

20th May 2021, 12:00-14:00 (GMT)

Session N°4: Sustainable food systems: the key role of SMEs and businesses



INNOVATIONS^{Wi-Fi}
SERIES



SUSTAINABLE FOOD SYSTEMS- KATI FARMS LTD, UGANDA

**(Youth, Women, Investment and Innovation in sustainable
food systems)**

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**20th MAY 2021
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Case study: **Kati Farms (Uganda) Ltd**

- ❖ Kati Farms is an agro fish-processing social enterprise founded in 2012.
- ❖ Kati is a national and regional player in fish processing, trade and value addition, working with over 1,000 small fish holder farmers.
- ❖ Our flagship product- fish sausages, developed with the technical support of Uganda Industrial Research Institute (UIRI).
- ❖ Production started at 100 kilograms of fish sausage a day. By the third month, production increased 500 kilograms a day.
- ❖ Provides direct employment to women and youth.



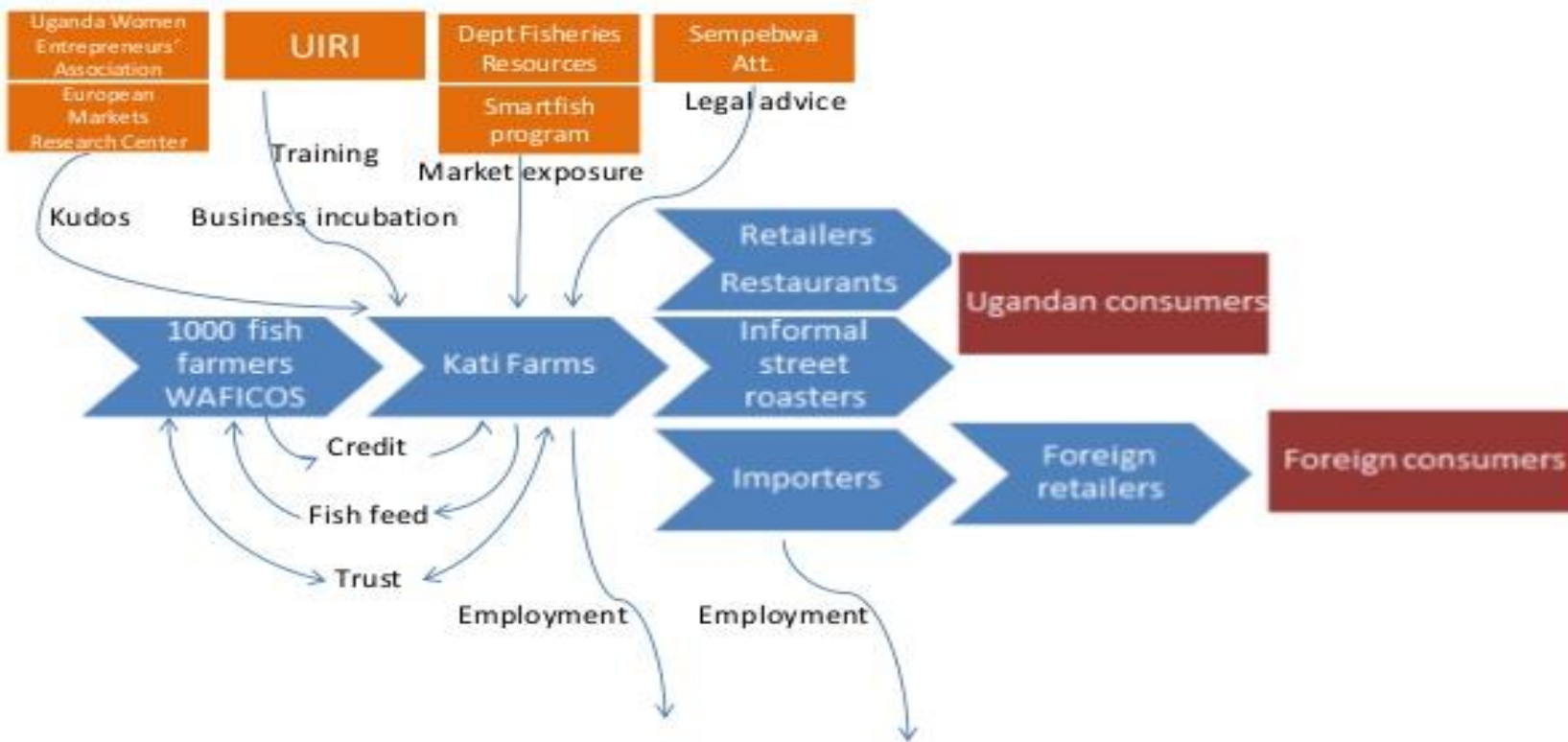
KATIFARMS

Link between producers and consumers



KATIFARMS

Kati Farms' value chain: More fish by and for the poor*



* Learn about the 'whole' value chain approach of the [Livestock and Fish CGIAR Research Program](#)

- ❖ **An innovative product:** Development of innovative products like fish sausages gave us advantage over potential competitors.
- ❖ **Customizing products to customers'** different tastes-Urban clients want easy and fast to cook products in affordable packages .
- ❖ **Unlimited supply of main raw materials,** when we started, no one wanted to use farmed fish. So we had no difficulty in sourcing our main ingredient.
- ❖ **Regular endorsement boost entrepreneurs' confidence,** being accepted to work at the UIRI incubation centre.

- ❖ Explore, create, and deliver quality fish products to satisfy the needs of a target market at a profit.
- ❖ Promotion of sustainable fish processing technologies.
- ❖ Add value to prevent deterioration/waste management.
- ❖ Healthy competition-Replicating what we have achieved with fish farmers to other African agrifood commodities produced in abundance but unfortunately wasted for lack of markets.



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Involvement of youth & women in food systems



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Explore trade and market development options – local /regional/international



Edible Fish powder Powder;
NEW



Alestes baremoze (Angara) snacks ; **NEW**



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- ❖ Doing business in Africa is hard. Most especially in the land locked country of Uganda. **Its difficult to find adequate packaging materials, machinery for processing. Everything has to be imported at high cost and high risk.** Chilling and infrastructure is lacking particularly challenging to market a perishable product like fish.
- ❖ Limited E-commerce tools, and expertise for shaping urban food systems.
- ❖ **Most challenging is the lack of money for investing:** commercial banks seem mainly interested in funding projects that are safe and guarantee quick return on investment.

Thank You





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Thank you

