



project results



ssnup

Smallholder SustainAbility
Upscaling Programme

MARKET INCLUSIVITY AND ACCESSIBILITY FOR SMALLHOLDER FARMERS THROUGH DIGITALISATION



Market access



Capacity building



Beneficiary organisation

Agri Evolve is a family-run agribusiness operating in the Rwenzori region of Uganda since 2015, sourcing, processing, and exporting specialty coffee while providing services to coffee farming communities and promoting sustainable coffee farming. The company works with around 20,000 registered smallholder farmers, including 60% certified Rainforest Alliance (RFA) coffee farmers, making it the largest certified supply chain in the region. Agri Evolve has also invested in digital innovations across the value chain, enabling full traceability and transparency from farmer to roaster.

The challenge

Many smallholder coffee farmers, particularly those in remote, high-altitude areas with high-quality coffee potential, remain outside existing service networks. As a result, they lack support to meet organic and sustainability standards, access certified markets, and receive fair and transparent pricing. These farmers require practical, accessible guidance to improve coffee quality, increase productivity, and strengthen financial management of their production. At the same time, as Agri Evolve's supplier base grows, the organisation faces increasing demand for effective systems, local infrastructure, and trained staff to reach and support large numbers of farmers, ensuring that services and market opportunities are delivered efficiently and sustainably.

The proposed solutions

A technical assistance project was designed to recruit remote farmers who were not yet connected to services or markets. The project aimed to provide practical, locally tailored digital training in financial literacy, pest management, soil and water conservation, and Good Agricultural Practices (GAP), reaching both men and women. The project also sought to register and certify these farmers, enabling them to access premium markets and foster the sustainable adoption of best practices. To do so, it planned to establish "Agri Hubs" operated by trusted "Agri Partners" to provide access to tools, on-site guidance, and transparent market transactions. Additionally, the technical assistance included capacity building for staff and partners to ensure effective service delivery and proficient use of the RSM (standing for Regional Sales Manager) App for traceability, fair pricing, and certification management.

The expected outcomes of the project were:

- 1 The registration and first certification of 10,000 new smallholder farmers, including at least 70% women.
- 2 The identification of 20 new Agri Partners, with at least 50% women, and the establishment of 20 new Agri Hub locations .
- 3 The training of 20 Agri Evolve staff and 20 Agri Partners on training delivery and the RSM app for digital buying, traceability, and certification management.

PRIORITY TOPICS

- Environment and climate change
- Fair agrifood systems
- Gender equality

IMPACT INVESTOR



BENEFICIARY ORGANISATION

Agri Evolve Uganda Ltd

Uganda

NUMBER OF FARMERS REACHED

13,856

AGRICULTURAL VALUE CHAIN

Coffee

START DATE

September 2023

END DATE

March 2025

TOTAL EXPENDITURE

€ 255,965

Including € 154,650 (60%)
financed by SSNUP





key results

13,856
38% women

smallholder farmers having benefited from **1 on 1 agricultural farm assessment**



among them

9,085

smallholder farmers group-trained on **GAP**

On quality and post-harvest handling, pruning, integrated pest management, tissue management, organic fertiliser application, soil and water conservation

6,031
55% women

smallholder farmers received **digital animation training on Financial Literacy**

On budgeting and record keeping, savings, investment and crop insurance



12,071
42% women

smallholder farmers certified under **RFA and Organic**



Representing **3,777 hectares of land**

366

staff (re)trained on **traceability, business management, RSM App, sourcing**



20

new **Agri Hubs** established **direct trading and better prices**



8,091
42% women

smallholder farmers benefited from **market services on the RSM App**



Gender training to Village Savings and Loan Associations (VSLAs) delivered via **grouped projections** to face the demand

On joint household planning and effective resource use

SDGs supported by the project



1. No poverty

1.5 Building the resilience of vulnerable people

2. Zero hunger

2.3 Improving agricultural productivity and increasing smallholder farmers' income

5. Gender equality

5.a Equal access to economic resources, land control and financial services

13. Climate action

13.1 Strengthening resilience and adaptive capacity to climate change



lessons learnt

✓ Digital tools improve partner oversight and governance

Digital tools such as the RSM App and centralised dashboards improve visibility of field activities and support stronger governance by enabling efficient data collection and timely identification of issues. This is particularly important as the behaviour and financial management of field partners can change during the seasons. Digital records support informed decision-making, making careful selection and continuous monitoring of field partners before entering into long-term agreements essential.

✓ Video animations can significantly enhance training reach

The use of video animations in local languages proves to be an effective and innovative way to deliver training on financial literacy and Good Agricultural Practices. Farmers respond positively, showing enthusiasm and requesting more content, as they can easily relate to the visuals. This training format fosters higher farmer turn-up for training, even when in-person sessions are limited during the harvest season, and contributes more effectively to the adoption of good practices than traditional training formats.

✓ Using bonuses for farmers can improve traceability

Linking bonuses to farmer performance is an effective practice to enhance traceability in agricultural supply chains. When farmers are financially rewarded based on their deliveries, they are incentivised to ensure their transactions are properly documented, such as requesting receipts at every delivery. This encourages consistent use of digital tools, like the RSM App, for recording and monitoring farm-level activities. By combining financial incentives with digital tracking, this approach strengthens accountability and can be replicated in other contexts to improve traceability and quality management.

Outlook

In 2025, the Ugandan government allowed Agri Evolve to lease land for its operations to support its efforts in improving coffee production and livelihoods for smallholder farmers. This long-term lease provides a strong foundation for future expansion, greater investment in processing infrastructure, and deeper engagement with farmers and local communities, supporting a stable, scalable, and growth-oriented operational outlook.

Want to know more about the project's impact? Check out this **Voice of the Farmers** report

