



PROSPER MAMA AFRICA



CONNECTING RURAL FARMERS TO THE MARKET ECONOMY

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OVERVIEW

Prosper Mama Africa was founded by David Lukwago, a Ugandan who himself worked his way out of poverty. Attending and completing school opened up opportunities for David, who has since held various senior management jobs throughout his career. David has also started and run successful small and medium enterprises in Uganda, Rwanda, and Zambia, and he recently completed a master's at Harvard University. David is committed to improving economic conditions for other poor Ugandans and Africans in general. Together with a group of his classmates, he is working on a new model to end extreme poverty in Sub-Saharan Africa.

Through this project, Prosper Mama Africa aims to improve the economic status of smallholder Ugandan farmers. We seek to address the root causes of poverty in rural Uganda in order to create lasting economic self-sufficiency for people who have struggled with the burdens of poverty. We train, educate, and transform rural poor farmers' mindsets to start looking at agriculture as an economic activity, not just for subsistence. We do this by promoting a communal farming approach using modern equipment and farming practices so farmers can grow enough crops to sell for profit. We also provide farmers with support on their kitchen gardens so they have more nutritious food. These efforts will help increase farmers' income as much as seven-fold and improve the nutritional status of their families.

Our development model places community members at the heart of designing, planning, implementing, and owning sustainable community agriculture. Prosper Mama Africa focuses on engaging women, who make up the majority of smallholder farmers in Uganda, as well as youth.

STATEMENT OF NEED

Agriculture plays a strategic role in both regional and national economic development in Uganda, as it does in the rest of the continent. In Uganda, 75% of people live in rural areas and 72% of the work force are farmers, the majority of whom are smallholder farmers. Research shows that increases in agricultural income have helped decrease poverty in the country over the last several decades. However, smallholder farmers still face many barriers, including low-quality agricultural inputs (seeds, fertilizers, etc.), a lack of access to markets to sell their produce, a lack of modern technology, and small farms.

The average household farm size is around 1 hectare, a size that has been decreasing over the last 10 years as the rural population rises and unemployment remains an issue. Only about 1% of Ugandan smallholder farmers use tractors, and approximately 10% of farmers use animals in their agricultural processing. The rest rely on manual labor, using tools such as hand hoes. About 1.3% of farmed land is supported with irrigation. With these constraints, rural Ugandans currently do not produce enough food to both eat and sell to the markets to receive an income. The poorest 25% of smallholder farmers only sell as little as 4% of their produce.

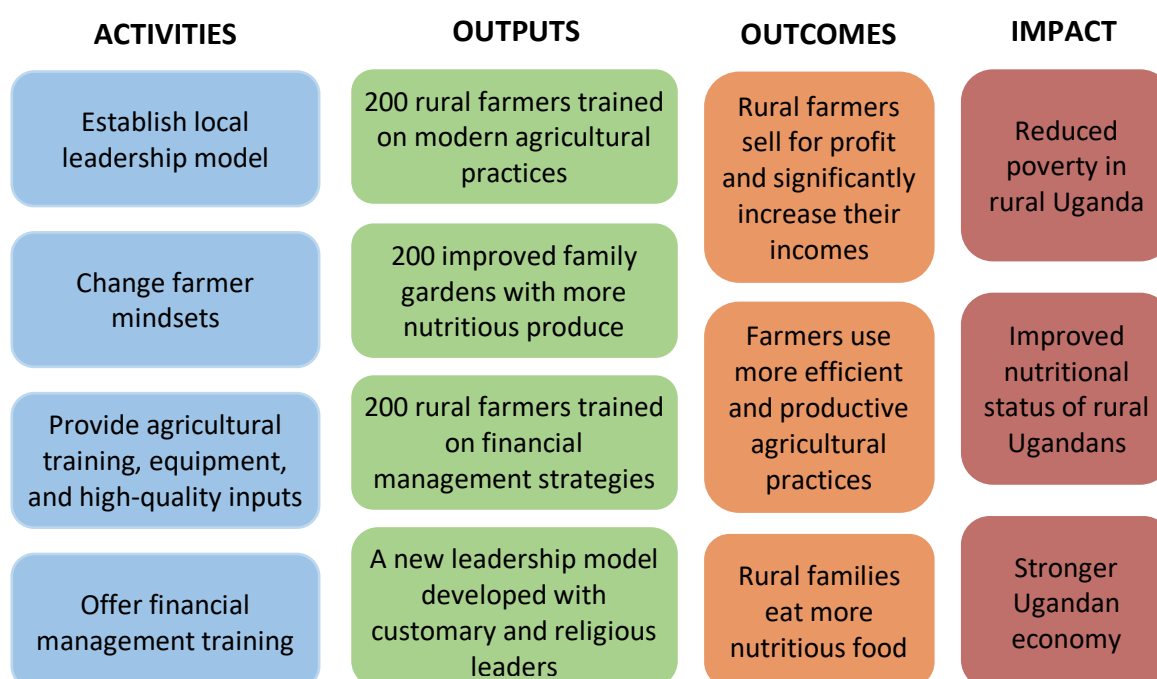
To be competitive in the marketplace and earn enough money to get themselves out of poverty, rural farmers need to mechanize their farming activities and plant crops that are demanded by export markets. Smallholder farming means that rural Ugandans are trapped in a cycle of poverty and cannot expand into the export market. Both local communities and the national economy suffer from the lack of agricultural productivity and inefficient use of land resources. About 25% of smallholder households live on less than \$1.25 per day, and 67% live on less than \$2.50 per day.

“Uganda’s fertile agricultural land has the potential to feed 200 million people.”

—UN Food and Agriculture Organization

PROGRAM MODEL

Conceptual Framework



1. Engage customary and religious leaders

First, we partner with religious and customary leaders in the community to serve on a Board of Overseers. This is a crucial first step, because rural Ugandan communities already organize around institutions like churches or mosques. Furthermore, most land in Uganda – approximately 80% - is customary land, owned by the local kingdom. Because smallholder farmers generally rent this land to farm, it is best to involve customary leaders in decisions around land use.

2. Appoint community leaders

The Board of Overseers will then appoint three community leaders per involved village who are already effective at engaging with the community. The Community Leaders, together with the PMA Community Organizer, will recruit farmers to join this project and monitor farmers' progress throughout the project. We hope to enlist a majority of farmers in each village and will especially focus on recruiting women and youth.

The Board of Overseers then meets monthly with the community leaders and PMA staff to track project progress.

3. Provide mindset change training

At the start of the project, we will hold a seven-day training for the farmers. Subsistence agriculture has been a way of life in these communities for years and is deeply ingrained in their practices. Therefore, specialists on mindset change and behavior change will lead two days of workshops so that farmers fully understand the benefits of growing their crops to sell for profit.

4. Lead agricultural training

In the remaining five days of the training, PMA's agronomists and agricultural engineer will teach farmers to use modern farming equipment, such as tractors, harvesters, and grain storage facilities, as well as new farming techniques for increasing yield.

Trainings will also cover approaches for improving their family gardens, including how to grow a more nutritious bundle of produce to meet the basic dietary needs of their families.

5. Provide agricultural equipment and high-quality inputs

For the initial pilot year, PMA will provide tractors, quality seeds, fertilizer, harvesting equipment, irrigation equipment, and a grain storage facility, as well as establish connections with buyers. We will also provide the families with seeds for their family gardens.

6. Support farmers

Over the course of the first year, PMA's agricultural engineer and agronomists will monitor farmers' progress using the equipment and new farming techniques, both in the communal crop farms and in personal kitchen gardens. They will also provide refresher trainings as needed.

7. Offer financial management training

Finally, PMA will also offer a one-day financial management training on financial literacy, bookkeeping, logistics, inventory management, and managing money. This training will help farmers effectively manage the sale of their crops and the subsequent income they receive.

M&E

To measure our program's impact, PMA will conduct baseline and endline assessments in the three pilot villages, as well as in three control villages. For the control, we will choose villages that have similar characteristics to the pilot villages. We will measure key indicators, such as farmers' income, the amounts of crops grown and sold, and nutritional status of household members.

IMPACT

As a result of this project, PMA expects that farmers' income will increase significantly. Use of tractors and other mechanized farming equipment can triple productivity. Furthermore, using higher-quality inputs and growing crops in larger quantities will help farmers sell their crops for higher prices. Overall, because we are mostly engaging with women farmers, this project will especially have a positive impact on women's income, education, and training.

Estimated impact on average seasonal per-acre crop production and profit

	Current	After project
Agricultural input costs (seeds, fertilizers)	\$15	\$175
Maize yield	1.5-2 metric tons	4-6 metric tons
Per-acre income	\$150 - \$300	\$500-\$800
Profit	\$135-\$285	\$325-\$625

Additionally, training about improving personal gardens will include education about planting foods that lead to a healthy and balanced diet, which we anticipate will address malnutrition rates among participating families. These families will also be able to purchase other foods that they cannot grow with their increased income.

Furthermore, with additional income coming into these households and the communities more broadly, we anticipate that community members will also pursue other entrepreneurial endeavors that will contribute positively to economic and social growth. These endeavors may include beekeeping, fish ponds, livestock, clean water distribution, etc.

Finally, this project will help improve climate resilience in rural Uganda and promote regenerative farming practices. Our training will cover approaches that farmers can use for proper soil management to reduce soil erosion and nutrient depletion. These strategies will help keep the soil healthy and full of nutrients and make it less susceptible to a changing climate.

ACCOUNTABILITY

Our belief is that community ownership and accountability guarantee the success and sustainability of the model. To achieve this, we have in place a self-monitoring leadership structure. To ensure accountability, we have the head of the area kingdom and the two bishops of the Catholic and Anglican provincial churches as the Board of Overseers. A group of community leaders have the responsibility of ensuring community organizing, ownership, and participation and are answerable to both the community and the Board of Overseers in achieving the set goals and objectives. Prosper Mama Africa will facilitate the integration and functioning of the projects, as well as provision of the agricultural experts, but primary accountability for the project will lie with the Board of Overseers and community leaders.

SUSTAINABILITY

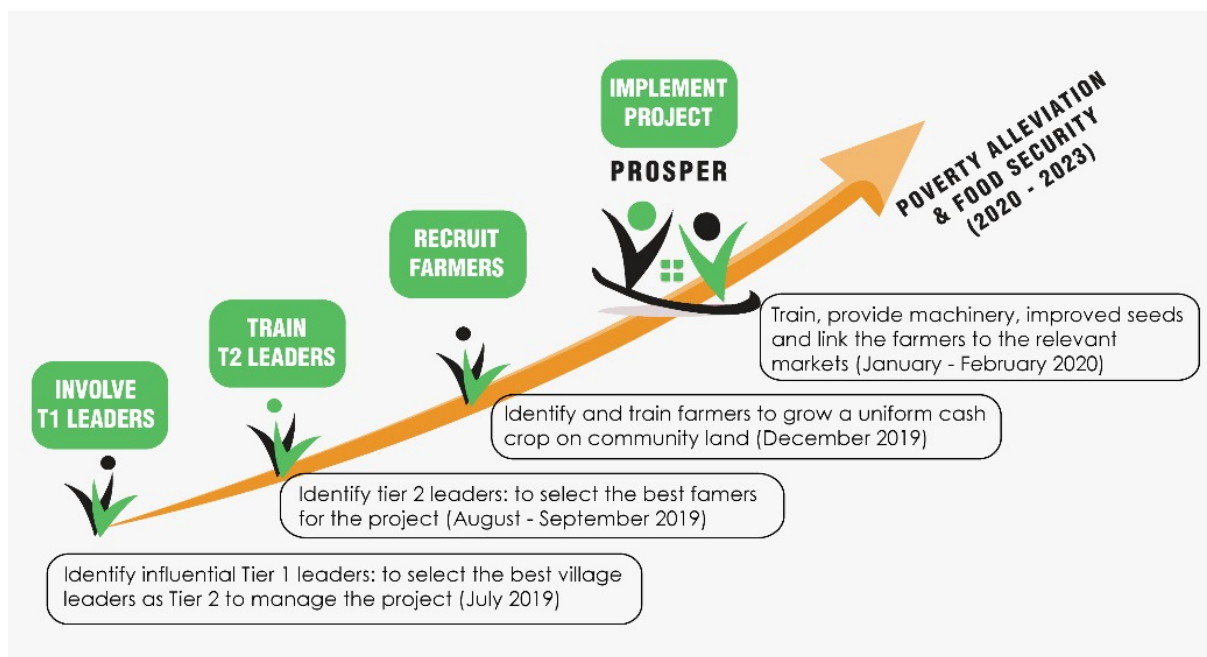
While PMA provides the tractors for the first year of project, we plan to slowly graduate farmers from our support, starting with a 50/50 split on investments and ultimately empowering farmers to be in a financial position to rent the tractors themselves.

Because we engage customary, religious, and community leaders in management of the project throughout the first year, the community will be well-equipped to support itself beyond the pilot phase.

PLANNING PHASE MILESTONES:

Hoima district in Western Uganda is the location of our pilot project.

- The Prime Minister (and his cabinet) of the Bunyoro kingdom and the provincial heads of the two main religious organizations (Catholic and Anglican) have endorsed the model and are working with us to mobilize rural farmers to create community leadership teams that will implement the work.
- We have identified three participating villages: Arebirongo, Kyamukunjuki and Bukerenge. Introductory meetings with these local communities have been overwhelmingly positive, and they are eager to start the project.
- We have completed initial demographic surveys to establish the number of households and individuals in these villages, average size of land owned per household, and total area population.
- We have recruited a team of local experts (agronomists, engineers, operations, finance, etc.), who are awaiting deployment pending project funding.
- We have also established a country advisory board, in addition to the global board of advisors.
- Our technical team has conducted a needs assessment of equipment and other farm resources required. We have approached potential suppliers and have received quotes for their services.



OBJECTIVES OF THE PROOF OF CONCEPT

1. Establish a different kind of community leadership comprised of cultural and religious institutions.
2. Show that with mechanization, crop production is greatly increased.
3. Demonstrate that increased crop production results in increased household incomes and a reduction in hunger and malnutrition.
4. Show that through mindset change and proper agricultural training, a community can become empowered to be productive and resilient without continued support.
5. Identify strategies for effective utilization of resources and agricultural inputs, lessons that can be scaled up to other parts of Uganda and Africa.

RESOURCES NEEDED

To support our Proof of Concept, Prosper Mama Africa is seeking \$1,020,867 over one year carry out our project in three pilot villages.

Primary Investments

- \$21,000 to carry out key program activities
- \$795,000 for seeds, fertilizers, tractors, irrigation systems, harvesting equipment, and a grain storage facility
- \$20,000 for baseline and endline surveys and M&E data analysis
- \$184,867 for program operations

Thank you for your consideration of this project. Please don't hesitate to reach out should you have any further questions to:

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