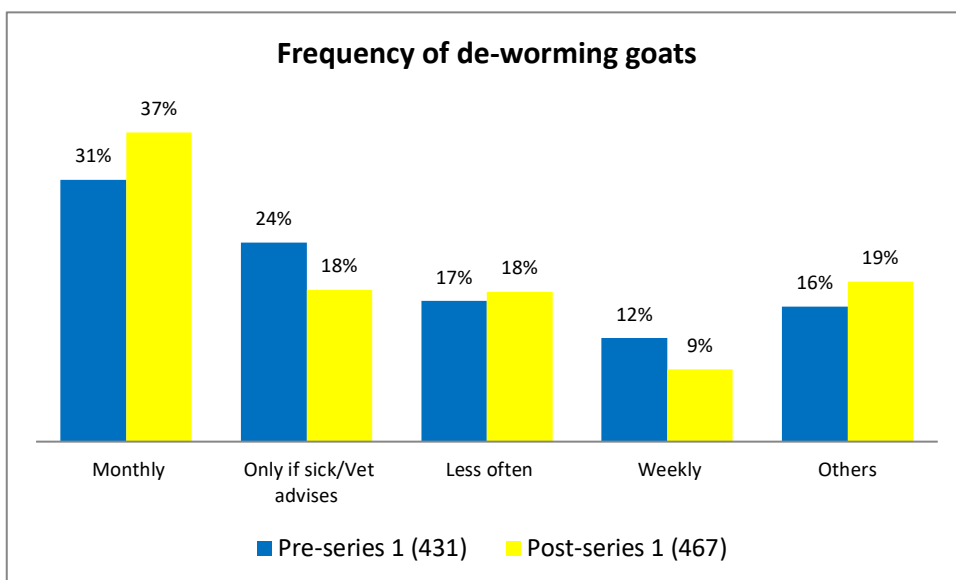
Chart 30: Composition of chicken feed



6.3 Goats

Around four in ten of those interviewed at both waves said they kept goats on their farms, with less than a third (31%) de-worming them either weekly or monthly at the pre-broadcast wave and over a third (37%) at the post broadcast stage

Chart 31: Frequency of de-worming goats



7. KEY FINDINGS: CROPS

7.1 Coffee

Three quarters of the samples said they grew coffee on their farms, with Robusta being the most popular variety. Applying fertilizer is common practice – with an impressive increase of 7% in the practice between the pre and post broadcast samples

Chart 32: Varieties of coffee do you grown

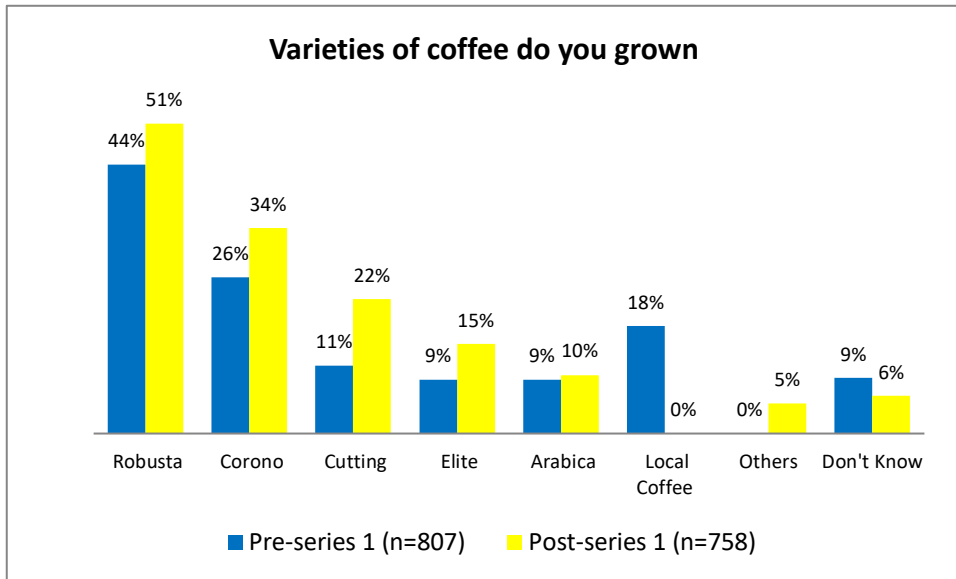
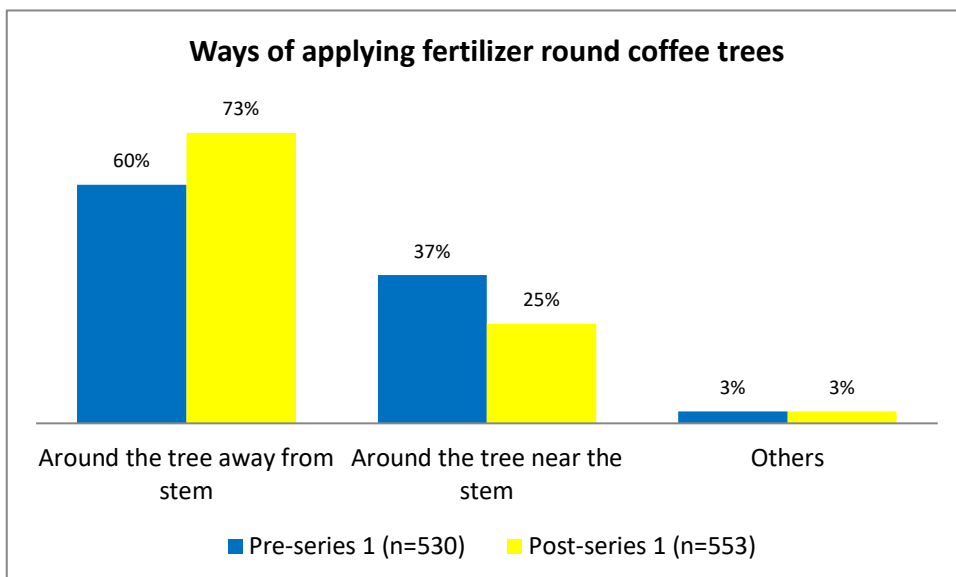
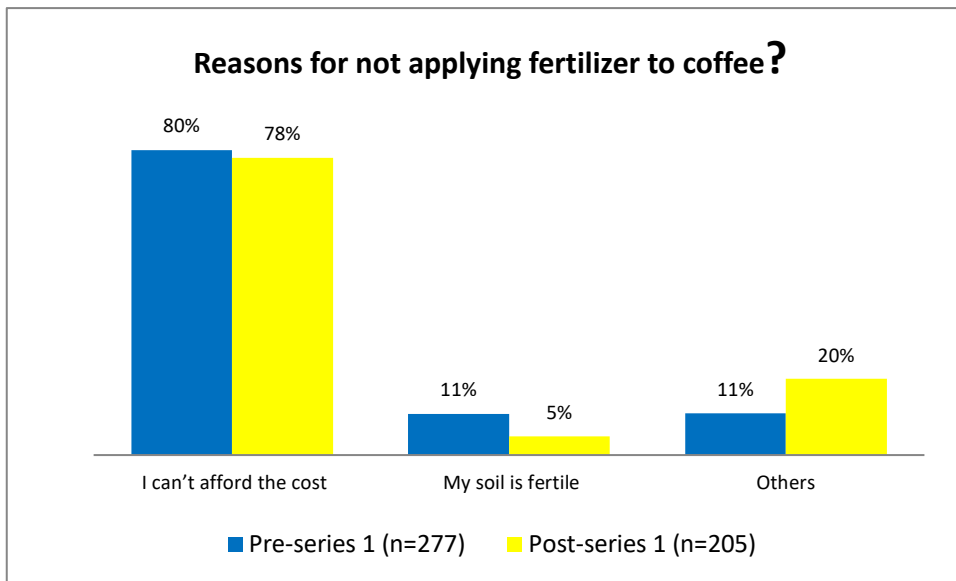


Chart 33: Applying fertilizer on coffee trees



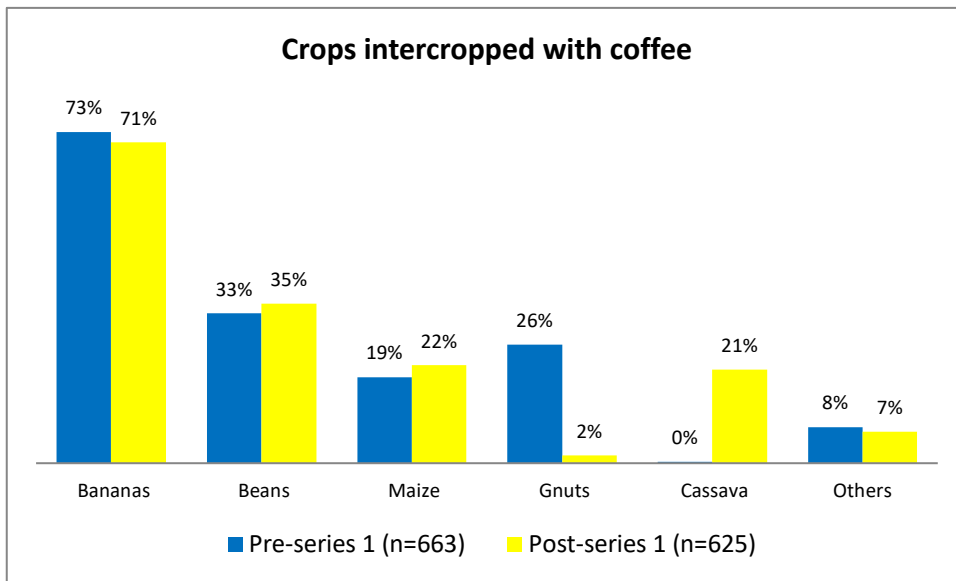
Messages about how to apply fertilizer to coffee plants seem to have resonated with audience members with many more applying the fertilizer around the tree and away from the stem after learning the practice in the series (+7%) with a corresponding decline in the numbers saying they apply fertilizer around the tree near to the stem. This is a good example of how some of the good practice shown and discussed in the series is being adopted by significant numbers of farmers almost immediately

Chart 34: Reasons for not applying fertilizer to coffee

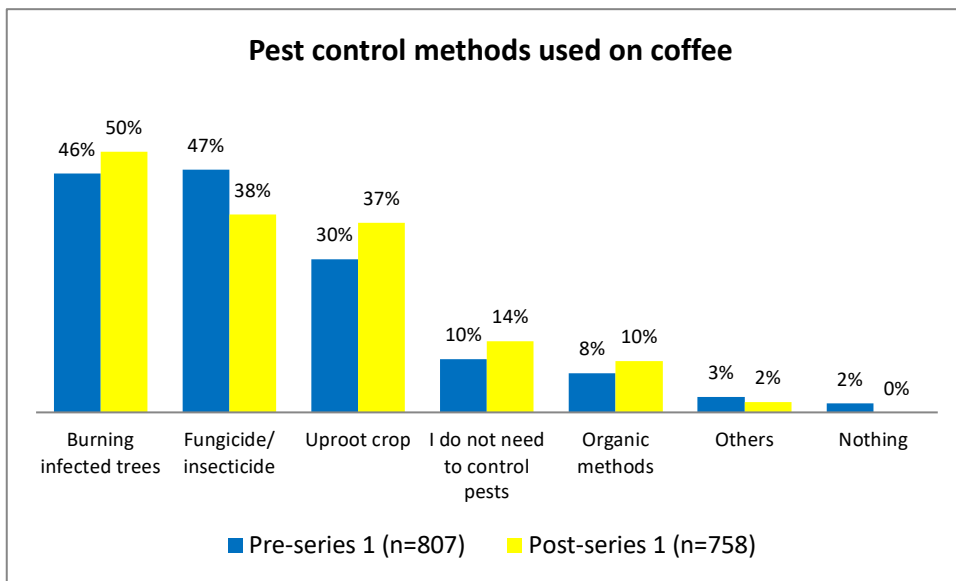


Intercropping between coffee bushes is a common practice (82% say they do at both waves) – most intercrop with bananas and a significant minority of one third do so with beans

Chart 35: Crops intercropped with coffee



The practice of controlling pests using the burning of infected trees increased between the pre and post stages, with the use of fungicides/ insecticides decreasing. Uprooting the crop as a method of pest control has also significantly increased post broadcast.



Awareness that stumping means cutting off old stems to allow new ones to grow has shown a dramatic 20% increase between the pre and post waves of the study and practicing it has increased by 4%.

Chart 36: Understanding of the word “stumping”

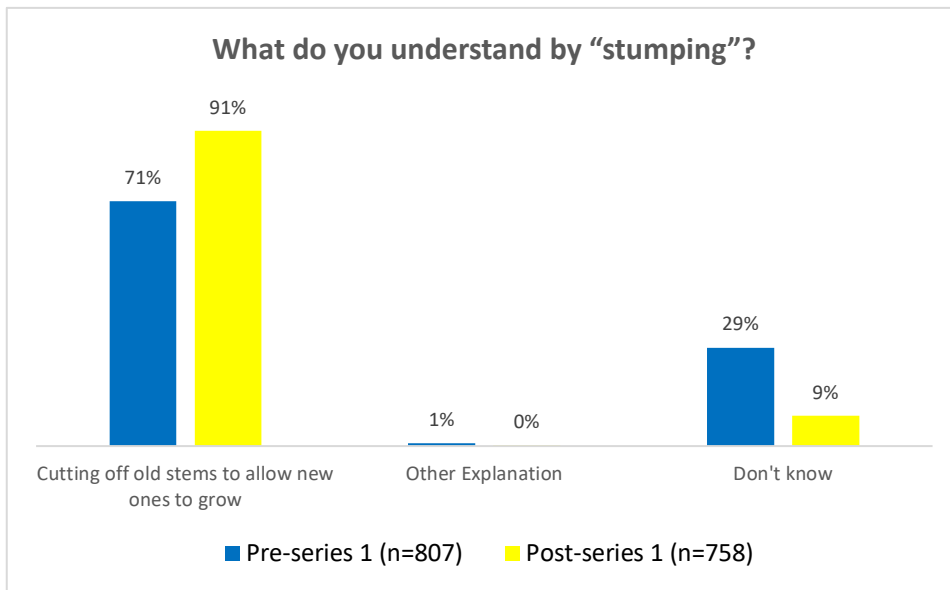


Chart 37: Methods of stumping trees

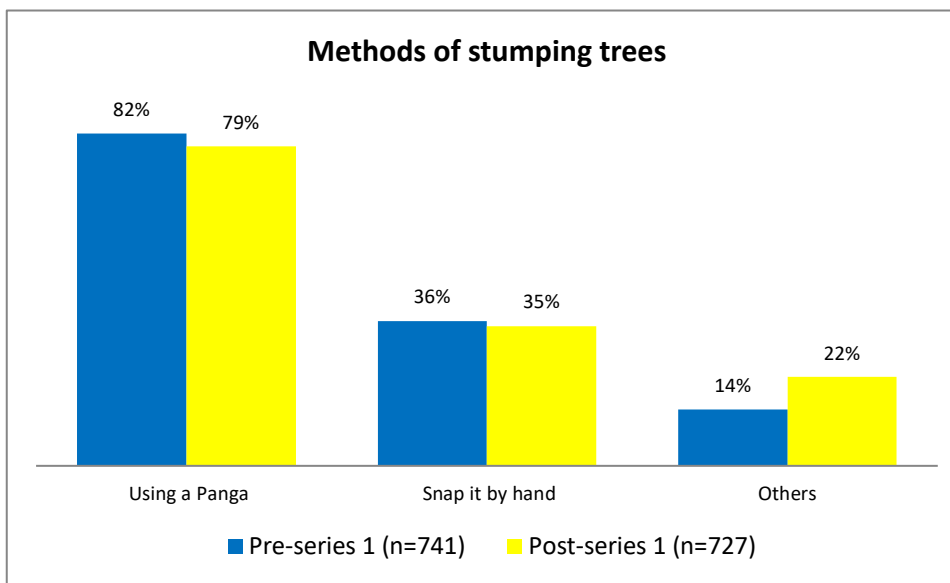


Chart 38: Best stage to stump coffee trees

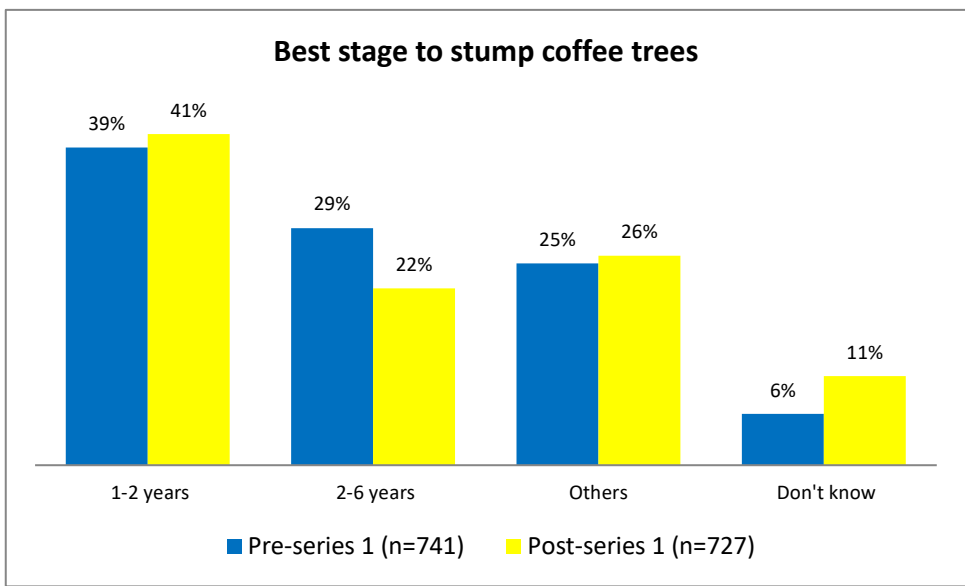
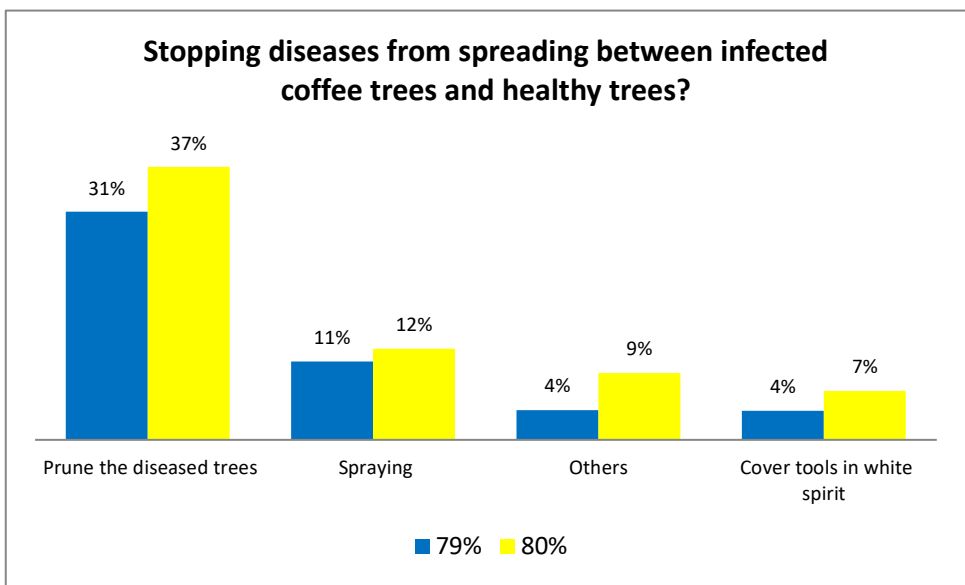


Chart 39: top diseases spreading between infected coffee trees

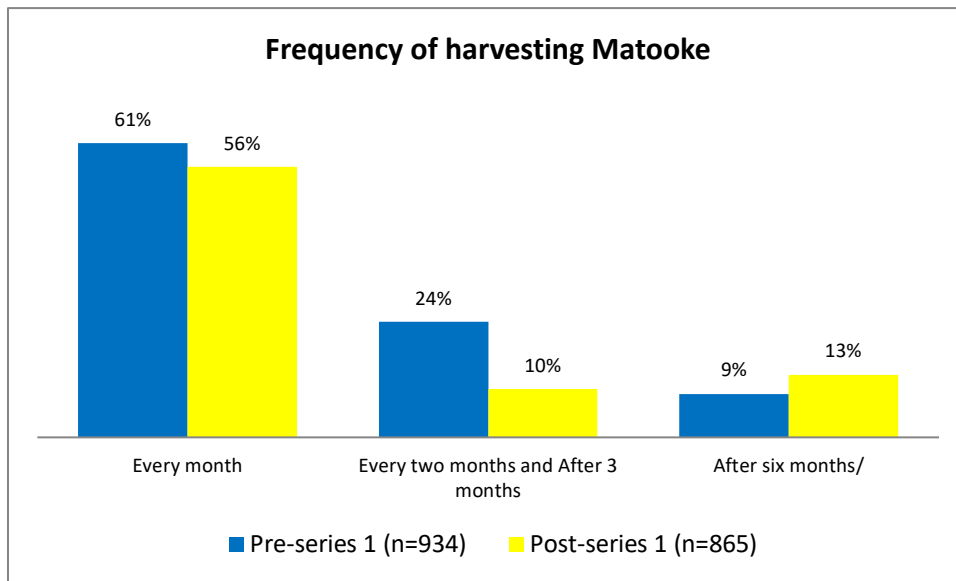


7.2 Matoke

The vast majority of farmers surveyed grow matoke on their farms (over 80%) and most (61%) at the baseline and slightly fewer (56% endline) harvest their matooke every month. The matooke growers in the post-series study tended to harvest their matooke on a less frequent basis than did those at the baseline.

In terms of keeping the matoke plants healthy, most said they weeded around the plants, pruned, mulched and de-suckered with very little difference in these practices between the pre-series and post-series samples. The main observations with regard to practices to keep the matoke plants healthy between the two waves of the study were in the practice of de-suckering (an increase of 12% in this practice after seeing the series) and in the 'application of fertilizer' to the plants (a post-series increase of 7%)

Chart 40: Matooke harvesting



Typical of the problems farmers face with their matoke crops are: banana wilt (over 6 in 10) and weevils (around one half). While almost all recognise the signs of banana wilt (BBW) through the yellowing of leaves and uneven or premature ripening there was a considerable increase in awareness of BBW resulting in the rotting of the banana fruit (a pre to post increase of 10%).

Chart 41: Problems faced with Matoke plants

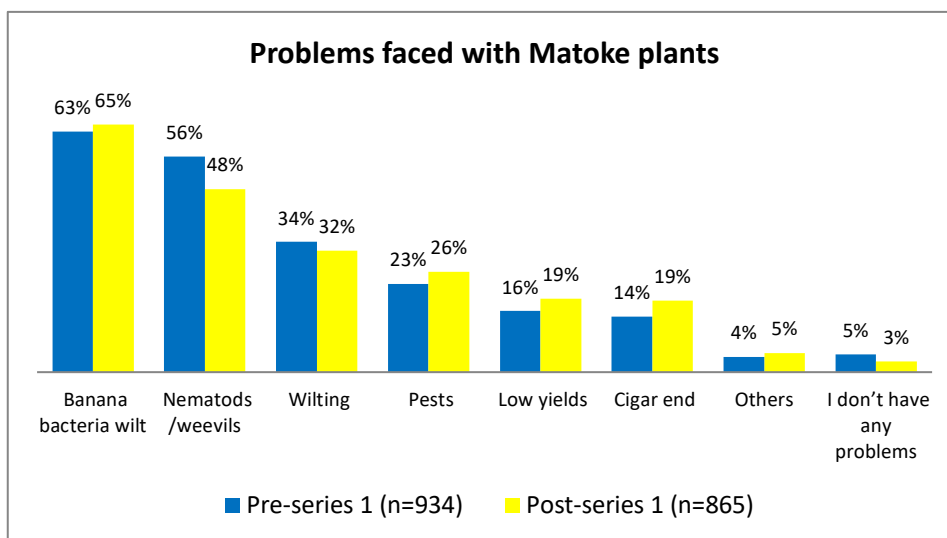
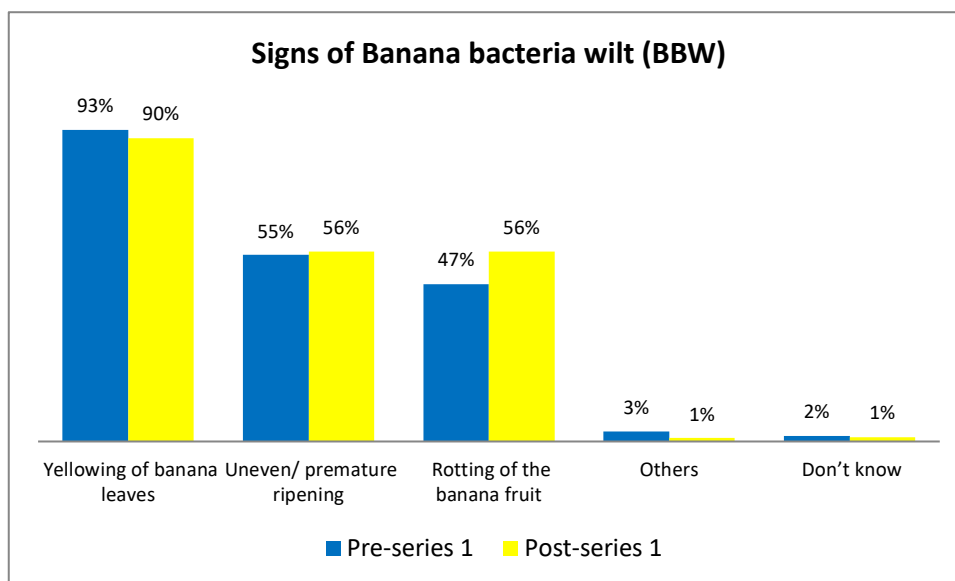


Chart 42: Signs of Banana bacteria wilt (BBW)

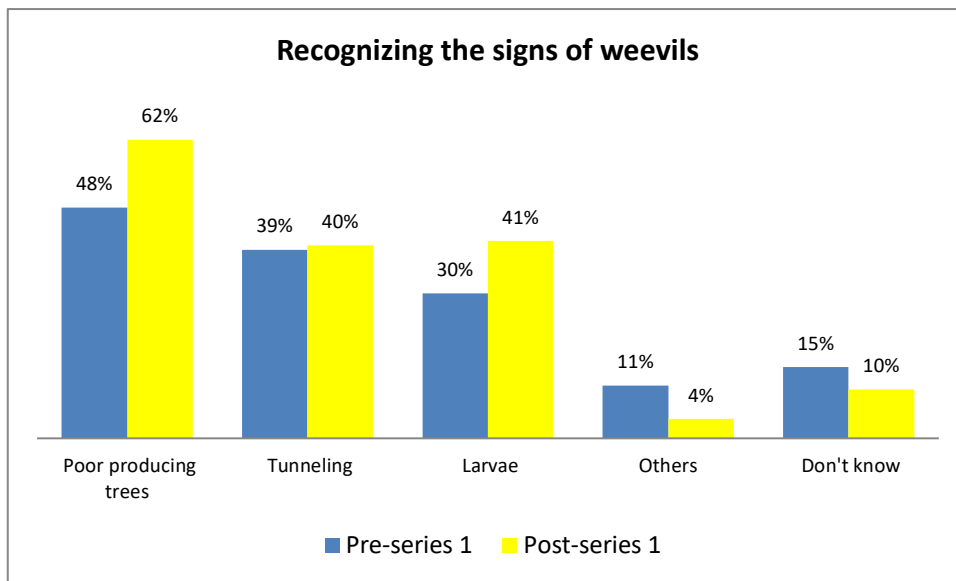


Equally, there were large pre/post increases in recognising the signs of weevils:

- Poor producing trees +14%
- Presence of larvae +10%

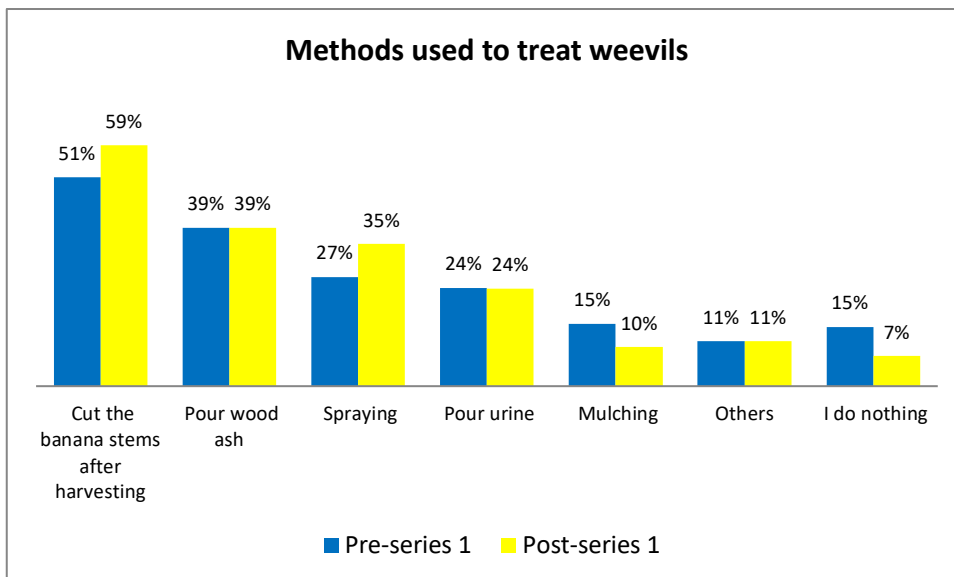
Viewers were more likely than non-viewers to treat weevils tend to be treated by cutting off the banana stems after harvest (+8%) and spraying the plants (+8%). Interestingly, there was a significant pre/post reduction of 7% in those growers who said they 'did nothing to treat weevils'.

Chart 43: Recognizing the signs of weevils



Recognition of nematodes increased among viewers – especially bananas dropping off and the trees producing lower yields (both increased by 10%).

Chart 44: Methods used to treat weevils



Over 7 in 10 matoke farmers use manure on their banana plants – there was no pre/post difference in this practice

Chart 45: Practice on Matoke plants

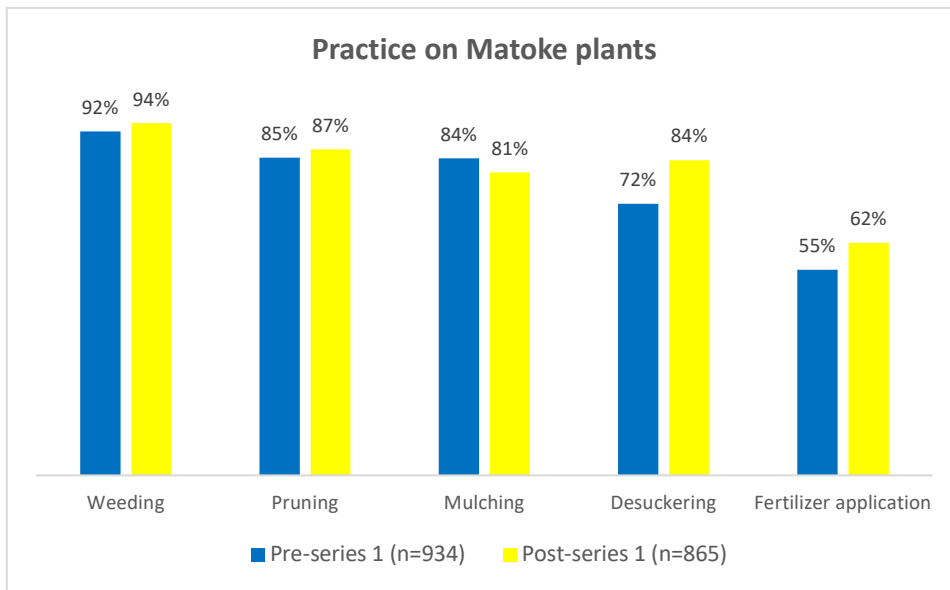


Chart 46: Signs of nematodes

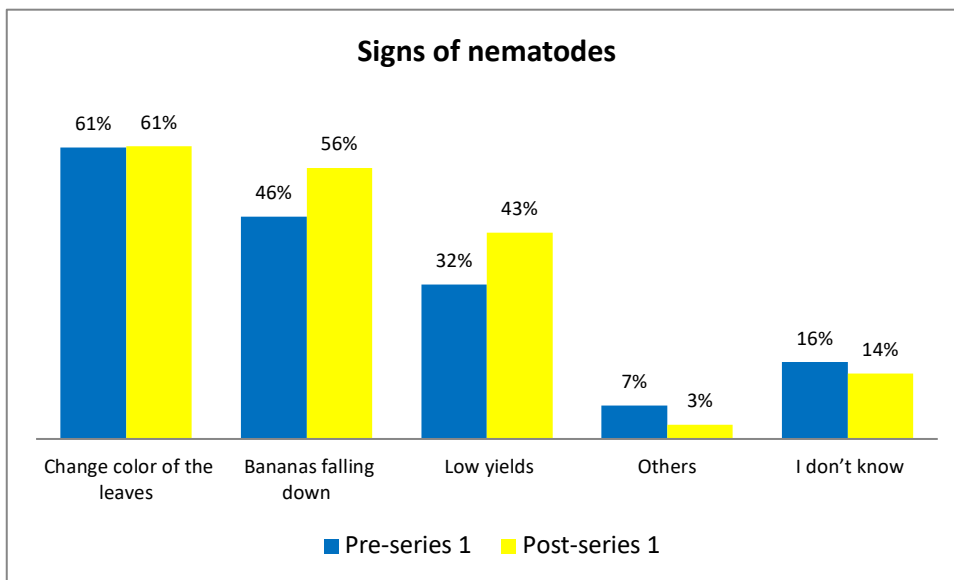
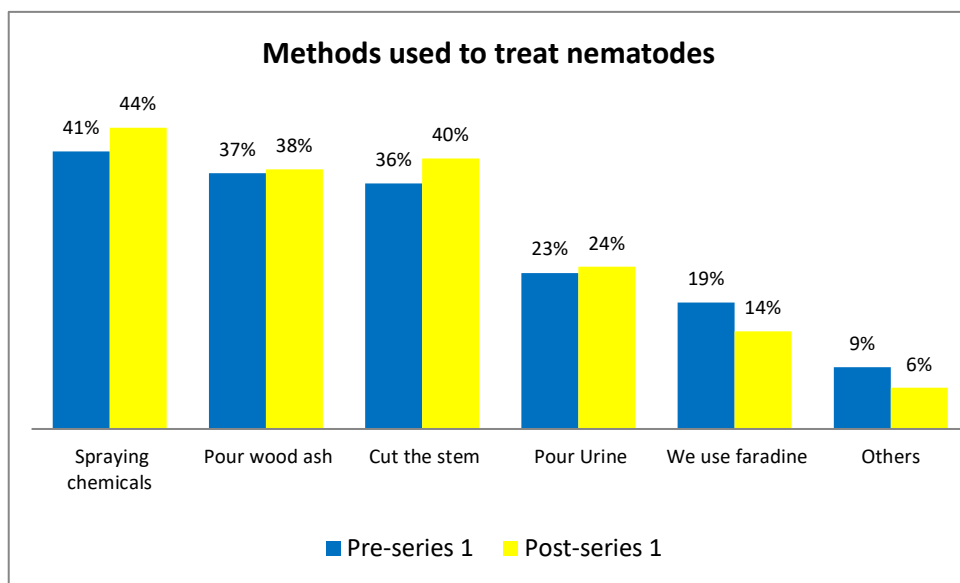


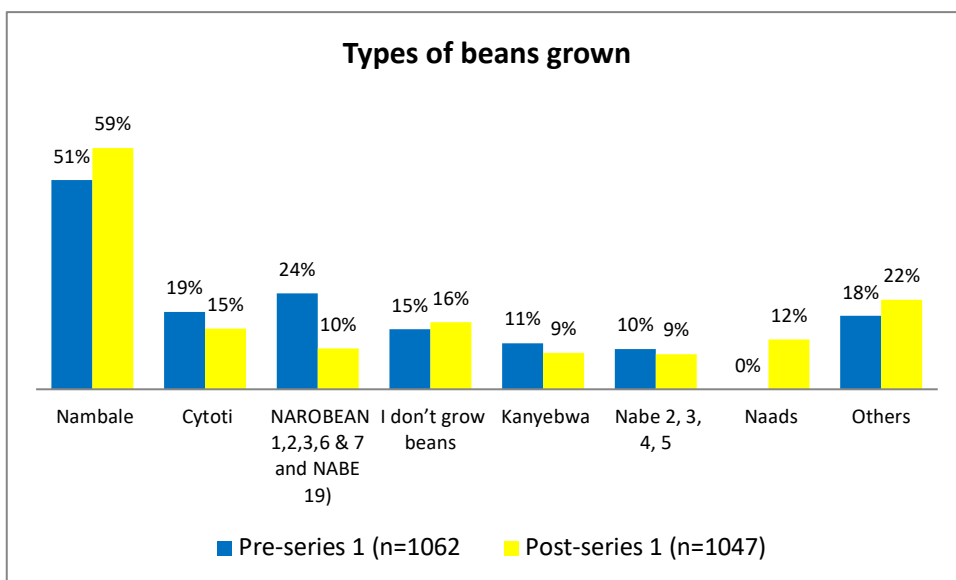
Chart 47: Methods used to treat nematodes



7.4 Beans and maize

The chart below shows the main varieties of beans grown in the four districts covered by the study and, as would be expected, there is little to no difference between the two surveys.

Chart 48: Types of beans grown



Most, over one half, re-use their bean seeds from a previous harvest, although this practice has significantly declined as a result of viewing the series, as has sourcing the beans from a local shop or supplier.

Chart 49: Source of bean seeds

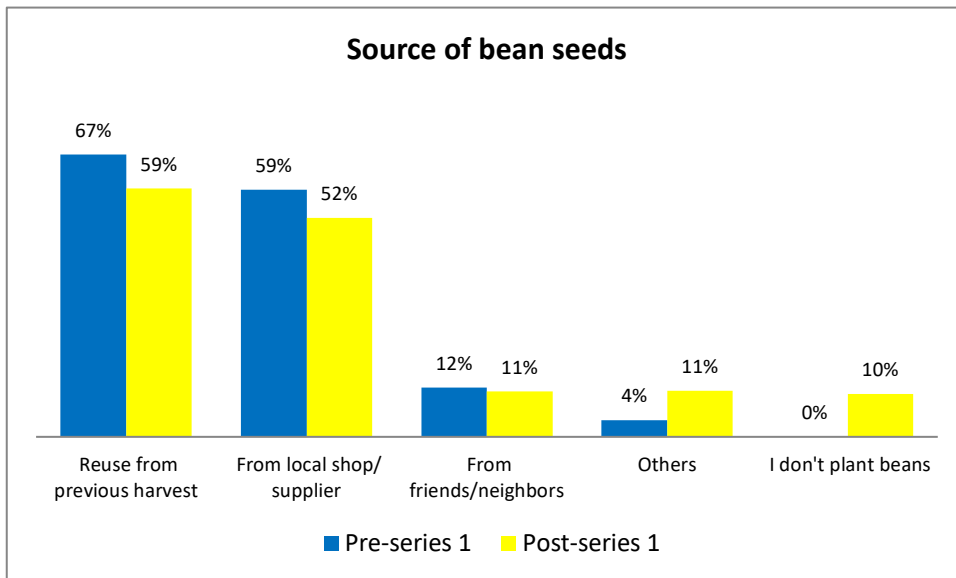
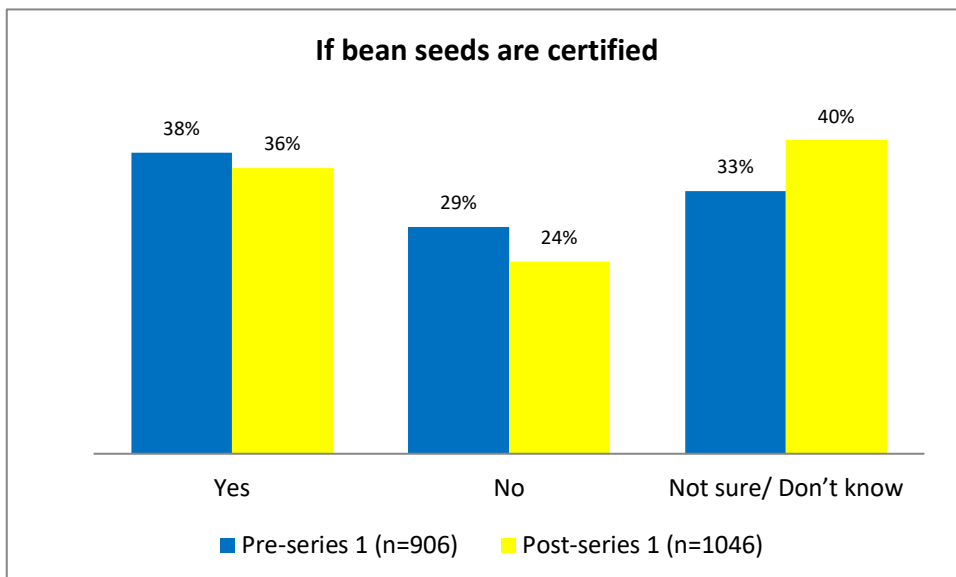


Chart 50: If bean seeds are certified



There remains considerable uncertainty around the certification of bean seeds. As many as four in ten viewers said they did not know if their bean seeds were certified or not. The lack of certainty and

lack of understanding around the benefits of planting with certified beans would appear to be an important topic to cover in future series.

All farmers who grow maize and beans experience pests and disease with their maize (fall army worms, maize stalk borer and cut worms) and weeding, pruning and mulching are commonly used practices. The vast majority of growers spray their crops and pre and post changes in this behaviour were negligible.

Chart 51: Pests and diseases affecting beans

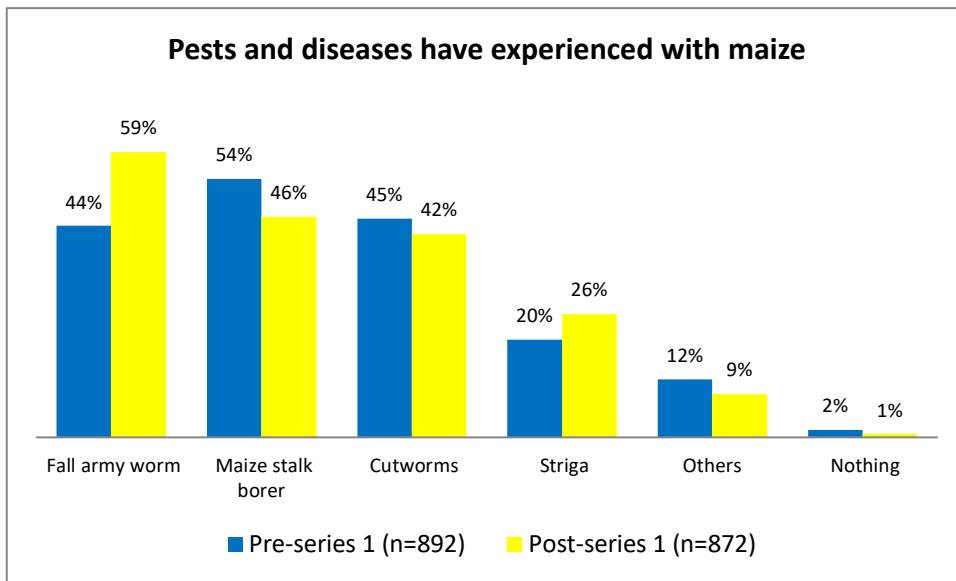
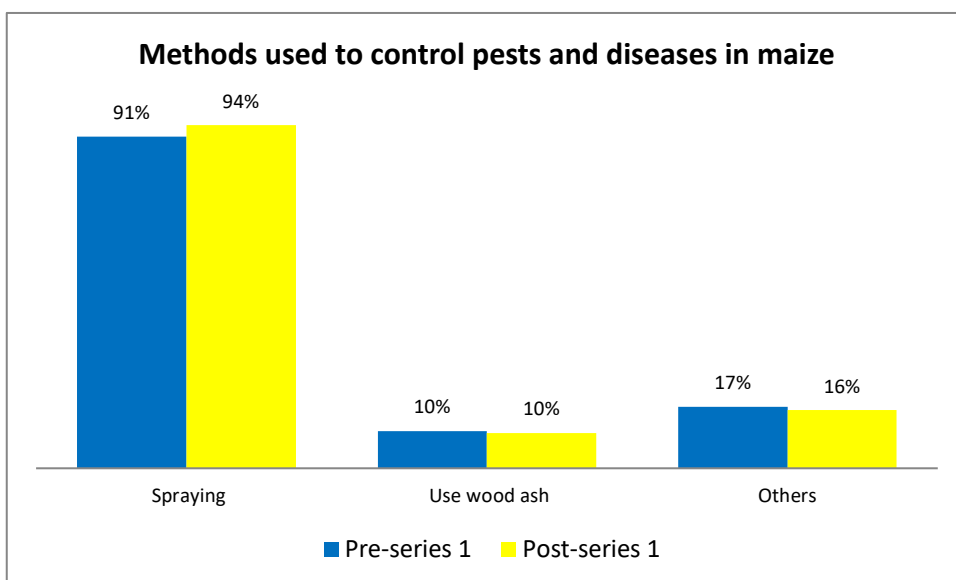


Chart 52: Methods used to control pests and diseases in maize



Relatively few maize and bean growers have heard of the push/ pull method for either controlling pests or for controlling striga – although there is some evidence that the series increased awareness of the method. For both there was an increase in awareness of 3% (which is not significant but a positive move in the right direction).

Chart 53: Push pull method awareness

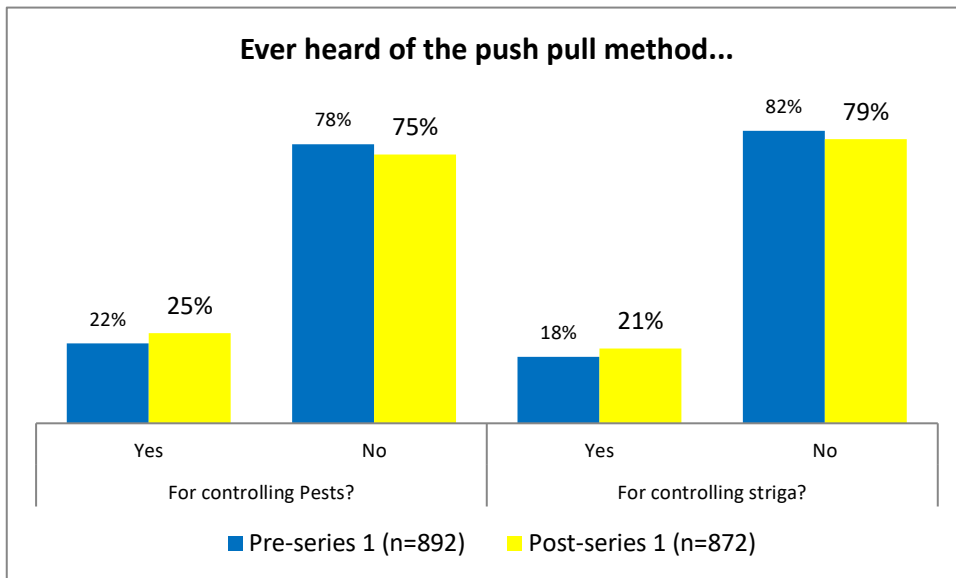
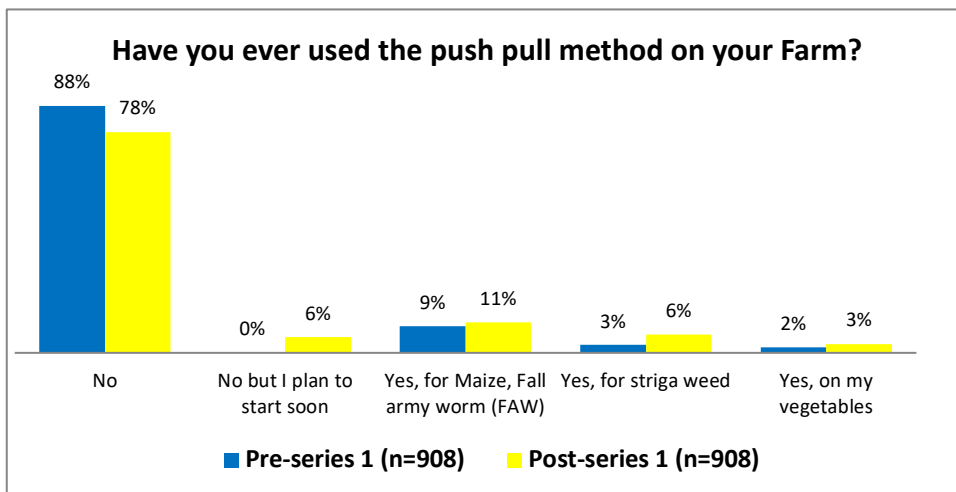


Chart 54: Push pull method practice



8. KEY FINDINGS: SOIL TESTING

Knowledge of how a soil test works overall, shifted very slightly as a result of watching the series. However, knowledge about the types of information provided by soil tests did change between the two waves, indicating that the messages in the series were well received and remembered. There were impressive increases among viewers of the use of soil tests to advise on the correct fertilizers to use and provide information on the pH levels of the soil

Chart 55: Awareness of how the soil tests works

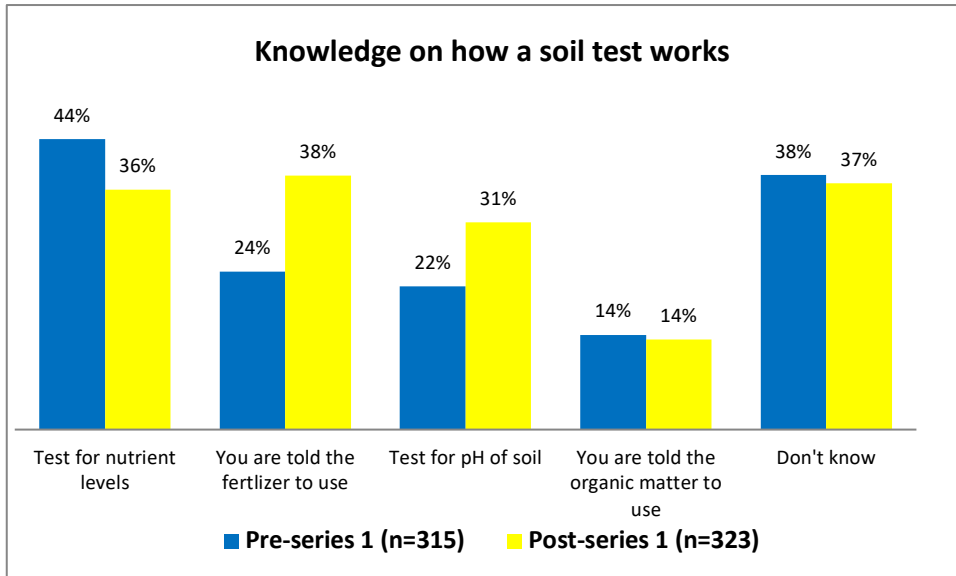


Chart 56: Reasons for not using soil test

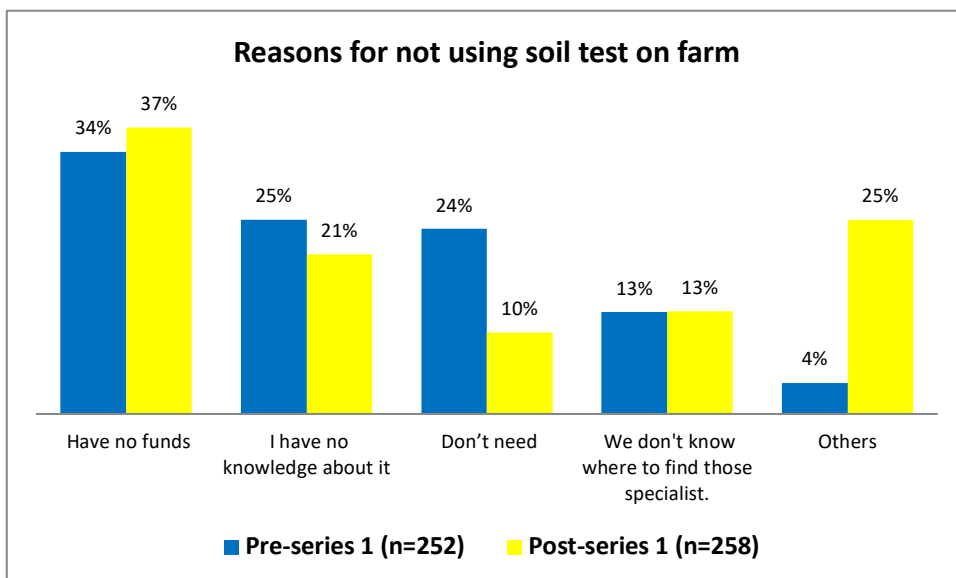
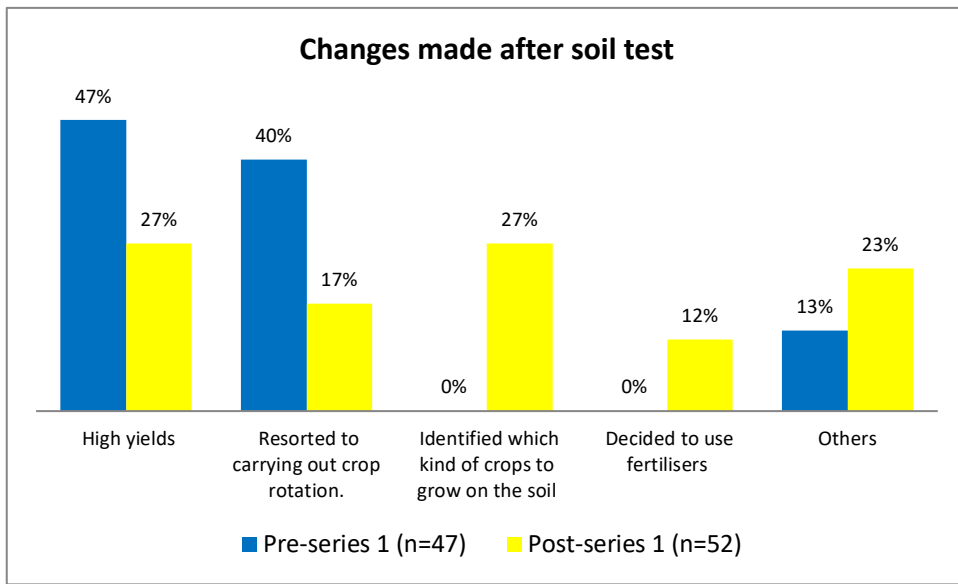


Chart 57: Changes made after soil test



9. ANNEXES

9.1 Shamba Shape Up's partners in Uganda

Partner	Type	Issue/Topic	Crop
NARO		Topics: Pests and Diseases. Insecticides, pesticides. Insect traps.	Crop: Cabbages (vegetables)
		Topic: Transplanting cabbages and good farming practices	Crop: Cabbages (vegetables)
		Topics: Pests and Diseases. Insecticides, pesticides. Insect traps.	Crop: Cabbages (vegetables)
		Topic: Organic practices on maize. Soil testing & soil fertility	Maize
		Topic: Push / Pull method to control Fall Army Worm	Maize
		Topic: Introducing it. Planting. Nutrition.	OFSP
		Introduction of OFSP and the products we can get from the sweet potatoes	OFSP
		Pests & Diseases (Banana wilt).	Banana
		Topics: Pests & Diseases. Good agricultural practices on banana plantation. Use of manure.	Bananas
		Topic: Managing a new plantation. Good agricultural practices	Banana
		Topic: switching from banana plantation to other crops	Banana
		Topic: Planting, good agricultural practices - - how to plant in rows, how to create a seed bed for seeds, manure	Crop: Nakati (vegetables)

		How to get a new plantation right in order to get a prolonged harvest	Passion fruit
		How to set up a pig farm. How to select the breed, build a pig sty, hygiene	Piggery
		Growing fodder for livestock	Pasture
		Breed selection on a farm	Dairy Cattle
		Crop management and pruning	Citrus Fruits
CAFÉ AFRICA		Stumping	Coffee
		Managing and training a young plantation	Coffee
		Topic: Pests & diseases. Good agricultural practices.	Crop: Coffee + general
		Topic: Soil testing & soil fertility esp. coffee	Crop: Coffee
		topic: Weed management, pests and diseases	Coffee
		Management during flowering stage	Coffee
		Coffee Wilt Disease & Coffee Twig Borer. Organic & Inorganic Fertilizers Subtopics: Nature of the pest & disease, control measures. Fertilizer application	Coffee
		topic: A discussion on Brazilian spacing Subtopic: Advantages & disadvantages of less spacing between coffee bushes	Coffee
		Training	Coffee
		Black Coffee Twig Borer	Coffee
		How to set up a new coffee garden	Coffee
	Harvesting and knowing the market price	Coffee	

		Post Harvest handling and UCDA Pricing	Coffee
		Weeding and Stumping	Coffee
VIDA VERDE		Topics: Soil Test	
		Topic: Soil Testing & Manure drying	
		Topic: Soil testing on banana plantation, what to plant after	
CKL		Topic: Feeding for heat and selective sexed breeding	Dairy Cattle
		Deworming and spraying	Beef and Dairy Cattle
		Management of in-calf cow and hygiene	Dairy Cattle
		Heifer management	Dairy Cattle
		Improved Breeds through Artificial Insemination, getting better breeds	Dairy Cattle
		How to treat diseases like Mastitis	Dairy Cattle
		Topics: Poultry hygiene & bio-security. Housing product - Kupacide.	Poultry
		Topics: Proper nutrition or milk production. General hygiene & heat stress. Products: Maclik & Diamond V.	Livestock: Dairy
		Topic: Artificial insemination for improved breeding. Product: CRV catalogue. Nutrition product: Kupakula	
		Topic: Housing, hygiene & Bio-Security	Poultry
		Topic: Nutrition and feeding for good health. Disease prevention through vaccination	Poultry
		Feeding and water	Layers/Poultry

		Housing and Hygiene	Layers/Poultry
MAAIF		Financial Literacy - record keeping for piggery and coffee business	
		Keeping records/savings	
NASECO		Growing high yielding maize & iron rich beans	Maize and Beans
		Varieties (Drought Resistant varieties) Longe 10H Maize Seed	Maize and Beans
		Improved Varieties Subtopic: Introduction to Iron rich beans	Beans
		Varieties, Benefits of intercropping, Spacing	Crop: Maize and Beans
Busitema University	How to deal with disease and Virus	Passion fruit	
	How to deal with fruit flies and orchard management	Mangoes	
SYOVA SEEDS	Management, Pests and Diseases, Harvesting intervals	Tomatoes	
	Management, Pests and Diseases	Green Peppers	
Makerere University Agricultural Research institute Kampala	How to clean suckers and termite control in the plantation	Bananas	
	Introduction to different varieties' - Nematodes, Weevils	Bananas	
HORTICULTURAL SECTOR PROFESSIONALS ALLIANCE	Sukuma Wiki Varieties and Management	Sukuma Wiki	



10 October 2022

**Shamba Shape Up (SSU) Small
Holder Survey UGANDA
Endline Field Report**

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1 INTRODUCTION

Following the successful completion of the shamba shape up End line study , Ipsos Uganda hereby submits the field technical Report. The Report provides a description of how data collection was organized and conducted including preparations, supervision and quality control. The report also documents unique field experiences, challenges encountered, how they were solved and key lessons for future similar surveys.

2 Adaptation of the questionnaire review



End_line KAP
Instrument SSU S1 Uç

Pilot:

A pilot was thereafter conducted to test the methodology and the survey questionnaires. 28 interviews were done to test the processes and methodology, Pilot was done in Rural areas of Wakiso district. Details about the Pilot data can be found following the link [excel link](#).



IpsosUG_S1_Pilot_Data.xlsx

Main Endline Team Training:

Prior to actual field work, a three(3) -day central training was conducted. The study training was a 3-day face to face training session that was conducted at the Ipsos grounds by Ipsos research team, the trainers developed a comprehensive training manual which also outlined the extracts of learnings from pre-test and pilot as well as the experiences from March 2022 baseline study, the 3-day face to face training session was conducted from the 25th of August to the 26th of August. Qc and data validation teams also attended the training sessions to enhance their understanding of the survey. Topics covered during training included: Research ethics, Introduction at household level with the farmer, Entry to EA, Consenting process, Selection of study respondents. After training, a pilot exercise to give the field teams a live experience in the methodology and the household interview with actual farmers was carried out, this was meant to expose the interviewers to the potential challenges they were likely to

encounter in field, the pilot feedback formed the basis of the pre-field debrief where all challenges and solutions were discussed. This pre-field debrief was held on the field team's deployment day on the 29th of August 2022.

Below is the training schedule that was followed during the training.



IpsosUG_SSU 2 -
TRAINING SCHEDULE

3 Study areas and population

The survey was conducted in the selected where farmers who had 0.5-10 acres and watched the shamba shape up program where targeted . The EAs were in the selected 4 Districts representative of the country distribution as below.

The Final visited EAs can be found following the link below:



SSU_EAs.xlsx

4 Study participants

The survey targeted respondents who did not participate in the base line survey which was conducted in march, owns or manages between 0.5 -10 acres of land, watched shamba shape up on bukedde tv or urban tv at least twice a month since MARCH -AUGUST 2022, Farmers who make decisions or influences decisions on the farm ,Farmers whose main

source of income comes from crops , livestock or both, farmers who have access to television and are able to watch television.

Inclusion and Exclusion criteria for study participants:

Criteria	Inclusion	Exclusion
Age of respondent	Adults in good health (physical and mental) to participate in the survey	We did not have exclusions on age however we interviewed farmers who did farming on their own land ie in mukono we had a respondent who was 15 years but he was doing his own farming on a piece of land given by the father and was qualifying for the survey.
Nationality	Ugandans	Non-Ugandans
Study location	Only randomly pre-selected enumeration areas were selected withing the 4 selected districts.	EAs which did not have access to electricity, solars or generator in that case they did not have access to television.
Shamba shape up viewership	Farmers who have watched shamba shape at least twice a month during its airing time.	Farmers who have not watched at all and those who watched once.
Language	The common languages used in the selected districts is Luganda and it's the language we used.	Respondent who spoke a language that was not understandable to the project team.
Consent of the farmer	Farmers were to give consent to participate in the survey	Farmers who refused not given consent

5 Targeted and Achieved Sample size

By the end of data collection, a total of 1046 interviews were achieved against the target of 1000. The breakdown is as below:

District	Target	Achieved	%
BUKOMANSIMBI	250	267	107%
KALUNGU	250	257	103%
LWENGO	250	263	105%
MUKONO	250	259	104%
Total	1000	1046	105%

The excess was due to the team wanting to cover all the ideas of the farmers in areas sampled towards shamba shape up program on bukedde tv and urban tv and agriculture in general. We wanted to get represented quotas.



IpsosUG_SHAMBA
SHAPEUP 08092022.x

Row Labels	BUKOMANSIM KALUNGU	LWENGO	MUKONO	Grand Total
Female	131	146	146	575
Male	136	111	117	471
Grand Total	267	257	263	1046
Row Labels	BUKOMANSIM KALUNGU	LWENGO	MUKONO	Grand Total
0.5 to 1 acres	66	70	55	340
1 to 5 acres	160	155	173	581
5 to 10 acres	41	32	35	125
Grand Total	267	257	263	1046

Row Labels	BUKOMANSIMBI KALUNGU	LWENGO	MUKONO	Grand Total
18-24	34	21	12	84
25-34	50	53	45	217
35-44	68	52	70	280
45+	115	131	136	465
Grand Total	267	257	263	1046
Row Labels	BUKOMANSIMBI KALUNGU	LWENGO	MUKONO	Grand Total
Crops	86	65	118	364
Livestock	3	3	10	45
Both crops and	178	189	135	637
Grand Total	267	257	263	1046

6 Data collection team and deployment

The Endline team was done by highly experienced supervisors and interviewers at Ipsos, a total of 28 interviewers and 4 supervisors and QCs. To enhance acceptability of the endline team in the districts they were deployed in, the interviewers were allocated districts that they were more familiar with.

The matching of data collectors to districts enhances their acceptability and addresses the issue of differences in cultures and language barrier. The teams were divided into 4 groups comprising of 7 interviewers accompanied by one supervisor in each group. we also had 2 independent quality control personnel. The team were deployed based on the criteria below:

- ✓ Fluency in English and at least one vernacular language
- ✓ Field teams that were part of the initial Baseline study
- ✓ Experience in collecting data representative studies similar to Shamba shapeup.
- ✓ The ability to interact with people of different social classes, gender and ages.
- ✓ The ability of the interviewer to create good rapport with the respondents
- ✓ Track record of performance in past research studies
- ✓ Has attained Advanced-level Secondary education and above
- ✓ Understanding of at least one of the study district and ability to work with rural communities.

Data collection was rolled out at once in Mukono,Lwengo,kalungu and Bukomansimbi on 31st August 2022. this was very important since it provided an opportunity to check, learn and rectify any challenges observed during the implementation.

7 Authorization, Clearance and Locating EAs

Prior to commencement of fieldwork, the necessary approvals and authorizations were received from the relevant bodies with clearance District authorities such as DISO, CAO or DPC.

Once teams obtained clearance from the district authorities, teams proceeded to the selected EA. In each EA, the teams went straight to LC1 to introduce themselves, present the authorization letters as well as to seek permission and assistance in rolling out the Shamba shapeup survey activities.

Locating EAs:

Locating some EAs was difficult since the spelling and pronunciations were different from what was known by the locals. In such cases, the teams were advised to confirm the actual locations of the EAs at district and sub county prior to their visit, a list of all EAs was also provided to the team showing from region, district, division, parish and EA

Accessing EAs: Some EAs had unreliable transport system that resulted in loss of time. Teams had to use available transport means.

Selection of HHs

Option 2 Referrals: in places where the farmers were very few within a given sampled EAs, the teams used the method of referrals to arrive at the target respondents or households. This was achieved by the interviewers' asking farmers within the EA to refer them to fellow farmers or by asking people within the EA to tell them if they know of any farms within the selected EA.

After selecting the household, the interviewer selected the respondent using the below eligibility criteria:

- Respondent did not participate in the baseline survey
- Own and or manage a Small holder farm which forms their main source of income (0.5 to 10 acres)
- Key decision makers
- Watch at least one of Bukedde and Urban TV
- Must have watched at least 2 episodes or more of SSU per month during its TX time (March 25th to August 26th).

If any of the adults in the household fit the above criteria, an interview was conducted, and the interviewer followed the left-hand rule to locate the next household for screening.

If, however, the screening did not yield any successful interviews at a particular household, the interviewer moved to the next available household and repeat the screening process until they achieve successful interview.

If none of the households in a particular EA meet the screening criteria, a substitute EA was randomly selected from within a matching stratum (Urban/Rural) and provided to the enumerators to proceed with the exercise. Times the interviewer skipped an household and its farm below were some reasons.

- ✓ Total refusal from the household to participate in the survey. (Denied consent).
- ✓ The household does not own land for farming.
- ✓ The selected house hold doesn't own 0.5-10 acres of land. If its less than or greater than the required an interview wasn't conducted.
- ✓ When farming was not the main source of income for the household.
- ✓ When the farmer has never watched shamba shape up program on bukedde tv and urban tv.
- ✓ If selected respondent was senile and couldn't be engaged in a interview due to a lack of coherent

communication,

8 Quality Control

During fieldwork, a multi throng of quality control measures were put in place to ensure high quality data, each supervisor was responsible for ensuring quality within their areas, the quality control checks were done in real-time and any inconsistencies that needed clarifications were sorted before the team moved to the next EA. In addition, the independent quality control teams were also present in the field. During the implementation of this study, the following stringent quality control measures were applied:

- ***Accompaniments and back checks-*** interviewers were accompanied by supervisors and independent quality

controllers. Where challenges experienced in data collection especially during the initial stages of the process will be flagged and the team debriefed. In addition to accompaniments, the supervisors carried out back-checks of interviews that had taken place in their absence. Arising issues will be flagged and the entire team debriefed through supervisors who will cascade the information to the interviewers.

- **Spot checks**- spots checks will also be carried out by the study's technical team which comprised of Ipsos' study lead team members. During the spot checks, the team was keen on problematic EAs where for instance the team found to be struggling to gain access to an EA, gaining consent from respondents among other challenges
- **Use of technology**- All tools were scripted. The use of CAPI Platform enhances data quality by having inbuilt skip routines in the study instruments which minimize human errors and monitoring interviewer movement through satellite tracking capabilities (GPS- Phase 1). In addition, a social media platform (WhatsApp) was used to communicate with the team and keep track of the issues arising in the field. This assured a faster communication process of basic instructions to the team. Where particular team members were unclear on the feedback posted in the platform, they were urged to follow up with a phone call to the project managers for more clarification.
- **Daily debrief sessions**- daily debrief sessions were carried out by the supervisors of each team at either the end of each day or at the beginning of each day before data collection commenced. The supervisor sought to understand key issues arising for each day and how this was hampering data collection. Any issue that the supervisor was unable to resolve was flagged to the project managers and a solution provided.

9 Key Lessons learnt

- a) **Viewership gender imbalance**-in some areas the enumerators found out that the female population viewership is higher compared to the male population. Most male farmers knew that shamba shape up program is being aired but they could not start the name of the program without consulting the wives.
- b) **Data collection in rural** . Interviewers should be given more days because you find that interviewers start data collection past midday because that's the time farmers end cultivating .
- c) **Team Training**-All people involved in a project such as this, should attend full training to enhance full understanding i.e. DP, CATI, QC and data validators.
- d) **Field Tools**- All field tools should be ready before commencement of field work to avoid amendments being done when field is ongoing.
- e) **Survey length**-If the questionnaire is too long, the respondent's loose concentration due to fatigue and just end up giving responses to finish interview.
- f) **Advance Team**-In such surveys, an advance team needs to move a head of the team to secure authorization from the relevant authorities and advise the team on the transport logistics of different EAs to save time and cost.
- g) **Transport**- In studies such as this, the hired transport is more recommended since it is convenient. Since the interviewers don't miss out on any farmer even those in deep with difficult means of transport and scheduled transportation like in some enumeration areas vehicles were going once like at 11am which disorganised our strike rate.

10 Insights

Below are some insights that were gathered during the data collection activity:

- Mr serugo Charles in Lwengo kigangazzi said that the episodes of coffee growing on shamba shape program being shown on bukedde tv motivated him to venture in coffee growing and at this particular moment of he has an extra source of income. He continued to say that despite having a small piece of land he has involved in agriculture for income and all this knowledge came from the shamba shape up program.
- Miss Namatovu sarah said that she enjoys this program because its not only informative but also the presenters of this show do it in a funny and comic way which inspires her and her family to watch it in other words they learn while

enjoying.

- Yiga Posiano in bukomansimbi bukango says that shamba shape up sometimes presents some few minutes in English which they donot understand making them miss out on some important information.
- Nansamba Julient said that shamba shape up team should find ways of sticking to one topic in the single episode because some times they talk about two different subjects in a single episode like cattle and coffee in a single episode which to them is confusing.
- Mr senfuka in mukono who is 50 years said that he doesn't keep a financial plan because sometimes when you don't hit the target you might go crazy with stress and even loose the interest with farming and basing on this he say that If shamba shape up team could teach them the financial plan process coming to there villages it would inspire many.
- Mr kayondo sharifu who is 35years said that he wants to do soil testing on his farm but he doesn't know how to do it and from where to get assistance. He says that if the shamba shape up team could help him with this issue or if they have any offices in masaka he is willing to go there to get the help he needs, he stays in butalaga in bukomansimbi.
- Mr muzamiru in lwanda mukono says shamba shape up program has really helped them to become more aggressive in the agricultural sector however he is auging them to teach them about fish farming because it generates money if you are knowledge about it, and on top of that they should also become a platform which connects farmers to the market.
- Some farmers in Lwengo said that the shamba shape up program is concentrating on districts near kampala, the farmers suggested that they should also consider visiting them in their areas as this will motivate more farmers to warch the program hence changing their communities.
- The farmers also outlined that the shamba shape up program has concentrated more with the people who watch television yet they are the minority in the villages, they suggested that may be they could finding ways of airing this program on radio this would help allot of famers who don't have access to television.
- Some female farmers said that the program is aired in a time not convenient for their husbands which is 7:30pm that

if they can push it to at least 8:00pm that would be a bit convenient to many farmers.

- Many farmers were confusing the shamba program with omulimisa because they are both aired on bukedde television and they can only identify them because shamba shape is presented by interesting presenters who wear blue overalls.
- Farmers requested that shamba shape up program on both bukedde television and urban television should help them with information with stores who sell genuine Agricultural products like fertilizers or even open up stores in different districts to help farmers get genuine products hence earning more.
- Mr Anton , mr kasule and mrs kasule said that their coffee plantations and banana plantations are drying up but they don't have any idea as to why its happening and they wish if the shamba shape up team could come in to there aid, they are in mukono District lutengo village nagalama parish .
- Farmers say that as the shamba shape up team has shown interest in the agricultural sector they should as well team up with the government to out to reach farmers on the farms and see the diseases and the new pests killing there animals and plants giving them free drugs and fertilizers because at the rate at which the animals are dying and the crops drying we might face famine real soon. There is a disease that makes the goats blind and the farmers are urging them to come to there aid.
-
- Farmers claim that they don't have access to areas where soil testing is done and in those areas where its done its very expensive for farmers who earn barely enough to invest in soil testing.
- In rural areas people don't watch television because they use solar and they end up missing some episodes of shamba shape up.
- Farmers call upon the shamba shape up team to give them coffee seeds because what they have no longer produce the yields desired.
- Some farmers in butega bukumansimbi say that the hybrid seeds of maize they brought from the producers were

infected with pests because they farmers were creating market for their pesticides because they have failed to grow.

- Mr ssebuggwawo denis said that they bring theoretical farmers rather than them the practical farmers which in the end affects the relevancy of the information they get.
- Most of the farmers talked to in the four districts said that the shamba programm should be given more airing time like 1 hour or being aired 2 in the same week.
- Mr ssentongo muhamad suggested that the shamba shape up program should organise agricultural shows like the haverst money expo , seeds of gold agricultural show where farmers get to express the issues they have with the agricultural experts and this should be done in their districts.
- Mr kalyango said that he knows of the push and pull method but they opt not to use it because it takes longer time to kill the pest so they rather spray which works immediately.
- In general the farmers are saying they have learnt many things from the shamba shape up program like how they shouldnot mix some crops like the coffee and cassava because the pests from the cassava can affect the coffee . however farmers are suggesting that they should expand on the topics they are teaching them about like they should also start teaching them about cash crops like vanilla and cotton not only food crops like maize , beans, matooke.
- Mr Mutebi Hussein complained that shamba shape up team only visit people with big farms ignoring farmers with smaller farms and advised them to visit even the small scale farmers because its them who need great assistance and its them farmers on small scale can relate to.
- Mr Ddamulira Katende said that the program of shamba shape up should talk about market because they teaching the farmers to use small piece of land to get much out the , teach farmers about Book keeping and financial plan.
- The farmers notice that the show is in English with translators who put in Luganda which makes them think that they talk to farmers who are coached and educated . they prefer to see farmers who speak Luganda themselves.

11 Insight Photos



Beans



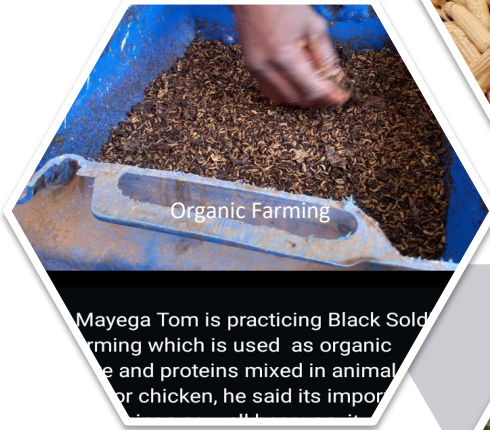
Pigs



Chicken



Maize



Organic Farming

Mayega Tom is practicing Black Sold
farming which is used as organic
e and proteins mixed in animal
for chicken, he said its impor



Bananas



Coffe

