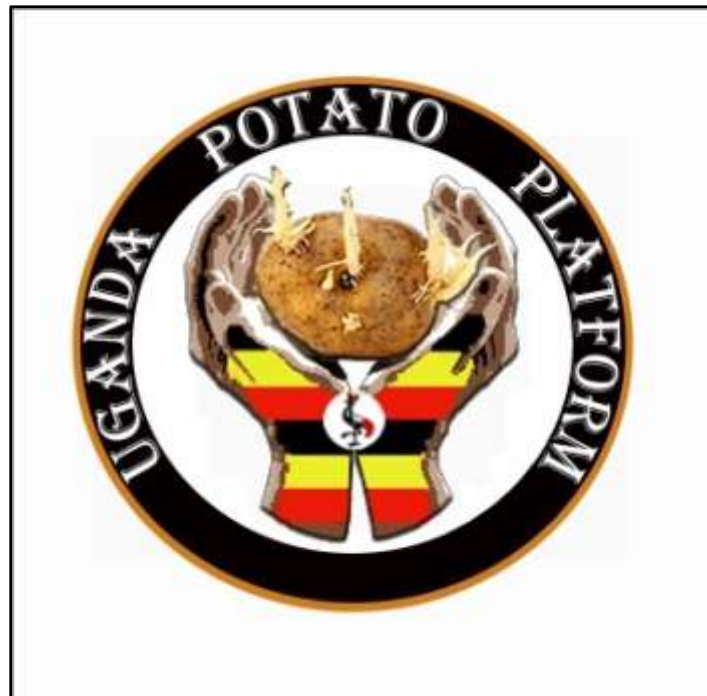


# MARKET MAPPING REPORT ON IRISH POTATO TRADE ACTIVITY IN MASAKA



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**Uganda Agribusiness Alliance**  
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## Table of Contents

Table of figures .....	1
Introduction.....	1
The main objectives of the market mapping.....	3
Varieties of potato traded in Kampala.....	3
Source of the Potatoes.....	4
Sale of potatoes in the Masaka markets.....	5
Retailers .....	5
Wholesalers .....	7
Cross border trade.....	7
Destination of potatoes sold in Masaka markets.....	7
Transport means .....	8
Challenges faced by potato traders.....	8
Conclusion.....	9

## Table of figures

Figure 1: Left picture shows well constructed and numbered potato stalls in Nyendo market while on right are the stalls/space for potato traders in Masaka central market.....	2
Figure 2: Potato varieties named according to their source.....	3
Figure 3: Volume of potatoes brought on the markets in Masaka on a weekly basis (In MT) .....	4
Figure 4: Retail Prices of different potato volumes sold in the Masaka markets.....	6
Figure 5: percentage Destination of potatoes sold in Masaka markets .....	7
Figure 6: volume of potato sold to different destinations from the Masaka markets in MT.....	8
Figure 7: The important contacts relevant for this mapping .....	9

## Introduction

There is increasing potato trade activity in Masaka given the increasing population as a result of urbanization. The increasing urbanization is the reason for the increased number of hotels and restaurants which are among the leading consumers of potato in Masaka. This mapping was done in two major markets: Masaka central market and Nyendo main market; both are daily markets. The markets are organized according to the products, for example Nyendo main market is well constructed with well numbered potato stalls. However, Masaka central market has a top shelter but the stalls are not well constructed or numbered. The traders in Nyendo market have a formerly registered association with the district authorities and have about 64 fully registered members. According to the secretary of the association, it's mandatory for all potato traders in Nyendo market to belong to the association (Nyendo Market Potato Development Association) Because of this it was easier to get credible information from the association leadership and members about potato trade since they have records of their members. Masaka central market has no potato association but all traders in the market are registered with the market authorities and therefore according to Haj. Ziwa Abas the secretary in this market, there are about 15 registered potato traders within this market (however some traders own more than one stall and have workers/family members to work on their behalf).



**Figure 1: left picture shows well constructed and numbered potato stalls in Nyendo market while on right are the stalls/space for potato traders in Masaka central market**

**The main objectives of the market mapping include;**

- ❖ To find out who is involved in potato trade.
- ❖ To find out where those involved in potato trade get their supply.
- ❖ To find out where those involved in potato trade sell their Irish potatoes.
- ❖ To find out the main potato varieties traded in Masaka

**Varieties of potato traded in Kampala**

Just like in some different parts of the country, many of the traders in both Masaka markets do not name the potatoes according to their real variety name but rather name them according to the source.

Common Name	Tuber size	Skin color	Flesh color	Tuber shape	Storability
Kisoro	Medium large	White	Cream	Oval long	Good
Kabale	Large	purple	white	Round	excellent
Mbale	Large / very large	Light red	White / cream	Round and large	good
Kooki	Medium	White	White	Round	fair

**Table 1: Characteristics of potato varieties sold in Masaka (the names are given according to what traders know them/ refer them to)**



**“Mbale variety”**

**“Kabale / Kisoro variety”**

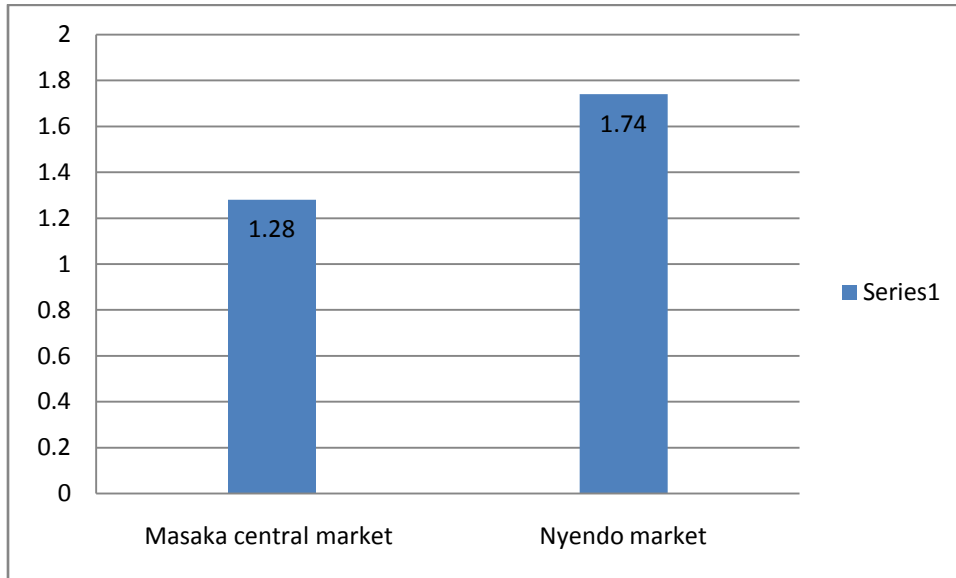
**“Kkooki/ Masaka variety”**

**Figure 2: Potato varieties named according to their source**

In Masaka, potato trade is at its peak especially in the month of April, May and December. The prices and volumes in Masaka markets vary from season to season depending on forces of demand and supply. The prices and potato volumes shown in this report are as at the time of this market mapping (October 2019)

### Source of the Potatoes

An average of 3.02 metric tons (MT) of potato is brought and sold onto the surveyed Masaka markets per week. This potato is mainly from the districts of Kabale, Kisoro, Rakai (Kooki) and Mbale; and during scarcity it's sourced from Kenya especially Busia. Only a little potato is from within Masaka District because many of the farmers produce mainly for home consumption and not basically for sale.



**Figure 3: Volume of potatoes brought on the markets in Masaka on a weekly basis (In MT)**

According to Ms Nakayiza Betty, the Chairperson Masaka central market and a potato trader, the potato packaging depends on the source of potato and the volume to be sold by the trader. For example, much of potato got from Kisoro and Kabale is in 100-120kg bags and covered with grass on top while that from Kooki is put in a large sack and another on its top weighing about 140-180kg. Potato from Kabale and Kigezi is the most in demand because of its crisping characteristics, its ease of peeling and of making chips while that of Kooki is the least desired by consumers since its size is small compared to other varieties, it consumes much cooking oil while making chips, and it easily mashes thus is not good for chips.

	<b>Nyendo market(MT)</b>	<b>Masaka central market(Mt)</b>
Mbale	0.51	0.3
Kabale	0.41	0.24
Kooki	0.32	0.33
Local farmers(within Masaka)	0.07	0.09
Kabale	0.43	0.32
<b>Total(MT)</b>	<b>1.74</b>	<b>1.28</b>

**Table 2: Different Sources of Potatoes to the surveyed Masaka Markets (In MT)**

### **Sale of potatoes in the Masaka markets**

The Strategic location of the markets (Nyendo and Masaka Central market), and the good organization of these markets make it easy to find the potato stalls; the increasing population of Masaka account for increased demand of potato from these markets. In Nyendo market, the association formed by traders has helped provide credit/loans to its members thus helping them get capital to invest in their business at a very low interest rate of 3%; this is in addition to other benefits from the association.

### **Retailers**

Most potato traders are in the retail business and as earlier discussed is dominated by women. They buy their potato from traders from different areas who deliver potato direct to their markets. Potatoes are sold in different volumes and at different prices (the prices reflected are as of October 2019) as discussed below:

❖**Small buckets:** These are commonly re-used “250gms soap powder buckets”. They are filled up and heaped on the top and are sold at UGX 1,000 to UGX 2000 for Kooki variety and from other sources respectively. Usually Kooki potato is cheaper than other varieties.

❖**Small size basins.** These are locally known as “butaasa”. They are sold at an average price of UGX 5,000-8,000 depending on variety of potato and carry an average of 4-7kg of potato depending on potato size, quantity and weight.

❖**10 liter empty jerry can:** this is usually sold between 9,000 to 12,000 depending on bargaining power of consumers and traders and also depending on variety of the potato with Kooki variety being the cheapest

❖**20 liter empty jerry can:** these are almost equivalent to a big basin but contain slightly fewer potatoes and is usually sold at 15,000 to 20,000

❖**Big basins.** The prices of the big basin range from 18,000 UGX to UGX 25,000. The bigger basins are not of uniform size, thus variation in the price and also the variety of potato



determines the price of a basin of potato. Kabale and Kisoro potato is usually more expensive than the potato from Kooki variety.

❖ **Sacks.** Sacks in the markets have variations, the Kabale and Kisoro potato is sold in kilograms while for other varieties traders just fill up a sack and top up more potato to heap up the sack.

Sack size	Price(UGX)
100-120kg Sack (Kabale, Mbale and Kisoro)	145,000-170,000
140-180kg Sack ('Kooki 'varieties)	160,000-180,000

**Table 3: Prices of Different sack sizes of Potato.**



**Figure 4: Retail Prices of different potato volumes sold in the Masaka markets**

### Wholesalers

There are a few wholesalers in Masaka markets; these mainly sell to retailers within the markets and the growing number of hotels and restaurants in Masaka. Wholesale potatoes are mainly sold in form of sacks. The wholesale price for sacks of potatoes ranges between UGX 130,000 to UGX 150,000

### Cross border trade.

Some traders from Masaka outsource their potatoes from Kenya especially Busia and also traders from Rwanda come buy potatoes from Masaka. However this is very rare and it happens a few times in a year, during a time of scarcity of potato in either Masaka or Rwanda, therefore it was hard to capture such data since this happens a few unpredictable times in a year.

### Destination of potatoes sold in Masaka markets

Potato from Masaka markets is sold to both local consumers and traders from different areas. However much of the potato is consumed locally

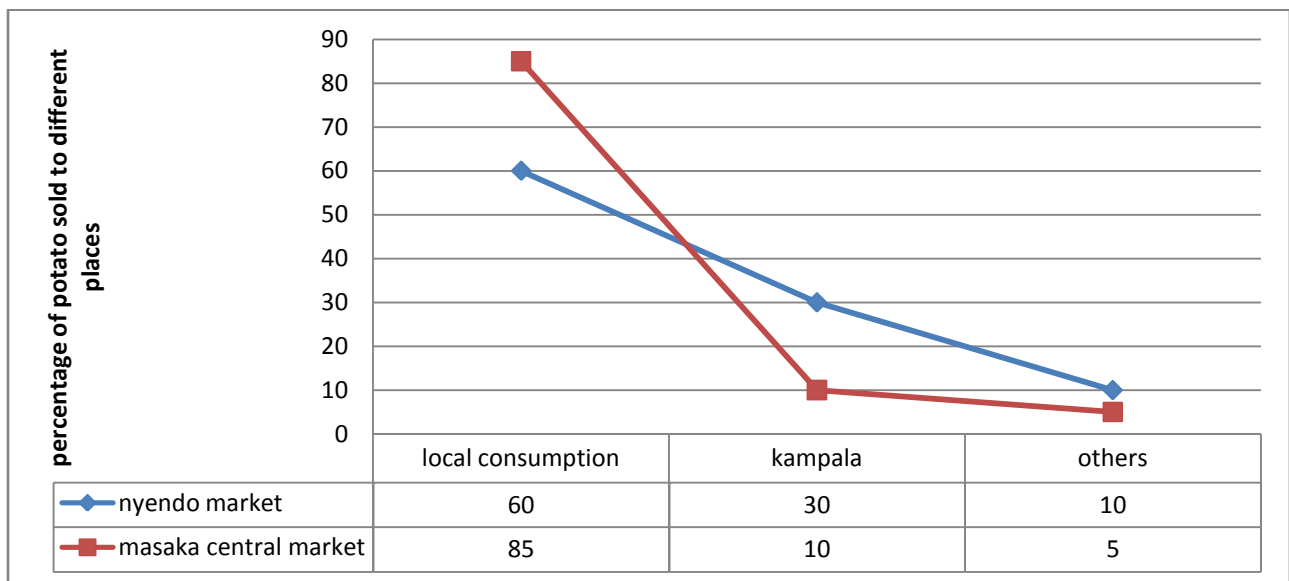
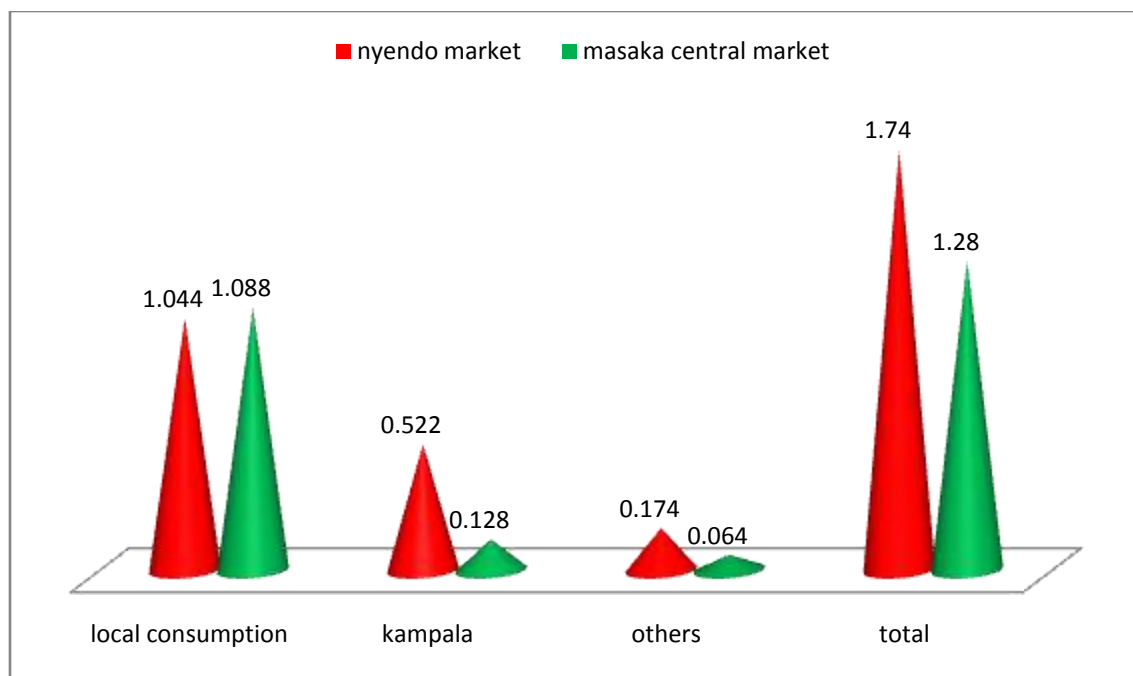


Figure 5: Destination of potatoes sold in Masaka markets, by percentage





**Figure 6: volume of potato sold to different destinations from the Masaka markets in MT**

### Transport means

The transport means depends on the distance to be travelled. The majority of ware potato is brought from the potato sources using trucks; according to Ms Caroline Kiiza, trucks usually come twice a week supplying traders in Masaka and Nyendo and the distant towns. From the trucks potato sacks are loaded on bicycles, motorcycles (boda boda) and also supported by casual laborers that carry the sacks on their backs to transport them to nearby retailers and stores.

### Challenges faced by potato traders

While carrying out the mapping study, the potato traders surveyed spontaneously shared their challenges and asked that UPP help them advocate to overcoming these challenges. The challenges include:

- **Very low demand of potato** since many local people are potato farmers but on small scale, mainly producing for home consumption
- **Seasonal supply of potato**, which forces down prices, combined with crop perishability, In addition this has resulted in price fluctuations and unstable trade (some traders are out of business in times of scarcity).
- **Lack of market information** or an inability of traders to be able to benefit from knowing market prices, due to lack of associations.

- **Collusion amongst traders** which drives down farm gate prices while retaining high urban market prices. At the retail level, many traders collude to maintain prices to protect themselves from rapid price fluctuations.
- **Inadequate capital** in their businesses.
- **Competition from the other fast foods** vendors (a threat to processed potato products)
- **High cost of transportation** from the production areas (source of potatoes) to markets in Kampala

<b>NAME</b>	<b>CONTACT</b>
Kiiza Caroline	0700807152
Nakayiza Betty	0772531929
Haj Ziwa Abas	0772921632

**Figure 7: The important contacts relevant for this mapping.**

### **Conclusion**

The Irish potato trade Masaka markets is progressing and according to the traders interviewed, more will be demanded due to increased urbanization leading to increased demand for potato and its products.