



USAID
FROM THE AMERICAN PEOPLE



Volunteer Name: Heather Fabriès
Country: Uganda
Country project: Oil Seed Crops
Assignment UG72: Feasibility Study for Sesame
Cleaning and Packaging
Host: NilePro Trust Limited
Venue: Arua
Audience: Sesame value-chain stakeholders
Number of people:
Date: June 15th – 24th , 2016



1. Assignment Objectives as in SOW

- Objective 1 - Conduct a marketing analysis of sesame cleaning and packaging through discussion and research with stakeholders.
- Progress with the objective: Met with stakeholders across the value-chain including: farmers' organizations, agro-dealers (middle-men and buyers), exporters, extension, banks, landowners (for planting facility) and competitors.
- Expected impacts/results: Created SWOT summary for each group interviewed and inserted into feasibility study. Identified constraints and threats along the value-chain that must be addressed.
- Recommendations: Address each constraint to ensure that the business plan can be achieved.

2. Assignment Objectives as in SOW

- Objective 2 - Feasibility study of business opportunity for sesame cleaning and packaging facility in West Nile region
- Progress with the objective: Final draft attached.
- Expected impacts/results: Feasibility study to be submitted to CRS for impact investment opportunity. Expected result is funding.
- Recommendations: Look at refining business plan based on feasibility study.

3. Assignment Objectives as in SOW

- Objective 3 - Guide Nile Pro staff into developing a marketing plan that can inform production and marketing decisions
- Progress with the objective: Marketing plan done with previous business plan
- Expected impacts/results: NilePro has a strategy in place to market buying of sesame from farmers and sale to exporters.
- Recommendations: Marketing plan may need to be revised based on recommendations from feasibility study. Look into E-marketing strategy and training.

3. Recommendations to the host with regards to the assignment

- Planning was done well. I was impressed with the amount of thought that went into it. However, respect the plan.

4. Anticipated Impact

- From these assumptions we see a net loss of \$0.05 per kilo in the first year, a net profit of \$0.50 per kilo in the second year and a profit of \$1.06 per kilo in the third year. The operating loss in year 1 will be covered using the grant and in years 2 and 3 the investment will have enough financial sufficiency to cover its costs and support farmer development.
- In Year 3, the Investment will have capacity to refund the grant (if this is required) or turn it into a reserve fund in the investment for bulking of sesame at fair prices from farmers.

4. Anticipated Impact

- These profits will then be used for farmer institutional strengthening (25%), 15% will be used to increase farm gate price, 30% of profit for seed access and technically equipping farmers, and 30% to go back into the company.
- ***Global direct benefit to the farmers in Years 2 and 3 is \$44,049 and \$186,288 respectively.***

5. Recommended future volunteer Assistance

- E-marketing training for NilePro Trust
 - Market farmers produce electronically
 - Advertise NilePro Trust services
- Business development
 - Farmers' cooperatives
 - NilePro Trust

6. Recommendations to other non-host stakeholders

- ACEs to market themselves to farmers in conjunction with NilePro Trust
- ACE resource mobilization for agro-inputs
- ACE committee strengthening
- Banks to do financial literacy trainings
- OLAM to partner with Nile Pro Trust trainings for strengthening B2B linkages

Action plan for host recommendations

Recommendation	Specific Action	Responsible person	By when
1. Organize 2 farmers groups as bulkers or contract farmers	Sensitize farmers groups on advantages of bulk marketing	NilePro	6 months
2. Help farmers to negotiate with buyers rather than middle-men	Create direct link between Olam buyers and farmers	NilePro/Palm	1 month before harvest
3. Build linkages with local government	Contact departments of Works, Water and Sanitation, and District Commercial Officer	NilePro/Ronald	2 months
4. MoUs with exporter	Sign MoU with at least 1 sesame exporter	NilePro/Robinson	1 month before harvest

7. How can CRS improve future volunteer experience

- I was very happy with the experience.
- Impress the importance that the volunteer is there to help and build capacity; not do all the work.

Thank You!