

THE EXPO WILL PROVIDE OPPORTUNITIES FOR MARKETING AGRICULTURAL PRODUCE, FARM INPUTS AND KNOWLEDGE

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Vision Group's agriculture expo to link farmers, dealers

One practice affecting Ugandans is the failure to put their businesses in the faces of the consumer.

This is why Vision Group has organised a big agriculture expo to bring farmers, dealers and other stakeholders together.

Speaking to journalists at Vision Group headquarters in Kampala over the weekend, Vision Group chief executive officer Robert Kabushenga said the company had secured Mandela National Stadium, Namboole, which he said is big and secure enough, as the venue for the farmer's expo.

The expo, which will attract farmers, buyers and suppliers of agricultural products, will run under the theme 'Introducing to the public modern methods of farming with a focus on irrigation'. It will take place from February 17 to 19.

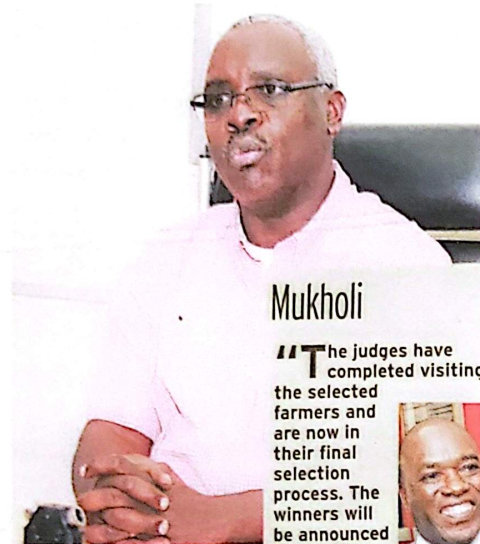
"The expo/show will be a one-stop centre for everything that a farmer needs for effective farming," Kabushenga said.

"We are doing this because we want to create one place where farmers, prospective farmers, suppliers and buyers of farm produce can meet for three days, get to know each other and get to know what they have to offer to each other," Kabushenga said.

The expo will provide opportunities for marketing agricultural produce, farm inputs and knowledge. It is a must-attend for both farmers and dealers in agricultural products, adds Kabushenga.

He said: "It will be an interesting thing. You can either come to see what is on show or use the opportunity to learn."

Visitors will pay sh10,000 for a tour of the show and sh20,000 per day to attend training



Mukholi

"The judges have completed visiting the selected farmers and are now in their final selection process. The winners will be announced during the expo."

Kabushenga said the expo will encourage farmers to become the best

sessions. However, to attend the training sessions, one has to book in advance.

The expo, among other things, is intended to equip farmers with marketing skills for their agricultural produce in order for them to maximise the returns on their investment.

The farmers will get to meet and share experiences with their counterparts and

establish networks for future collaboration.

"We are setting up a pool of experts who will answer all the farming questions," said Kabushenga.

There will be experts on issues ranging from poultry, cattlekeeping, coffee, tea, vegetable farming, cereals such as maize, piggery, goatkeeping to irrigation. The experts will also give tips on agriculture,

WHY YOU SHOULD NOT MISS

- The expo will be covered by all New Vision's platforms, including newspapers, radio stations, television and website.

- The farmers expo will expose you to a wide market. This is because hundreds of show-goers visit the show to find produce to buy. Depending on your presentation, you can attract some of them.

- Many exhibitors are expected to showcase new innovations in the sector. These include researchers in seeds, livestock breeders, and machinery. You will be able to learn about these innovations if you visit the show.

- The farmers expo is like a competition amongst farmers and dealers. If you exhibit, you will be able to gauge yourself against your

fellow farmers. Such healthy competition makes the competitors better because they put in more effort to become the best.

- Exhibitors tend to bring the very best of their products to the shows, compared to what they sell on the open market. This means that as a farmer who wants to acquire certain inputs, you can get the best from the show.

- Exhibitors sell the products during the show at much lower prices compared to the prices on the market. Therefore, if you want cheaper, but good inputs or produce, visit the show.

- Sharing knowledge can never end even amongst the most intelligent people. There is no better place to share this knowledge than at the farmers show.

"We have also decided to make this a family outing. You can come with your families. We shall have provisions for children to play or rest as their parents walk around the stalls," Kabushenga said.

Climate change

Given the changing weather patterns, Kabushenga said the expo will pay a lot of attention to how best farmers can use irrigation to deal with the unpredictable dry spells.

To avoid the losses that come with change in the weather, he urged farmers to attend the three-day expo, which he said will offer agriculturists the best irrigation methods to beat the dry spell for better produce.

2016 best farmers

As part of the expo, the 2016 best farmers competition winners will be unveiled and honoured.

"The judges have completed visiting the selected farmers and are now in their final selection process. The winners will be announced during the expo," says David Mukholi, the special projects manager at Vision Group.

The 10 regional winners will share sh150m in form of farm implements and a learning trip to the Netherlands.

The competition is sponsored by Vision Group, the Embassy of the Netherlands, dfcu Bank and KLM Airlines.

financial literacy and how to access funding for farming projects, among other issues.

School children

Special arrangements will be made for school children and students to visit the expo on

February 17 at a special rate. School groups which book in advance will pay sh5000 for each student. Booking can be made at the Vision Group offices.

There will be space for children to play at the expo.