1. INTRODUCTION

Uganda’s organic pineapple production is driven by the export market premium prices (UNCTAD, 2008). However, there exists a market failure whereby, despite the fact that farmers have contracts with organic export companies, the farmers do not always sell all their pineapples to the latter but also to other market outlets, thus the need to empirically establish the institutional setups of the organic export companies and the factors that influence farmers’ market choices.

2. OBJECTIVES

- To assess the institutional setups and management techniques of organic pineapple export companies in Uganda
- To determine the factors that influence the organic pineapple farmers’ market choice options

3. STUDY DESCRIPTION AND METHODS

- Study districts:
  Kayunga and Luwero: purposively selected for being the leading pineapple producers in Uganda hence representing the country in general
- Study type: Cross-sectional household survey, during the period between August 2015 and January 2016
- Data collection instruments: semi-structured questionnaires and Focus Group Discussions
- Sample size: 116 Organic pineapple farmers and 3 organic export companies

  - Management techniques were explored by descriptive methods including percentages and ANOVA
  - The logit model estimated the factors that influence the organic farmers’ market choice options

4. RESULTS AND DISCUSSION

![Graph showing percentage of specification compliance for different pineapple product qualities across different companies]

<table>
<thead>
<tr>
<th>Variables</th>
<th>Coefficient (Std. Err.)</th>
<th>Odds Ratio (Std. Err.)</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention market price during peak season (USD/kg)</td>
<td>-6.76 (2.87)</td>
<td>0.01 (0.03)</td>
<td>0.02</td>
</tr>
<tr>
<td>Annual pineapples harvested (tons)</td>
<td>0.10 (0.05)</td>
<td>1.11 (0.05)</td>
<td>0.03</td>
</tr>
<tr>
<td>Annual pineapples lost (tons)</td>
<td>-1.01 (0.40)</td>
<td>0.36 (0.15)</td>
<td>0.01</td>
</tr>
<tr>
<td>Pineapple marketing experience (years)</td>
<td>-0.09 (0.04)</td>
<td>0.92 (0.04)</td>
<td>0.03</td>
</tr>
<tr>
<td>Number of years spent in contract</td>
<td>0.32 (0.18)</td>
<td>1.37 (0.24)</td>
<td>0.07</td>
</tr>
<tr>
<td>Distance from pineapple farm to the main market (km)</td>
<td>-0.02 (0.01)</td>
<td>0.98 (0.01)</td>
<td>0.03</td>
</tr>
<tr>
<td>Annual quantity of dry pineapples sold (kg)</td>
<td>-0.03 (0.01)</td>
<td>0.99 (0.01)</td>
<td>0.01</td>
</tr>
<tr>
<td>Constant</td>
<td>10.039 (6.785)</td>
<td>22.896.22 (15,346.70)</td>
<td>0.14</td>
</tr>
</tbody>
</table>

Number of observations = 116
Wald chi2(15) = 36.060
Prob > chi2 = 0.002
Pseudo R2 = 0.521
Log pseudo likelihood = -34.811

5. RECOMMENDATIONS

- Enhancement of pineapple value addition strategies e.g pineapple drying by farmers and companies to enable pineapple product differentiation
- Establish and develop local organic niche markets, so far lacking
- Establishment of market alternatives by export companies in the import markets (e.g supermarkets), in addition to specialised organic stores

6. REFERENCES


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