

Adding Value to Aquaculture products



Add value and make farming profitable and attractive for present and generations to come

Background

- ▶ In 2008 as a fresh graduate joined a fish farmers cooperative– WAFICOS
 - ▶ Was surprised to find that it had only 34 members
 - ▶ Production of farmed fish was very low and not popular
 - ▶ Even with low production, market access was an issue
 - ▶ As an administrator; our team worked had to increase membership to 1037 members
 - ▶ This challenged me to think of what I can do to add value and increase market access hence formation of Kati farms Uganda Ltd
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Kati Farms Uganda Ltd

- ▶ Kati Farms is an agro fish-processing enterprise founded in 2011 that sells new fish products including fish sausage and samosas
- ▶ Sources fish from small holder fish farmers, trains farmers, sells processed products in Uganda and neighboring countries.
- ▶ Customers include hotels, supermarkets & restaurants (both domestically and internationally), as well as the informal market
- ▶ Despite vast fish resources in Uganda, the country has not utilized these resources well, resulting in limited fish production

Kati Farms Uganda Ltd cont'd

- ▶ Fish farmers in Uganda have trouble finding market outlets for their fresh farmed fish, despite representing a healthy food alternative
 - ▶ To address this, Kati Farms adds value to fish through the production of processed fish products, such as fish sausages or samosas
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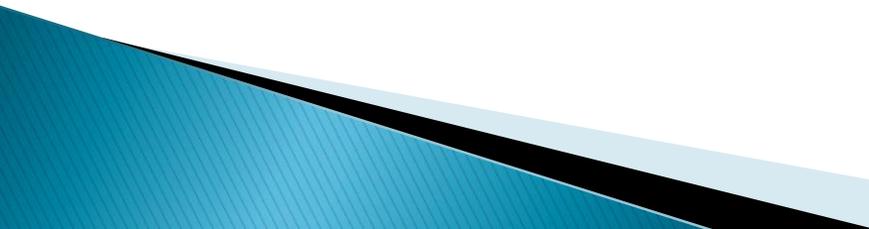
Key success factors

- ▶ Venturing in innovative fish products fit for present generation
 - Sausages
 - Samosas
 - Fillets
 - Powders
 - Snacks
- ▶ Customizing products to customers' different tastes
- ▶ Prestigious awards boosted our confidence
- ▶ Trust of the 1037 fish farmers that accepted to supplying fish on credit to KATI FARMS
 - Solved initial capitalization problem
- ▶ Participating in local and international trade shows increased
 - exposure

What we have achieved sofar

- ▶ New innovative products in market
 - ▶ Buying 15000 kg per week
 - ▶ Employing 38 staff
 - ▶ PPP with Government
 - ▶ A Company worth half million USD in a space of 4 years.
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Outlooks

- ▶ The company is looking to raise ~\$450K which will be used to acquire
 - A private production facility,
 - 2 refrigeration trucks, rooms
 - power generators,
 - patent & manufacturing rights
 - highly certified quality products
 - ▶ Grow farmer sourcing network to <2,000
 - ▶ Continue improvements in production process to improve supply reliability
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Thank you for Listening



You can choose to remain traditional or go modern

Lovin Kobusingye

Team leader, www.katifarms.org