PUBLIC FINDINGS REPORT · 2026

Uganda Agricultural Value Chain Intelligence, Export Readiness and Market Access

Strong foundations, specific gaps, and a clear path to premium markets. Combined, anonymised results from consenting enterprises; no enterprise or person is named.

27
enterprises across 13 districts

33,000
farmers and suppliers behind them, about

23
export countries reached by 17 exporters

0%
with farm-level geolocation evidence

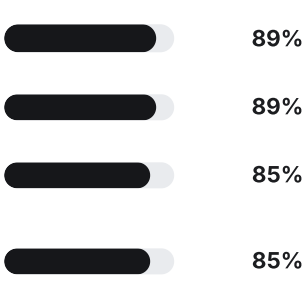
> The constraint is no longer production. It is verified information: who you are, where your produce comes from, and proof you can deliver.

EXECUTIVE SUMMARY

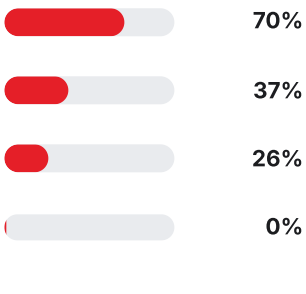
Ready to grow, held back by records, not production

Between 26 June and 5 September 2026, Fortiemart profiled 27 agricultural enterprises across 13 districts, working with about 33,000 farmers and suppliers. Seventeen have already exported, reaching 23 countries. Coffee (14 enterprises) and cocoa (8) are the largest value chains.

Strong foundations



Gaps that block premium markets



Why it matters now. The EU Deforestation Regulation applies from **30 December 2026** for large and medium operators and **30 June 2027** for micro and small operators. Coffee and cocoa sold into the EU must be traceable to the plot where they were grown, using geolocation data. None of the enterprises assessed could yet show it.

What enterprises asked for (of 27)



Figures are self-declared by consenting enterprises and were not independently audited. Percentages are of 27 enterprises.

CONTEXT

A record coffee economy meets new global rules

Coffee is a national anchor: Uganda exported about **8.8 million 60-kg bags worth US$2.4 billion** in the twelve months to March 2026 (MAAIF). National policy under NDP IV now favours agro-industrialisation and value addition rather than raw exports.

At the same time, buyers, lenders and regulations increasingly expect verified digital information. The EU Deforestation Regulation (Regulation (EU) 2023/1115, amended by 2025/2650) requires that coffee, cocoa and other products be deforestation-free, legally produced and traceable to the plot of origin.

Objectives of the initiative

- Build an evidence base on export readiness of enterprises and the farmers behind them.
- Identify compliance, traceability, documentation and financing gaps.
- Link enterprises to buyers through verified digital visibility.
- Give government, partners and investors anonymised data to plan and invest.

FINDINGS

1. Formal foundations are strong

85% are registered with URSB or as cooperatives and 89% hold a URA TIN: the entry ticket for buyers, banks and certifiers, and a base for digital compliance tools.

2. Records exist, but not the records buyers now ask for

Nine in ten keep supplier records and 85% say products trace back to source, yet only 70% keep harvest records and none could show plot geolocation. Traceability can name the farmer but not yet prove the plot.

3. Export experience is real; licensing lags

17 enterprises (63%) have exported to a combined 23 countries, but only 26% hold an export licence and 37% UNBS certification. Many sell through intermediaries, limiting price and market data.

4. Markets and money are needed together

Export markets and financing were each requested by 21 of 27 enterprises. Lenders want proof of steady sales; buyers want proof of compliance. Verified digital records answer both.

ACTION ALREADY TAKEN

What Fortiemart has done on the gaps

- **Market access:** every participating enterprise has been invited to list on Fortiemart 360, a verified marketplace where each business is checked against its URSB or cooperative registration.
- **Farmer records:** cooperatives join as one body; officers record each farmer's delivery by quantity, grade and village, the start of the evidence buyers request.
- **Direct payments:** buyers pay sellers by MTN or Airtel Mobile Money; Fortiemart never holds an enterprise's money, and every sale builds a history lenders can trust.
- **Local languages:** Rutooro, Luganda, Runyankore-Rukiga, Kiswahili and Kinyarwanda.
- **Free listing to start:** participating enterprises list free during the pilot.
- **Living data:** enterprises send regular updates through digital forms, turning a one-off survey into a continuous value chain dataset.

List your enterprise
market.fortiemart.com

OPPORTUNITIES

Where the value is

EUDR readiness as an advantage
Enterprises that can supply plot geolocation and lot traceability early become preferred EU suppliers.

Value addition
Verified records open processing partnerships and premium contracts in a record coffee economy.

Cocoa and specialty chains
Traceability and certification command premiums for the 8 cocoa enterprises.

Regional trade (AfCFTA)
Regional markets as a stepping stone for enterprises not yet ready for the EU.

Group certification
UNBS, GLOBALG.A.P., Organic, Fairtrade and Rainforest Alliance through cooperatives.

Data-backed finance and jobs
Recorded sales support credit; farm mapping and data collection create rural jobs.

RECOMMENDATIONS

What each partner can do

Fortiemart shows the problem and the data; each partner chooses how and when to act.

Enterprises and cooperatives

- Map every supplying plot, starting with coffee and cocoa.
- Move harvest and delivery records to digital, by farmer, lot and date.
- Prioritise an export licence and UNBS certification; use group certification.
- Build a verified online track record buyers and lenders can check.

Government and public agencies

- Support a national farmer and plot registry linked to URSB and URA.
- Plan value chains on supply, demand and arable land data.
- Digitise export licensing and certification, with a fast track for verified records.
- Back meaningful internet use and digital skills in rural areas.

Development partners and funders

- Fund an EUDR geolocation and traceability sprint before June 2027.
- Co-finance group certification and cooperative digitisation.
- Support blended finance using recorded sales as evidence.
- Scale this assessment into a national, open, anonymised dataset.

Buyers, investors and researchers

- Use verified listings and readiness data to find compliant suppliers early.
- Co-invest in mapping rather than switching origins.
- Offer forward contracts or pre-finance linked to delivery records.
- Share findings for benchmarking and accountability.

GLOBAL STANDARDS

Aligned with international frameworks

FRAMEWORK	HOW THE INITIATIVE ALIGNS
EU Deforestation Regulation (EU) 2023/1115, amended by 2025/2650	Measures geolocation, legality and traceability readiness; plans plot mapping
OECD-FAO Guidance for Responsible Agricultural Supply Chains	Risk-based due diligence, supplier data and stakeholder engagement
UN Sustainable Development Goals	SDGs 1, 2, 5, 8, 9, 12, 13 and 17
AfCFTA	Regional market access while building toward EU standards
Certification schemes: UNBS, GLOBALG.A.P., Organic, Fairtrade, Rainforest Alliance	Measures status; promotes group certification
Codex, HACCP, ISO 22000	Documentation and quality records
Uganda Data Protection and Privacy Act, 2019	Informed consent, anonymisation, secure handling
NDP IV and the agro-industrialisation agenda	Value addition, exports, jobs and digital transformation

RESULTS FRAMEWORK

What progress looks like

INDICATOR	2026 BASELINE	DIRECTION SOUGHT
Enterprises with farm-level geolocation evidence	**0%**	Majority of coffee and cocoa enterprises mapped
Enterprises keeping harvest records	**70%**	All digital and lot-linked
Enterprises with an export licence	**26%**	Steady increase among exporters
Enterprises with UNBS certification	**37%**	Steady increase, including group certification
Enterprises with a verified online listing	**Invited: 27**	All listed and active
Enterprises reporting new buyers or financing	Not yet measured	Tracked each quarter

METHOD AND NEXT STEPS

How the data was collected, and what comes next

Methodology and data ethics

- **Design:** structured enterprise assessment on KoboToolbox and Google Forms, covering classification, location, commodities, capacity, markets, traceability, documentation, infrastructure, financing, growth goals and support needs.
- **Period:** 26 June to 5 September 2026.
- **Sample:** 27 consenting enterprises in 13 districts; purposive, not statistically representative.
- **Consent and privacy:** every enterprise consented; results are combined and anonymised under Uganda's Data Protection and Privacy Act, 2019, following FAIR data principles.
- **Limitations:** answers are self-declared and were not audited.

Next steps

- Scale to more districts and chains: coffee, cocoa, horticulture, grains, dairy.
- Pilot plot mapping and digital lot tracing with cooperatives.
- Connect verified enterprises with buyers, certifiers and lenders.
- Publish quarterly anonymised updates and an open dashboard.

PARTNER WITH US

Government agencies, development partners, certification bodies, buyers, financial institutions and research institutions are welcome.

Fortiemart Holdings Company Limited
info@fortiemart.com · +256 709 793 055 · www.fortiemart.com
Kampala: Kanjokya House, Level 4, Hive Colab · Fort Portal: Kagote

Sources

European Commission, Access2Markets: Delay until December 2026 and other developments in the implementation of the EUDR · MAAIF Monthly Coffee Report, March 2026 (via Business Focus) · OECD/FAO, Guidance for Responsible Agricultural Supply Chains (2016) · Uganda Data Protection and Privacy Act, 2019, and Regulations, 2021 · Fortiemart Agricultural Value Chain Assessment, 26 June – 5 September 2026 (anonymised, self-declared).