



Solutions. Value Addition. Sustainability

Trade Mission to Miami Florida USA Report

FY 2022

Agritrade Uganda

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Americas Food & Beverage Show 2022

Agritrade Uganda and its members in food and beverage sector exhibited at Americas Food and Beverage Show organized by World Trade Centre Miami that took place at Maima Beach Convention Centre, Miami, Florida from 12th to 13th Sep. 2022

*Report written by
Grant Chiwera - CEO Agritrade Uganda*

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Mr. Grant Chiwera – Agritrade Team Leader with the team at the Americas Food and Beverage Show 2022



Staff branding our stall at the expo



Grant Chiwera- CEO Agritrade Explaining to the customer during the expo.

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Uganda is number one fruit producing country in Africa.

Our Mission

To Develop, Unite and Promote Uganda's Agricultural Industry in the global market with due regard to food safety, Good Agricultural Practices, Climate smart and resilient agriculture, Gender Inclusion of Women and Youth and Food Security and National Nutrition

Our Vision

To make Ugandan Agri-Products a Global Choice



Activities at the Expo

Introduction

Uganda is indeed the Pearl of Africa, everyone that has visited agrees with this statement. With one of the youngest population of 78% being below 35 years of age. The need to see Our motherland the Pearl of Africa and her Children grow economically through our natural resources like the most fertile land and favorable climate world over gave birth to what we call Agri-trade Uganda.

This is a short of Agriculture and Trade. All we ever wanted and still pursue is to make the Ugandan Agri Products a global Choice. Yes, it is possible, AND where there is a will, there is a way.

We are an active member based National Trade Promotion Organization that brings together farmers, processors, Manufacturers, Service Providers, Dealers and all related value chain enterprises involved in the main agriculture subsectors of Crop, Animal, Poultry, fisheries forestry and horticulture with the core intent of improving and advancing the sector in the areas of value addition, market development, good agricultural practices through education and research, technology, policy, food safety and capacity development to ensure sustainability as we walk towards achieving our vision.

To Develop, Unite and Promote Uganda's Agricultural Industry in the global market with due regard to food safety, Good Agricultural Practices, Climate smart and resilient agriculture, Gender Inclusion of Women and Youth and Food Security and National Nutrition.

Objectives of the Company

1. To act as the mouth-piece for agri-trade Industry (Farmers, Processors, Manufacturers, Service Providers, Dealers and all related value chain enterprises) in Uganda.
2. To provide a platform for the industry to discuss and deliberate on all issues & affairs affecting the general interests of agriculture and trade sector.
3. To provide a platform for the industry to discuss and deliberate on all issues & affairs affecting the general interests of agriculture and trade sector.
4. To promote innovations and adoption of successful farming and agri-trade models on larger scale and facilitate visits of trade and official delegations between Uganda and other countries.
5. To continuously interact and work with Government and other stakeholders in resolving the various challenges that arise from time to time in the agri-trade sector.
6. To be the global platform for partnerships in food and agriculture to promote trade, investments and technologies and startup ventures.
7. To organize and conduct capacity building programs such as seminars/workshops/trainings, technical consultations etc., on subjects related to agricultural, food and trade industry for the benefit of our members.
8. To set up exhibitions, trade shows, buyer-seller meetings, catalogue shows etc., for the benefit of members and Uganda at large.
9. To publish newsletters, magazines, papers, books, studies etc., from time to time in the service of members and the industry.
10. To promote responsible practices in agri-trade and environmental stewardship.

Objectives of the Trip

1. The need for Fruit, Vegetable and Coffee farmers to showcase the Ugandan Fruits, Vegetables and Beverages on the America's market and its neighborhood hence access to international market.
2. Access to International Funders for Fruit, Vegetable and Beverage projects at any stage of the value chain.
3. To identify the latest technology of the agriculture machineries for fruit processing.
4. Identifying cooperate Branding and packaging companies with the newest model.
5. Members' exposure.

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Agritrade staff displaying coffee products.



Agritrade staffs sharing light moments with the organizer and other exhibitors

About the Exhibition

The Americas Food and Beverage Show is organized annually by the World Trade Center Miami. The World Trade Center Miami is a member of the World Trade Centers Association which is the preeminent global trade organization promoting two-way trade. There are over 300 World Trade Centers located in 94 countries with a total membership of 2 million corporate members and associates.

In the Western Hemisphere, there are more than 50 World Trade Centers either in operation or in the planning and/or construction state. The World Trade Center Miami, Miami's oldest international organization, fosters and enhances international business opportunities through its international trade shows.

The show is sponsored by the National Association of State Department of Agriculture (NASDA) and the U.S. Department of Agriculture (USDA). The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA) works to promote the export of U.S. agricultural products and reports on agricultural production and market development in all areas of the world. USDA/FAS works in conjunction with NASDA to help promote the USA Pavilion at the Americas Food and Beverage Show and Conference.

Also, the event is strongly endorsed by the trade promotion groups from Argentina, Australia, Bolivia, Brazil, Canada, Chile, Colombia, Ecuador, Italy, Jamaica, Malaysia, Peru, Poland, South Africa, South Korea, Thailand and Turkey.

The Americas Food and Beverage Show provides a great opportunity for US companies to interact with retailers and food service buyers from the US and all of Latin America and the Caribbean."

The Africa Pavilion serves exhibitors from many African countries and is a key market access platform for African companies into the Americas market. It also creates visibility for African products in the market and it supports the implementation of AGOA by eligible countries.

1.2 With over 5,000 buyers representing Africa, Asia, Australia, the Caribbean, Central America, Europe, Middle East, North America, and South America, we believe to increase our sales in one of the largest food and beverage market in the America.

We met buyers representing agents/brokers, chefs, cruise lines, culinary experts, distributors, exporters, food service, groceries, hotels, hypermarkets, importers, motels, resort operators, restaurants, retailers, specialty food stores, supermarkets, and wholesalers, small-to-medium size companies looking to export/import products from Africa.

Miami being the Trade & Logistics Capital of the Americas with agents/distributors representing virtually every region of the world is a strategic location serving the Americas with unsurpassed air and sea trade connections, geographic position and cultural diversity make it the ideal hub for international business in the Americas.

International Markets for Ugandan Fruits, Vegetables and Coffee

- ◆ Agritrade members got a chance to expose a few of what Uganda has as fruits and vegetables and among the fruits and vegetables exhibited, include Dried Jackfruit, Dried Pineapple, Dried Ginger, Powdered Ginger and Powdered Banana/ Matooke Flour. The feedback from the persons who tested the products was overwhelming and it showed that Uganda is a blessed country. For example our pineapple tastes like no other in the world, simply we have the best, Tooke flour product is an innovation to increase shelf life hence a solution to the hunger problem globally.
- ◆ Agritrade members were also able to exhibit their Green coffee beans, Roasted Coffee beans and Grounded Coffee and had an opportunity to also demonstrate for visitors. This was an opportunity for the visitors to distinguish our homegrown coffee from other ground coffee the world has to offer.
- ◆ Through Agritrade leadership together with the organizers, our members carried out B2B Meeting and discussions are underway for possible business deals. This was a great opportunity for the members, that some need to travel back to follow up and possibly close these prospects while others have closed some business already since then. Samples have been requested by some prospects and have been sent forth for testing to ascertain the authenticity of the product.
- ◆ There is a lot of hope with the contacts established as we continue to follow up.

International Funders for Fruits, Vegetables and Beverage projects

- ◆ Ugandan farmers have not really harvested much out of agriculture as a trade and this has made agriculture been viewed as an activity of the poor. With this background, most farmers and their households suffer absolute poverty even with the abundance of produce in their sight. As away of giving back to these agricultural communities, Agritrade penned projects to be funded purely for CSR activities so we are continuously on a look out for possible funding for these projects that could impact their entire livelihood.
- ◆ The team met USAID consultants (Pragma and Caracappa Culinary Consulting) and agreed to work together to source for funding as well as access to the US market.
- ◆ We established contacts to help on funding for Agritrade and its members

Agricultural machinery for Fruit Processing

- ◆ Agritrade Uganda through the expo exposure was able to establish links with the manufacturers and distributors of different machines, which help in fruit processing. We also hope to close a deal of acquiring dehydrators from the US.

This will solve a lot of waste that we normally have amongst our farmers in the fruit seasons hence adding value and increasing shelf life.

Cooperate Branding and packaging companies

- ◆ With the excellent products Uganda has, we have failed to get international market access because of the branding standards. We managed to identify branding and packaging companies that will help our members install newest technologies as this will increase the market access for them

Member Exposure

- ◆ We had a great time to learn near things in the exhibition and beyond. We managed to have B2B meeting even after the exhibition.

Ugandan Government

It is important for the government to give more exposure to the Ugandan agricultural products and support the farmers through going back into the old system of cooperatives which were more organized since there is power in numbers. Any Ugandan Governing body of the Agricultural products should not have a political affiliation but be in the interest of the people especially nationals. On events like this, leading farmers should be given opportunities for exposure to learn and experience what and how the world out there operates in relation to the agro products entire value chain.

Also the government should in this agro products talk focus on facilitating increase in quality, quantity production, productivity, and consumption working with stakeholders who include; Farmers, nursery operators, processors, exporters and agricultural products traders by:

- ◆ Provision of clean planting materials
- ◆ Farmer, processor and Trainings
- ◆ Market research and Information dissemination to stakeholders
- ◆ Quality improvement and enforcement
- ◆ Support to agricultural research
- ◆ Promote domestic consumption of agricultural products

Stakeholders

Much as stakeholder are involved, but they should be involved in decision making especially on the fate of the agricultural industry. It should not be entirely left to government to take decision on where this sector heads. There is need to have the right qualified people at the hem of this game all the way from the top to the bottom.

Uganda Farmers

It is a fact that most Uganda's agricultural products are not known in key consuming countries like the Turkey. Our products are just used as industry alternative, but it is time to change this trend and have it on the shelves in Turkey. Despite Uganda being one of the leading exporters of fresh products in Africa, its brand as a country is not seen anywhere on the global supermarket shelves even when our products are regarded as the best quality.

So through farmers' cooperatives, there should be a deliberate effort to take Uganda's agricultural products to the international supermarket and stores.

Farmers should be encouraged from experience that we actually have the best fruits the grounds/soil can offer but what is lacking are the systems to align the industry for proper operations.

◆ Empowering farmers;

Through social enterprises like Agritrade Uganda among others that supports and empowers smallholder farmers who are not in position to individually participate directly in the market place.

There should be a deliberate journey to establish the necessary operational and traceability systems, so as to improve the quality of not only coffee but all product for export to meet the required standards in the international market.

◆ High quality Harvests

Through organizations like Agritrade, that work closely with farmers to ensure they harvest good quality produce fully matured to guarantee high quality international standards.

As a nation, we need a well-packaged approach for farmers to be able to increase Food, Fruits, vegetables and beverages yields amid climate change.

The intervention should not only be on seedlings as the Government is doing now; we have to address challenges constraining the agri products wholesomely across the entire value chain. You cannot stimulate agri products production by simply supplying seedlings alone.

◆ Government effort

Though the Government has made efforts to work with the private sector and the farmers' in as far as providing seedlings especially in the agricultural sector, there is not much impact reflected in the volumes. There is need for intervention in the sub-sectors to enhance quality, access to improved seeds and agro inputs and markets among others.

Farmers ought to be also trained on how to assume as many roles and responsibilities as possible in the agriculture value chain in order to increase their incomes from the value added hence helping them improve the quality to international standards.

Finally, empowering smallholder farmers to access markets through platforms like Agritrade and other promotional bodies.

Agritrade Uganda

Exporters

Uganda agri-product exporters through associations for better coordination with Uganda's Head of missions can strategize on how to penetrate the different markets globally because it is clear that the agricultural product opportunities are available among other things.

Through marketing and promoting Uganda agri-products internationally, they will get the attention of very serious companies that want to do joint ventures with Ugandan companies to get our products in the market.

The exporters ought to be urged to build their capacity to provide quality agri-products, which will guarantee the market. The exporters need to do due diligence to understand the needs of the buyers in order to mobilize the kind of produce required. In addition, they need to work together as no single exporter would be able to satisfy the market.

The exporters must ensure they meet the market quality requirements, they must be consistent with supply, they must be trusted and operate on pure acceptable business principles.

Top Management



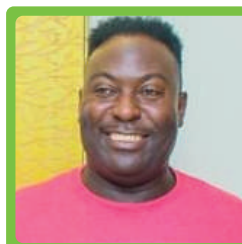
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