



UNDERSTANDING EUROPEAN UNION COFFEE REGULATION ON DEFORESTATION IN UGANDA



KAP SURVEY BASELINE REPORT

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MINISTRY OF FOREIGN AFFAIRS
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Uganda's Coffee



Uganda grows two major types of coffee: Robusta -primarily grown in Central Uganda, particularly in Masaka, Mubende, Mityana, and the Busoga region. Arabica – This variety is grown at higher altitudes in regions like the Rwenzori Mountains, Mount Elgon (Bugisu), and West Nile.

Africa's second-largest coffee producer

Uganda stands as Africa's second-largest coffee producer and ranks eighth globally, cultivating both Robusta and Arabica varieties that flourish in the nation's rich climate and diverse landscapes. Coffee is more than Uganda's primary cash crop; it is a vital economic artery for millions, driving nearly one-third of the country's export earnings and funding essential infrastructure, including roads, hospitals, and schools. Engaging over 1.8 million households, coffee production is indispensable to household income and national development. With an ambitious goal to quadruple output, the Ugandan government has invested heavily in seedling distribution, youth farmer training, and research partnerships.



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Executive Summary

This baseline report presents the findings of a knowledge, attitudes, and practices (KAP) survey conducted among coffee farmers in Uganda to assess their understanding and response to the European Union's (EU) deforestation regulations. The study which was conducted between 12th August to Mid September 2024 aimed to evaluate farmers' awareness of the regulations, their attitudes towards the implications for coffee production, and their adoption of sustainable land use practices.

This report further provides a comprehensive analysis of Uganda's coffee sector, examining the key challenges and opportunities faced by farmers, Traders and producers. The findings reflect wide-ranging issues such as government policies, regulatory compliance, climate change, market volatility, media access, and farm size distribution. The analysis also highlights significant regional differences in how these issues impact farmers, especially in terms of government trust, adoption of sustainable practices, and access to information.

The report synthesizes data collected through surveys and interviews, offering a detailed view of the socio-economic and environmental factors influencing Uganda's coffee farmers and the entire value chain. It highlights the importance of creating region-specific interventions and the need for better communication strategies to address farmers' concerns and improve regulatory compliance.



Key Findings:

1. **Government Regulations and Farmer Registration:** Overall, 76% of coffee farmers support the government's registration initiative, with strong backing in Eastern Uganda (98%), but a lower approval rate in the Central region (57%) due to fears of increased taxation or government overreach. Farmers in Central Uganda are particularly sceptical, perceiving hidden motives such as land grabbing.
2. **Deforestation Regulation and Compliance:** While 45% of farmers feel that complying with deforestation regulations is feasible, this percentage is much lower in the South Western region (24%). This suggests the need for tailored support in this area, as environmental challenges are more pronounced in the South Western region.
3. **Sustainable Farming Practices:** There is widespread adherence to sustainable agricultural practices, with 95% of farmers not clearing forests for coffee cultivation. However, Eastern Uganda has a slightly higher rate of deforestation (6%), indicating the need for more aggressive campaigns and interventions to promote forest conservation in this region.
4. **Climate Change and Biodiversity Concerns:** Climate change is a significant worry for 60% of farmers, with concern particularly high in Eastern Uganda (83%). This underscores the urgency for climate adaptation measures and environmental resilience programs across the coffee-growing regions.
5. **Market Challenges and Diversification:** Farmers face significant market challenges, including price volatility and interference by middlemen. Many farmers use diversification strategies to buffer against these risks, but most lack concrete plans for long-term income stability. There are also concerns about compliance with international regulations like the European Union Deforestation Regulation (EUDR), which some farmers fear will lead to fines, government control, and foreign influence.
6. **Farm Size and Regional Differences:** The majority of coffee farms in Uganda are smallholder farms, with 76% of farms under 5 acres, particularly in Eastern and South Western Uganda (97% and 99%, respectively). The Central region, while also dominated by smallholder farms (56%), shows a more diverse farm size distribution, with a significant number of medium-sized (20%) and large-scale farms (15%).
7. **Media Access and Communication:** Radio is the dominant communication medium, with 86% of farmers regularly accessing it. Radio reach is highest in the Eastern region (98%) and lowest in the Central region (78%). Mobile phone access is growing, especially in the South Western region (55%). However, internet access remains low, with only 17% of farmers using it regularly, and just 1% in the Eastern region. The limited internet usage reflects the rural digital divide and the need for expanded digital infrastructure.



8. **Types of Assistance Provided:** The survey indicated that 81% of farmers received assistance in training and education, while 64% reported help with market access. Other forms of assistance included the provision of quality seedlings (41%), training on pesticide use (28%), and certification support (13%). A small percentage received financial support (1%) and materials for farming (1%).
9. **Support from Local Organizations:** Many farmers noted the significant role of local organizations and cooperatives in assisting them to meet international coffee standards. These entities often provide resources and training that help farmers understand and comply with international regulations, improving their marketability and competitiveness in the global coffee market.
10. **Period of Assistance:** When asked about the timing of assistance, 31% of farmers noted support in 2023, while 21% reported assistance in 2022. Notably, 8% were unable to recall the period when they received help, suggesting potential gaps in awareness or record-keeping.
11. **Training Needs on Regulations:** Regarding training preferences, 86% of respondents expressed a desire for more knowledge on economic sustainability, followed by 53% who wanted training on traceability and record-keeping. Social sustainability (47%) and resource mobilization (36%) were also highlighted, indicating a broad interest in various regulatory aspects.
12. **Challenges in Accessing Information:** Farmers faced several challenges in understanding regulations. A significant 83% reported a lack of local training programs, while 73% cited insufficient access to information. The complexity of regulations (44%) and language barriers (24%) further hindered their understanding, emphasizing the need for targeted education initiatives.
13. **Farmer Concerns and Sentiments:** Farmers articulated a range of concerns about the regulations, notably the need for mass awareness (39%) and proper communication of policy changes. Issues related to price sustainability (9%) and the impact of regulations on coffee yield were raised. Many respondents expressed a desire to understand how they would benefit from compliance with regulations, highlighting the importance of clear communication regarding economic incentives.
14. **Regulatory Perspectives:** Farmers called for regulations to be enforced in good faith, with some expressing skepticism about government motives, particularly regarding taxation (4%). The need for regulations to protect the environment while ensuring farmers' livelihoods was emphasized. Additionally, respondents expressed a desire for translation of regulations into local languages and support in combating issues like child labor and gender inequality.

The report provides recommendations for communicators, policymakers, coffee industry stakeholders, and development organizations to support coffee farmers in understanding and complying with the EU's deforestation regulations. These recommendations include strengthening awareness campaigns, providing technical assistance for sustainable land use practices, and promoting fair trade and certification schemes.



1.0 Introduction

Uganda stands as Africa's second-largest coffee producer and ranks eighth globally, cultivating both Robusta and Arabica varieties that flourish in the nation's rich climate and diverse landscapes. Coffee is more than Uganda's primary cash crop; it is a vital economic artery for millions, driving nearly one-third of the country's export earnings and funding essential infrastructure, including roads, hospitals, and schools. Engaging over 1.8 million households, coffee production is indispensable to household income and national development. With an ambitious goal to quadruple output, the Ugandan government has invested heavily in seedling distribution, youth farmer training, and research partnerships.

However, Uganda's coffee industry still faces significant challenges: climate change, pest infestations like coffee wilt disease, poor infrastructure, limited access to quality inputs, and insufficient extension services. Climate change, in particular, poses an escalating threat, drawing the concern of local and international stakeholders alike. Addressing these issues demands a unified approach among the sector's key players. Leading the charge, the Uganda Coffee Development Authority (UCDA) oversees research and quality control to ensure Ugandan coffee aligns with global standards. Collaborating closely, the International Trade Centre (ITC) works with UCDA to enhance traceability and food safety, bolstering the global appeal of Ugandan coffee. Meanwhile, aBi Development drives cooperative support to boost production and expand market access, and the Uganda Coffee Federation brings together producers, processors, and traders to advocate for policies that benefit the industry as a whole.

The recent implementation of the European Union's stringent deforestation regulations has introduced both new challenges and opportunities for Uganda's coffee sector. With the EU requiring that all imported coffee originates from non-deforested land, Ugandan farmers—who rely heavily on the EU market—must now transition to sustainable land-use practices. To gauge farmers' awareness and preparedness, UCDA and aBi Development commissioned this Knowledge, Attitudes, and Practices (KAP) study. This report details the findings, assessing farmers' understanding of deforestation regulations and their readiness to adopt compliance practices.

The study reveals farmers' knowledge of the EU standards, their attitudes toward sustainability, and their openness to implementing environmentally responsible practices. These insights emphasise the urgent need for targeted support and awareness initiatives to equip farmers with the necessary knowledge and resources, ensuring that Uganda's coffee industry remains resilient and competitive on the global stage.

2.0 Objectives

The main objective of this KAP survey is to provide comprehensive insights into the awareness, knowledge, attitudes, and practices of Uganda's coffee farmers and value chain actors, such as traders and processors, in relation to meeting EU standards. The findings will inform strategies for enhancing compliance and promoting sustainability practices across the coffee industry.

1. To gauge the level of awareness among coffee farmers in Uganda regarding the European Union's deforestation regulations and their implications on coffee production and trade.
2. To understand the attitudes of farmers towards these regulations, including their perceptions of regulatory compliance, fears, and concerns about enforcement and potential impacts on their livelihoods.
3. Identify the current practices used by stakeholders in the Ugandan coffee sector, particularly in relation to sustainability (environmental, social, and economic).
4. Examine how well these practices align with EU requirements, including traceability, environmental conservation, and social responsibility.
5. To explore the key challenges and opportunities facing Uganda's coffee sector, particularly in relation to compliance with EU regulations, climate change adaptation, market volatility, and farm management practices.
6. Investigate the preferred communication channels and media sources used by stakeholders for receiving information on regulations, market updates, and industry practices and provide insights into the most effective communication strategies for disseminating information on EU regulations.
7. To offer actionable recommendations for policymakers, communicators, and coffee industry stakeholders on how to support farmers in complying with EUDR international regulations while enhancing their sustainable farming practices and market competitiveness.



3.0 Methodology

To achieve the study objectives, a mixed-methods research design was employed, combining both quantitative and qualitative data collection approaches to provide a comprehensive understanding of the coffee production landscape in Uganda. The study period was between 12th August to 15th September 2024 within the boundaries of Uganda.

3.1 Target Respondents

The target respondents for this survey were the core coffee value chain players including farmers, traders, processors, cooperatives, and other Key stakeholders like extension workers, NGO and local leaders. Farmers were the largest group, representing 469 out of 765 respondents (61%), highlighting their crucial role in the coffee value chain and their insights into production challenges. Traders are vital for market linkages, while the smaller sample of cooperatives and processors reflects fewer groups and processing facilities aligning with the Ugandan industry's production capacity. Lastly, the sample size for other stakeholders—such as extension officers and government officials—varied based on each district's coffee sector dynamics and governance structures.

The geographic target areas and justification for their selection

The selection of Central (Masaka-Bukomansimbi, Mityana, Mubende), Eastern (Mbale, Bududa), and South Western (Kasese) districts for the coffee KAP (Knowledge, Attitudes, Practices) study in Uganda was strategic based on their distinct contributions to coffee production, geographic characteristics, and farming practices within Uganda.

Central Uganda for example is a key Robusta coffee-producing region, contributing around 70% of the country's total coffee output. The districts of Masaka, Bukomansimbi, Mityana, and Mubende are representative of smallholder farmers' experiences with Robusta coffee. This region is crucial for understanding the dynamics of coffee farming, including intercropping practices, challenges such as soil nutrient depletion, and climate vulnerability, which directly impact farmers' knowledge, attitudes, and practices related to sustainable coffee production. Additionally, this region has unique media consumption patterns, which will be important for understanding how farmers access information about coffee farming practices and regulations.

Eastern Uganda, particularly the districts of Mbale and Bududa near Mount Elgon, is renowned for its high-quality Arabica coffee. The region's unique environmental conditions and focus on smallholder Arabica production provide an ideal context for exploring the knowledge and attitudes of farmers towards sustainable farming practices, climate adaptation strategies, and market preferences for specialty coffee. Moreover, the media consumption habits in this region vary, influencing how farmers receive and engage with information related to environmental sustainability and coffee market trends. Understanding these media preferences will be vital for tailoring communication strategies that resonate with farmers.

South Western Uganda, specifically Kasese near the Rwenzori Mountains, is another vital Arabica-growing area recognized for its high-altitude coffee with dis-



tinctive flavour profiles. This region presents an opportunity to investigate the knowledge and practices surrounding sustainable production techniques, as well as access to specialty coffee markets. The unique media consumption trends in South Western Uganda also play a crucial role in shaping farmers' awareness and understanding of soil fertility management and nutrient deficiencies like phosphorus and potassium, informing their agricultural practices.

By selecting these districts, the KAP study aims to capture a broad and representative view of Uganda's coffee sector, considering diverse coffee types, farming systems, region-specific challenges, and distinct media consumption patterns. The varied geographic and climatic conditions, combined with the distinct market potential for both Robusta and Arabica coffee, make these regions ideal for generating insights into farmers' knowledge, attitudes, and practices. The findings will inform targeted interventions that enhance productivity, sustainability, and market access for smallholder farmers while ensuring effective communication that aligns with their media preferences, ultimately contributing to the growth and resilience of Uganda's coffee industry.

3.2 Sample Size Considerations

The study targeted a total sample size of 765 respondents, distributed across six districts, with approximately 127–130 respondents per district (refer to Table 1). The sample was designed to include a majority of farmers, followed by traders, processors, cooperatives, and key stakeholders involved in the coffee value chain. This sampling strategy is statistically justified, based on the population sizes and the need for representativeness across the various groups. The sample sizes were determined to provide sufficient statistical power for reliable and valid results in relation to the overall populations, using general principles of statistical sampling. For this KAP survey the sample size was typically determined using statistical formula below.

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2}$$

Where:

- n is the sample size
- Z is the Z-value (typically 1.96 for a 95% confidence level)
- p is the estimated proportion of the population (we usually use 0.5 to ensure the maximum sample size)
- e is the margin of error (e.g., 0.05 for 5%)

The total sample size was designed to achieve a 95% confidence level with a 5% margin of error for each district. The sample was evenly distributed across the districts to account for regional diversity, while ensuring that each subgroup (farmers, traders, processors, etc.) was adequately represented. Although population sizes vary across districts, maintaining a consistent sample size allowed for comparable data across regions. Stratified sampling was employed to ensure that all

key players within the coffee sector were captured, focusing on specific groups critical to the coffee value chain.

Table 1: Sample Distribution by District

District	Total Population	*Farmer Population	Sample Distribution	Farmers	Traders	Processors	Stakeholders	Cooperatives	Target Sample	Achieved Sample
Mubende	688,819	219,625	128	77	17	9	7	11	128	121
Mbale	610,224	152,556	127	77	17	5	13	15	127	127
Kasese	789,355	251,202	127	83	26	5	13	2	127	129
Mityana	423,040	126,912	127	78	18	4	22	6	127	128
Masaka	436,700	151,073	128	77	23	7	13	10	128	130
Bududa	211,683	84,673	128	77	35	0	13	3	128	128
Total	-	-	765	469	136	30	81	47	765	763

Source: UBOS -2014

3.3 Stratified Sampling Approach

To ensure representation of all key players in the coffee value chain, we employed stratified sampling, which included farmers as the largest group since they are the main producers and essential for understanding production challenges; traders who are involved in selling coffee at various levels, including local and export markets; processors encompassing both small-scale and large-scale entities that handle coffee post-harvest; cooperatives that are vital for understanding group dynamics and collective marketing efforts, particularly in regions where farmers organize for improved market access; and other stakeholders such as government officials, extension workers, and market actors who influence the sector.

3.4 Data Collection Approach:

Structured questionnaires were administered to gather quantitative data, while in-depth probing was conducted to collect qualitative insights from key stakeholders. Enumerators were trained to administer these structured questionnaires, capturing detailed information on coffee production, processing, marketing, and associated challenges.

To enhance the efficiency and accuracy of the process, mobile data collection tools were used, allowing for real-time data entry, faster feedback loops, and easier quality control. This approach ensured that any discrepancies or inconsistencies could be quickly identified and rectified during fieldwork. In-depth interviews with key stakeholders provided richer, qualitative insights into the dynamics of the coffee value chain, enabling a deeper understanding of the factors influencing the sector. Fieldwork was conducted with oversight to ensure that all stratified groups were adequately represented according to the predetermined sample sizes, with

the mobile data collection platform further supporting data integrity and timely analysis.

3.5 Quality Control

Quality control measures were implemented throughout the research process to ensure data integrity and reliability. This included:

- **Training:** Enumerators received comprehensive training on the objectives of the survey, data collection techniques and the use of mobile tools, emphasizing the importance of accuracy and consistency.
- **Supervision:** Field supervisors conducted regular checks on enumerators' work, providing on-the-spot feedback and ensuring adherence to protocols.
- **Data Validation:** Continuous validation of collected data was performed through automated checks within the mobile data collection system, flagging inconsistencies for review.

3.6 Data Management and Analysis

Mobile data collection tools were employed to enhance efficiency and accuracy in data gathering. These tools facilitated real-time data entry and minimized the risk of data loss. After collection, data was securely stored and systematically organized for analysis.

Quantitative data was analysed using statistical software to identify trends, correlations, and insights relevant to coffee production. Qualitative data from interviews was transcribed, coded, and thematically analysed to extract key narratives and perspectives, providing depth to the quantitative findings.

3.7 Field Challenges

The fieldwork encountered several significant challenges that affected both progress and the depth of insights gathered. These included:

- **Weather-Related Disruptions:** Severe weather conditions, particularly heavy rains in key districts such as Mbale, Bududa, Kasese, and Bukomansimbi, created logistical obstacles that hampered access to remote farms and communities. In some cases, roads became impassable, causing delays and requiring teams to rely on alternative, often longer, routes. This led to interruptions in field operations and prolonged data collection timelines, reducing the efficiency of the survey process. Additionally, the challenging conditions heightened safety risks for team members, necessitating additional planning and adaptability to ensure data collection was completed without compromising personnel well-being.





Flooding in Kasese and Bududa

- **Farmer Suspicion and Mistrust:** The survey team encountered considerable suspicion among farmers, particularly in areas where recent communication initiatives related to farmer registration had created confusion. Many farmers misunderstood the survey's purpose, fearing it was another registration exercise with potential implications for taxation or regulation. This suspicion led some farmers to withhold information or decline participation altogether, impacting the completeness of the data and the range of perspectives captured. To mitigate this, the team employed various trust-building strategies, such as engaging local leaders to clarify the survey's intent, but these efforts required additional time and resources that were not initially planned for, affecting overall fieldwork efficiency.
- **Limited Presence of Cooperatives and NGOs:** The lack of cooperatives and NGOs in many surveyed districts, with the exception of more organized regions like Rwenzori and Bugisu, significantly impacted the ability to reach and organize farmers for the study. In areas with limited organizational infrastructure, individual farmers often lacked support networks or structured systems to facilitate engagement. This scarcity of cooperatives also limited the survey team's ability to leverage existing farmer groups for effective sampling, resulting in lower-than-anticipated participation rates and increased time spent locating suitable participants. Consequently, the data collected from these areas may lack the depth or representativeness that organized group settings typically provide.
- **Challenges in Engaging Key Stakeholders:** Reaching and engaging district-level stakeholders, such as local agricultural officers, cooperative leaders, and regional government officials, was challenging due to their busy schedules and competing priorities. These stakeholders hold critical insights into the regulatory landscape and socio-economic factors affecting coffee production, which are essential for a well-rounded understanding of the sector's dynamics. Despite extensive outreach efforts, securing their active involvement required persistent follow-ups and flexibility in meeting arrangements. This limitation affected the team's ability to gather broader context around issues such as policy enforcement, support services, and infrastructural challenges impacting coffee farmers.

These challenges highlight the need for adaptable field strategies, better contingency plans to address logistical, social, and institutional barriers that can arise in complex agricultural studies.

4.0 Literature Review:

Uganda is the second-largest coffee producer in Africa and ranks eighth globally, cultivating two primary coffee varieties: Robusta and Arabica. Coffee is not only Uganda's most important cash crop but also a vital part of its economy, providing livelihoods to millions and accounting for a significant portion of foreign exchange earnings. Since the 1980s, coffee has remained the country's top agricultural export. Uganda's unique climatic conditions, fertile soils, and traditional farming practices contribute to the production of high-quality coffee, making it a major player in global coffee markets.¹

The coffee industry in Uganda is shaped by several key players who contribute to production, quality control, marketing, and export promotion. The Uganda Coffee Development Authority (UCDA) leads this effort, supporting research, quality improvements, and foreign exchange optimization to benefit farmers. The Government of Uganda has also played a significant role in bolstering the industry by establishing nurseries, distributing seedlings, and training young Ugandans in coffee farming. International organizations like the International Trade Centre (ITC) have partnered with UCDA to introduce measures in food safety and traceability, enhancing the appeal of Ugandan coffee on a global scale.²

Private sector players, including Olam Specialty Coffee and aBi Development, work alongside farmer cooperatives to increase competitiveness and market access. The Uganda Coffee Federation represents producers, processors, and traders, advocating for favourable policies. Additionally, global companies like Nestlé and JDE indirectly support Uganda's coffee sector through imports and partnerships. Together, these organizations aim to enhance Uganda's coffee quality and market presence, fostering economic growth and improved livelihoods for coffee farmers.³

¹ Uganda became Africa's largest coffee exporter in 2020, overtaking Ethiopia (Statistics from Uganda Coffee Development Authority - UCDA).

² https://search.brave.com/search?q=Key+players+in+the+coffee+industry+In+Uganda&source=web&summary=1&summary_og=e3ec5a29886624db443f36

³ Ibid

Coffee Production in Uganda

Uganda grows two major types of coffee:

Robusta – This variety thrives at altitudes of 900 to 1,500 meters and accounts for 80% of the country's coffee production. It is primarily grown in Central Uganda, particularly in Masaka, Mubende, Mityana, and the Busoga region.

Arabica – This variety is grown at higher altitudes, between 1,300 and 2,300 meters, in regions like the Rwenzori Mountains, Mount Elgon (Bugisu), and West Nile. Arabica accounts for the remaining 20% of coffee production. These regions benefit from nitrogen-rich volcanic soils that enhance the flavour profiles of Arabica coffee, particularly the well-known Bugisu Arabica, which has fruity, wine-like characteristics.⁴

Specifically, Central Uganda, particularly Masaka, Mubende, and Mityana districts, plays a vital role in coffee production, especially for Robusta coffee. However, is predominantly grown in the Rwenzori Mountains, Mount Elgon (Bugisu), and West Nile regions. In Rwenzori is between 1,500 to 2,300 meters height, benefiting from nitrogen-rich volcanic soils that enhance its flavour profiles.⁵ Similarly, the Bugisu region, slopes of Mount Elgon, is famous for producing high-quality Arabica coffee with fruity, wine-like tones, particularly the sought-after Bugisu coffee.⁶ In West Nile, Arabica is cultivated at 1,600 meters, known for its citrus flavour profiles and grown under indigenous shade trees, which further enhance its quality. Robusta coffee, on the other hand, is native to Uganda primarily cultivated in Central Uganda, as well as Busoga and parts of the Lake Victoria Basin.⁷

In 2020, Uganda surpassed Ethiopia as Africa's leading coffee exporter, producing over 5.2 million 60-kg bags. The 2023/24 coffee year saw Uganda exporting 6.35 million bags, contributing USD 1.4 billion to the country's export earnings, compared to USD 940.1 million in the previous year. Coffee represented more than 22% of Uganda's total foreign exchange earnings and contributed 60% of agricultural exports. The European Union (EU) remains Uganda's largest coffee market, accounting for about 60% of exports, with Italy, Germany, Spain, Belgium, and the Netherlands as key buyers.⁸

⁴ Ibid

⁵ Robusta coffee production in Central Uganda, including districts like Masaka, Mubende, and Mityana, plays a critical role in Uganda's coffee economy.

⁶ Arabica coffee grows in high-altitude regions, including the Rwenzori Mountains and Bugisu on Mount Elgon (UCDA, Coffee Research Reports).

⁷ Arabica production in West Nile, particularly in districts like Zombo, thrives under traditional agroforestry systems.

⁸ Uganda became Africa's largest coffee exporter in 2020, overtaking Ethiopia (Statistics from Uganda Coffee Development Authority - UCDA).

Key Coffee-Producing Regions

Uganda's coffee is produced in several regions, each offering unique characteristics:

- Central Uganda: Known for Robusta cultivation, particularly in Masaka, Mubende, and Mityana districts.
- Rwenzori Mountains: Known for producing high-quality Arabica coffee at altitudes of 1,500 to 2,300 meters, with rich volcanic soils contributing to complex flavor profiles.
- Mount Elgon (Bugisu): The slopes of Mount Elgon are famous for producing Bugisu Arabica, recognized for its fruity, wine-like tones.
- West Nile: Another key region for Arabica coffee, where shade-grown coffee under indigenous trees results in distinct citrus flavors.

The Coffee Value Chain

The coffee industry in Uganda involves several key stakeholders who contribute to the production, processing, and export of coffee:

1. **Coffee Farmers:** Smallholder farmers are the backbone of Uganda's coffee sector, responsible for producing both Robusta and Arabica. However, they face significant challenges, including limited access to quality agricultural inputs, inadequate market information, and climate-related risks.
2. **Exporters:** Uganda's coffee export market is dominated by 10 major exporters who control about 78% of the total coffee volume. Exporters play a crucial role in managing the logistics, quality control, and market risks involved in bringing Ugandan coffee to the global market.
3. **Traders/Middlemen:** An estimated 6,000 private traders operate in Uganda's coffee market, purchasing coffee from smallholder farmers and reselling it to larger exporters. These traders range from small operators handling less than 230,000 kg annually to large intermediaries trading over 920,000 kg per year.
4. **Farmer Groups and Cooperatives:** Around 1,600 cooperatives and farmer associations provide essential services such as training, collective bargaining, and access to better markets, empowering smallholder farmers to improve productivity and achieve fairer prices.
5. **Processing:** Coffee processing in Uganda is conducted by small-scale and larger firms. There are approximately 400 coffee-processing factories for Robusta, with the majority of Arabica coffee being processed using either wet or dry methods. Uganda's processing industry also includes 29 export-grading factories with a capacity of 162 metric tons per hour.
6. **Roasters and Exporters:** Uganda has around 23 roasters involved in secondary processing, producing roasted coffee for domestic consumption and export. Most export firms are based in Kampala, with the top 10 controlling 70% of the volume exported.



Challenges Facing Uganda's Coffee Industry

Despite Uganda's thriving coffee industry, it faces significant challenges from climate change, deforestation, pests, and diseases like Coffee Leaf Rust.

Pests and Diseases: The battle against pests and diseases is a significant challenge for Uganda's coffee farmers, particularly those cultivating Arabica in high-altitude regions. Coffee Leaf Rust, Black Coffee Twig Borer, and Coffee Berry Disease threaten the livelihoods of smallholder farmers, reduce yields, and increase production costs. To protect Uganda's coffee industry and maintain its status as a leading coffee exporter, concerted efforts are needed to introduce disease-resistant varieties, promote sustainable pest management practices, and enhance the capacity of farmers to manage these threats effectively.⁹

Quality and Availability of Inputs: Smallholder farmers often struggle to obtain high-quality seeds, fungicides, pesticides, and fertilizers due to their limited financial resources and the lack of a reliable supply chain. Many farmers rely on local markets, where the availability of inputs can be inconsistent, and the quality of products is often substandard. This compromises their ability to manage pests and diseases effectively.

Inadequate Extension Services: Knowledge gaps among farmers regarding best practices for pest and disease control are common. Many farmers lack access to agricultural extension services that can provide them with timely information on how to manage these threats.

Deforestation and Climate Change: Increasingly erratic weather patterns, including rising temperatures and irregular rainfall, threaten coffee production. Both Robusta and Arabica varieties are vulnerable, particularly in high-altitude areas. It is reported that rising temperatures and irregular rainfall patterns threaten both Arabica and Robusta production, while deforestation has drastically reduced Uganda's forest cover from 54% in 1900 to just 12.5% in 2020. The country loses approximately 120,000 hectares of forest annually, which exacerbates the environmental pressures on coffee farming. Farmers in regions like Rwenzori, Bugisu, and West Nile are responding to these threats by adopting resilient coffee varieties and sustainable farming practices, such as shade-grown coffee and integrated pest management, to protect their livelihoods and the environment.¹⁰

9 Food and Agriculture Organization of the United Nations (FAO). „Pests and Diseases of Coffee in East Africa.“ FAO Corporate Document Repository, 2019

10 Uganda Coffee Development Authority (UCDA). “The Impact of Climate Change on Coffee Production in Uganda: Mitigation Strategies for Smallholder Farmers.” Published 2023.



European Union Deforestation Regulation (EUDR)

It should be noted that deforestation is responsible for more than 10% of global greenhouse gas emissions and is a key driver of climate change and biodiversity loss. The EU significantly contributes to deforestation by importing products cultivated on deforested land. Notably, coffee is responsible for 7% of deforestation linked to EU consumption¹¹

The European Union introduced the European Union Deforestation-free Supply Chains Regulation (EUDR) to combat global deforestation and promote sustainability. The regulation, which mandates strict due diligence and traceability for commodities like coffee, is part of the EU's broader Green Deal initiative aimed at reducing greenhouse gas emissions and promoting biodiversity. The EUDR requires that all coffee imported into the EU must be certified as deforestation-free and traceable to its point of origin. The regulation mandates due diligence and traceability for key commodities, including coffee (Mai Hai Dang, 2024). This is part of the EU's broader goal to halt the importation of products linked to deforestation (Bruno Capuzzi, 2023). However, the EUDR's compatibility with World Trade Organization (WTO) rules remains under scrutiny, with concerns about potential discriminatory effects on global trade (Bruno Capuzzi, 2023).¹²

Uganda's National Coffee Act (2021) aligns with the EUDR by creating a national coffee register that assigns unique identifiers and geo-locations to coffee farms. However, challenges remain. Exporters often struggle to obtain accurate geographic data for the coffee plots they source from, and some European buyers have announced that they will halt forward contracts with Ugandan exporters unless EUDR compliance is guaranteed by mid-2024. Additionally, there is significant skepticism among coffee farmers regarding the government's farmer registration process. Many farmers feel that the Uganda Coffee Development Authority (UCDA) has not adequately addressed long-standing issues like access to quality inputs and pest control, which hampers the registration process.¹³

Implications /Impact of the EUDR on Ugandan Coffee

While the EUDR aims to ensure sustainable and deforestation-free coffee, it presents both opportunities and risks for Uganda. On a positive note, The European Union Deforestation Regulation (EUDR) requires that all imported coffee be traceable. By so doing, Coffee producing counties will be promoting transparency and encouraging collaboration among supply chain partners to adopt sustainable practices. This regulation aims to enhance sustainability and environmental responsibility in coffee production, making it essential for all supply chain actors to adhere to these new standards.¹⁴ Traceability in the coffee supply chain has become increasingly important as

11 <https://magazines.rijksoverheid.nl/Inv/agrospecials/2024/02/cote-divoire>

12 https://green-business.ec.europa.eu/deforestation-regulation-implementation_en

13 Uganda's National Coffee Act (2021)

14 International Coffee Organization. "Annual Coffee Market Report 2023: Traceability and Sustainability Challenges." Published 2023.

consumer demand for sustainable, low-carbon-footprint coffee continues to grow. To ensure sustainable production and mitigate climate impact, tracing the origins of raw materials is crucial.¹⁵ This will also ensure a sustainable market and good reputation in the international market.

However, the cost of compliance is a significant burden, particularly for smallholder farmers who lack the resources to implement the necessary traceability systems. And yet non-compliance with the EUDR could or will result in severe economic consequences, such as losing access to the lucrative EU market, where Uganda exports approximately 60% of its coffee. Moreover, the EUDR's stringent requirements could inadvertently lead to greater deforestation if farmers, unable to meet the regulation's standards, turn to alternative income sources such as charcoal production. The potential for welfare losses among smallholder farmers, who make up more than 99% of Uganda's coffee producers, is a major concern.¹⁶

Additionally, national regulations in some developing countries, such as Uganda, are not yet aligned with the EUDR's standards. For example, differences in the definition of forests create regulatory discrepancies. Furthermore, the cost of compliance poses a significant burden on small and medium-sized enterprises (SMEs) and smallholder farmers, who often struggle with the paperwork and administrative efforts required for traceability.¹⁷ To make things worse, unifying traceability systems across complex global supply chains remains a significant obstacle.¹⁸

Moreover, in Uganda, there has been significant skepticism surrounding the registration of coffee farmers. An article by the Uganda Radio Network on 5th September 2024 highlighted concerns raised by farmers and key players in the value chain in Masaka and Bukomansimbi, who were wary of the Uganda Coffee Development Authority's (UCDA) farmer registration exercise. Many farmers felt the government had been indifferent to their long-standing challenges, such as high-cost counterfeit inputs and resilient pests and diseases, and expressed the need for more sensitization and incentives, such as free agro-inputs, to encourage their participation. One farmer emphasized that without addressing these issues first, the registration process might not yield accurate data. Another suggested that UCDA should work through established coffee cooperative societies, rather than unfamiliar teams, to **avoid intimidating farmers and ensure better engagement. Offering tangible benefits, like fertilizers and pesticides, was seen as a potential way to incentivize farmers to register and provide accurate information.**¹⁹

15 European Commission. "Proposal for a Regulation on Deforestation-free Products." Accessed October 2024.

16 Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions: Stepping up EU Action to Protect and Restore the World's Forests." 2019

17 International Coffee Organization (ICO) - ICO reports often discuss the importance of sustainability in the coffee sector, traceability systems, and challenges faced by smallholder farmers and SMEs in meeting international regulatory standards.

18 National Coffee Research Institute, Uganda. "Sustainability and Compliance in Uganda's Coffee Sector: Challenges and Opportunities in the Wake of EUDR." Published 2024.

19 <https://ugandaradionetwork.net/story/skepticism-in-masaka-as-ucda-rolls-out-farmers-registration-exercise-1>

In Conclusion, Uganda's coffee industry stands at a crossroads. While the EUDR presents challenges, particularly for smallholder farmers, it also offers an opportunity for Uganda to strengthen its sustainability credentials and increase its competitiveness in international markets. By addressing the challenges of traceability, sustainability, and compliance, Uganda can protect its forests, support the livelihoods of smallholder farmers, and ensure the long-term growth of its coffee sector. Collaboration among government agencies, cooperatives, and international partners will be key to achieving these goals, ensuring that Uganda remains a global leader in coffee production while meeting the demands of an increasingly sustainability-conscious market.



5.0 Survey Findings:

Demographic Analysis of Farmers

The demographic analysis of farmers across Central, Eastern, and South Western Uganda reveals key trends in age distribution, education levels, and gender representation.

Table 2:: Age of Respondents

	Total	18 – 25 Years	26 – 44 Years	45 – 54 Years	Above 55 Years
	470	12	209	147	102
Central	51%	25%	57%	53%	39%
Eastern	33%	58%	25%	39%	37%
South Western	16%	17%	17%	8%	24%

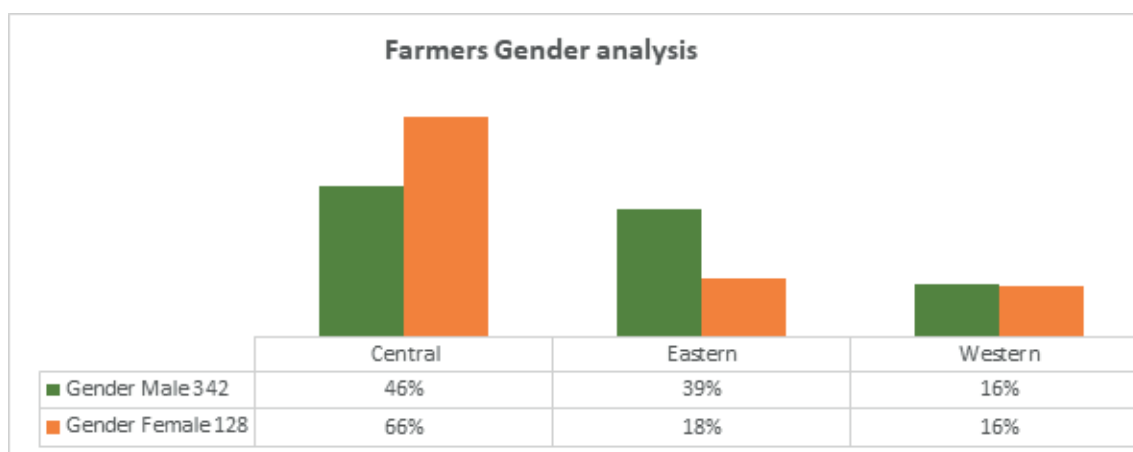
The largest age group among respondents was those aged 26-44 years (209 individuals), followed by 45-54 years (147) and above 55 years (102). The smallest group consists of 18-25 years (12). The Central region exhibits a significant concentration of farmers in the older age brackets, comprising 57% of those aged 26-44 and 53% of those aged 45-54. In contrast, the Eastern region stands out with 58% of its respondents aged 18-25, indicating a younger farming demographic. The South Western region shows a more balanced representation across age categories, with no extreme concentrations in any specific age group.

Table 3: Education Level

	Total	No formal Education	Primary	Secondary level	Vocatio- nal	Degree/gra- duate	Diploma
	470	60	183	131	9	40	47
Central	51%	47%	48%	41%	89%	95%	55%
Eastern	33%	18%	41%	44%	0%	3%	23%
South Western	16%	35%	11%	15%	11%	3%	21%

In terms of educational attainment, the majority of respondents have completed Primary education (183) or Secondary education (131), with fewer holding Degrees (40) or Diplomas (47). The Central region leads in educational attainment, boasting 95% of degree holders and 55% of diploma holders. The Eastern region accounts for 44% of those with vocational education and 41% of individuals with secondary education. However, the South Western region reveals a notable proportion of individuals with Primary education (35%) and No Education (21%), but only 24% of degree holders. This highlights a pressing need for improved.

Figure 1: Farmers by Gender



Gender representation reveals a significant imbalance, with 342 male and 128 female respondents. In the Central region, 89% of farmers interviewed were male. The Eastern region displays a notable disparity, with males accounting for 39% and females representing only 18%. Conversely, the South Western region shows a more balanced gender representation, with 16% of both male and female respondents, suggesting a relatively equal involvement of both genders in farming activities.

In summary, the analysis indicates that the Central region demonstrates higher educational attainment and male dominance among farmers, while the Eastern region has a younger farming population but struggles with gender parity. The South Western region maintained a balanced gender representation, yet it displays a need for improved educational resources.

This analysis emphasises the necessity for targeted interventions, including educational programs and gender-inclusive initiatives, to address disparities and enhance the overall productivity of the farming community across these regions. Focusing on improving educational opportunities in the South Western region, promoting youth engagement in the Eastern region, and fostering gender equality across all areas will be essential for sustainable agricultural development.



6.0 Coffee Farm Sizes:

This analysis examines the distribution of coffee farms by size across Uganda's Central, Eastern, and South Western regions, covering a total of 470 surveyed farms. A significant majority (76%) of these farms are smallholdings, particularly in the Eastern (97%) and South Western (99%) regions, emphasizing the importance of targeted support services for smallholder farmers. These findings suggest a pressing need for tailored interventions, including access to finance, training, and resources to enhance productivity among this predominant segment.

The Central region exhibits a more diverse farming landscape, with a notable percentage of medium-sized (20% in the 6 to 10 acres category) and larger farms (up to 15% above 21 acres). This indicates opportunities for growth and commercial viability, highlighting the potential benefits of policies that support both small and medium-scale farmers. Conversely, the Eastern and South Western regions, characterized by a high concentration of small farms, face challenges related to scale, necessitating innovative approaches such as cooperative models to empower farmers and enhance their market access.

Overall, the data underscores the critical role of smallholder farmers in Uganda's coffee sector and the need for focused interventions to improve productivity and sustainability. Recommendations for stakeholders include developing tailored support programs, promoting cooperative models, and investing in sustainable farming practices and research. By addressing these areas, stakeholders can significantly enhance the livelihoods of coffee farmers and contribute to the resilience and growth of the coffee industry in Uganda.

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7.0 Farmers Access to Communication

The survey data reveals important insights into the communication access and preferences among farmers. It highlights the role of different media types and how farmers leverage these platforms for information, showing a significant reliance on traditional channels like radio, alongside a growing trend towards mobile integration. Understanding these preferences is key to designing effective communication strategies that maximize reach and impact.

Key Media Types and Insights:

The analysis of media access among 470 respondents highlights that radio is the dominant source of information, with an overall access rate of 86%. The Eastern region shows the highest access at 98%, while Central and South Western regions report 78% and 82%, respectively. This indicates a strong reliance on radio broadcasting for information dissemination.

Table 4: Media regularly accessed by farmers

	Total	Central	Eastern	South Western
	470	241	155	74
Radio	86%	78%	98%	82%
Mobile phone	38%	32%	39%	55%
Television	38%	58%	6%	41%
Internet	17%	29%	1%	12%
Newspapers	13%	23%	1%	1%
Word of mouth	2%	3%	1%	0%
Community leaders	1%	2%	0%	0%
None	1%	0%	0%	4%

Mobile phones are also increasingly important, with about 38% of respondents using them in conjunction with radio, underscoring the growing role of mobile technology as a complementary tool for farmers. The South Western region leads in mobile phone access at 55%, compared to Central's 32% and Eastern's 39%.

Access to television stands at 38% overall, with Central Uganda leading at 58%. A significant 9.36% of respondents utilize both radio and television, demonstrating a preference for traditional broadcast media. However, only 4.68% reported using television exclusively, indicating that reach is constrained by factors like electricity availability and device costs. Internet access is low overall at 17%, with only 2.55% of respondents accessing a combination of radio, television, internet, and mobile phones, revealing infrastructure challenges and high costs, particularly in rural areas.

A small segment, 6.38%, reported access to a diverse mix of media, including radio, television, newspapers, internet, and mobile phones, representing a more affluent demographic with broader media access. In terms of media combinations, 9.36% use both radio and television, while the mix of radio, television, newspapers, internet, and mobile phones reflects a greater urban presence and higher income. The mention of community and local leaders as information sources was minimal, indicating a significant gap in utilizing community-driven communication channels.

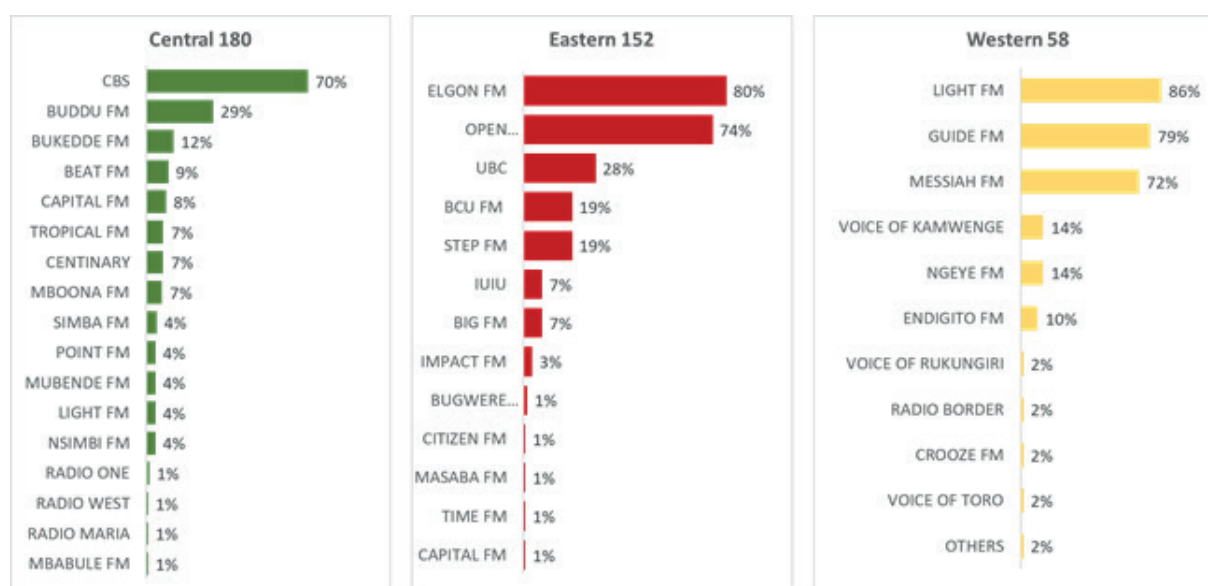
Overall, these findings emphasise radio's central role as an affordable and reliable communication medium, particularly in rural areas. The increasing integration of mobile phones into farmers' communication strategies suggests a need for expanding mobile content delivery. An integrated approach to communication can enhance outreach effectiveness, while addressing the limitations of internet access will be essential for diversifying information sources, particularly among rural farmers. Enhancing community engagement and developing targeted content for specific regional needs could further improve information dissemination efforts.

7.1 Specific Radio and TV usage

The survey findings indicate that radio remains the most prevalent and reliable communication medium among farmers, underpinned by accessibility and cost-effectiveness. Data shows that out of 390 surveyed respondents in central, CBS FM emerged as the most popular station overall, with 70% listenership. This is particularly significant in the Central Region. Similarly, Elgon FM (80%) and Open Gate FM (74%) are notable in the Mt. Elgon Region. Moreover, there was a strong trend toward using mobile phones in combination with other media, which signifies the growing importance of integrating mobile-based communication.



Figure 2: Radio's Listened to often by region



Central Region Insights: The data collected from coffee farmers in Bukomansimbi, Masaka, Mityana, and Mubende provides a clear view of radio station preferences, based on 233 entries where farmers listed their top three listened-to stations in the past week. CBS FM's dominance in these districts, with a significant mention from 70% of farmers, underscores its role as a primary source of information and entertainment. Buddu FM follows as the second most frequently mentioned station, particularly prominent in Masaka and Mityana, highlighting the need for localized communication strategies that resonate with regional audiences. District-level analysis shows CBS FM as the dominant station in Bukomansimbi, Masaka, Mityana, and Mubende. Buddu FM holds a strong presence in Masaka and Mityana, while other stations like Beat FM, Bukedde FM, and Centenary FM are mentioned in specific communities, suggesting variations in media preferences. Notably, some farmers reported that they do not listen to the radio or only do so occasionally, primarily due to time constraints or access issues, which suggests the need for alternative communication methods.

Elgon Region Analysis: In the Elgon Region, coffee farmers in Bududa, Manafwa, and Mbale show similar engagement patterns, with commonly mentioned stations including Open Gate FM, Elgon FM, and Step FM. Elgon FM stands out as the dominant station with an impressive 80% listener base, often mentioned in conjunction with other stations like Open Gate FM and UBC Butebo Channel. The multichannel engagement observed—where farmers reference combinations of stations—suggests that they benefit from accessing multiple sources of agricultural information, enhancing their decision-making capabilities. This trend signifies the importance of partnerships and cross-promotion among local radio stations to create a more cohesive communication strategy. Additionally, stations like Capital FM and Bugwere FM, mentioned infrequently, suggest that these channels have less engagement compared to the dominant stations.

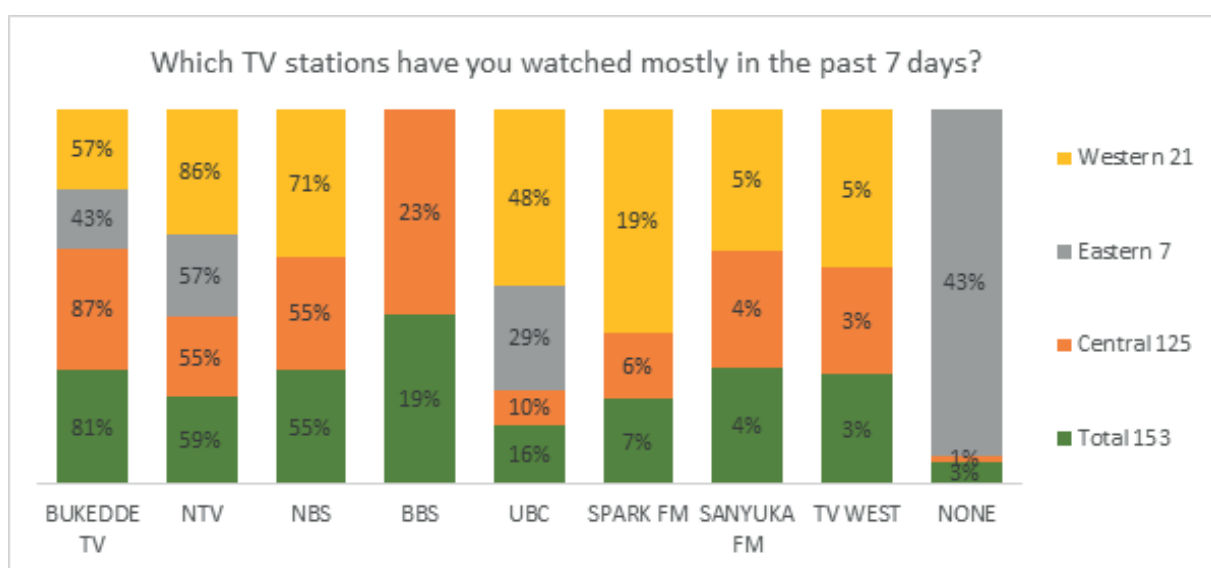
Rwenzori Region Overview: In the Rwenzori Region specifically Kasese, the analysis reveals that Light FM, Guide Radio, and Messiah FM are the leading stations among coffee farmers, with 83 total responses recorded. Light FM's strong role in sharing agricultural news is evident, with around 22 mentions, while Guide Radio and Messiah FM, with 20 and 13 mentions respectively, also serve significant community roles. Endigito FM and Ngeya FM, although less popular, provide niche content that complements the leading stations.

The reliance on Guide Radio and Light FM emphasizes the opportunity for agricultural organizations to collaborate with these stations for targeted outreach campaigns aimed at coffee farmers. Creating interactive and locally-focused content can further establish trust and connection with the farming community. Encouraging engagement through call-in shows or educational campaigns on sustainable practices can empower farmers and increase participation.

7.2 Television's Role

Out of the 763 respondents, 153 indicated that they watch TV at least once a week. Out of these 153, the survey data suggests that Bukedde TV is the most popular station, with 81% of respondents having watched it in the past week, particularly in the Central Region (87%). Following closely by NTV, with an overall viewership of 59%; it enjoys the highest engagement in the South Western Region at 86%. NBS also has a significant presence, with a 55% overall viewership, especially in the South Western Region (71%). In contrast, BBS and UBC have lower engagement, at 19% and 16% respectively, indicating that their content may not resonate as strongly with farmers across regions outside central region.

Figure 3: TV stations watched past 7 days



Regional analysis also shows a stark difference in viewership patterns. In the Eastern Region, viewership for key stations like Bukedde TV (43%) and NTV (57%) is lower compared to the Central Region, with 43% of respondents indicating „NONE.“ This highlights a critical communication gap that may necessitate alternative platforms or content tailored to local agricultural needs. Conversely, the South Western Region demonstrates strong engagement with NTV (86%) and NBS (71%), suggesting opportunities for agricultural outreach and education through these channels.

To optimize outreach to coffee farmers, it is recommended to leverage the high viewership of Bukedde TV, NTV and NBS TV, particularly focusing on the Central and South Western Regions, respectively, for agricultural messaging. Incorporating regional and niche TV like BBS Telefyna and TV West can further tailor communications to local contexts.

Additionally, exploring alternative channels such as Out door, SMS alerts, social media WhatsApp, roadshows, and community meetings will engage non-radio listeners. Collaborating with popular media platforms to develop relevant content and timing broadcasts during peak listening and viewing hours will enhance engagement. Lastly, utilizing social media for broader reach and organizing community events can foster direct interaction, creating a comprehensive communication strategy that effectively addresses farmers' needs.



8.0 Language Preference for Broadcasts

The data on language preferences for receiving information about agricultural regulations in Uganda reveals significant regional variations among the 470 respondents. In the Central Region, Luganda is the overwhelmingly preferred language, with 96% of respondents indicating it as their choice. Conversely, the Eastern Region shows a strong preference for Lugishu, which is favoured by 97% of respondents. In the South Western Region, Lukonzo dominates with 97%, while English also has notable support, particularly in the South Western Region (41%). This indicates that effective communication strategies must consider the local languages to ensure better understanding and engagement with agricultural policies.

Table 5: Language/s preference to receive information about agricultural regulations

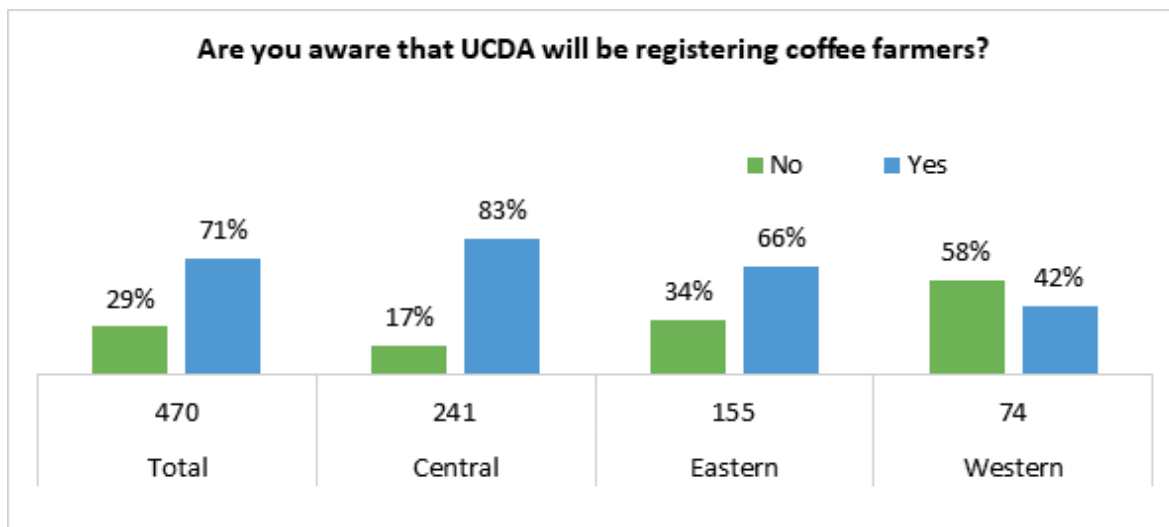
Languages	Total	Central	Eastern	South Western
	470	241	155	74
Luganda	58%	96%	14%	26%
Lugishu	32%	1%	97%	0%
English	27%	31%	16%	41%
Lukonzo	17%	4%	1%	97%
Runyakitara	8%	15%	1%	3%
Rutooro	1%	0%	0%	5%
Lunyarwanda	1%	2%	0%	0%
Swahili	1%	0%	1%	5%
Lufumbira	0%	1%	0%	0%

Understanding these language preferences is crucial for UCDA, Agencies, policymakers and agricultural extension services. The diverse linguistic landscape highlights the need for tailored communication efforts, as distributing materials in regional languages like Luganda, Lugishu, and Lukonzo will likely enhance comprehension among the respective audiences. Furthermore, the low percentages for English in the Eastern and South Western regions suggest that bilingual or translated materials in local languages are essential for effective outreach, ultimately contributing to more informed and engaged agricultural communities across Uganda.

9.0 Awareness of UCDA registering Coffee farmers in Uganda

The data analysis of awareness regarding the Uganda Coffee Development Authority (UCDA) registering coffee farmers, shows a strong general recognition of this important regulatory initiative. The data indicates that 71% of traders are aware of coffee policies and regulations in Uganda, with regional variations. In the Central region, awareness is notably higher at 80%, while in the Eastern region, only 57% of traders report awareness. This suggests that traders in Central Uganda are more informed about existing coffee regulations compared to their counterparts in the East. In comparison, policymakers show a significantly higher level of awareness of coffee policies and regulations at 80% overall. Policymakers also display more consistent awareness across regions, indicating a more comprehensive understanding of the regulatory landscape compared to traders. When it came to farmers, out of the 470 surveyed individuals, a majority of 71% are aware of the registration process, while 29% reported being unaware. The chart below shows the findings from the farmer survey.

Figure 4: Awareness of the coffee farmers registration Process



This indicates that UCDA's communication strategies have been largely effective, as a significant number of stakeholders appear to be well-informed. The effectiveness of these communication efforts is critical to ensuring that the registration process is inclusive, allowing the maximum number of participants to understand and engage in this regulatory initiative, which aims to streamline the coffee sector. The broad awareness across the surveyed population signals progress in creating a more organized and informed coffee industry in Uganda.

However, a closer look at regional data reveals that while the overall awareness is encouraging, significant disparities exist between different regions. The Central region, for instance, has an exceptionally high awareness level, with 83% of respondents indicating familiarity with the registration process, translating to approximately 200 out of 241 participants. This suggests that the information dissemination channels in this region are well-established, possibly due to better communication infrastructure, higher literacy levels, or more frequent UCDA engagement activities on media. Similarly, in the Eastern region, 66% of respondents are aware of the registration process, indicating relatively effective outreach efforts. However, the South Western region presents a significant gap in awareness, with only 42% of respondents aware of the registration initiative, which amounts to approximately 31 out of 74 participants. The fact that 58% of respondents in the South Western region are unaware suggests that UCDA's outreach efforts need to be more effectively tailored to address regional differences, as the current communication methods may not be adequately reaching stakeholders in this area.

These regional discrepancies emphasize the necessity for UCDA to implement more customized communication strategies to improve outreach and awareness in regions lagging behind, particularly the South Western region. Addressing the lower awareness in this region is crucial to ensuring that all stakeholders have the opportunity to be part of the formal coffee market system, which can enhance compliance, productivity, and market access for farmers, traders, and exporters.

To bridge the gap, UCDA could leverage community-based communication methods, such as local radio stations, farmer group workshops, and collaboration with local leaders who can serve as information ambassadors. Additionally, UCDA could consider conducting outreach campaigns specifically designed for regions with lower awareness, using a mix of local languages and culturally relevant communication materials to ensure accessibility and comprehension. These tailored strategies, building on the effective models used in the Central and Eastern regions, would help foster greater inclusivity and ensure that all coffee stakeholders are actively engaged and benefiting from the registration process.



10.0 Awareness of EU Coffee Regulations (EUDR)

The overall data suggests a significant knowledge gap among Farmers and traders with 59% of respondents reporting no knowledge of the regulation. In comparison, the awareness among policymakers regarding the EU's regulations was higher at 76%, indicating that they are generally well-informed about international coffee standards. This is especially relevant as policymakers play a crucial role in enforcing these regulations.

Table 6: EUDR Knowledge levels among farmers

Variables	Total	Central	Eastern	S.Western
	470	241	155	74
No knowledge – I have not heard about the Deforestation-free Coffee Regulation.	59%	34%	84%	86%
Basic knowledge – I have heard about it but know very little.	21%	32%	13%	4%
Moderate knowledge – I have some understanding of the regulation, but I am not fully aware of the details.	18%	30%	3%	9%
Good knowledge – I am familiar with the key aspects of the regulation.	2%	3%	0%	0%
Expert knowledge – I have a deep understanding of the European Union Deforestation Regulation (EUDR) and its implications.	0%	1%	0%	0%

The lack of general awareness among farmers about the European Union Deforestation Regulation (EUDR) was particularly prevalent in Eastern (84%) and South Western Uganda (86%), while the Central region fares better with only 34% of respondents unaware of the regulation. These regional disparities highlight the uneven dissemination of information, with Central Uganda potentially benefiting from greater access to media, policy discussions, and industry events.

When broken down by age, the youngest respondents (18–25 years) show the highest levels of basic knowledge (33%), though their overall knowledge remains limited. In contrast, the older respondents (above 55 years) exhibit the highest rates of ignorance (74%), which may suggest a generational divide in terms of access to information and communication platforms. Similarly, education level plays a significant role in awareness. Those with degrees or diplomas have the highest levels of basic (50% and 28%, respectively) and good knowledge (15% for degree holders), while respondents with no formal education are the least informed, with 82% lacking knowledge altogether. This reflects the crucial role education plays in access to information and understanding of international regulations.

Gender analysis reveals that men are slightly more informed than women, with 24% of men having basic knowledge compared to 15% of women. This gender gap might point to differences in access to information or involvement in the coffee value chain. Across all demographics, the data reveals an urgent need for targeted awareness campaigns. Regions like Eastern and South Western Uganda, younger and older generations, and those with lower educational backgrounds must be prioritized in outreach efforts to ensure widespread understanding of the EU's deforestation-free coffee regulations, which is crucial for compliance and effective implementation.

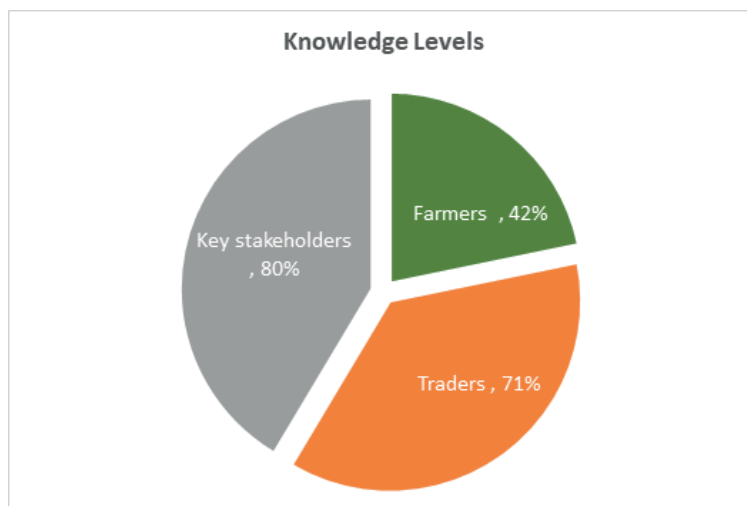
The findings imply that, without adequate information, many stakeholders—particularly small-scale farmers—may struggle to meet the regulation's requirements, potentially limiting market access. Targeted interventions, including sensitization workshops and partnerships with local media, could help bridge these knowledge gaps and promote better understanding of the regulation's implications.



11.0 Knowledge Gaps among farmers about EUDR

Deforestation regulations, a key component of the EU's Deforestation-free Coffee Regulation, were poorly understood by farmers, with only 42% aware of them alongside other regulations, and just 2% familiar with the specific details. Traders demonstrated higher awareness than farmers, but at 71%, their awareness was still lower than that of their stakeholders, who reported 80% awareness.

Figure 5: EUDR Knowledge gaps among farmers



The implication of this finding is that there is a significant knowledge gap among farmers and traders regarding the EU's Deforestation-free Coffee Regulation, which could hinder effective compliance. This lack of awareness can pose risks for the entire coffee supply chain, as non-compliance could lead to market exclusion or financial penalties. Additionally, the gap in awareness between these groups and other stakeholders (at 80%) suggests a need for targeted education and outreach efforts, particularly focusing on farmers and traders, to ensure they are fully informed and capable of aligning their practices with the regulations.

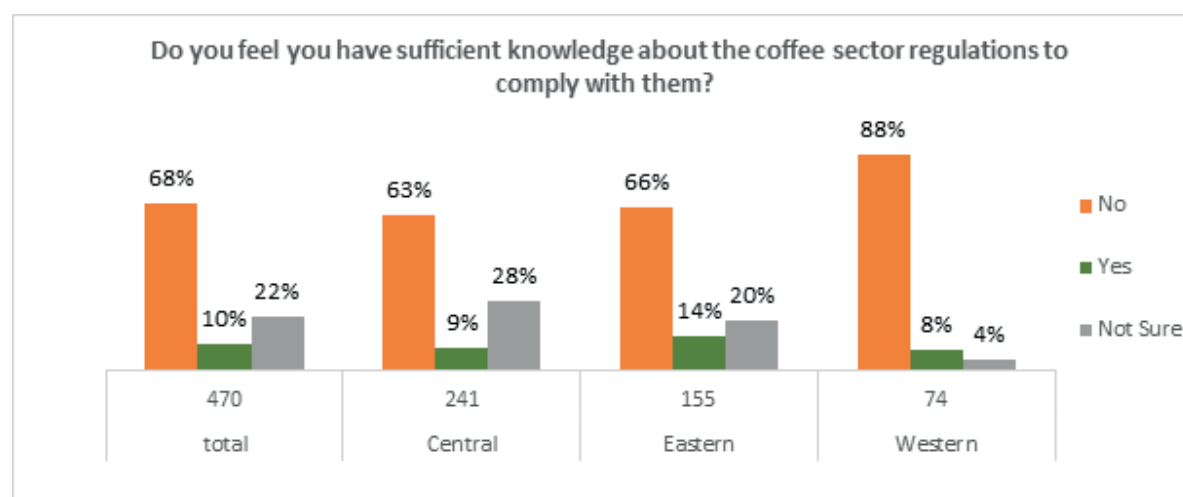
When **examining economic sustainability awareness**, traders display similarly low knowledge of EU regulations aimed at addressing low prices and price volatility, with only 30% aware. The Eastern region lead slightly with 31% awareness, while the South Western region trails behind at 24%. Consequently, a significant 70% of traders were unaware of these economic regulations, particularly in the South Western region, where unawareness was reported at 76%. Stakeholders, too, show a concerning lack of awareness, with 76% unaware of the economic goals outlined in EU regulations. This critical gap in understanding necessitates outreach efforts to enhance awareness among both traders and stakeholders, especially in the Eastern region.

In terms of **social sustainability awareness**, both traders and stakeholders exhibit low levels of understanding regarding EU regulations addressing social issues such as gender inequality and child labour. Only 36% of traders are aware of these regulations, with notable regional disparities; the Eastern region shows slightly higher awareness at 43%, while the South Western region has a mere 22% awareness rate. Alarming, 64% of traders are unaware of these regulations, particularly in the South Western region, where 78% lack knowledge. Stakeholders reflect a similar trend, with overall awareness also at 36%. The South Western region again stands out, reporting the highest unawareness at 78% compared to 57% in the Central region. This parallel trend across both groups underscores the widespread need for educational initiatives focusing on social sustainability issues.

Similarly, very few respondents are knowledgeable about post-harvest handling practices and good agronomic practices, both vital for maintaining coffee quality. Awareness of the publication of indicative prices for coffee growers is also limited, with only 2 respondents aware of this important information. The data suggests therefore a critical need for enhanced educational initiatives targeting traders, particularly in the Eastern region, to improve awareness of both regulatory frameworks and social sustainability issues related to the coffee sector.

On the other hand, the regulations affecting the coffee sector, particularly those tied to the European Union Deforestation-free Coffee Regulation, remain poorly understood by most stakeholders. Data shows that 68% of respondents across Uganda do not feel adequately informed to comply with these regulations. Only 10% expressed confidence in their knowledge, while 22% were uncertain. This significant knowledge gap reveals that current efforts to disseminate information and train farmers are inadequate, which could severely hinder compliance and negatively impact the sector's productivity and export potential.

Figure 6: **Farmers Perceptions about knowledge sufficiency**



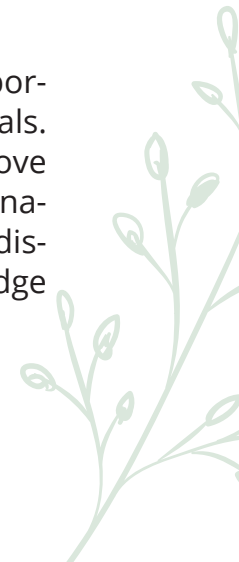
Regionally, the South Western region exhibits the highest level of knowledge deficiency, with 88% of respondents reporting insufficient understanding of the regulations, and only 8% feeling adequately informed. The Central and Eastern regions are marginally better, with 63% and 66% of respondents, respectively, expressing a lack of awareness. Interestingly, the Eastern region has the highest proportion of respondents who feel confident in their knowledge (14%), although this figure is still alarmingly low. These findings underline the urgent need for region-specific educational campaigns to bridge the knowledge gaps, particularly in the South Western region, where awareness is critically lacking.

Regarding environmental sustainability, traders exhibit low awareness as well, with 36% indicating knowledge of EU regulations focused on climate change and biodiversity. Awareness is notably higher in the South Western region at 56%, while only 26% in the Eastern region are aware of these issues. Unawareness among traders stands at 64%, with 74% in the South Western region lacking recognition of the relevant regulations. Stakeholders also show limited awareness, particularly in the Eastern region (26%), while the South Western region reports higher awareness (56%). This indicates a similar pattern of knowledge gaps in environmental sustainability that require targeted communication strategies.

Awareness of the European Union Deforestation Regulation (EUDR) presents another area of divergence. Among traders, awareness is split evenly at 50%, with significant regional differences; 74% of respondents in the Eastern region are aware of the EUDR, while only 23% in the South Western region are informed. The high unawareness rate in the South Western region (77%) highlights a critical gap in understanding that could impact compliance and efforts to mitigate deforestation impacts in the coffee sector. Stakeholders similarly show varying awareness of the EUDR, with the Central region reporting the highest awareness at 74%. In contrast, the South Western region lags behind at only 38%, underscoring the need for improved information dissemination.

When it came to providing sourcing information, 51% of traders report that they offer such information to buyers, with 70% in the South Western region affirming they do so compared to only 36% in the Eastern region. This regional disparity highlights a significant opportunity to improve transparency within the coffee supply chain. Stakeholders exhibit a comparable trend, with 70% in the South Western region providing sourcing information; however, the Central region has the lowest rate at 36%, indicating a need for greater transparency in this area.

In summary, the comparative analysis reveals significant challenges and opportunities for both traders and stakeholders in aligning with EU sustainability goals. The findings emphasize the importance of targeted interventions to improve knowledge and practices related to social, economic, and environmental sustainability within the coffee sector. Collaborative efforts in education, information dissemination, and technology adoption will be essential for bridging the knowledge gaps and ensuring compliance with EU sustainability plans.



12.0 Challenges faced by farmers in understanding & accessing information about coffee regulations

The findings on challenges faced by respondents in understanding or accessing information about the coffee sector regulations highlights significant obstacles across regions. Below is a table showing an analysis of the findings and below it is the interpretation from this data table.

Table 7: Challenges faced by farmers in accessing EUDR Information

	Total	Central	Eastern	S. Western
	470	241	155	74
Lack of local training programs	84%	86%	74%	97%
Lack of access to information	73%	62%	82%	86%
Complexity of the regulations	44%	36%	52%	55%
Language barriers	24%	3%	53%	30%
No challenges	1%	2%	0%	0%

1. Lack of Local Training Programs: A major obstacle identified by 84% of respondents is the lack of local training programs, with the highest concern coming from the Western region (97%). This suggests that the training infrastructure or accessibility in the Western region is critically underdeveloped, leaving farmers with limited knowledge or guidance on regulatory issues. The Central region (85%) also reported a high need for grassroots training, whereas the Eastern region (74%) appears to have slightly more access to these programs, though it remains a significant issue. This finding emphasizes the need for investment in localized training initiatives, especially in the Western and Central regions, to bridge this knowledge gap.

2. Lack of Access to Information: Across Uganda, 73% of respondents reported a lack of access to information as a barrier, with this issue most prominent in the Western (86%) and Eastern (82%) regions. In the Central region, 62% of respondents identified this as a challenge, which is lower but still considerable. The disparity in access to information may reflect regional inequalities in communication infrastructure, including internet access or extension services. The high demand for better access in the Eastern and Western regions suggests that efforts to improve information dissemination, perhaps through digital platforms or farmer co-operatives, could have a substantial impact.

3. Complexity of Regulations: A notable portion of respondents (44%) finds the coffee sector regulations to be overly complex. The Western region (55%) had the highest percentage of respondents struggling with the complexity of the regula-

tions, followed by the Eastern region (52%) and Central region (36%). The greater challenge in the Western and Eastern regions could be due to less exposure to formal regulatory systems or limited capacity-building initiatives. Simplifying regulatory content and providing clear, concise training materials could be beneficial, especially for regions where complexity appears to be a bigger issue.

4. Language Barriers: Language barriers are a critical challenge for 24% of respondents, with a stark contrast between the regions. In the Eastern region, 53% of respondents cited language barriers as an issue, followed by 30% in the Western region. Only 3% of respondents from the Central region indicated that language was a barrier, suggesting that information is more likely to be available in languages or dialects understood in this region. This indicates a need for multilingual training materials and information dissemination in local languages, particularly in the Eastern region, to ensure that all farmers can access and comprehend the necessary regulatory information.

The data highlights a significant gap in the availability of training and information across Uganda's coffee regions, with particularly acute challenges in the Western and Eastern regions. The lack of local training programs and limited access to information are the most pressing issues, affecting the majority of farmers and potentially hindering compliance with important regulations. Simplifying regulatory content and ensuring it is available in local languages would help address the complexity and language barriers noted by many respondents. Overall, targeted interventions focusing on training infrastructure, information accessibility, and multilingual support would greatly benefit coffee farmers in Uganda, enhancing their ability to comply with regulations and improve the quality of their coffee production.



13. Training needs for Coffee value chain stakeholders:

We asked the value chain players which areas of the regulations they would like to receive training on. The data shows that the majority of respondents across all regions express a strong interest in receiving more training on economic sustainability, with 86% overall indicating this as a priority. The Eastern and Central regions show the highest demand for this training, at 91% and 90%, respectively, whereas the Western region, while still significant, lags behind at 62%.

Table 8: Training needs for value chain players

	Total	Central	Eastern	S. Western
	470	241	155	74
Economic sustainability (e.g., price stability, market demands)	86%	90%	91%	62%
Traceability and record-keeping	53%	40%	64%	74%
Social sustainability (gender inequality, child labour)	47%	40%	44%	80%
Resource mobilization for coffee production	36%	31%	32%	58%
Environmental sustainability (e.g., climate change, biodiversity)	34%	37%	30%	36%
All areas	3%	6%	0%	0%

Below is a breakdown of the key training needs that were identified by the farmers.

1. Economic Sustainability

Economic sustainability, which includes aspects like price stability and market demands, is by far the most pressing concern, with 86% of respondents across Uganda indicating that they require more training in this area. The demand is highest in the Eastern region (91%) and the Central region (90%), suggesting that farmers in these regions may be struggling with market volatility, fluctuating coffee prices, or are eager to understand how to better align their production with market demands. In contrast, only 62% of respondents in the South Western region expressed a need for more training on economic sustainability. This discrepancy could point to the South Western region either being more stable in terms of market access or having other mechanisms in place to handle economic challenges. Alternatively, it could mean that Western farmers prioritize other areas such as resource mobilization or social sustainability, where they ranked higher in demand for assistance.

2. Traceability and Record-Keeping

Traceability, which involves the ability to track the journey of coffee from farm to market, is an important aspect of meeting international standards, particularly in certified coffee markets. Overall, 53% of respondents wanted more training in this area, with the highest demand coming from the South Western region (74%), followed by the Eastern region (64%). The fact that 40% of respondents in the Central region requested training in traceability suggests that they might be less reliant on traceable supply chains or are less exposed to international markets where traceability is a critical requirement. The greater demand for traceability in the Eastern and Western regions could be linked to a stronger focus on exporting coffee to markets that require strict traceability measures. This regional variation highlights the need for tailored interventions in traceability, especially for the Central region, which lags behind in interest and possibly capacity in this area.

3. Social Sustainability

Social sustainability, which addresses issues like gender inequality, child labour, and fair labour practices, was an area where 47% of respondents sought more training. Notably, the South Western region (80%) showed a significantly higher interest in social sustainability than the Eastern (44%) and Central (40%) regions. This could reflect the specific social challenges faced by farmers in the Western region or heightened awareness of the importance of social standards in meeting global certifications such as Fairtrade or Rainforest Alliance. The lower demand in the Central and Eastern regions might indicate that social issues are either less pronounced in these areas or that there is less pressure from buyers and regulatory bodies to comply with social sustainability standards. The disparity suggests a potential need for more advocacy and awareness campaigns in the Central and Eastern regions to raise the importance of these critical social issues.

4. Resource Mobilization

Resource mobilization, which pertains to gaining access to the financial, technical, and material resources needed to sustain and grow coffee production, was identified as an area of need by 36% of respondents. Interestingly, the Western region had the highest demand for resource mobilization training (58%), while the Central (31%) and Eastern (32%) regions showed much lower interest. The high demand in the South Western region could suggest that coffee farmers there face significant challenges in accessing the resources needed to scale production or maintain their farms, possibly due to less developed infrastructure or financial services in that area. This demand could also indicate a higher level of ambition in the Western region to expand production if resources become available.



5. Environmental Sustainability

Environmental sustainability training was requested by 34% of respondents, with the highest interest coming from the Central region (37%) and the Western region (36%). Farmers in these areas might be feeling the effects of climate change more acutely or could be more aware of the need for sustainable practices in maintaining long-term coffee production. The Eastern region showed the least interest in environmental sustainability (30%), possibly because immediate economic or traceability concerns take precedence over environmental issues in this region. This suggests a need for targeted interventions to raise awareness about the long-term importance of environmental stewardship, particularly in the Eastern region, which is highly productive in terms of coffee output.

Interestingly, only 3% of respondents felt they needed training in all areas, with a slightly higher percentage in the Central region (6%). This indicates that while there are specific areas of need, very few farmers feel overwhelmed by all aspects of regulatory compliance. Most respondents seem to have a clear understanding of their primary challenges, whether it's economic stability, traceability, or resource mobilization, and are looking for targeted support rather than broad-based training. This focused approach by farmers presents an opportunity for more effective and efficient training programs that address the most urgent needs without overwhelming the farmers with unnecessary information.

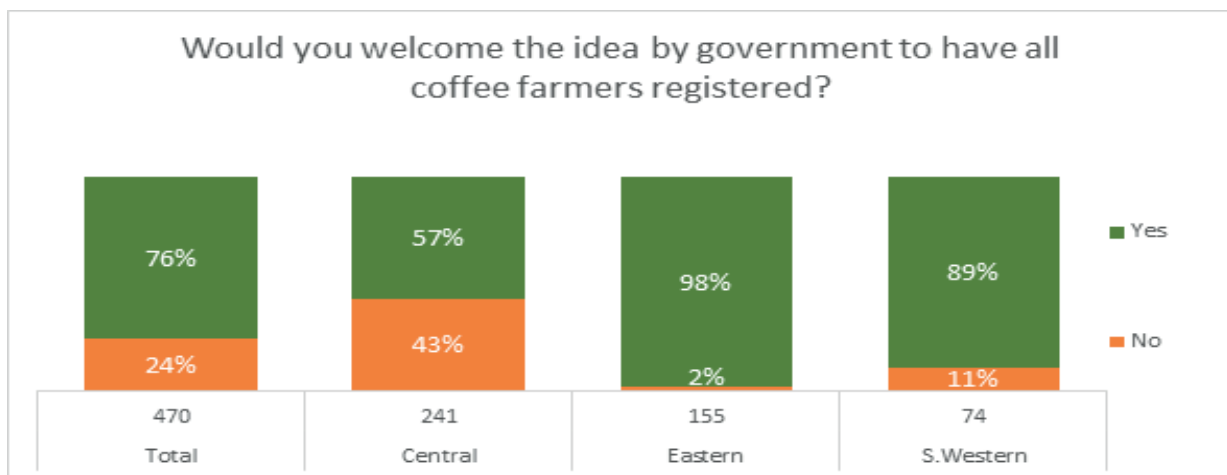
In brief, the data reveals significant regional variations in the demand for training on coffee regulatory areas, with economic sustainability and traceability standing out as the most critical areas across the board. The Western region's focus on social sustainability and resource mobilization suggests a unique set of challenges compared to the Central and Eastern regions, where economic stability and market access dominate. Tailored training programs, based on these regional insights, would ensure that farmers receive the most relevant support, helping them meet international coffee standards more effectively and sustainably.



14.0 Perception and Attitudes Towards Coffee Farmer Registration

The chart below indicates a generally favourable attitude towards the government's regulation of registering all coffee farmers, with 76% of the total respondents expressing support. However, 24% of respondents are opposed to the idea. This positive sentiment suggests that most farmers see potential benefits or are willing to comply with government efforts to regulate and possibly enhance the coffee sector.

Figure 7: Perceptions on farmers compliance with government registration exercise:

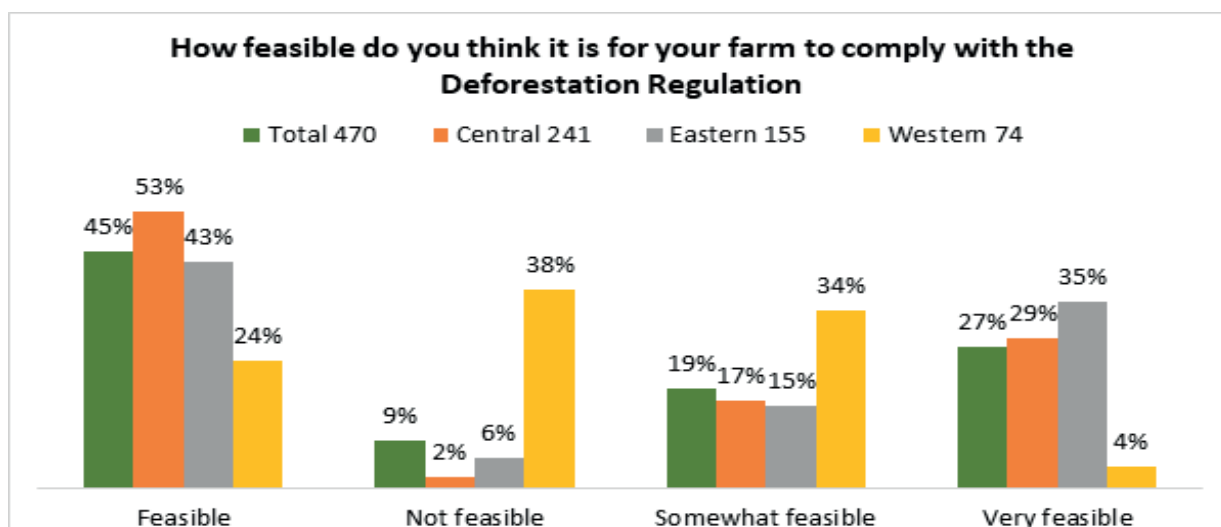


Breaking down the data by region, the Eastern and South Western regions show particularly high levels of support for farmer registration. In the Eastern region, 98% of respondents are in Favor, while 89% of those in the South Western region also support the initiative. This overwhelming positive response indicates a strong alignment in these regions with the government's registration plans.

In contrast, farmers in the Central region are less enthusiastic, with 43% opposed and 57% in favour. This relatively divided response suggests that the government might need to address specific concerns in the Central region, such as potential bureaucratic challenges or fears of increased regulation, to gain broader acceptance of the registration initiative.

The survey data also reveals that respondents are generally optimistic about the feasibility of complying with the Deforestation Regulation, with 45% indicating that compliance is „feasible“ and 27% stating it is „very feasible.“ However, there are still significant challenges, as 19% of respondents view compliance as only „somewhat feasible“ and 9% believe it is „not feasible.“

Figure 8: Perceptions about how feasible the farmers will comply with Deforestation Regulation



Overall, there was skepticism among farmers as regards how feasible farms would comply with this Deforestation Regulation. Only 27% considered it “very feasible” and 45% as “Feasible” for farmers to comply. On the other hand, the perceptions among traders varied significantly by region. Overall, 40% of traders found it feasible for their suppliers to comply with EUDR standards. However, this belief is less prevalent in the South Western region, where only 24% consider it feasible. Conversely, 35% of traders in the South Western region view compliance as very feasible, highlighting a degree of optimism among some traders. Notably, 19% of traders overall believe that compliance is not feasible, with this sentiment stronger in the South Western region, where 32% express scepticism. The results suggest that while many traders see potential for compliance, there are significant concerns regarding the practicality of meeting these stringent regulations, particularly among those in regions with more complex supply chains.

Among the farmers, the regional breakdown, compliance appears most feasible in the Central and Eastern regions. In the Central region, 53% consider it „feasible” and 29% consider it „very feasible.” Similarly, in the Eastern region, 43% view it as „feasible” and 35% as „very feasible.” On the other hand, the South Western region shows the most difficulty with compliance—only 24% find it „feasible,” and a notable 38% deem it „not feasible.” Additionally, 34% of South Western respondents consider it „somewhat feasible,” suggesting a significant level of uncertainty or concern.

The findings above suggest that while many farmers see the potential for compliance with the Deforestation Regulation, additional support and resources are needed to enhance feasibility. Tailored interventions focusing on capacity building and reducing obstacles could facilitate broader compliance and overall

progress. Such measures would help ensure that farmers in all regions can adapt effectively, contributing to environmental conservation and sustainable farming practices.

The analysis reveals several key points regarding policy acceptance and regional variations. High levels of support for the government's registration initiative, particularly in Eastern Uganda, imply that the policy could be well-received, with potential benefits such as improved regulation and market access for coffee farmers. However, the variations in support levels highlight the need for targeted communication strategies that address regional concerns, especially in the Central region.

Notable perceptions of scepticism towards coffee farmer registration emerged, primarily due to fears of increased taxation, loss of autonomy, and potential hidden political motives. For example, many farmers perceived registration as a means for the government to impose new taxes, a fear that was prominent in districts such as Mityana, Masaka, and Mubende. In Bududa, there was a belief that registration might be used as a pretext for the government to seize lands or relocate people from landslide-prone areas. Additionally, past negative experiences with unfulfilled government promises, such as providing free tarpaulins in Mityana, have further contributed to farmers' distrust of the registration process.

Overall, farmers displayed mixed attitudes towards compliance with regulations. While some supported regulations as a means of promoting sustainable land use, others expressed concerns about the economic implications. Encouragingly, there is a growing interest among farmers in adopting sustainable farming practices, which could improve long-term livelihoods.



14.0 Current Practices among coffee value chain players

Coffee value chain players concern for climate change

Regarding deforestation, 95% of respondents across all survey regions reported not clearing forests for coffee planting, indicating a strong adherence to sustainable practices. The Eastern region had the highest percentage (6%) of respondents who admitted to clearing forests, slightly higher than the 4% in Central and 5% in South Western regions.

The low percentage of forest clearing overall suggests awareness of environmental impacts and adherence to sustainable agriculture, although fear of legal repercussions may also play a role. The slightly higher rate in Eastern Uganda points to the need for targeted awareness and education programs to further reduce forest clearing activities. Policymakers and environmental organizations should seize this opportunity to focus on regions with higher clearing rates, promoting sustainable practices and providing support for alternative farming methods.

The data indicates a high level of concern among respondents regarding climate change and biodiversity issues affecting coffee cultivation, with 60% of the total sample stating they are „very concerned.“ Additionally, 33% of respondents are „concerned,“ while only a minimal 1% are „not concerned.“ This demonstrates that a significant majority of respondents recognize the importance of these issues and their potential impact on coffee farming.

There was also high concern for environmental sustainability among traders. When asked about their concerns regarding climate change and biodiversity issues affecting coffee cultivation, 57% of traders reported being very concerned. This concern is particularly pronounced in the South Western region, where 78% express significant apprehension. In contrast, only 2% of traders claim to be unconcerned about these issues, reflecting a widespread acknowledgment of the environmental challenges facing coffee cultivation. The findings indicate that traders are increasingly recognizing the importance of addressing climate change and biodiversity to ensure the long-term viability of coffee production.

Regionally, the level of concern varies considerably. The Eastern region shows the highest level of awareness, with 83% of respondents being „very concerned“ about climate change and biodiversity. In contrast, the South Western region has only 30% of respondents who are „very concerned,“ while a substantial 26% are „somewhat concerned.“ The Central region falls in between, with 55% „very concerned“ and 41% „concerned.“

The findings underscore the varying levels of awareness across different regions, indicating that more targeted initiatives may be necessary, particularly in the



South Western region, where concern is less pronounced. Addressing this disparity could help enhance the overall resilience of coffee farmers to climate-related challenges.

14.1 Practises adopted by farmers to mitigate climate change

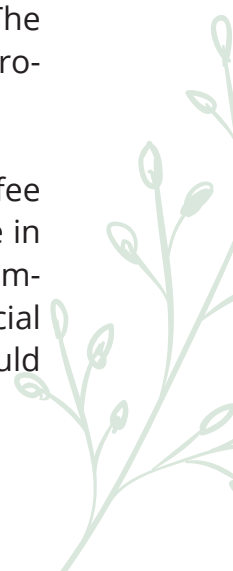
Sustainability Practices

Ugandan coffee farmers employ a variety of sustainable practices to mitigate climate change and maintain crop productivity. Key techniques include agroforestry, intercropping, and judicious use of fertilizers, all of which help sequester carbon, conserve water, and promote soil health. These practices are essential as farmers adapt to the effects of climate change, ensuring both long-term viability and productivity in coffee farming. The responses from 470 farmers illustrate the widespread adoption of sustainable farming methods aimed at improving crop management, enhancing soil fertility, and contributing to the overall resilience of the coffee sector.

Weeding is the most common practice, adopted by 65.1% of respondents, followed by intercropping (61.7%), fertilizer application (55.96%), and proper plant spacing (54.89%). These techniques are crucial for optimizing land use and ensuring healthy coffee yields. Agroforestry, utilized by 28.94% of farmers, plays a significant role in improving biodiversity and mitigating environmental degradation. Propagating new coffee plants (22.77%) and spraying pesticides (14.47%) are less common, with lower pesticide usage possibly reflecting a preference for organic methods or limited access to chemicals. Many farmers combine these practices for an integrated approach to crop management, with some employing up to five or six techniques simultaneously.

Environmental sustainability efforts vary across Uganda's coffee-growing regions. The South Western and Eastern regions show stronger engagement with practices that promote sustainability, such as contracts with buyers and crop diversification, aligning well with the European Union Deforestation Regulation (EUDR) standards. In contrast, the Central region lags behind, with 50% of farmers reporting no specific strategy for environmental sustainability, leaving them more vulnerable to environmental risks and non-compliance with EU regulations. The disparity between regions highlights the need for targeted interventions to improve environmental practices, particularly in the Central region.

When it comes to processing, The data reveals that the vast majority of coffee producers and traders, particularly in the Central region (95%), do not engage in specific sustainability practices (77%), posing a serious challenge for EUDR compliance. Without clear strategies in place to align with environmental and social sustainability standards, these regions are at risk of non-compliance, which could



result in restricted access to the lucrative EU market. The South Western region (48%) shows a relatively better adoption of sustainability measures, including offering fair trade prices (33%) and participating in reforestation projects (19%), which aligns with EUDR goals. However, the overall lack of sustainability practices across all regions suggests that Uganda's coffee sector is not yet fully prepared to meet the stringent demands of the EU's regulations.

The minimal focus on sourcing from certified farms (6%) and conducting environmental impact assessments (2%) further highlights the sector's vulnerability to regulatory challenges. This lack of structured sustainability efforts, particularly in the Central and Eastern regions, indicates a widespread need for training, awareness, and financial support to align with EUDR standards. The South Western region's relatively stronger focus on social and environmental sustainability provides a model that could be emulated by other regions. However, without significant improvements in sustainability practices, Uganda's coffee producers' risk being excluded from critical export markets like the EU.

Sustainable Processing Methods

Efforts to ensure sustainable coffee processing are varied across regions, with the Eastern region showing the highest commitment to sustainable practices. For example, 100% of Eastern respondents report using energy-efficient machinery and practicing water conservation, while the South Western region shows minimal uptake of these practices, with 0% using energy-efficient machinery or recycling waste products. In the Central region, a higher percentage (78%) use energy-efficient machinery, but efforts to implement other sustainability measures, such as water conservation, remain limited. This variability suggests that while some regions are embracing sustainable processing techniques, others are far behind in adopting practices that align with EUDR regulations.

The reliance on recycling waste products is also uneven, with 50% of the Central region adopting this practice compared to 25% in the Eastern region and none in the South Western region. The lack of specific sustainable processing methods, particularly in the South Western region, indicates a gap in aligning with EUDR requirements for environmentally responsible production. The limited use of renewable energy and adherence to environmental certifications further exacerbates this issue. These disparities in sustainable processing methods highlight the need for increased training, technical assistance, and investment in sustainable technologies to ensure that Uganda's coffee sector meets the environmental sustainability benchmarks required by the EUDR.



Supplier Compliance with Sustainability Standards

A key finding is that 79% of coffee producers rely on long-term trust and informal relationships with suppliers to ensure compliance with environmental and social standards, which is insufficient for EUDR compliance. The regulation requires verifiable documentation of sustainable practices, yet the overwhelming majority of respondents in the Central (89%) and South Western (100%) regions depend solely on informal trust. This approach poses a significant risk, as it lacks the formal verification and transparency required to meet international standards. Only 8% of respondents require third-party certifications, further indicating that Uganda's coffee supply chains may not meet the rigorous compliance criteria of the EUDR.

The Eastern region shows more willingness to accept supplier self-declarations (75%) and engage in third-party certifications (50%), but this is still a small proportion of the sector. The reliance on informal systems without third-party oversight is a critical weakness that could hinder market access to the EU, which increasingly demands certified evidence of sustainability. To avoid non-compliance, Uganda's coffee industry will need to transition to more formal, transparent methods of verifying supplier practices, including the adoption of third-party audits and certification programs such as Rainforest Alliance or UTZ.

Quality Control Measures

Quality control is a mixed bag across regions, with training farmers on quality improvements being the most common strategy, particularly in the Eastern (75%) and Central (72%) regions. In contrast, regular supplier audits (25%) and in-house testing are not widespread, indicating that quality control is primarily reactive rather than preventive. The South Western region shows the least engagement in training and supplier audits, raising concerns about the consistency and quality of coffee from this area. Given the EUDR's stringent requirements, this lack of robust quality control measures could undermine Uganda's coffee sector's ability to comply with EU standards.

The absence of regular audits across the majority of respondents, especially in regions like the South Western region, signals a critical gap in ensuring that coffee meets both environmental and social sustainability standards. This lack of proactive quality management indicates that many coffee producers may struggle to meet the traceability and quality assurance benchmarks required under the EUDR. Strengthening quality control processes through more frequent audits and certifications will be essential for ensuring compliance and maintaining access to the EU market.

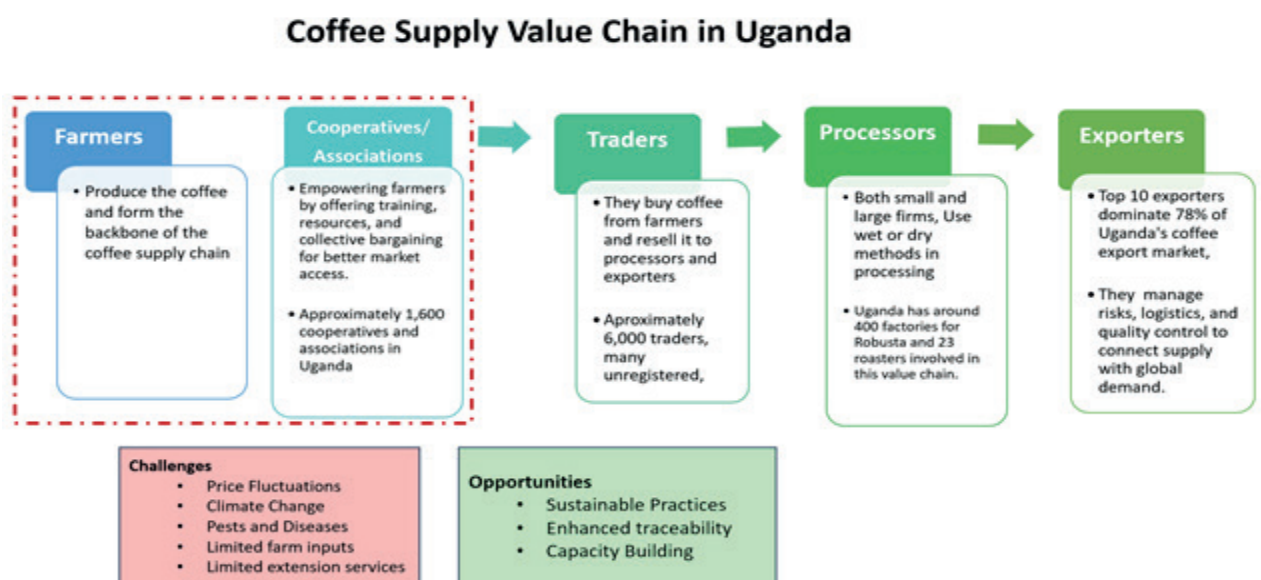


15.0: Traceability of coffee through the value chain

In the context of the EU Deforestation-free Regulation (EUDR), „traceability“ refers to the ability to track the origins and movement of products through the supply chain to ensure they comply with the regulation’s deforestation-free requirements. For coffee, this means being able to trace the product from the farm where it was grown to its final destination in the EU, ensuring that it has not been produced on land that was subject to deforestation after a specific cut-off date and for Uganda its the year 2020. Under the EUDR, companies importing coffee (and other regulated commodities) into the EU must provide detailed information about the supply chain, including the geographic coordinates of the land where the product was grown. This traceability ensures that the coffee is sourced from deforestation-free areas, and it helps authorities verify compliance with the regulation, aiming to curb the import of goods linked to deforestation.

To understand how traceability will work, we examined the coffee Supply value chain. The findings indicated that the coffee supply value chain in Uganda is a complex network involving multiple stakeholders, from production to consumption.

Below is an image showing an overview of the key components of coffee production and supply value chain



1. Coffee Production

Farmers: Smallholder farmers are the backbone of Uganda's coffee industry, accounting for over 90% of coffee production. They primarily cultivate two varieties: Robusta, grown at lower altitudes, and Arabica, grown in higher-altitude regions.

2. Processing:

Primary Processing: Once harvested, coffee cherries undergo primary processing, which can be done using either wet (washed) or dry (natural) methods. About 45% of Arabica coffee is wet-processed, while Robusta is primarily processed using the natural method.

- **Infrastructure:** Uganda has around 400 primary processing factories for Robusta and numerous small-scale processors. Quality control during processing is essential to maintain the flavour and marketability of the coffee.

3. Trading

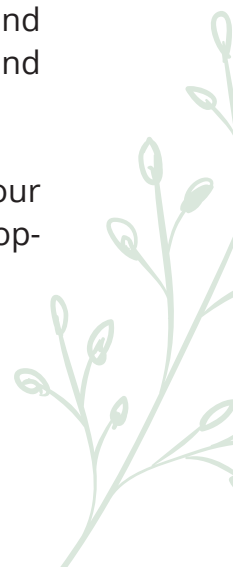
- **Traders and Middlemen:** Coffee is sold to traders, many of whom are unregistered. They play a critical role in linking farmers to larger markets, buying coffee at the farm gate, and selling it to exporters. There are approximately 6,000 traders operating at various scales.
- **Farmer Cooperatives:** Around 1,600 coffee cooperatives exist in Uganda, helping farmers with training, resources, and better market access through collective bargaining.

4. Exporting

- **Export Market:** Uganda's coffee export market is dominated by a small number of exporters, with the top 10 controlling about 78% of the volume. The country has seen a growing trend in coffee exports, with significant quantities shipped primarily to EU countries.
- **Quality Standards:** Exporters must comply with international quality standards to ensure that Ugandan coffee is competitive in global markets. Sustainable practices are becoming increasingly important due to regulations like the European Union Deforestation Regulation (EUDR).

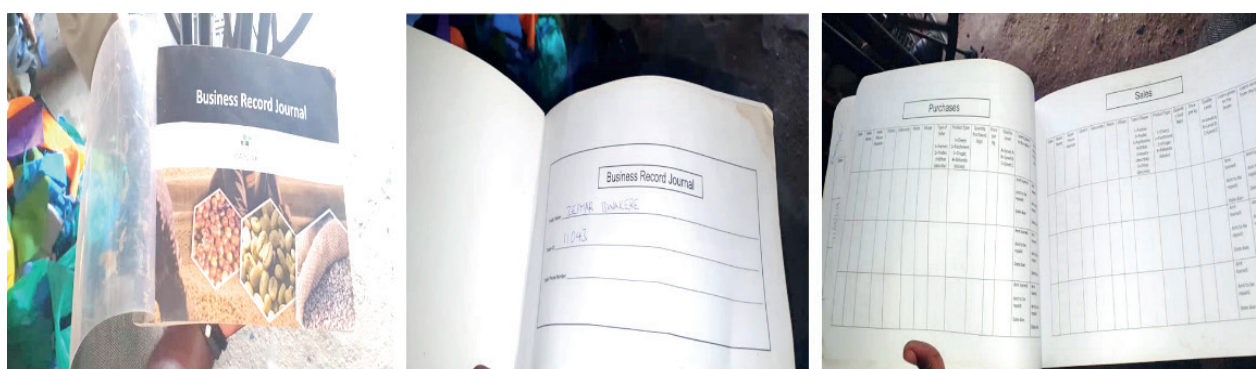
5. Retail and Consumption

- **Domestic Consumption:** While a significant portion of Ugandan coffee is exported, there is also a growing domestic market. Coffee shops and local consumption are increasing, driven by a rising middle class and changing consumer preferences.
- **Global Market Trends:** Ugandan coffee is known for its unique flavour profiles, and growing global demand for specialty coffee provides opportunities for premium pricing and brand differentiation.



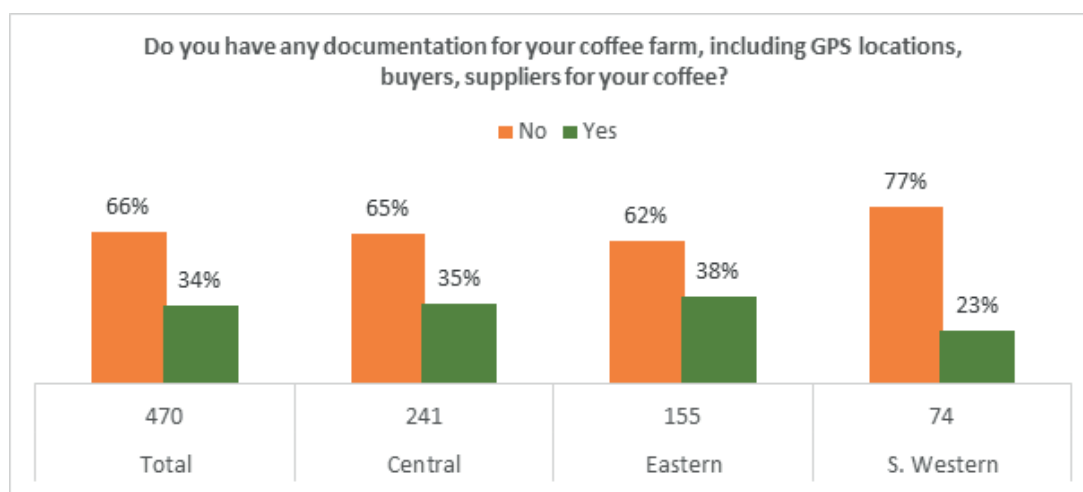
We asked farmers and other value chain players if they complied or have been keeping these records. The findings indicate significant concern in the lack of record-keeping among farmers, with more than 90% of respondents admitting that they do not maintain any formal records for their coffee business. This lack of traceability also extends to traders. The absence of documentation makes it difficult to establish a clear audit trail, which is crucial for compliance with various regulations, including traceability requirements for export markets. Interestingly, some farmers in South Western Uganda were found to keep some form of records in a book provided by their research company. Below is a sample of the records book used.

Figure 9: Book Keeping: Business Record Journal by Gap Link



Basing on the chart below, it was observed that there is low record keeping. With only 34% of farmers having documentation, this also means that there is a significant gap in meeting the EUDR's traceability requirements.

Figure 10: Record Keeping by farmers



The Eastern region shows the highest compliance (38%), but overall, there is a need for increased documentation efforts.

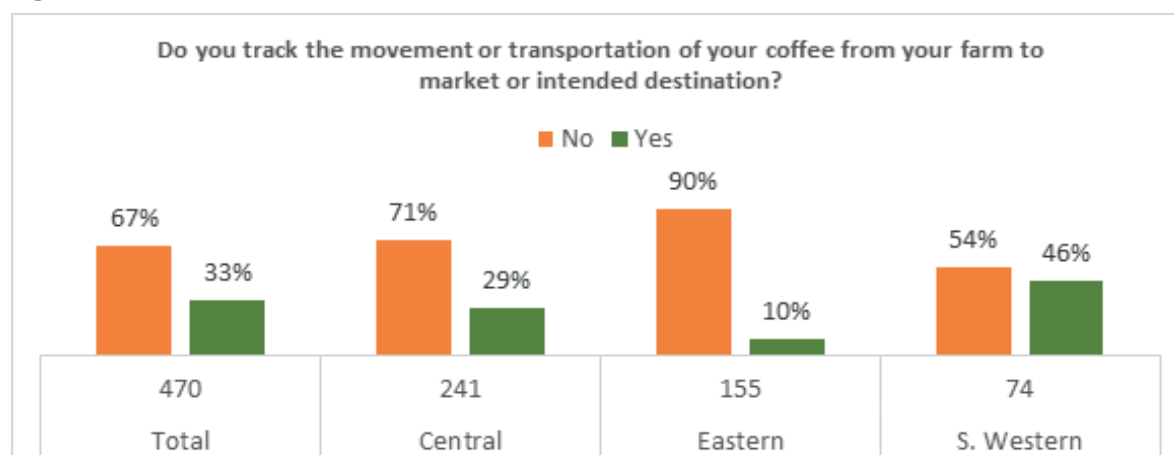
Across the board, both farmers and traders rely heavily on trust rather than formal documentation to conduct business. This lack of paperwork exposes them to significant risks and undermines the ability to standardize and professionalize the coffee value chain. It also limits their access to financial services, markets, and regulatory benefits that require documentation.

The lack of formal record-keeping systems (66%) across Uganda's coffee regions is a significant obstacle to complying with the EUDR, which requires traceability from farm to export. Manual logging is the most common form of documentation (38%), but reliance on paper-based records presents challenges in ensuring accurate and comprehensive data management. The South Western region (77%) reports the highest lack of formal systems, followed closely by Eastern (62%) and Central regions (65%), which indicates that the entire sector faces significant traceability issues. These gaps in record-keeping severely limit the ability to prove the sustainable sourcing of coffee, a fundamental requirement under the EUDR.

Moreover, only 9% of respondents rely on supplier-provided documentation, and third-party verified records (5%) are even rarer. This lack of external verification presents compliance risks, as the EUDR mandates third-party certification for deforestation-free supply chains. The heavy reliance on manual systems and the absence of robust digital solutions for tracking coffee origins mean that Uganda's coffee sector is poorly equipped to meet the EU's traceability and sustainability documentation standards. The widespread absence of formal systems across all regions underscores the urgent need for capacity-building and investment in digital record-keeping technologies to avoid non-compliance and potential market access restrictions.

Farmers were also asked if they track the movement of their coffee within the market value chain. Only 33% of the farmer respondents indicated that they tracked their coffee to either the traders and processors. Therefore, there is a clear need for improved communication and transparency with buyers to boost traceability efforts.

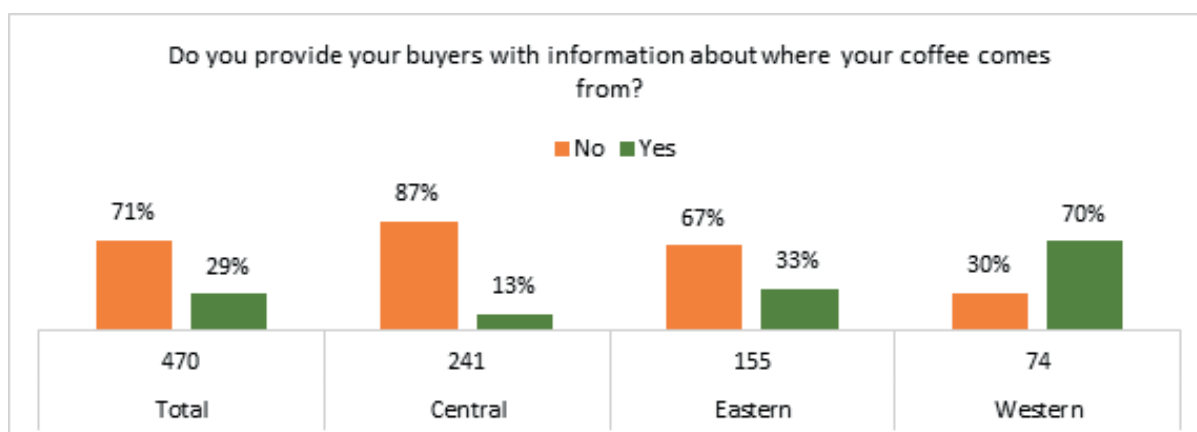
Figure 11: Track the movement of coffee to the Intended destination



Regionally, there was a low percentage of farmers who tracked their coffee to the

market as buyers came to them or they sold directly to cooperatives or organisations. In contrast, only 10% of farmers in the Eastern region track their coffee movement, highlighting a critical area for improvement to ensure compliance with international standards and enhance supply chain transparency. In the South Western region, 46% of the farmers reported doing so, indicating a strong alignment with EU regulations on traceability than other regions. This high level of tracking is partly due farmer training and research projects conducted by a private partner, which require farmers to record their sales and agro-inputs for coffee and cocoa in journals provided by the firm.

Figure 12: Provision of buyer information for Traceability purposes



Traceability practices reveal a concerning trend across both farmers and traders. Among traders, 76% do not document the source of their coffee, with the Eastern region exhibiting the highest rate of non-documentation at 90%. Only 24% of traders report tracking their coffee sources, with the South Western region slightly better at 50%. Stakeholders mirror these findings, with a staggering 90% in the Eastern region lacking a traceability plan. This critical gap emphasizes the urgent need for improved systems and practices across both traders and stakeholders.

Of those that tracked, (62%) of the traders relied on manual tracking methods, while only 3% utilize digital systems, suggesting inefficiencies that could be addressed through technology adoption. Stakeholders demonstrate similar trends, with most relying on manual tracking methods and only 3% using digital systems. The data reveals that many farmers are not fully compliant with the EU's traceability requirements, particularly in documentation and tracking. This presents an opportunity for targeted interventions to improve practices and ensure compliance.

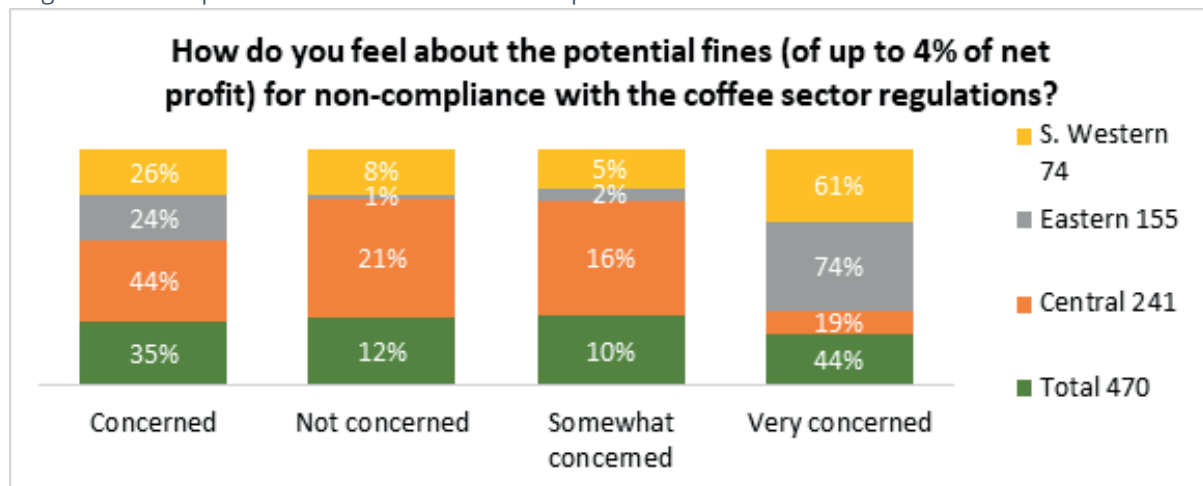
Efforts should be concentrated on regions with lower compliance rates, such as the Eastern and Central regions, to enhance their traceability capabilities and meet international standards. By addressing these gaps, coffee farmers can better align with EU regulations, ensuring their products are traceable and meet the demands of international markets.

16.0 EUDR Compliance and Enforcement:

The survey responses regarding farmer sentiments about potential fines of up to 4% of net profit for non-compliance with coffee sector regulations reveals important insights into the attitudes of coffee farmers across different regions.

Overall, 35% of respondents were concerned, while 10% were somewhat concerned. This shows that beyond the 44% who are very concerned, a notable proportion of farmers (45%) feel varying degrees of anxiety about the fines, this indicated a significant level of apprehension regarding the financial implications of non-compliance, highlighting the serious nature of regulatory compliance in the coffee sector.

Figure 13: Perceptions about the 4% fines on net profit for EUDR defaulters



Unconcerned Respondents: Only 12% of respondents were not concerned about the fines. This small percentage, particularly in the Eastern region where concern is highest, suggests that a majority of farmers are acutely aware of the financial risks associated with non-compliance.

Regional Differences: Eastern Region: The highest level of concern is observed in the Eastern region, where 74% of respondents reported being very concerned. This suggests that farmers in this area may face greater challenges in meeting compliance standards, potentially due to limited resources, knowledge, or support systems.

South Western Region: 61% of respondents in the South Western region also indicated high concern. This reflects the prevalent anxiety among coffee farmers regarding their ability to comply with regulations, possibly influenced by market pressures and competition.

Central Region: In contrast, the Central region showed a lower percentage of very

concerned respondents (19%). This could be attributed to better access to information, resources, and support mechanisms that may alleviate the burden of compliance for farmers in this area.

The widespread concern among coffee farmers about potential fines for non-compliance with regulations signals the urgent need for targeted policy interventions and support. Policymakers should prioritize educational programs to help farmers understand and adhere to sector regulations, reducing their anxiety around penalties. Establishing robust support structures, such as advisory services or mentorship programs, can further ease compliance by providing farmers with the necessary tools and resources. Effective communication from authorities, addressing concerns directly, and building trust are crucial to enhancing cooperation. Additionally, given the regional disparities in concern—particularly in the Eastern region—tailored strategies that account for local challenges will be essential in fostering compliance and ensuring a more resilient and sustainable coffee farming community.



17.0 Key perceptions about the implementation of the EUDR

Apart from the above 4% fines concerns, the farmers' responses provide valuable insights into their views on the overall implementation of the European Union Deforestation Regulation (EUDR). Their concerns ranged from awareness to expectations of support and the practical

implications of the regulations. The Survey reveals significant issues across Central, Eastern, and South Western Uganda, with the primary concern being the urgent need for mass awareness and sensitization; 42% of respondents identified this as a critical issue. Notably, the Central region reported the highest level of concern at 58%, compared to 24% in the Eastern region and 26% in the South Western region. As seen figure 9 below.

Table 9: Perceptions about the implementation of EUDR

General Perceptions	Total	Central	Eastern	South Western
Total	470	241	155	74
Need for mass awareness and sensitization	42%	58%	24%	26%
Farmers expect benefits and support	21%	15%	21%	21%
Need for price sustainability	9%	8%	6%	19%
Government should enforce regulations	4%	2%	8%	5%
Government wants to impose taxes	4%	8%	0%	0%
Regulation should come in good faith	2%	1%	0%	12%
UCDA should translate to local languages	2%	2%	2%	0%
Others (Address child labour and gender, foreign influence, Quality control)	1%	0%	0%	1%

This disparity suggests that stakeholders in the Central region feel significantly more uninformed or disconnected from agricultural initiatives than those in other areas. Conversely, it may indicate that farmers in the Eastern and South Western regions either have a better understanding of their informational needs or may not fully recognize the extent of information required for effective compliance with the EUDR.

Below is a detailed analysis of the table 9 above

1. Need for Mass Awareness and Sensitization (42%)

The most significant concern across all regions was the need for mass awareness and sensitization, emphasized by 58% of farmers in the Central region. Many farmers express feeling uninformed about the EUDR and its implications for their practices. One farmer in the Central region stated, "We don't understand what the EUDR is and how it will affect our farming. We need more information to comply

with these new rules.” While farmers in the Eastern and South Western regions also recognize the importance of awareness, their concerns are less pronounced. The higher percentage of concern in the Central region may reflect its status as a hub of agricultural activity and communication. The call for mass sensitization emphasises the need for practical information regarding compliance with the EUDR, potential benefits, and the challenges it may present to their operations. This indicates a potential understanding gap, where many farmers may not fully grasp what the EUDR entails and worry about unknowingly violating regulations. A targeted communication strategy, utilizing local languages and traditional media channels, could help bridge this gap. Farmers’ requests for accessible information highlight the critical role that tailored outreach efforts could play in increasing compliance and participation in regulatory processes.

2. Farmers Expect Benefits and Support (21%)

The second most prominent perception is that 21% of farmers across all regions expect tangible benefits and support from the Uganda Coffee Development Authority (UCDA) and the government regarding the EUDR implementation. They want assurances that these regulations will lead to improved market access, price stability, and overall economic security. One farmer from Masaka noted, “If we follow these rules, we need to see some benefits—better prices, more market access, and support inform of inputs on our farming.”

This indicates that successful implementation of the EUDR requires not only enforcing compliance but also demonstrating its positive impacts on farmers’ livelihoods. Notably, the Eastern and South Western regions report similar concerns at 21%, reflecting widespread apprehension throughout these regions. In contrast, the Central region shows a lower percentage at 15%, suggesting that farmers here may either have better access to resources or have yet to develop expectations due to lower awareness.

Farmers believe that while global regulations like the EUDR can be beneficial, they must also offer tangible local rewards for those practicing environmental stewardship. Transparent communication and trust are essential for farmers to embrace these regulations, as many fear increased costs and restrictions. To allay concerns, regulators should introduce clear economic incentives, such as financial support or guaranteed market access for sustainable products. Farmers, feeling neglected by state agencies, stress the need for more effective government engagement to build confidence and ensure that compliance doesn’t negatively impact their livelihoods. One farmer in Mbale said, “We need to know that following these new government rules won’t make us poorer and vulnerable”



3. Need for Price Sustainability

A section of the farmers (**9%**) was concerned about price Stability and sustainability, particularly in the South Western region (**19%**), highlight fears that EUDR compliance may negatively impact their income and livelihoods. Farmers worry that meeting EUDR requirements could impose additional costs, such as certification, audits, or new farming practices, potentially reducing profitability unless there is a corresponding rise in prices for sustainably produced products. One farmer from the South Western region remarked, “If these new regulations make our costs go up, how can we survive? We need assurance that our prices won’t drop.” This sentiment resonates with many Ugandan farmers, especially smallholders, who often feel vulnerable to external market forces and price fluctuations. Farmers in the Central and Eastern regions (**8%** and **6%**, respectively) also raise this issue but with less urgency, expecting that any regulations linked to deforestation would include mechanisms to ensure fair pricing for sustainably produced crops.

The need for price stability and market support, especially in the South Western region, shows that regulations should address not only compliance but also provide economic safety nets for farmers, ensuring they benefit from regulatory frameworks.

4. Government should Enforce Regulations

Only **4%** of farmers advocate for government enforcement of regulations, with a slightly stronger sentiment in the Eastern region (**8%**). Whereas this sounded positive, there was a feeling that the whole announcement to register farmers and impose regulations on *“Coffee Growing” was causing anxiety among the coffee producers who were not sure of its future implication. One farmer in Mubende expressed, “If there are laws, they should be enforced, so that everyone gets to know, let all of us be treated the same way. Otherwise, some of us will be at a disadvantage.”*

Another Farmer in Mubende Insisted that *“UCDA supports more of the private large farmers in the country and not us. They need to get time to seat with us and discuss how to help us”.*

This statement reflects skepticism regarding the government’s capability to effectively enforce the EUDR or concerns that existing regulations are inadequately implemented. Farmers worry that without strong enforcement, compliance efforts by some could be undermined by others who feel they are above the law. The South Western region shares a similar concern, though to a lesser extent (5%).



5. Government Wants to Impose Taxes

A small 4% of farmers in the Central region also express apprehensions that the government might leverage the EUDR to justify new taxes. One farmer in the region noted, “We are already struggling to make ends meet. If they bring new taxes because of these regulations, it will hurt us more” This sentiment, absent in the Eastern and South Western regions, indicates that these farmers view regulatory changes with suspicion, fearing they may become a financial burden. It reflects a common anxiety among Ugandan farmers and traders that international regulations could lead to increased domestic financial obligations, thereby diminishing profitability.

6. Regulation Should Come in Good Faith

Some farmers **(2%)** express skepticism regarding the registration exercise, suspecting it may lead to increased land use / grabbing, tighter government control over private operations. There are concerns that this process may disproportionately benefit wealthier individuals or large farm owners, potentially marginalizing smallholder farmers and exacerbating inequalities in the coffee market. One farmer in Kasese voiced this concern, stating, *“We small farmers are scared and will hardly rest until we get communication that we shall be treated fairly following this registration process.”* This perspective is more pronounced in the South Western region **(12%)**, where farmers express that for the EUDR to succeed, it must be implemented transparently and with genuine intentions. They fear that regulations could be applied arbitrarily or that corruption might distort the process. This sentiment likely relates to broader concerns about fairness in distributing both costs and benefits associated with EUDR compliance on the farmers’ side.

Concerns regarding the EUDR also include potential negative impacts, such as restrictions on land use or increased costs associated with compliance. Regulators must actively address these concerns by providing solutions that allow farmers to adapt their practices without compromising their livelihoods. This might involve transitioning support for sustainable farming methods, sharing best practices, and ensuring that regulations are implemented in a way that acknowledges the realities of farming in different regions.

7. UCDA should Translate to Local Languages (2%)

Farmers are calling for the Uganda Coffee Development Authority (UCDA) to communicate effectively about the EUDR by translating materials into local languages. The lack of translation contributes to misunderstandings and a sense of alienation from the regulatory process. One farmer in Mbale emphasized, *“If they want us to follow the regulations, we need to understand them in our own language, everyone is interpreting things their way and its confusing.”* This desire highlights the need for inclusivity in regulatory discussions, where local languages serve as



a bridge between policymakers and farmers. Effective communication strategies are vital for successful compliance; hence, UCDA's outreach efforts should consider the linguistic diversity in Uganda's farming communities. Such measures can empower farmers with knowledge, ensuring they are informed participants in the regulatory landscape.

8. Addressing Child Labour and Gender Dynamics

A small percentage of farmers (1%) raised issues related to child labour and gender dynamics within the context of the EUDR. One farmer stated, "We need to talk about child labour and how it affects our community and coffee production. Some children are not in school... some depend on this coffee to stay in school, its also our culture that children help their parents, If the regulations help with this, it would be a good thing." This perspective indicates an awareness of broader social issues and a desire for regulations to encompass not only environmental concerns but also customs, social justice and recognizing that sustainable farming practices must also address human rights issues.

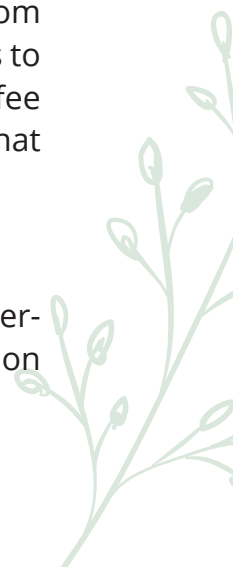
9. In addition to the aforementioned concerns, farmers have expressed apprehensions about perceived foreign influence over the registration initiative, leading to suspicion and resistance. Many farmers believe the interests driving the EUDR are more aligned with European agendas rather than the needs of Ugandan farmers. One farmer in Mityana articulated this sentiment, stating, "It feels like these rules are made for Europe, not for us. For example, what size and type of forest are they talking about...I own my land and small forest not government"

10. Deforestation Regulation on current land use

Farmers voiced significant concerns about how deforestation regulations might negatively impact their coffee yield. One farmer explained, "We know we need to protect the environment, cocoa and coffee like shaded areas and these are close to forests, how will we survive without farming our lands?" This reflects a division in attitudes towards environmental sustainability. While farmers recognize the need for environmental protections, they also fear that such measures could threaten their agricultural viability and caused anxiety. For example, In Mityana, farmers were anxious about whether coffee cultivated in areas previously planted with eucalyptus will meet the compliance standards set by the European Union Deforestation Regulation (EUDR). This uncertainty raises fears of exclusion from export markets, highlighting the need for clear guidance on legal requirements to avoid disruptions in market access. A farmer in Mityana said "I planted my coffee after cutting my eucalyptus forest, I planted on my land, are they going to call that a forest also?"

11. Lack of Infrastructure and Extension Services:

Producers were also frustrated about the lack of infrastructure and extension services that have hindered quality production standards. Farmers in Eastern region



seemed to be more affected. Farmers in Kasese and Mubende report that only those who secure external funding can adopt best practices for compliance. This raises the concern that while registration could provide access to government funding, the disparity in resources will continue to disadvantage smaller farmers.

12. Reliability on Middlemen and Quality Controls

A section of value chain players in Kasese, Mubende, and Mityana voice significant concerns regarding the role of middlemen in the coffee value chain. Many report instances of adulteration and tampering with quality, particularly among Arabica coffee transactions. There is a collective interest in registration initiatives as a potential means to eliminate middlemen, thereby improving product integrity. However, fears persist that registration may restrict their selling options, particularly for smallholder farmers.

13. Trusted Agricultural Inputs

Farmers were concerned about the availability of quality agricultural inputs such as trusted seedlings, pesticides, and fertilizers Amidst this EUDR Implementation. This concern was most prevalent in the Eastern region (19%), followed by the Central (13%) and South Western (9%) regions. The emphasis on input quality underscores the need for better access to reliable agricultural products, which could improve both productivity and compliance with regulatory standards. Furthermore, some farmers expressed a belief that regulations should be enacted in good faith, suggesting that trust in the regulatory process is critical. Farmers want to see tangible benefits from these regulations and assurance that they are designed to support their interests rather than impose unnecessary burdens.

Farmers are demanding better access to quality inputs, which suggests that strengthening supply chains and regulating agricultural input providers could enhance compliance with coffee sector regulations

In summary, Farmers' perceptions of the EUDR highlights a critical need for enhanced education, transparency, and tangible support. A collaborative approach involving government engagement, capacity building, and equitable market access is essential for fostering trust and ensuring the successful implementation of the EUDR. By addressing these multifaceted challenges and integrating farmers into the conversation, Uganda's coffee sector can build resilience and secure a stable future amidst evolving regulatory landscapes. The insights gained from farmers highlight the importance of a tailored approach that prioritizes their unique needs, ultimately leading to more successful outcomes for both farmers and regulatory bodies.



18.0 Coffee farmer support systems

In Uganda, the responsibility for implementing and guiding value chain players to comply with the European Union Deforestation Regulation (EUDR) is shared between the Ugandan government, led by agencies like the Ministry of Agriculture and the Uganda Coffee Development Authority (UCDA), and the private sector. UCDA, along with NGOs and advisory bodies, provides training and support to farmers and exporters on sustainable practices and traceability. The EU Delegation in Uganda also plays a key role in offering technical assistance, while coffee exporters and processors are responsible for ensuring compliance through due diligence and sustainable sourcing practices. This collaborative effort helps Uganda's coffee industry meet EUDR standards and maintain access to the EU market.²⁰

This baseline survey findings on whether respondents have received support or guidance from the government regarding compliance with international coffee regulations show a clear majority have not benefited from such assistance, with notable variations based on all demographics. Across the sample of 470 respondents, a notable 82% reported not receiving any government support or guidance related to compliance with international coffee regulations, with only 18% confirming that they had received assistance. This highlights a significant gap in governmental efforts to help coffee sector stakeholders align with international standards. The data highlights the need for more robust and widespread outreach to ensure the coffee industry in Uganda remains competitive on the global stage.

Below is a chart showing the summary findings;

Figure 14: Producer Support and Guidance by government regarding Compliance with EUDR



Regional disparities are evident in the responses. In the Central region, 80% of respondents reported not receiving support, while 20% confirmed receiving assistance. The Eastern region shows similar figures, with 83% stating they had not

been supported and 17% reporting the opposite. However, the South Western region is the most underserved, where 91% of respondents indicated they had not received government assistance, and only 9% reported receiving any form of support. These figures suggest that the lack of government engagement is consistent across regions, with the South Western region being particularly overlooked.

Age also plays a role in the perceived availability of government support. Respondents aged 18–25 years reported the lowest percentage of non-support (67%), with 33% indicating they had received assistance, suggesting that younger individuals may have had slightly more exposure to government programs. In contrast, 88% of those aged 26–44 years, 82% of those aged 45–54 years, and 75% of those above 55 years reported not receiving support. This suggests that younger respondents may have benefited more from outreach efforts or have a different perception of government programs.

Education level significantly influences access to government support. Among degree holders, 55% reported receiving guidance, indicating that more educated individuals may be better positioned to access government resources or understand regulations. In stark contrast, 92% of respondents with no education and 92% of those with vocational education reported not receiving any support. Similarly, 79% of those with primary education and 92% of those with secondary education indicated they had not received assistance. Gender differences further reveal that women are more underserved, with 89% of female respondents reporting no support, compared to 80% of men. This suggests that women in the coffee sector face additional barriers in accessing government resources.

Overall, there is overwhelming demand across all regions for training on traceability and record-keeping (83%), as well as for technical assistance (79%) and financial support (78%) to help meet certification requirements under the EUDR. The South Western region (100%) reports the highest need for financial support, indicating that economic barriers are a major obstacle to compliance. The reliance on manual documentation and lack of third-party verification further exacerbates the challenges faced by coffee producers in demonstrating sustainable practices. Without significant investment in these areas, Uganda's coffee sector risks falling short of the EUDR's standards.

The call for technical and financial support is consistent across all regions, signalling an urgent need for capacity-building programs and access to funding that can help farmers, traders and producers transition to more sustainable practices. As the EU's deforestation-free requirements tighten, the demand for certification programs and digital traceability solutions will only grow. This widespread request for assistance indicates that without external support, many coffee producers will struggle to comply with the regulation, putting their access to the EU market in jeopardy. Ensuring that financial and technical resources are made available will be crucial for safeguarding Uganda's coffee sector in the global market.



19.0 Belonging to Coffee Organizations or Cooperatives

According International Labour Organization report „Cooperatives and Rural Employment 2013, Cooperatives, farmer groups, and associations play a vital role in supporting smallholder farmers by improving access to resources, markets, and services. They provide a platform for collective bargaining, enabling farmers to negotiate better prices for inputs and outputs, reduce transaction costs, and access larger markets. These organizations also offer training, financial services, and technical support, helping farmers adopt improved agricultural practices, enhance productivity, and meet regulatory standards. Furthermore, they foster knowledge sharing, social cohesion, and advocacy, representing farmers' interests in policy discussions and strengthening their economic resilience. In this survey, we probed farmers about their belong to these organs and the role they play.

The figure below reveals respondents' membership in coffee organizations or co-operatives, segmented mainly by region.

Figure 15: Membership to Cooperatives and other organisations



The results indicate that 64% of respondents in the coffee sector are not members of any organization or cooperative, while 36% reported being affiliated. This majority of non-membership suggests that many coffee farmers lack access to formal support structures, such as cooperatives or associations, which could affect their ability to tackle industry challenges or benefit from collective resources. The Central region had the highest rate of non-affiliation at 76%, while the Eastern region showed stronger cooperative participation, with 57% of respondents being members.

Regional differences are notable, with the Eastern region displaying a more developed cooperative network compared to other regions. In contrast, younger respondents (18–25 years) had the highest rate of non-membership at 83%, indicating a lack of integration into formal support systems among the youth. Middle-

aged respondents (45–54 years) showed higher engagement with cooperatives, while older individuals (55+ years) had a slightly lower non-affiliation rate. Education also plays a significant role, with those having vocational training showing the highest cooperative membership, while degree holders displayed a higher non-membership rate.

Gender differences reveal that women are slightly more engaged in cooperatives than men, with 36% of women being members compared to 25% of men. This points to potential differences in how men and women approach support systems in the coffee sector. Overall, the findings emphasize the need for targeted outreach, particularly among younger farmers, men, and those with lower educational levels, to enhance participation in cooperative structures.

Key insights from the analysis above reveal several important trends in cooperative membership among coffee farmers. First, the majority of coffee workers are not affiliated with cooperatives, which could limit their ability to access resources and support, hindering collective action within the sector. The Eastern region stands out for its higher cooperative membership, suggesting that stronger local networks may contribute to better farmer support. Younger respondents, particularly those aged 18–25, and individuals with lower educational levels are less likely to belong to cooperatives, highlighting the need for targeted outreach to these groups to improve engagement. Additionally, women are slightly more involved in cooperatives than men, which may indicate different support needs or engagement dynamics between genders in the coffee sector.

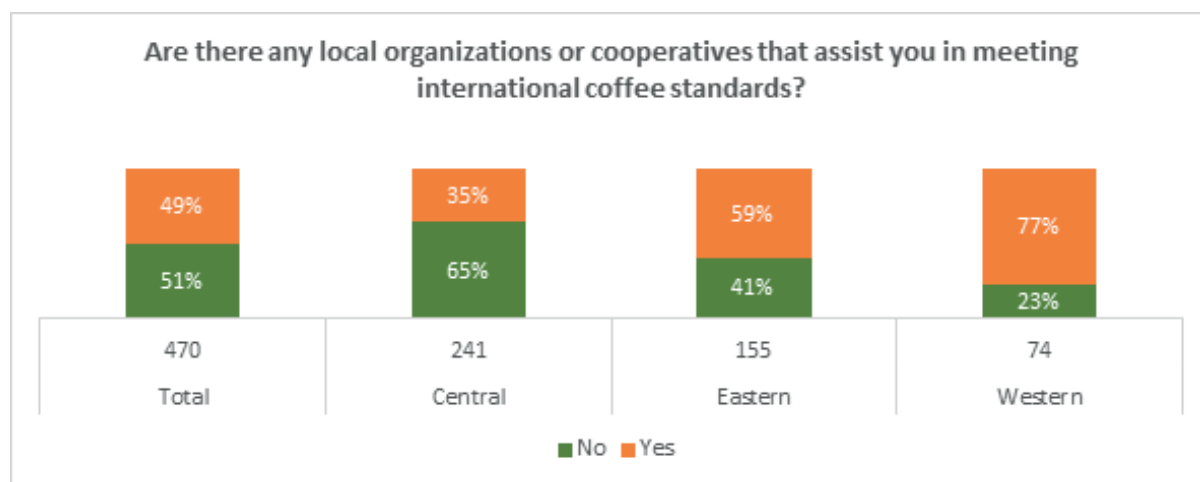


20. Local Organizations and Cooperatives Assisting with International Coffee Standards

In this section, respondents were asked whether local organizations or cooperatives assist them in meeting international coffee standards. This question aimed to explore the role these entities are playing in helping farmers navigate complex global regulations, certifications, and best practices required for international market access. By understanding how cooperatives and local organizations support compliance with standards the responses shed light on the level of external assistance available to coffee farmers and the gaps that may exist in providing adequate support for global market integration. This analysis also helps assess how effectively local institutions contribute to improving the quality and competitiveness of Ugandan coffee in international markets.

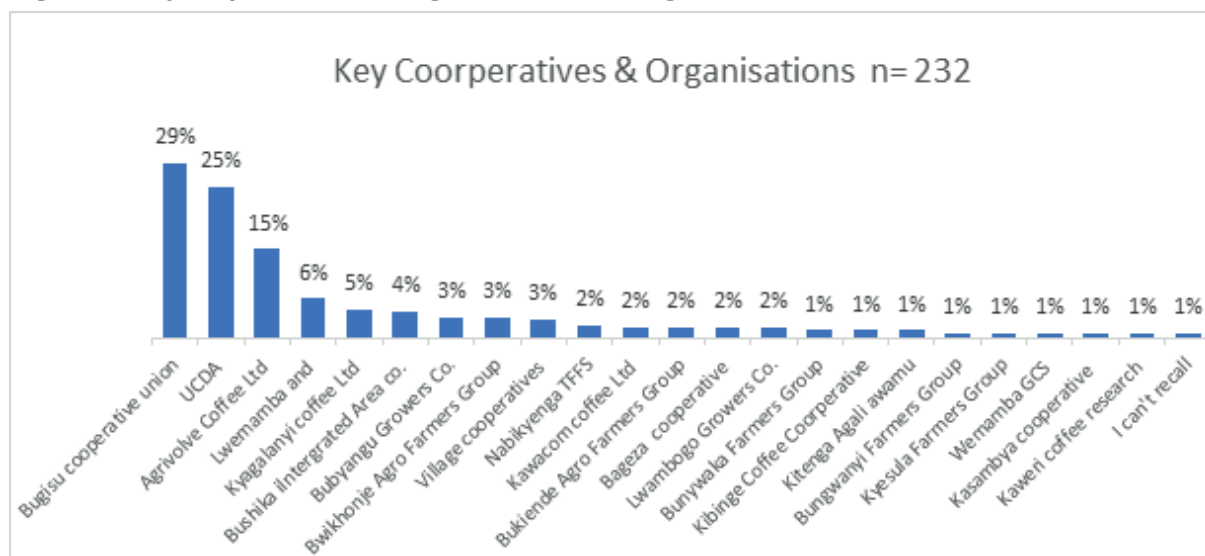
First, we asked farmers if they were aware of any Farmer Organisations and co-operatives in their areas of operation offering this much needed Assistance.

Figure 16" Organisations and Cooperatives assisting coffee producers with EUDR Compliance



The data shows that 51% of respondents report not receiving assistance from local organizations or cooperatives to meet international coffee standards, while 49% indicate they do receive help. Of those who reported receiving support, Bugisu Cooperative Union is the most prominent organization, assisting 29% of respondents. This is followed by UCDA (Uganda Coffee Development Authority), which supports 25%, and Agrivolve Coffee Ltd, which aids 15% of respondents.

Figure 17: Key cooperatives and Organisations assisting Coffee Farmers



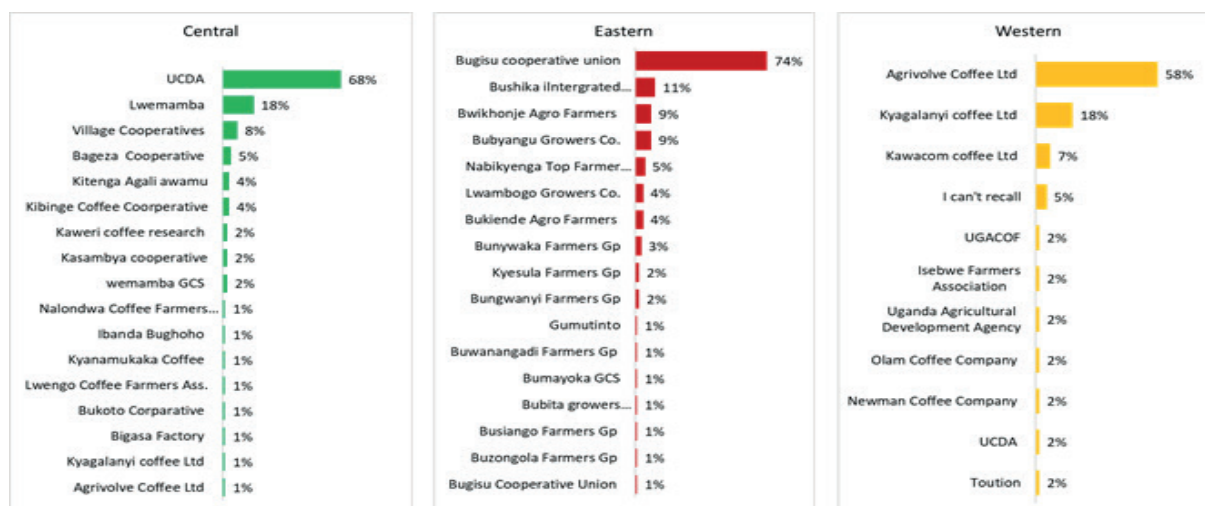
Several other organizations play smaller roles, such as Kyagalanyi Coffee Ltd (5%), Bushika Integrated Area Cooperative (4%), and Bubyangu Growers Cooperative Society and Village Cooperatives, both at 3%. However, a notable portion of respondents (1%) could not recall the name of the organization helping them, which may indicate either a lack of strong association or clarity in these support networks.

Despite the presence of these organizations, many cooperatives and groups show little or no reported support activity. For example, organizations such as Newman Coffee Company, Olam Coffee Company, Uganda Agricultural Development Agency (UADA), and several others have zero respondents reporting assistance. This reflects uneven support across regions or the potential lack of presence of some organizations in certain areas.

Overall, while there are key players like Bugisu Cooperative Union and UCDA actively supporting farmers, a significant number of farmers remain outside formal assistance structures, which could hinder their ability to meet international standards and compete effectively in global markets.

The charts below provide insights into the local /regional organizations and cooperatives that assist coffee farmers in Uganda in meeting international coffee standards, with data segmented by region (Central, Eastern, and Western).

Figure 18: Organisations and Cooperatives segmented by regions



In the Central region, the Uganda Coffee Development Authority (UCDA) emerges as the dominant organization, assisting 68% of respondents. UCDA's strong presence underscores its pivotal role in the coffee sector within this region. Other organizations, though less prominent, include Lwemamba and UCDA (18%), Village cooperatives (8%), and Kyagalanyi Coffee Ltd (1%). This indicates a relatively high level of concentration in support, with most farmers in Central Uganda relying heavily on UCDA for guidance on meeting international standards.

In contrast, the Eastern region shows a significantly different landscape, with the Bugisu Cooperative Union standing out as the primary source of assistance for 74% of the respondents. Interestingly, UCDA plays no notable role in this region, suggesting that the cooperative structure here is more localized and cantered around regional organizations. Smaller cooperatives, such as Bushika Integrated Area Cooperative (11%) and Bwikhonje Agro Farmers Group (9%), also contribute, though to a much smaller extent, highlighting a more diversified but still Bugisu-centric support framework in the east.

The Western region presents yet another distinct scenario, with Agrivolve Coffee Ltd leading the support efforts, assisting 58% of respondents. Kyagalanyi Coffee Ltd (18%) and a few other organizations, such as Newman Coffee Company and Olam Coffee Company (2% each), provide supplementary assistance, showing a combination of both larger corporate entities and smaller cooperatives playing an active role in supporting farmers. Unlike the Central and Eastern regions, the Western region's support structure appears more fragmented, with Agrivolve Coffee Ltd being the major player.

Across all regions, the Bugisu Cooperative Union and UCDA emerge as the most influential organizations nationwide, though their influence is highly regionalized in the Eastern part of the Elgon Mountains. Bugisu Cooperative Union is dominant

in the east, while UCDA is primarily active in the central part of the country. Agri-volve Coffee Ltd stands out as the key player in the western, reflecting the regional variations in the organizations that coffee farmers depend on for assistance.

Smaller cooperatives, such as Bushika Integrated Area Cooperative, Village Cooperatives, and Bwikhonje Agro Farmers Group, although important, only assist a small percentage of respondents across the regions. Their presence highlights the role of localized community-based organizations, though their reach is limited compared to the larger players. Notably, 1% of respondents could not recall the names of the organizations assisting them, which suggests a potential gap in awareness or clarity about the organizations that provide support. The regional variation suggests the need for a more cohesive national strategy to ensure consistent support for coffee farmers across all regions, particularly in the drive to meet international standards.

Types of Assistance

From the survey findings, the table below, it clearly suggests that Training and Education is the most commonly provided form of assistance, with 81% of respondents benefiting from it. However, there are significant regional variations. In the Western region, almost all respondents (98%) received training and education, making it the dominant form of assistance there. The Eastern region saw 79% receiving such training, while the Central region lagged slightly behind at 73%.

Table 10: Assistance provided to farmers by organisations and Cooperatives

	Total	Central	Eastern	S.Western
	232	84	91	57
Training and education	81%	73%	79%	98%
Market access and networking	64%	19%	95%	81%
Provision of quality seedlings	41%	70%	27%	18%
Provision and training on use of quality pesticides	28%	63%	8%	11%
Certification support	13%	25%	4%	9%
Savings and credit scheme / source of income	2%	5%	0%	0%
Financial support in form of loans through our savings	1%	4%	0%	0%
Providing materials to use on the farm	1%	0%	0%	4%
Education on how to care for coffee	0%	1%	0%	0%

Market Access and Networking was another prominent form of support, reported by 64% of respondents overall. However, this type of assistance was heavily concentrated in the Eastern region, where 95% of farmers benefited from it, compared to 81% in the Western region and only 19% in the Central region. This suggests a gap in market access support in the Central region, despite its otherwise strong assistance in other areas.

The Provision of Quality Seedlings was another form of assistance received by 41% of respondents overall, but with significant regional disparities. In the Central region, 70% of farmers reported receiving quality seedlings, while only 27% of farmers in the Eastern region and 18% in the Western region received such support.

Similarly, the Provision and Training on the Use of Quality Pesticides was noted by 28% of respondents, with the Central region again showing the highest rate (63%), while only 8% of farmers in the Eastern region and 11% in the Western region benefited from this type of support.

Certification Support was relatively low, with 13% of respondents overall reporting that they received help in this area. The Central region led again at 25%, while the Eastern region lagged with only 4%, and the Western region with 9%. This reveals a lack of certification initiatives in the Eastern region, potentially limiting farmers' access to premium markets.

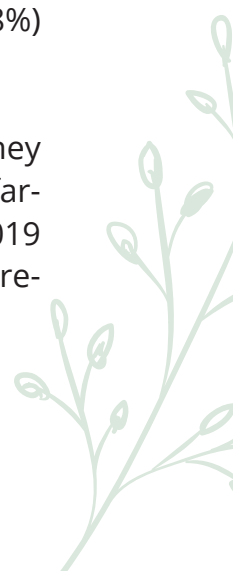
Other forms of assistance, such as Savings and Credit Schemes (2%), Financial Support in the Form of Loans (1%), and Providing Farm Materials (1%), were much less common and primarily concentrated in the Central region. The Western region reported some receipt of farm materials (4%), but no such support was found in the Eastern region.

Year or Period of Assistance

We also probed on the year/s when farmers received assistance, this data was to provide insights into the continuity and recency of support. The year 2023 was the most common period for receiving assistance, with 31% of farmers overall benefiting from support during that year. However, this assistance was concentrated in the Eastern region, where 58% of respondents reported receiving aid in 2023, compared to only 12% in the Central region and 16% in the Western region.

In 2024, 16% of farmers overall received assistance, with the Western region showing the highest rate (23%), followed by 20% in the Central region, and only 8% in the Eastern region. The year 2022 also saw significant support, with 21% of respondents overall reporting assistance, particularly in the Western region (28%) and the Eastern region (22%).

Interestingly, 8% of respondents overall could not recall the specific period they received support, with the Western region showing the highest proportion of farmers who could not remember (23%). Other years, such as 2021 (5%) and 2019 (4%), had smaller pockets of support, with no significant concentration in any region.



The data reveals significant trends and gaps in the support provided to coffee farmers across regions. Notably, there are regional imbalances in assistance, with the Central region receiving more help in quality seedlings, pesticides, and certification, while the Eastern region excels in market access but struggles with pesticide provision and certification. The Western region benefits from extensive training but lacks support in seedling provision and certification. Recent trends indicate that assistance has become more concentrated in 2023 and 2024, particularly in the Eastern and Western regions, while the Central region has seen less recent support. Additionally, there is a notable gap in financial support, such as loans and credit schemes, across all regions, and limited certification efforts in the Eastern region could impede farmers from accessing higher-value markets that require certification.

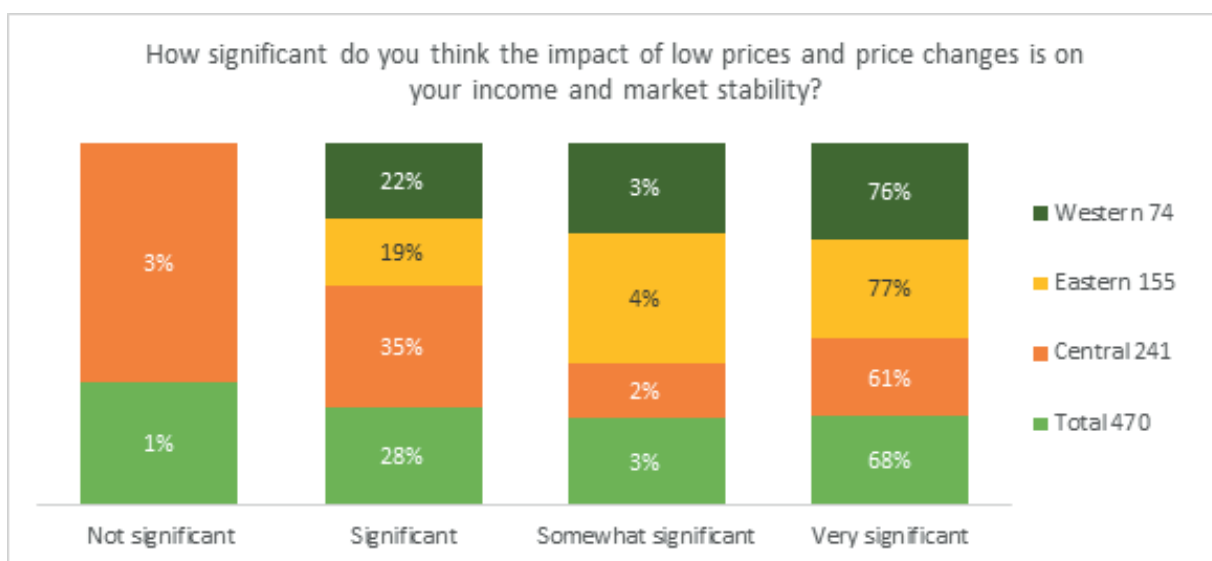


21.0 Coffee prices and Market Dynamics

The analysis of responses regarding the perceived impact of low coffee prices and price changes on income and market stability reveals critical insights into the concerns of coffee producers across different demographics and regions. In regards to this Economic Sustainability attribute, traders were asked what they thought about the impact of low prices and price changes to their income and market stability. Majority of the traders show a high level of concern regarding the impact of low prices and price volatility on their income and market stability. A striking 64% of traders consider these factors very significant, with 97% of traders in the South Western region sharing this sentiment. Only 1% of traders believe that price fluctuations are not significant, indicating a consensus on the importance of stable pricing for economic viability. The data suggest that traders are acutely aware of the challenges posed by fluctuating market conditions and their potential impacts on their livelihoods, highlighting a critical area where interventions could enhance resilience and stability in the coffee market.

The same question was posed to the farmers and a substantial 68% of respondents indicated that the impact of low prices and price changes is very significant on their income and market stability. This high percentage reflects a consensus among coffee farmers that market fluctuations pose a severe threat to their financial well-being and the overall stability of their operations. In the current market climate, farmers in Bududa and Kasese voiced concerns about persistently low coffee prices. This economic pressure has led some producers to shift their focus to higher-value crops such as onions and tomatoes, which offer quicker returns. This shift highlights the importance of adaptability in response to market fluctuations, emphasizing the need for farmers to remain agile in their crop choices.

Figure 19: The impact of price instability on farmer incomes



The South Western region reported the highest concern regarding price impacts, with 76% of respondents deeming the situation as very significant. This suggests that farmers in this region might be particularly vulnerable to market volatility, potentially due to their reliance on coffee as a primary income source.

The Central region followed closely at 61%, while the Eastern region reported 77%. The heightened concern in the Eastern region may indicate specific challenges faced by farmers there, such as less access to alternative crops or market information.

Respondents aged 26 to 44 years expressed the highest level of concern, with 75% rating the impact as very significant. This age group is often in their prime farming years, balancing family responsibilities and economic pressures, making them more attuned to the implications of price fluctuations. For the 45 to 54 years age group, 76% reported significant concerns, while those above 55 years reported 75%. This trend suggests that older, more experienced farmers are also highly aware of how price changes can impact their established practices and livelihoods.

Respondents with a degree or graduate education had a 64% rate of perceiving the impacts as very significant, which is lower than other educational categories. Conversely, farmers with vocational training exhibited a higher perception of impact (79%), suggesting that practical knowledge may enhance awareness of market dynamics. Among farmers with no formal education, the impact was less significant, with only 2% indicating a lack of concern. This suggests a possible disconnect between educational attainment and understanding market forces, emphasizing the need for targeted educational initiatives.

Female respondents showed slightly higher concern, with 69% rating the impact as very significant compared to 68% of male respondents. This could reflect the unique challenges faced by women in agriculture, including limited access to resources, information, and support networks that can mitigate the effects of price changes.



Managing price fluctuations

The findings show that diversification of crops is the most common strategy used by coffee producers to manage price fluctuations, with 24.5% of respondents adopting this approach. By growing other crops alongside coffee, farmers can balance their income during periods of low coffee prices, ensuring greater financial stability. Additionally, some producers integrate complementary ventures like animal husbandry, which further enhances their economic resilience.

Interestingly, 32.1% of respondents reported having no specific strategy to manage price fluctuations. This lack of planning is likely tied to uncertainty or a reliance on prevailing market prices, leaving these farmers vulnerable to sudden drops in coffee prices. Some producers attribute their lack of strategy to the youth of their coffee plants, which have not yet generated substantial sales, contributing to their uncertainty.

A smaller percentage of producers, 2.6%, use contracts with buyers to mitigate the risk of price volatility. These contracts provide a more predictable pricing structure, reducing the uncertainty associated with fluctuating market prices. In many cases, the use of contracts is combined with other approaches, such as crop diversification and access to financial services, to create a more robust risk management strategy.

Access to savings or credit was reported by 1.7% of respondents as a key factor in maintaining income stability. Financial flexibility through savings or credit allows farmers to better weather periods of low prices, providing a financial buffer to sustain them during difficult times. Together, these findings highlight the diverse strategies and challenges faced by coffee producers in managing market risks, with significant variation in the level of preparedness across different producers.



22.0 Regulations on Gender Inequality by traders and farmers

The European Union Deforestation Regulation (EUDR) addresses gender inequality and child labor by promoting sustainable practices and equitable treatment within supply chains. The regulations emphasize the need for businesses to ensure that their operations do not contribute to social injustices, including the exploitation of women and children in agricultural sectors. By mandating due diligence processes, the EUDR requires companies to assess and mitigate risks related to gender inequality and child labor, fostering an environment where marginalized groups can access fair wages, education, and opportunities. This holistic approach aims to enhance social responsibility and sustainability in global supply chains, aligning economic growth with ethical standards.

The Baseline survey data regarding attitudes towards addressing gender inequality and child labor in the coffee sector reveals varied perspectives among traders and farmers across different regions, age groups, education levels, and genders. A significant majority of traders (57%) consider these issues as very important for the sustainability of the coffee sector, with the South Western region showing particularly strong support at 85%. However, there are notable differences in other regions, with only 24% of traders overall viewing these issues as important, and a concerning 14% dismissing them as unimportant, particularly in the Eastern region where 25% express indifference. These findings highlight the need for educational initiatives to increase awareness and understanding of social sustainability among traders.

Among farmers, attitudes also vary, with 34% of respondents considering gender inequality and child labor important, while 38% see them as very important. However, a significant portion remains indifferent or dismissive, with 17% viewing these issues as unimportant and 11% as somewhat important. Cultural beliefs, such as seeing children and women as sources of labor, may influence these attitudes, particularly within the agricultural system. This indicates a gap in awareness that may require culturally sensitive interventions to shift perceptions and underscore the importance of social sustainability in farming communities.

Table 11: Addressing gender inequality and Child Labour for sustainability

How important do you think addressing gender inequality and child labour is for the sustainability of the coffee sector?				
	Total	Central	Eastern	South Western
	470	241	155	74
Important	34%	41%	19%	45%
Not important	17%	22%	6%	24%
Somewhat important	11%	14%	5%	16%
Very important	38%	24%	70%	15%

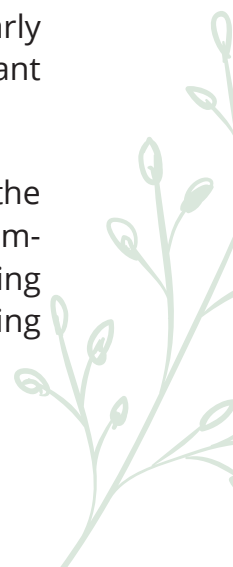
The regional breakdown further highlights these variations. In the Eastern region, a remarkable 70% of respondents believe addressing these issues is very important, whereas the South Western region shows lower engagement, with only 15% considering it very important and 24% dismissing it as unimportant. The Central region has a more moderate stance, with 41% finding it important. These regional disparities suggest that awareness campaigns and policies need to be tailored to regional contexts, with a particular focus on areas where concern is low.

Attitudes toward gender inequality and child Labor also vary by age, education, and gender. Younger respondents (18–25 years) and those with higher education, particularly diploma holders, show stronger support for addressing these issues, while older individuals (above 55 years) and those with no education express less concern. Gender differences also emerge, with men generally showing more consistent concern than women, though a significant portion of women (33%) view the issues as somewhat important. These findings underscore the need for targeted interventions, focusing on older, less educated individuals and specific regions to foster a more widespread understanding of the importance of addressing gender inequality and child labor for the sustainability of the coffee sector.

Measures to address gender inequality and prevent child labour in the coffee value chain.

Although at a low level, some of the stakeholders have taken measures to address gender inequality and prevent child labour in their operations. The data from the traders and processors shows varying levels of commitment to addressing gender inequality and child labour across Uganda's coffee regions. For example, overall, Equal pay for men and women was mentioned by majority (47%) and Equal employment opportunities was at (42%) by traders and processors. Equal pay for men and women is most commonly practiced in the South Western region (85%), suggesting a more progressive approach to gender equity. In contrast, the Central region (30%) shows a significant lag in ensuring pay equity, which could hinder compliance with international standards. Equal employment opportunities are also unevenly distributed, with the Central region (48%) leading the effort, while the Eastern region (34%) shows less initiative. The prevalence of no specific measures to address gender inequality and child labour in the Central (48%) and Eastern (43%) regions highlights a substantial gap in social sustainability, particularly when compared to the South Western region (3%), which has made significant strides.

The limited uptake of education programs on child labour laws, especially in the Central region (4%), raises concerns about the overall awareness of social compliance requirements. The South Western region's higher focus on not employing underage children (12%) aligns better with the EU's commitment to eradicating





child labour. These findings suggest that while the South Western region is making efforts to meet social sustainability standards, the Central and Eastern regions face challenges that could jeopardize compliance with EUDR requirements. A lack of consistent social sustainability measures across regions implies that Uganda's coffee sector needs targeted interventions to address these gaps, particularly as the EU market increasingly demands adherence to gender equity and child labour laws.





23.0 Conclusions and recommendations

23.1 Recommendations

1. Communication

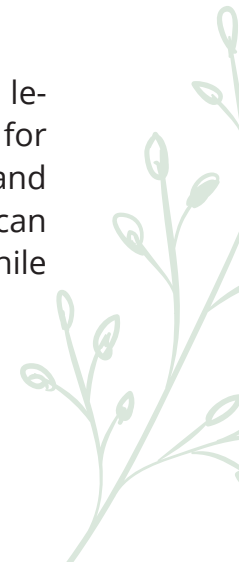


A robust and sustained communication and awareness campaign focused on the European Union Deforestation Regulation (EUDR) is essential for Uganda's coffee sector. This campaign should target key stakeholders, including coffee farmers, cooperatives, exporters, and policymakers, providing tailored messages that address their specific concerns about EUDR compliance. Organizing training workshops will help educate stakeholders on sustainable farming practices and traceability requirements. Additionally, leveraging digital platforms for outreach and sharing success stories can enhance engagement. Collaborative partnerships with local NGOs and government agencies will strengthen the campaign's impact, while feedback mechanisms will ensure continuous improvement and adaptation to stakeholders' needs.

Educational Programs for Sustainability Awareness: There is an urgent need for educational campaigns that raise awareness about sustainability issues, including gender inequality, child labour, and regulatory compliance. These campaigns should focus on underserved regions like the South Western region and target older, less educated individuals. Culturally sensitive approaches should be integrated to address entrenched beliefs around labour roles in families and farming communities.

2. Tailored Regional Interventions

Interventions should be region-specific, reflecting the unique challenges and levels of awareness in each area. The Eastern region, which shows high concern for sustainability, can serve as a model for other regions, particularly the Central and South Western regions. Local leaders, farmers' associations, and cooperatives can play key roles in promoting gender-inclusive and child-labour-free practices, while ensuring compliance with international standards like EUDR.



3. Support for Price Volatility Management

Given the economic vulnerability of coffee producers, there is a need for robust policies to stabilize market conditions. Governments and NGOs should facilitate access to financial mechanisms like savings, credit, and formal contracts with buyers. Additionally, crop diversification strategies should be promoted to help farmers manage income fluctuations, while also enhancing resilience to climate change and price instability.

4. Gender-Sensitive Approaches

Gender-specific interventions are necessary to address the unique challenges faced by women in the coffee sector. Women's participation in decision-making processes should be encouraged, and they should have equal access to resources like financial support, training, and market information. This will enable them to play a more active role in driving sustainability and economic growth within the sector.

5. Improved Market Information Systems

Real-time access to market information is critical for helping farmers navigate price volatility. Government, cooperatives and NGOs should establish market information platforms, enabling farmers to make informed decisions about when to sell their coffee. Timely updates on market prices and weather conditions can help producers maximize their income and reduce uncertainty.

6. Strengthen Government Support and Compliance Guidance

Farmers need clear guidance on how to comply with international regulations, particularly the EUDR. The government should provide technical assistance on sustainable farming practices such as agroforestry, organic farming, and soil conservation. These efforts will enhance productivity, resilience to climate change, and compliance with international standards.

7. Leverage Radio and Multi-Channel Communication

Radio remains a powerful tool for disseminating agricultural information, especially in rural areas. Enhancing radio campaigns to provide weather updates, market prices, and sustainability practices is crucial. Additionally, integrating other media such as television, mobile platforms, and social media (e.g., WhatsApp, Facebook) will ensure broader reach and engagement. Regional stations and local leaders should be involved to align messaging with local languages and cultural contexts.

8. Facilitate Access to Financing

Developing financial programs that support investment in sustainable farming practices is key to long-term viability. Governments and financial institutions should create tailored credit facilities that allow farmers to invest in new technologies, diversify crops, and meet regulatory standards without being burdened by high-interest rates or complex lending criteria.



9. Monitor and Evaluate Interventions

Ongoing monitoring and evaluation of interventions are necessary to assess their effectiveness and inform future policy. Regular assessments will help ensure that sustainability efforts remain relevant and impactful, particularly in addressing emerging challenges related to market volatility, regulatory changes, and environmental degradation.

To meet the requirements of the EUDR and ensure the long-term viability of Uganda's coffee sector, several steps are necessary:

- 1. Capacity Building:** The Ugandan government and international partners must invest in educating farmers and cooperatives about the EUDR's requirements. This includes providing technical assistance and financial support to help farmers implement traceability systems and sustainable farming practices.
- 2. Strengthening Traceability Systems:** Uganda must enhance its national traceability infrastructure to meet international standards. This will not only help comply with the EUDR but also boost Uganda's competitiveness in global markets.
- 3. Sustainable Farming Practices:** Encouraging the adoption of climate-resilient coffee varieties, shade-grown coffee, and integrated pest management can help mitigate the impacts of climate change and deforestation on coffee production.
- 4. Incentives for Farmers:** To encourage participation in the farmer registration process, the government should offer tangible benefits such as subsidized inputs, fertilizers, and pesticides. Collaborating with established cooperatives will also improve trust and engagement among farmers.



23.2 Conclusions

The analysis of traders' and farmers' perceptions in Uganda's coffee sector reveals critical social, economic, and environmental challenges, particularly related to compliance with international regulations like the European Union Deforestation Regulation (EUDR), gender inequality, child labour and price volatility. While there is awareness of the importance of addressing gender inequality and child labour, engagement levels vary significantly across regions, age groups, education levels, and gender. The Eastern region and younger, more educated respondents show higher concern for sustainability issues, while older individuals and those from the South Western region exhibit lower engagement. This highlights a need for targeted interventions to ensure broad-based sustainability in the sector.

Economic sustainability remains a pressing concern for traders and farmers. The data shows widespread anxiety over price volatility, with many producers lacking clear strategies to manage income fluctuations. While some farmers use crop diversification and formal contracts with buyers to mitigate risks, a significant portion remains vulnerable due to limited access to financial resources and market information. Trust in government support is low, with many producers expressing frustration over inadequate assistance and the challenges posed by intermediaries in the value chain.

The analysis also uncovers disparities in compliance with EUDR, leading to fears of fines, increased government control, and foreign influence in the coffee market. Farmers are apprehensive about their ability to meet international standards without sufficient support, particularly in terms of sustainable land management practices. These concerns are compounded by the socio-economic factors that affect livelihoods, such as limited access to education, gender inequality, and regional disparities.

Overall Strategy, a comprehensive, collaborative approach between farmers, government agencies, NGOs, and stakeholders are essential for creating a sustainable and equitable coffee sector in Uganda. By addressing the gaps in knowledge, education, gender inequality, regional disparities, and economic vulnerabilities, Uganda can build a more resilient coffee industry that not only meets international standards but also improves livelihoods for all participants.



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