



A REPORT ON THE POLICY BREAKFAST MEETING HELD AT THE KAMPALA SERENA HOTEL, UGANDA; APRIL 30, 2015

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| A) Date of Event: April 30, 2015 |
| B) Date of Report: May 13, 2015 |
| C) Name of Tegemeo Institute Staff: <ol style="list-style-type: none"> 1. Dr. Mercy Kamau- Senior Research Fellow, Lead Principal Investigator, 3ie TW4/1010 Project 2. Ms. Claris Riungu- PHD Student 3. Mr. James Githuku – Research Assistant 4. Ms. Nankya Maria Grace- Business Development Officer, MLE Unit |
| D) Partners <ol style="list-style-type: none"> 1. Tegemeo Institute, Egerton University 2. Pearl Seeds Company (U) Ltd 3. College of Agriculture and Environmental Sciences (CAES), Makerere University 4. Wageningen University |
| E) Facilitators/Speakers <ol style="list-style-type: none"> 1. Mr. Masagazi Richard- Managing Director, Pearl Seed Limited, Uganda - <i>Welcome remarks</i> 2. Dr. David Ameyaw - Director for Strategy, Monitoring and Evaluation Division, AGRA- <i>Opening Remarks</i> 3. Dr. Asea Godfrey, Head of Cereals Programme, NaCRRI- <i>Opening Remarks & Closing Remarks</i> 4. Mr. Franco Alia, Operations Manager, Pearl Seed (U) Limited <i>Project Intervention – Promotion Strategy, Areas, Activity</i> 5. Hon. Kasamba Mathias - Chairperson, Parliamentary Agriculture Committee - <i>Guest of Honor</i> 6. Dr. Mercy Kamau, Senior Research Fellow- <i>Opening Remarks & Objectives, Methods, Expected Outputs</i> 7. Dr. Bagamba Fredrick, Senior Lecturer, Makerere University - <i>Study Results</i> 8. Dr. Nkalubo Stanely- Head of Bean programme, NARO-NaCCRI - <i>Closing Remarks</i> 9. Mrs. Nakedde Divine- Senior Agricultural Inspector, Department of Crop Inspection and Certification; MAAIF - <i>Closing Remarks</i> |
| F) Theme: “Exploring strategies for increasing uptake of improved seed in Uganda” |
| G) Venue: Addis Room, Kampala Serena Hotel |



Group Photo



Participants during the presentations

H) Objectives of the meeting

1. To evaluate the impact and cost-effectiveness of promotion strategies used in creating awareness and promoting new seed varieties, particularly demonstration plots.
2. To assess the effects of sustained promotion and the role of internal agents such as opinion leaders in adoption of improved varieties.



Presenters taking notes during the discussion



Dr. Mercy Kamau making a presentation

I) List Achievements

1. There was sharing of practical experiences and learning across stakeholders
2. Stakeholders sensitized about the on-going study
3. Stakeholders are anticipating mid-term and final results from the study
4. Brought various players in the industry together to talk about the performance of seed promotion strategies specifically.

J) List Problems and/or Principal Constraints/challenges

1. Low press/media coverage

K) List opportunities (if any)



1. Links formed with key policy maker - Hon Mathias Kasamba, the Chair of PAC

L) Follow-up Action Recommended:

1. Study team and implementing agency to continue with the evaluative study
2. Proceedings of workshop and report to be shared with participants
3. Policy brief to be prepared and shared with stakeholders

M) Attendance

Participants

| Categorization | Male | Female | Totals |
|-------------------------------|------------------------|---------------|---------------|
| Organizing team | 8 | 4 | 12 |
| Seed Companies & Associations | 3 | 2 | 5 |
| Other NGOs | 8 | 2 | 10 |
| Development Partners | 5 | 2 | 7 |
| Government | 5 | 2 | 7 |
| Farmer Organizations | 4 | 0 | 4 |
| Media | 1 | 0 | 1 |
| Others | | 1 | 1 |
| Sub-totals | 34 | 13 | |
| Grand total | 47 participants | | |