



UFAAS YEAR PLANNER -2025



AIRTEA

Strengthening Agricultural Knowledge & Innovation Ecosystem for Inclusive Rural Transformation & Livelihoods in Eastern Africa

Digital Connectors for farming communities



Sharing Experiences and Case Stories of the Digital Connectors for Farming Communities in Uganda



Digital Solutions: Powering the UFAAS of Today



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The digitalization of agricultural extension services in Uganda presents vast opportunities for all value chain actors, particularly smallholder farmers. The Uganda Forum for Agricultural Advisory Services (UFAAS) underscores the significant prospects in the development, adoption, and utilization of digital technologies to enhance agricultural production efficiency, competitiveness, and commercialization.

With UFAAS driving the integration and scaling up of digital innovations while consolidating gains and expanding outreach, several successes have been recorded, particularly in enhancing smallholder farmers' access to critical information and knowledge on input and output markets, post-harvest processing, and value addition. By leveraging digital solutions, farmers can make more informed decisions, adopt climate-smart practices, and optimize resource management, ultimately contributing to a more resilient, sustainable, and market-driven agricultural sector.

Amidst the challenges that digital technology continues to face, digital transformation remains essential for achieving global, regional, and national development aspirations, as enshrined in Uganda's National Development Plan IV (2025/26 - 2029/30). Uganda's commitment as a member of the African Union (AU), further emphasizes the role of digitalization in agricultural transformation, economic growth, and social development, in alignment with the AU's Digital Transformation Strategy for Africa (2020-2030). These commitments reinforce the urgent need to mainstream digital tools in agricultural extension services to empower farmers, enhance data-driven decision-making, and strengthen resilience against climate change and market shocks.

Additionally, Uganda's National ICT Policy (2014) prioritizes the use of digital technologies to enhance the agricultural value chain in both quality and quantity. UFAAS continues to play a pivotal role as a key enabler of digital transformation in Uganda's agricultural extension system, ensuring that smallholder farmers and other value chain actors harness the full potential of digital technologies for increased productivity, profitability, and sustainability.

As Uganda moves forward in its digital transformation journey, embracing digitalization in agriculture is no longer an option—it is a necessity. With continued investment, collaboration, and innovation, UFAAS remains committed to shaping a smarter, more resilient agricultural sector for the future.



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UFAAS and the Digital Connectors Project

Uganda Forum for Agricultural Advisory Services-UFAAS (<https://ufaas-ugandacf.org/>) is a professional network organisation that brings together Agricultural Advisory and Extension Services (AEAS) actors in Uganda. It is one of the 40 Country Chapters of the Africa Forum for Agricultural Advisory Services- AFAAS (<https://www.afaas-africa.org/>). AFAAS is the umbrella network organisation for AEAS in Africa, and one of the continental fora under the Global Forum for Rural Advisory Services-GFRAS (www.g-fras.org).

UFAAS was established in May 2011, following an institutional assessment that found out that, while there were several professional networks related to agriculture, none was holistically embracing all the AEAS issues in Uganda. The forum is a legal entity, registered in 2013. It is a non-state actor that works very closely with the Ministry of Agriculture Animal Industry and Fisheries (MAAIF), through national and local government representatives

who are part of the Board of Directors. Since its inception, UFAAS has continued to focus on promoting an effective, efficient, and innovative AEAS system through: institutional development; networking and information sharing; capacity development; increased professional development, and advocacy among AEAS actors in Uganda.

One of UFAAS' key strategic themes is "Communication, Knowledge Management, and Digitalization". It focuses on setting up mechanisms that enable all UFAAS members to access and exchange information and knowledge among themselves for professional, personal, and membership development via sound digital knowledge management systems and applications.

Quote: "Transforming the agriculture sector through digitalization is a global priority to meeting the challenges of food and nutrition insecurity, youth unemployment, climate change, and overall economic growth. Therefore, in youth entrepreneurship, it is imperative to foster a breed of young ICT 'agripreneurs' while supporting digital platforms to drive greater inclusion, especially women entrepreneurs in the agricultural value chain" **at the launch of Innovation Village, Ntinda.**

Note: UFAAS' Year Planners are designed as knowledge products intended for use by Agricultural Extension and Advisory Services Actors and stakeholders while learning about UFAAS activities and experiences. **The one for this year is dedicated to the Digital Connectors for Farming Communities (DC4FC) Project.**

HAPPY 2025





Uganda Forum for Agricultural Advisory Services (UFAAS)



Digital Connectors for farming communities



The Digital Connectors for Farming Communities Project in Uganda



With AFAAS, FARA and ASARECA M&E Team in Bugiri



A beneficiary Farmer



DCs at a Radio Station

The **Digital Connectors for Farming Communities (DC4FC)** is one of the 11 sub-projects under the Strengthening Agricultural Knowledge and Innovation Ecosystem for Inclusive Rural Transformation and Livelihoods in Eastern Africa (AIRTEA) Project. AIRTEA was funded by the European Union through the Organization of African Caribbean and Pacific States (OACPS) Research & Innovation Programme, coordinated by the Forum for Agricultural Research in Africa (FARA) and implemented by the Association of Strengthening Agricultural Research in East and Central Africa (ASARECA) and the East African Farmers Federation (EAFF).

The DF4FC in Uganda has been implemented by a consortium of AFAAS (management and coordination), AgConnectors (technical support) and UFAAS (key implementer), implemented in the districts of Bugiri and Luweero, together with two Farmer Organisations, that were identified as effective **Innovation Platforms (IPs)** for hosting the project. The 2 ½ years DF4FC project was focused on: creating employment opportunities for rural women and youth as digital connectors (DCs); digital delivery of AEAS services to farming communities; and evidence-based information for policy makers. 9 **Digital Connectors (DCs)** were selected, trained, and mentored in digitally delivering agricultural services and products of their agricultural business models.

Summary Achievements: Out of 9 enrolled, 6 youth and women managed to establish sustainable businesses; 3,440 value chain actors (mainly farmers) receiving different digitalized advisory services through the DCs.

Sustainability: Each of the DCs is committed to continuing their businesses, because they built a mutual relationship with the farmer where each party benefits. Also a joint application is proposed, where all the current business models and more can log and operate digitally to connect to farmers and also earn income. However, this requires more time and resources.



January 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat



ADVOCACY FOR DIGITALIZATION OF AG-EXTENSION SERVICES

Digital Connection is one of the non-conventional methods that can help reduce the extension farmer ratio which stands at 1:1800 in Uganda. Under the DC4FC Project, dialogues on the digitalization of ag-extension services were held amongst the stakeholders ranging from civil servants, politicians, technical staff, farmers, farmer organizations, and financial institutions in the districts of Luweero and Bugiri. The uptake of e-extension amongst the farmer and farmer organizations was reported to be very low in rural areas. This is because of the high cost of tools and services like internet and electricity; limited capacity to use ICT tools, the inadequate collaboration between NGOs, government and research organization; poor network connection; limited knowledge on information packaging; lack of digital kits like smartphones, limited access to the universal platform, no e-diary, inadequate knowledge on digitalization, generation gap that is, Age versus ICT and expensive ICT gadgets.

It was concluded that the delivery of digitalized agricultural extension services in Uganda requires more effort. It requires adopting the current approaches of extension, making the best use of policies that provide an enabling environment to allow for digital extension, and prioritizing the needs of every value chain actor, for further development in the agriculture sector in Uganda. Below are the summary recommendations to the government and any effort towards digitalisation of ag-extension services

- ◆ Build the capacity of digital connectors and the farming community to use ICT tools and gadgets
- ◆ Improve coordination and encourage stakeholder engagement
- ◆ Extend the electricity services to rural areas at a reduced price
- ◆ Subsidise cost of ICT tools and gadgets
- ◆ Reduce tax on services like the internet.
- ◆ Establish access to digital portals, and the extension of internet servers to the rural areas
- ◆ Establishment of digital hubs and formation of multi stakeholder platform
- ◆ Subsidise the cost of inputs accessed digitally.



A word from a policy implementer

"With the digital platforms, it becomes easy for farmers to relay their concerns/challenges in a very short time and the response is also very timely." With the road network challenges, fuel, and the limited number of technical people to reach out to farmers, these digital connectors have bridged the gaps and farmers are easily getting access to genuine timely inputs, information, advisory services, and packaging.'

It's just obvious that the project has contributed to the employment of youths because it is the youths that are mostly versed with the digital era and more involved in digitization services. We thank UFAAS so much"

Dr Sarah Majugu, District Production and Marketing Officer, Bugiri District Local Government.

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February

2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat





Farmers' Organizations as effective Innovation Platforms for the DC4FC Project

Bugiri Institutions and Agribusiness Development Association (BAIDA) in Nankoma, Sub County, Bugiri District



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Makaka Moses, formerly a Farmer Trainer, has managed BAIDA since its inception. Together with his management team, the board and farmers, BAIDA soared to a level of being one of the best Farmers' Organisations in Bugiri.

BAIDA, a legally registered entity, is an association formed by 65 groups with 4,220 (60%W) farmers in 2010, with

support from Sasakawa Global 2000.

Its ag-extension team is composed of one (1) qualified Agricultural Officer and eight (8) Village Agents. The main enterprises promoted are: maize, soya, groundnuts, and horticulture, with maize as a complete value chain.

It has: a farmers' centre with offices and a training hall, a 300MT capacity store, maize shellers, a maize mill, and grain dryer/cleaner (30MT/day).

BAIDA supported and worked with 5 (2F, 3M) Digital Connectors to deliver different ag-extension services digitally.

Zirobwe Agaliawamu Agro-processors and Training Association (ZAABTA) in Zirobwe Sub county, Luwero District



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ZAABTA is managed by: Mayambala Godfery (an Economist) and assisted by Ms. Prossy Nankya (a Business Management specialist).

ZAABTA, a legally registered entity, is an association formed in 2004 by 171 farmer groups with a total of 5022 members (2,461 F, 2269 youths), with support from Sasakawa Global 2000.

Its ag-extension team is composed of one (1) qualified AEW (1F), 70 Village Agents (22W), and 86 Plant Doctors. The main enterprises promoted from production to marketing are: rice, maize, beans, soya, coffee, horticulture, and livestock (poultry, piggery and rabbitry), with

maize and rice as complete value chains. It has: a farmers' centre (with offices, a training hall, and a SACCO), 1 truck, 3 tricycles (tuktuks), 2 stores of 500MT+ 600MT, and 10 small stores at village level (100MTeach).

ZAABTA supported and worked with 4 (1F, 3M) Digital Connectors to deliver different ag-extension services digitally.

Both BAIDA and ZAABTA work with different Value Chain (VC) actors to ensure quality services to their members

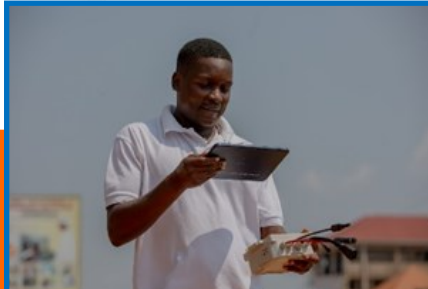
VC Actors	BAIDA	ZAABTA
Buyers/Marketers	4-Internal, 2-External	28 companies (18 international)
Finance Institutions	Centenary Bank and Post Bank	Equity and Opportunity Bank
Input suppliers	EasyAgric, NASECO, Grain Pulse	Seed Companies (Bukoola, Nsanja, Pearl Seeds, FCA)
Local leaders	Local leaders at District and Sub-county level	From Village Local Council 1, to LCII, LCIII up to District LC5+ national
Researchers	NARO, Makerere University	NARO, Makerere University
Transporters	4 Private Cos. with trucks	5 Private Cos. with trucks
Seed multipliers	Farmers multiplying Soya for Makerere University	Farmers multiplying Soya and beans for NARO-Namulonge



March 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat





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Irrigation Made Easy Through E-DIMES

By Antony Kisaakye



Kisaakye Antony (25yrs) has a Diploma in Water Engineering, from Ndejje University. He is a Digital Connector under the Zirowwe Agaliawamu Agri-Business Training Association (ZAABTA) Innovation Platform (IP). His innovation is the Electronic Delivery of Irrigation and Water Management Extension Services (E-DIMES) business model. He reaches out to farmers both digitally and physically. He was linked to UFAAS by his ZAABTA Manager, since Antony was already one of the extension workers for the association and a trained Plant Doctor under the ZAABTA-

CABI Uganda partnership .

Taking on the role of a Digital Connector was a great opportunity for him because he has:

- ⇒ Been able to get into contact with other people within his profession (water engineering), like suppliers and manufacturers like Davis and Shirliff, AKVO international, and Sprinkler Tec among others.
- ⇒ Been professionally helped to gain confidence in addressing people.
- ⇒ Gained marketing skills via the social media platforms like WhatsApp, Facebook, etc.
- ⇒ Gained him trust of people like farmers, manufacturers, and suppliers.

To facilitate the adoption and integration of digital technologies among farmers, he has:

- ◆ Trained two more digital connectors to reach out to farmers even in his absence.
- ◆ Developed these programs to ensure that farmers not only understand but also actively utilize digital technologies in their agricultural practices;
- ◆ Continuously sensitized and talked to 30 farmers about the benefits of digital farming through visits to farmer groups, on his social media platforms, and also through his innovation platform training and meetings with farmers.
- ◆ Received water pumps from Sprinkler Tech. to give to farmers at only 15% payment. He gets a commission of about Ugx.50,000 (13 Euros) per delivery

According to Antony, *“the business is promising at such an early time, in terms of earning income, although capital is still limited”*



What a Farmer says about Antony's services.

“We met at ZAABTA and their manager Mr Mayambala introduced me to Kisaakye, the digital connector who taught me about the benefits of agricultural digitalization especially, the digital irrigation system. They came and gave a preliminary visit to our farm and helped us purchase the irrigation equipment at a subsidized cost”.
Tumukunde Derrick, vegetable farmer, Bundo village, Kakala Parish, Zirowwe sub-County, Luwero District

April 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat





Digital FIT Offering Quality Inputs and Services By Zalo Mutesi



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Ms. Zalo Mutesi has a Degree in Agriculture, from Uganda Martyrs University. She also did short courses in pests and disease management by CABI and post-harvest handling by aBi trust. Zalo is the Managing Director of her new business, Digital Farm Inputs and Training (DIFIT). She provides farmers with digital knowledge on how to access genuine agro-inputs and timely advisory services to solve the problem of fake inputs on the market and delayed advisory services. She was motivated by the outcry of the farmers due to the lack of advisory services on time and poor germination of their seeds. She is currently working in 2 sub counties of Nankoma and Iwemba and has so far reached 781 farmers including women and youths. She is slowly gaining new communication skills and she is now able to reach many farmers in Bugiri and beyond.

Zalo facilitates the adoption and integration of digital technologies among farmers through:

- ⇒ Continued sensitization of the farming communities to use the digital platforms to access the services needed.
- ⇒ Training of 3 more digital connectors and her target is 15 to assist her digital farming connection in each sub county.
- ⇒ Creating a WhatsApp group where everyone can reach her and instantly act on the issue.
- ⇒ Engaging other digital connectors within the district to develop a dashboard for farmers' digital connection in Bugiri.
- ⇒ Opening her own agro-input shop. Through this, she has so far realized Ugx. 3,500,000 (873Euros) out of commissions on inputs delivered digitally.

Becoming a digital connector is a great opportunity for Zalo because: it has increased her income from the commissions she gets from connecting farmers with agro-input sellers. For the farmers, this has increased their production because they can now get genuine inputs and timely advisory services. However, she needs support in terms of funds for the proposed dashboard for all digital connectors in Bugiri to reach out to as many farmers as possible.

Zalo thanks the funders of the AIRTEA project and UFAAS in general for the Digital Connectors project, which has elevated her in society because she is now a better person.



Farmers Testimony

"My yields have greatly increased because I now get genuine inputs and timely advice from Zalo."

Elizabeth Kulabako, Farmer,
Nabyono village, Bugeso
parish, Iwemba sub county,
Bugiri district



May 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat





IEC Quality Packaging Materials Boost Marketing of Agricultural Products By Salim Kasamba



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Kasamba Salim, an Industrial Communication and Designing graduate from Makerere University, is the CEO of IEC (Information Education Communication) Materials Consultants Ltd and a digital connector in Bugiri. IEC is a one-stop digital shop providing packaging materials for agricultural products and information across Africa.



With no job after the COVID-19 pandemic, Salim retreated to the village and thought of ways of making money. One was to link up with the farming communities. They had a challenge, after production, they had no materials to package their produce from the gardens to the marketplace. He met some of the farmer groups including BAIDA and Nabijingo SACCO and realised that they were in need of the extension service.

Salim facilitated the adoption and integration of digital technologies among farmers, through:

- ⇒ Intensifying digital training about packaging and the entire extension services using a solar projector.
- ⇒ Training more digital connectors to teach farmers how to use smartphones to call and place orders.
- ⇒ Expanding beyond the borders of Bugiri District.

Salim has plans to boost farmers' purchasing power through training and preparing them to acquire loans that are affordable and interest-free. He has also linked them to financial institutions to give them loans to purchase packaging materials. He has so far been given Ugx.300million(75,00Euros) through the Agricultural Credit Facility.

Digital connection has been a life-changing opportunity for Salim because he has increased his income through the sales he makes to the farmers, and gained the skill of co-creation to understand and collaborate with the farming communities.

Farmer's Testimony

Nabirye Hasnat is a soybean farmer who lives in Nabijingo A village, Bugiri district. She has been a farmer since her childhood.

She came to know about agricultural digitisation and digital connectors through her farmers' SACCO. Salim visited their group, taught them about digital farming and informed them that he could provide them with digital packaging materials. She got his contact and started contacting him for all her packaging materials.

"Before meeting Salim, I could leave my work, home and children, move long distances and incur a lot of expenses on transport looking for packaging bags for my soybeans. With digital farming, I now use my phone to call him and I instantly receive the packaging bags which I conveniently pay for using mobile money."



June 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat





Uganda Forum for Agricultural Advisory Services (UFAAS)



Digital Connectors for farming communities



AIM For Farmers Digital Advisory Services and Market Place (By Andrew Munyole)

AIM For Farmers

Advisory Information and Market place 4 farmers

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Andrew Munyole, an Agricultural graduate from Kyambogo University is a youthful Digital Connector for Luweero District under ZAABTA Innovation Platform. Andrew's business model is AIM (Advisory Information and Marketplace for Farmers). AIM provides a unique holistic package to farmers along the whole value chain from production up to market through a digital format.

Before, farmers had limited access to quality inputs in the form of feeds, good breeds, quality equipment, seeds, and also a market for their produce after production was low, possibly due to lack of advice (limited or no access to experts/extension service providers), and correct information for farmers under ZAABTA in districts of Luwero, Mukono, Wakiso, and Kayunga. With this gap, Andrew took the challenge to become a digital connector and to bridge this gap digitally. AIM directly links up with different farmers at all times

Through his AIM model, Andrew coordinates with the Farm Manager, gives him all the required advice, and links him to ready markets for the farm products. Digitalization has facilitated linkage to inputs and markets, and for this particular farmer, he earns a commission of about US\$ 17(15.6 Euros) when he sells his farm produce.

Through another project, Andrew is empowering other extension workers in Buikwe District to reach out to farmers on a large scale. He believes by the end of the year, he will have a reach of 1,200 farmers and an annual revenue of US\$ 6500 (6,000Euros)

In his conclusion, he greatly appreciated the AIRTEA project, UFAAS and all other implementers, for giving the Digital connectors the opportunity to participate in the project.



Farmers Testimony

Tumwebaze Moses is a farmer in Bwetyaba, Nakisunga Mukono District. At the farm, they grow crops like tomatoes, egg plants, Sukuma, cassava, among others and also rears cattle and birds like hens and turkeys. He was introduced to Andrew, who taught him on how they were to connect digitally using his phone for all advice and information he needed as the manager of the farm. Before engaging with the digital connector, Moses says his work was hectic. He could move long distances looking for good seeds, fertilizers, veterinary services for the animals and birds and markets for the farm products.

" I now use my phone to call, send messages and pictures of the crops , birds and animals, send to the digital connector for any diagnosis and advice needed and I get instant feedback. This has saved my time and the farm output have greatly increased. When the crops are ready for sale, I just notify the digital connector and he connects me to a ready market and at a higher price and this has increased on the incomes I generate from the farm."

Moses appreciated his digital connector and all the implementers of the agricultural digitalisation program.



July 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat





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The Long Journey of Digitally Providing Agricultural Insurance By Nadia Babirye

e
 Agricultural
 Insurance

Babirye Nadia, with a Degree in Psychology, developed a passion for working with and supporting farmers, in her free time, to solve problems that hinder them from realising their potential in agriculture. Being a non-agriculturalist, her interest was mainly in agricultural Insurance for rural communities.



Through the trainings under the DC4FC Project, she gained skills on how to effectively reach farmers digitally, with whatever service you want to provide. She developed a business tagged e-Agricultural Insurance, aimed at providing digital access and knowledge to agricultural insurance in the rural communities in Bugiri District at affordable costs.

As a Digital Connector, she has been able to sensitise farmers about agricultural insurance through:

- ⇒ Taking advantage of farmers meetings and events organised by fellow DCs and other extension workers.
- ⇒ Participating in agricultural events to identify potential partnerships with agriculture, IT, and insurance leaning companies
- ⇒ Radio Talk Show at Eastern Voice 102.2 FM, where she presented her business idea, during one of the agricultural programmes.

The problem she is currently facing is, finding a genuine partner who will be interested in subscribing her farmers at a commission. She is also part of the initiative of all the DCs under the DC4FC project to form a general App where they will all be linked for the different service provision.

Towards becoming an Insurance Agent

Unlike other DCs, Nadia realized that she could not provide agricultural Insurance services without a thorough training to become an agent. Through the DC4FC Project, UFAAS connected her to the Agricultural Insurance Consortium of Uganda (<https://aic.ug>), consisting of (13) Insurance Companies offering Agriculture insurance covering crop and livestock risks. Under a partnership of AIC and the Insurance Training Institute, Nadia underwent a training

Farmers Testimony

Mrs. Kagoya reported that before being sensitised by Nadia, she could just plant soybeans without any advice and information on the weather changes, pests and disease threats. She is now aware that there is a solution and looks forwards when this will be actualised.

August 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat





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E-TAGs Providing Quality and Timely Ag-Inputs and Weather Information By Kenneth Mwanja

Kenneth Mwanja (29) holds a Degree in Agriculture from Busoga University, and a Diploma in Agroforestry from Nyabyeya forestry college-Masindi. He is currently the CEO of Electronic Timely Access to Genuine Seeds (E-TAG Seeds), which he founded in 2022, with assistance from the DC4FC AIRTEA Project. Kenneth is a Digital Connector operating in Magoola village, Buwunga sub-county, Bugiri District. E-TAG Seeds provides its clients with affordable digital means to accessing genuine seeds, input suppliers and agricultural financing institutions, thereby reducing the delays and costs incurred by farmers in purchasing counterfeit inputs.



Kenneth uses phone calls and a WhatsApp platform of 200 profiled Farmers to digitally reach them with E-TAG Seeds services. Through this, over 1000 farmers have been reached through their groups. He has also trained 3 youth DCs and 52 farmers groups, and collaborates with 3 seed Companies and 10 Agro dealers. He as well inks to Uganda National Meteorological Authority (UNMA) to access timely weather for his farmers. Last season, he realised he increased his earning from commissions by Ugx. 1,200,000 (300 Euros).

He sees a vibrant future of digitalization of agriculture, as long as more youths are involved. Therefore, to expand his services, in the future, he plans to train more youths to join him since he can not do the work alone. He also wants to engage as many local and farmer group leaders as possible since this makes it easy to create awareness and mobilization.

Some challenges Kenneth is currently facing in implementing his business model include poor internet connectivity, weather changes, and limited capital when it comes to equipping new core workers with digital tools.

Farmer's Testimony

Among many farmers Kenneth has served, he is proud of the Ojamba family, soya bean and maize farmers who have been ordering genuine seeds for the last two seasons, and are now getting higher outputs. They came to know about agricultural digitalization through their Bugiri District Farmers Association (BUDIFA), when Kenneth visited and made them aware of its benefits.

"Before engaging in digital farming, we used to sow seeds from our previous harvest and plant at any time we wished. But since we learnt about digital farming, we can now easily access genuine seeds and output has greatly increased. This is because, I just make a call to the digital connector, inform him about what we need like genuine seeds and information and I instantly get feedback."

The challenge he is facing is the lack of a smartphone to enable him to take pictures of his crops and fully engage his digital connector.



September 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat





NIC E-Soil and Health with AI Adding Value to Extension Services By Nicholas Wabuyiwa

NIC E-Soil
for digital soil Testing,
soil Nutrition products
& Extension Services

Nicholas Wabuyiwa is a graduate of agriculture, who works as a public extension worker in Nabukalu Sub-county, Bugiri District. He is also the Director of Nic e-soils in Bugiri District. Through BAIDA, he wrote a proposal to become a Digital Connector. He went through training until he qualified. UFAAS provided him with different training on how to develop his business model.

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Before becoming a Digital Connector, everything was hectic since it was done traditionally and manually. Through his business model, he now provides e-soil testing and e-soil nutrient delivery services to farmers. Through his business model, Nicholas has realised several benefits including:

- ⇒ Connection to the Virtual Agronomy organization known as ISDA, to test farmers' soil digitally. This reduced the cost of testing soil by farmers from Uganda Shillings 60,000 (15 Euros) per acre to shs 6,000 (1.5 Euros)
- ⇒ Learned to use GPS during the training by ISDA. He can now measure land and capture coordinates virtually.
- ⇒ Currently, 1,506 farmers are connected to him through the virtual Agronomist platform
- ⇒ So far, he has directly reached out to 100 farmers, and he gets a commission of Ugx 3,000 (0.75 Euros) per farmer for that service. For any emergency he attends to he gets an extra Ugx. 1,000 (0.25 Euros).
- ⇒ Through this, he has got publicity within and outside Bugiri District.

To expand and improve his services in future, he and other digital connectors in the District are developing a dashboard where farmers under the BAIDA Innovation Platform (IP) can easily access their services as a one-stop centre.

The main challenge cited by Nicholas during the implementation of his business model is the lack of an Application that brings them together as digital connectors, yet their services complement each other. This limits them within the District, yet they have to reach a large number of farmers.

Nicholas appreciates UFAAS for the opportunity of being a Digital Connector. The project has increased his income, earned him fame, and the yields of the farmers have increased.



Farmer's Testimony

"Before I think about planting, I reach out to Nicholas with a call or message. I consult him and he advises me about soil testing, the suitable crops to plant, and the fertiliser to use"

Adong Josephine, Iwemba Sub county, Bugiri District.



October 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat





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Divine Mercy Linking Farmers to Quality and Timely Inputs By Anthony Ssenyonga

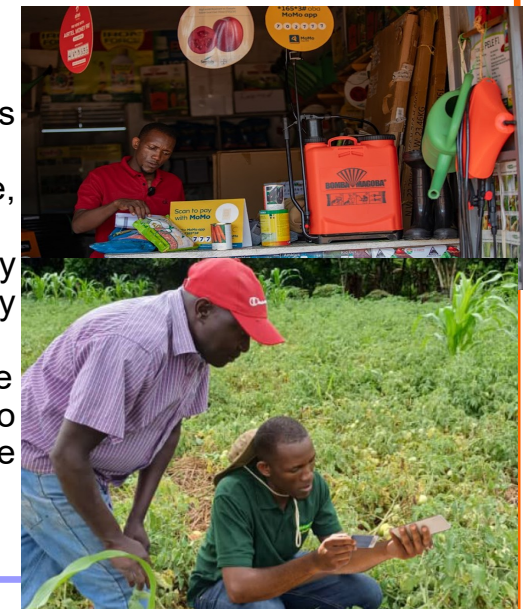


Ssenyonga Anthony, with a Diploma from Bukalasa Agricultural College, is a youth digital connector in Ziobwe Town Council, Luwero District. He is the CEO of Divine Mercy Agro-connect SMC Ltd, established in 2019. His business model is Digitised Quality Inputs Dealership, Extension and Advisory (Digital-IDEA). His main service is to link and provide farmers with quality and timely inputs, and with extension services.

Becoming a digital connector has offered him a big opportunity to:

- ⇒ Create a WhatsApp group with 312 farmers to ease transaction.
- ⇒ Increase his income by about 25%, through the sales he makes and commissions he gets.
- ⇒ Partner with organisations and companies such as CABI, Sunculture, ComCare, and more, that provide agro services and inputs.
- ⇒ Use other digital agricultural information apps like the CABI App on Google Play Store to teach, demonstrate, and diagnose issues with farmers' crops, especially on pests and disease threats.
- ⇒ Earn commissions from the Agro-input companies that supply him and those he links to farmers. For example, he has so far linked 30 irrigation farmers to Sunculture and he expects a commission of Ugx: 90,000 (22.4Uuros) when the installations are finalised.
- Train more youths to mobilise and train farmers digitally.
- Set up demonstration gardens for each genuine seed he comes across even at his agro-input shop for farmers to learn from.
- ⇒ Earn fame within and outside Luweero district.

Anthony is planning to design a website to enable him to host and establish a product catalogue. He is open to and welcomes all partnerships with NGOs, agro-input dealers, and manufacturers.



Farmer's Testimony

Alex Rwokya used to grow cereals like rice, maize, and legumes, especially beans among others but later switched, after Anthony had given him the relevant information about matooke (cooking bananas) and coffee digital farming. He helped him get the right inputs, fertilisers, and diagnose / prescribe the right agro-chemicals, in case of pests and disease threats. Alex has always followed the digital connectors advice and he is currently having one of the best matooke farm.

November 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat





Quality Bio-inputs and Services Offered Digitally By Anne Mwesigye Ajang



Ajwang Anna Mwesigye is a graduate of Agriculture and Community Development. She is currently an extension service provider working with Caritas Kasana where she works directly with farmers in the districts of Nakaseke, Luwero and Nakasongola through trainings under a program called Professionalization of Small Scale Farmers (PROSSFA). She was introduced to UFAAS and the Digital Connectors for Farming Communities (DC4FC) Project through the Food and Agriculture Organization (FAO).

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Through the trainings under the DC4FC, she added on skills of reaching the farmers digitally. She was able to develop a model she tagged E-2A for quality inputs supply and extension services. This is because farmers were encountering a lot of constraints due to poor, expensive, or counterfeit bio-inputs and this had frustrated them.

E-2A provides bio-inputs and market information through digital platforms and training of farmers in agro-enterprise selection, production, and value addition. At least 50% of the farmers have embraced e-services and can access quality bio-inputs and market information. She mainly links up with Dynapharm Limited and Bukoola Chemicals Ltd as her suppliers. As a result, the farmers who are willing to pay some little money for the services are benefiting.

However, some of the farmers have a poor mind-set about digitalization and paying for services. They don't see the reason why they should pay for the services. To address this, Anna is continuing with mobilization, sensitization, and engagement of stakeholders. One of the strategies, was connecting their farmer networks to a brewery where they sold their dried cassava at a good price.

She plans to continue digital connection and expand territory by engaging different stakeholders in mobilization and trainings. She still needs support to promote and expand her cottage industry of bio-inputs.



Farmers Testimony

Mr. Mayengo, a commercial vegetable farmer in Nakaseke District.

"Madam Anne is our extension worker from CARITAS who advises us on our farming, from production to marketing. Before, all the time we had an issue, we would call her to the farm and at times she would take long to reach us. But later, she told us that she can solve a lot digitally without coming, and this is instant. She also inked us to a platform with market information and through this, we are able to get good markets for our produce."



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