

SURVEY ON FOOD PRICING IN UGANDA



EXECUTIVE SUMMARY

Neofacts LTD conducted a Food Pricing Study in January 2023, following Uganda's recent hikes in food prices. According to the Uganda National Bureau of Statistics, food prices increased by 3.3% in October 2022, with matooke prices rising by 15.6% to 75.4%. This study employs a Longitudinal Research Design which allows researchers to collect data over an extended period of time (months or years) to observe changes or developments in a specific group or population. The goal is to track the same individuals or groups and study changes in variables of interest such as behaviour, attitudes, or characteristics. The study aimed to gather data and analyze food prices in different markets and regions and understand the factors that influence prices. The data collected will be useful for governments, food retailers, farmers, consumers, and other organizations to make informed decisions about food policy, security, and pricing strategies.

Summary of Findings

	Rice	posho	Beans	Beef	Fish	Irish	Matooke	Sugar	Petrol	Diesel
GULU	-24.5%	-33.3%	5.3%	0.0%	0.0%	-46.2%	+14.3%	-4.0%	-0.5%	-3.4%
JINJA	-4.0%	-20.0%	0.0%	-7.1%	-11.1%	-5.6%	+50.0%	-7.7%	-3.6%	-3.1%
KAMPALA	-7.7%	-22.7%	-10.0%	7.1%	+11.1%	-8.3%	+42.9	-4.0%	-3.6%	-4.1%
MBARARA	0.0%	+16.7%	-5.0%	0.0%	-10.0%	0.0%	-57.1%	-9.1%	-5.6%	-4.8%
Average	-9.05%	-14.83%	-2.43%	0.0%	-2.5	-15.03%	+12.53%	-6.2%	-3.33%	-3.85%

Based on retailer data collected from Gulu, Jinja, Kampala, and Mbarara in January 2023, it was found that most commodities experienced a decrease in prices except for Matooke and beef. Specifically, the price of rice decreased by -9.05%, posho dropped by -14.83%, beans reduced by -2.43%, fish declined by -2.5%, Irish decreased by -15.03%, and sugar reduced by -6.2%. However, the price of Matooke increased by 12.53%, while the price of beef remained stable. In addition, the prices of fuel also decreased, with petrol being reduced by -3.33% and diesel by -3.85%. These findings suggest that there may have been changes in supply and demand or market conditions that have affected commodity prices in these cities.

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1.1 INTRODUCTION

Neofacts Ltd is a Ugandan Based Research firm dedicated to providing high- quality and thorough research services to a wide range of clients. We have a team of experienced researchers with a diverse range of expertise and backgrounds, allowing us to tackle projects in a variety of fields and sectors such as Public Policy, Politics & Governance, Economics, Agriculture, Oil & Gas, Public Health & pharmaceuticals, Finance & Banking, Education, FMCGs, Development Projects, Transport & Logistics sector, ICT and media. We pride ourselves on our attention to detail, critical thinking skills, and ability to deliver results in a timely manner. We believe in the importance of staying up to date with the latest research and methodologies, and constantly strive to improve and expand our skills to match the current trends. Our organization values integrity, transparency, and collaboration, and we work closely with our partners to ensure that their needs and expectations are met. We are committed to providing exceptional service and delivering high-quality research that helps, individuals, businesses, organizations and governments make informed decisions.

1.2 STUDY BACKGROUND

Neofacts picked interest in the food pricing study following recent hike in major food stuffs in the country. According to the Uganda National Bureau of Statistics (UBOS, 2022), the prices on the market increased during October 2022. Food crops and other related items saw a 3.3 percentage point rise in inflation. The cost of a bunch of matooke went up by 15.6 percentage points in October 2022 to 75.4 percent, which was higher than the 59.8 percent recorded in September. Thus, this Food Pricing Survey is aimed at gathering data and analyze the prices of various food products in specific markets or regions of Uganda. The survey typically includes information on the prices of different types of food, such as Matooke, Irish Potatoes, Price, Posho, Beans, Fish, Beef, and Fuel Prices. The goal of this Food Pricing Survey is to understand the factors that influence food prices and how they vary across different markets/regions, as well as to identify any trends or patterns in food pricing over time. This information shall be used by governments, food retailers, farmers, individual consumers and other organizations to make informed decisions about food policy, food security, marketing, and pricing strategies.

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2.1 METHODOLOGY

2.1.1 Research Design

This survey employs a Longitudinal Research Design. This type of study design allows researchers to collect data over an extended period of time, typically several months or years, to examine changes or developments within a particular group or population. This design allows researchers to track the same individuals or groups over a period of time and observe changes and trends in variables of interest. This can include changes in behavior, attitudes, or other characteristics such as prices. Longitudinal studies can be either retrospective, in which data is collected from the past, or prospective, in which data is collected in the future. A prospective longitudinal design was chosen for this study to enable researchers to collect data on food prices in different regions/cities of Uganda. Data was collected twice a week usually beginning of the week and end of the week from central markets in each city.

2.1.2 Study Methodology

The study employs both quantitative and qualitative research methods to gather and analyze data aimed at understanding pricing trends of major food stuffs in Ugandan market. Data is collected from market vendors in central markets of major cities through in- person interviews and observation.

2.1.3 Sampling and Data Collection

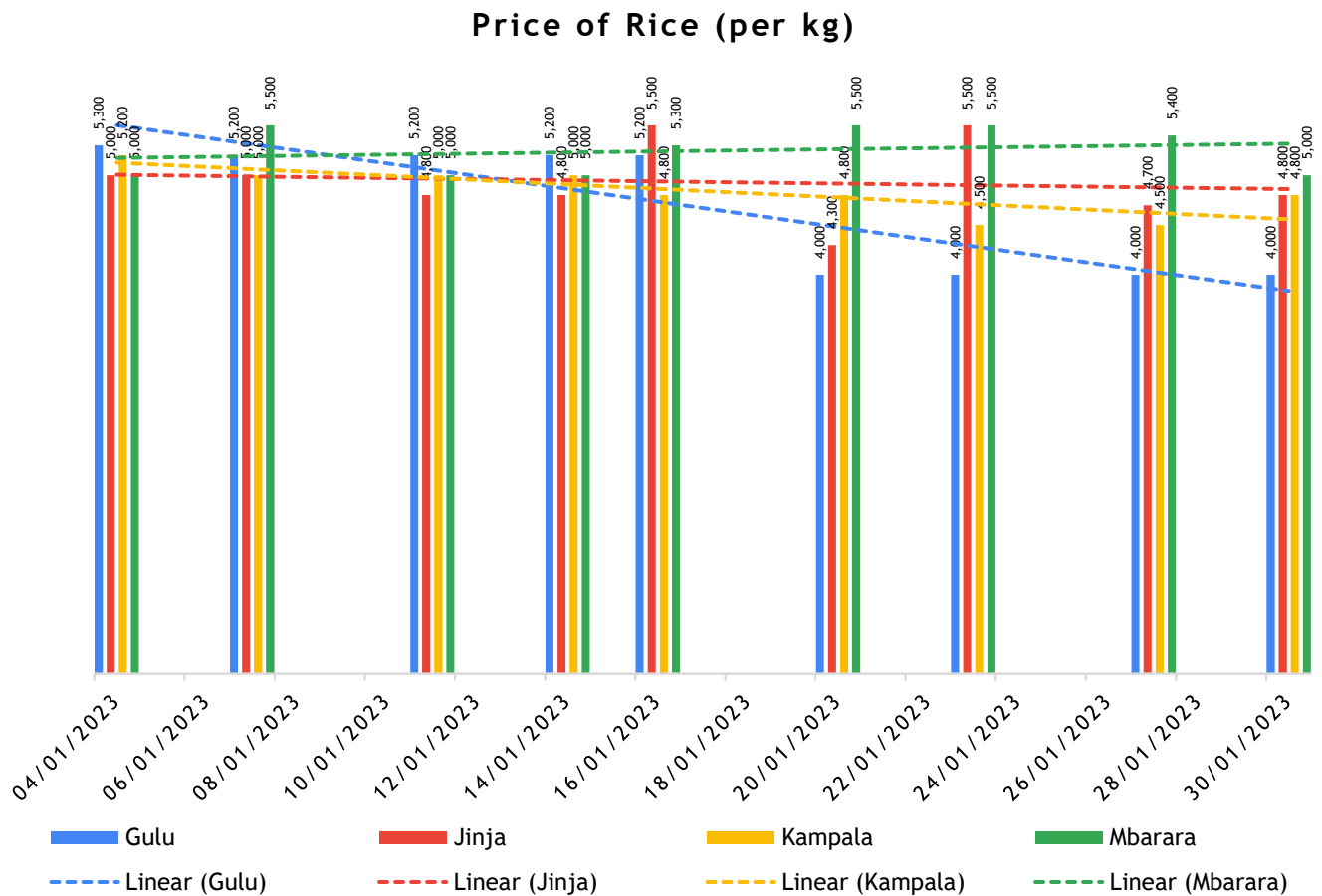
The study employs Quota sampling procedure to determine the cities where data is collected. Uganda was divided geographically into 4 major regions (Central, North, West and East) each region having at least 3 cities. One city was purposefully chosen to represent each region. Therefore, Kampala was chosen to represent central region, Mbarara represents western, Gulu represents Northern and Jinja represents Eastern region. In each city, data was collected from a central market; Mbarara Central Market, Jinja Central Market, Gulu Central Market and Nakasero Market in Kampala. Data was collected on selected food stuffs through in person interviews with market vendors and observation twice weekly.

2.1.4 Data Processing and Analysis

Statistical analysis of collected data employs data analysis tools of SPSS and Excel to perform descriptive and inferential statistics to make inferences about food prices in Ugandan Market and visualize pricing trends over time.

3.1 FINDINGS

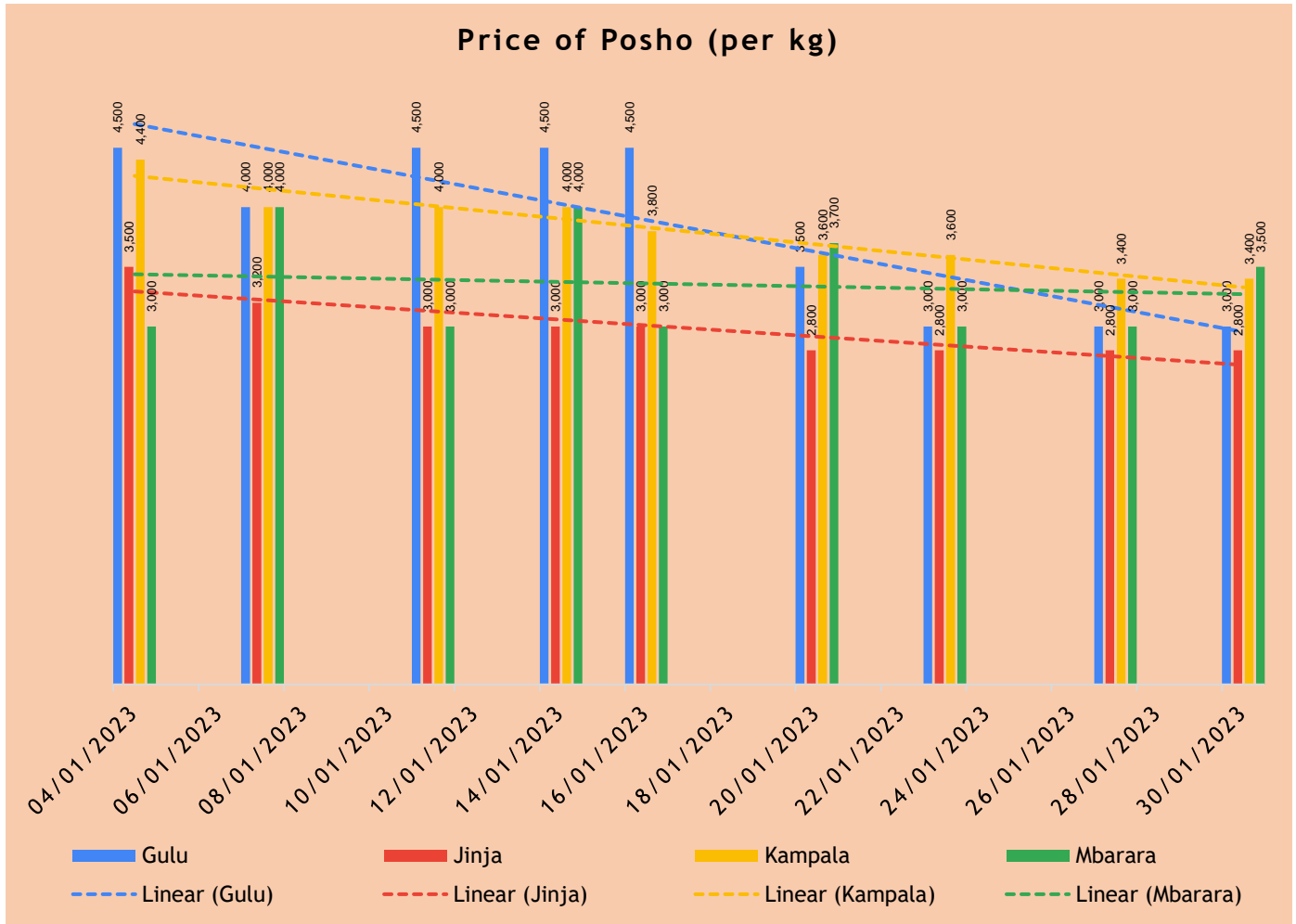
3.1.1 Price of Rice



Retailer data from Gulu Central Market showed that the price of rice dropped from 5,300 at the start of January 2023 to 4,000 by January 30th. In Jinja, a slight decrease was observed, with rice prices falling from 5,000 to 4,800 by the end of the month. Kampala also recorded a decrease, from 5,200 to 4,800. Mbarara, on the other hand, experienced fluctuating rice prices, starting at 5,000 at the beginning of the month, rising to 5,500 mid-month, and finally declining back to 5,000 by January 30th.

Overall, the price of rice decreased by -9.05% across the markets studied. Despite this trend, rice prices remained high in Mbarara city, while they were slightly lower in Gulu city.

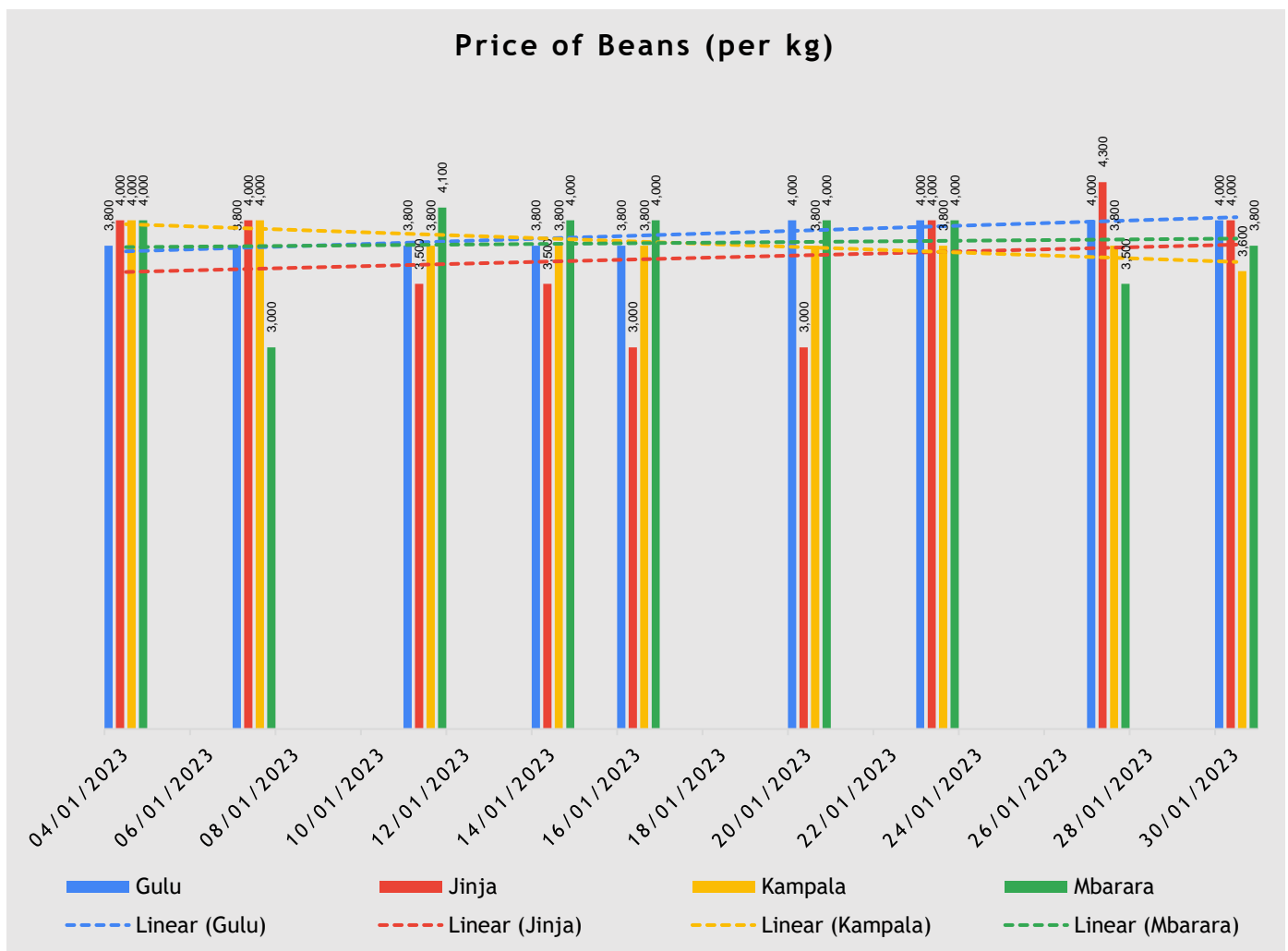
3.1.2 Price of Posho



Retailer data from various markets indicate a general decrease in posho prices. Gulu saw posho prices fall from 4,500 at the start of January to 3,000 by the end of the month. In Jinja, posho prices dropped from 3,500 to 2,800. In Kampala, posho prices declined from 4,400 to 3,500 by the end of the month. Conversely, Mbarara recorded an increase in posho prices, from 3,000 at the beginning of the month to 3,500 by January 30th.

Compared to other cities, Mbarara had slightly higher posho prices, while Jinja had the lowest by the end of January. Prices generally reduced by -14.83% across the markets studied.

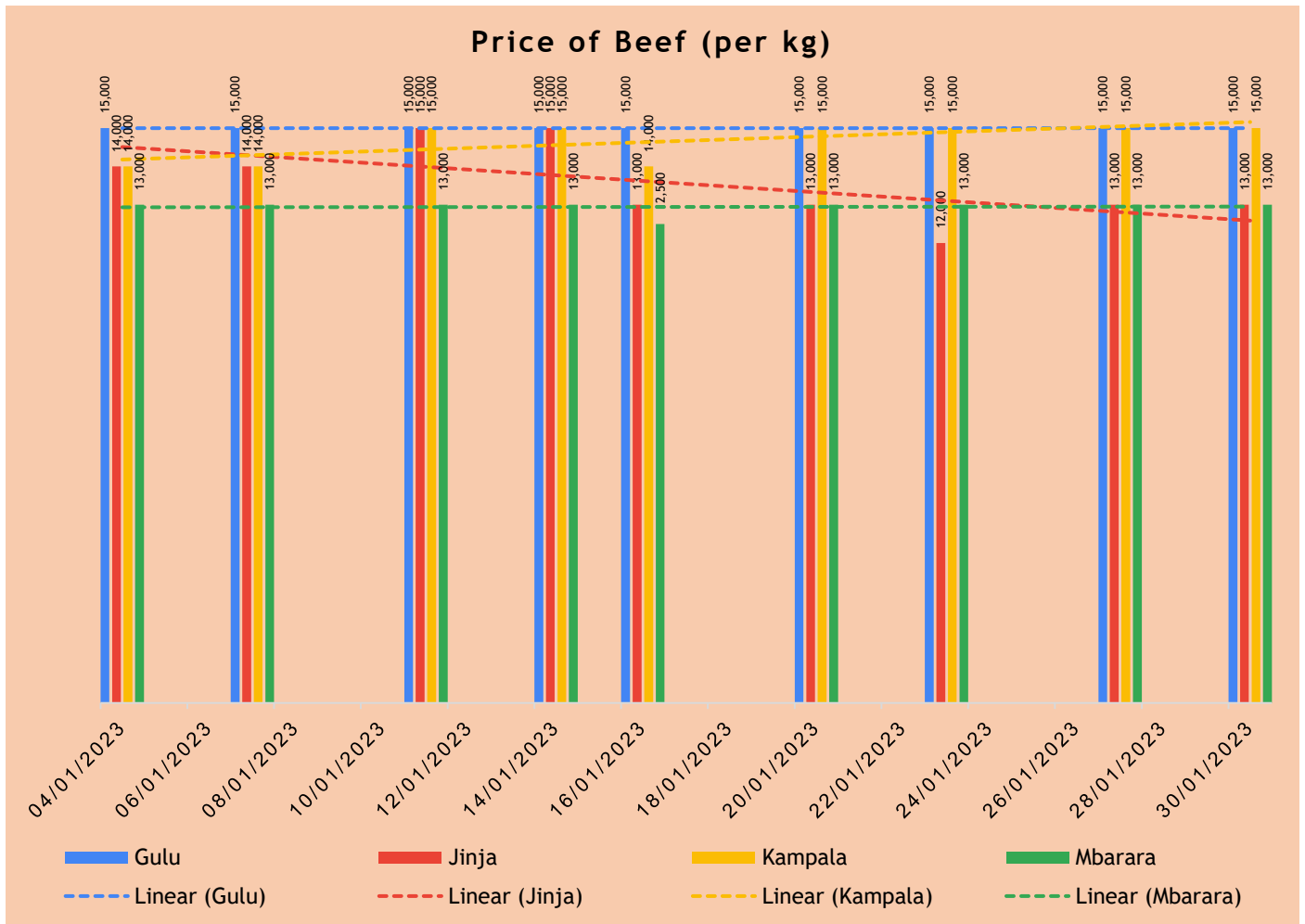
3.1.3 Price of Beans



The prices of beans in the markets studied in January showed relative stability. In Gulu, there was an increase in the price of beans, starting at 3,800 and reaching 4,000 by the end of the month. In Jinja, the prices showed some fluctuation, starting at 4,000 and dropping to 3,000 in the middle of the month before returning to 4,000 by the end of the month. In contrast, the prices in Kampala decreased from 4,000 to 3,600, and Mbarara also saw a decrease from 4,000 to 3,800 by the end of the month.

Overall, with the exception of the 200-shilling increase in Gulu, the prices of beans in the other markets remained unchanged or decreased throughout the month with a general decline of - 2.43%. This relative stability in the prices of beans in the different markets could be attributed to various factors such as supply and demand, production costs, and harvest season.

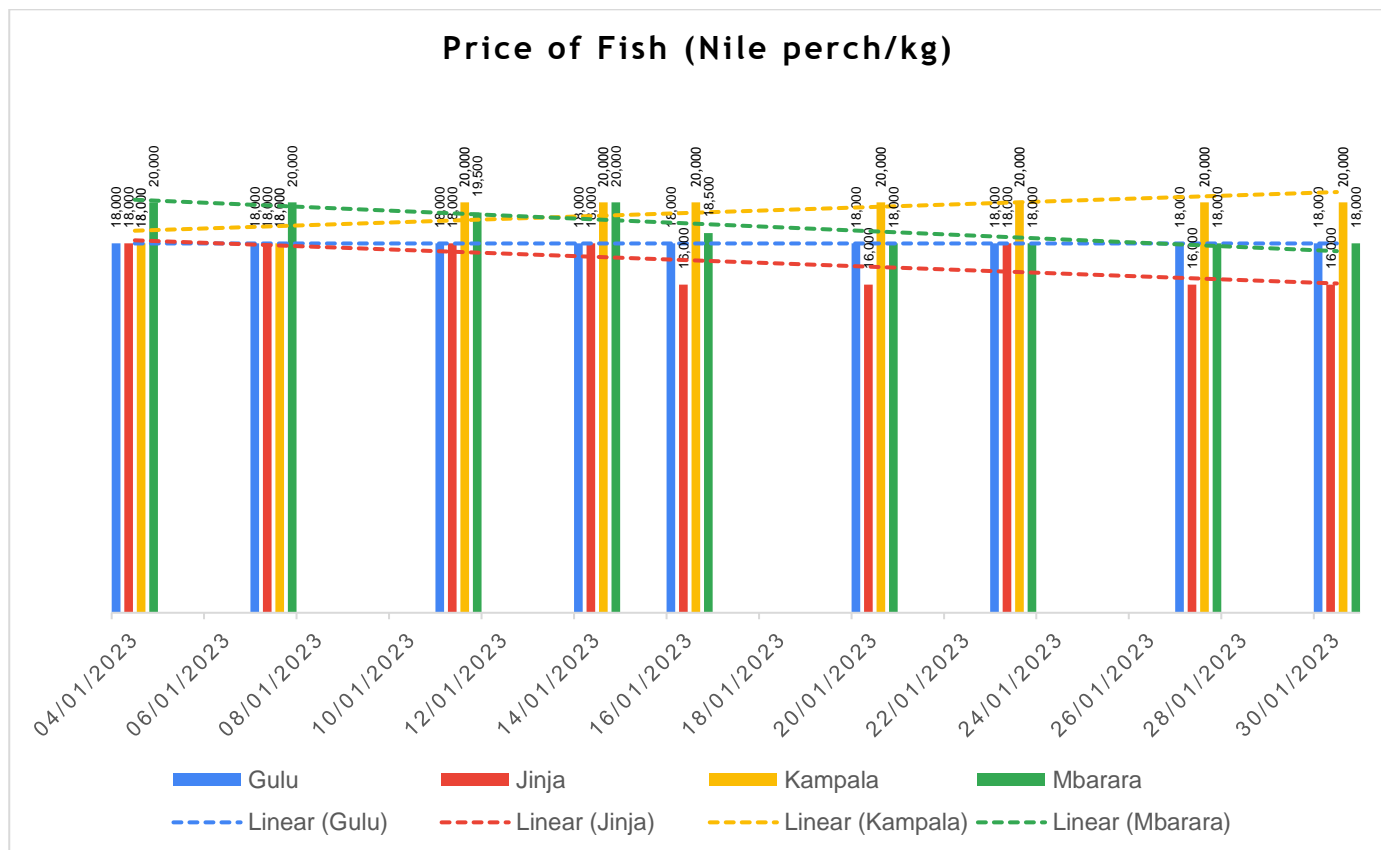
3.1.4 Price of Beef



Market data shows that beef prices remained stable in Gulu and Mbarara at 15,000 and 13,000 respectively. However, prices in Kampala increased by 1,000 to reach 15,000 by the end of the month, compared to 14,000 at the start. On the other hand, beef prices in Jinja dropped from 14,000 to 13,000 by the end of January.

As a result, Jinja and Mbarara had the lowest beef prices (13,000) compared to Kampala and Gulu (15,000) by January's end.

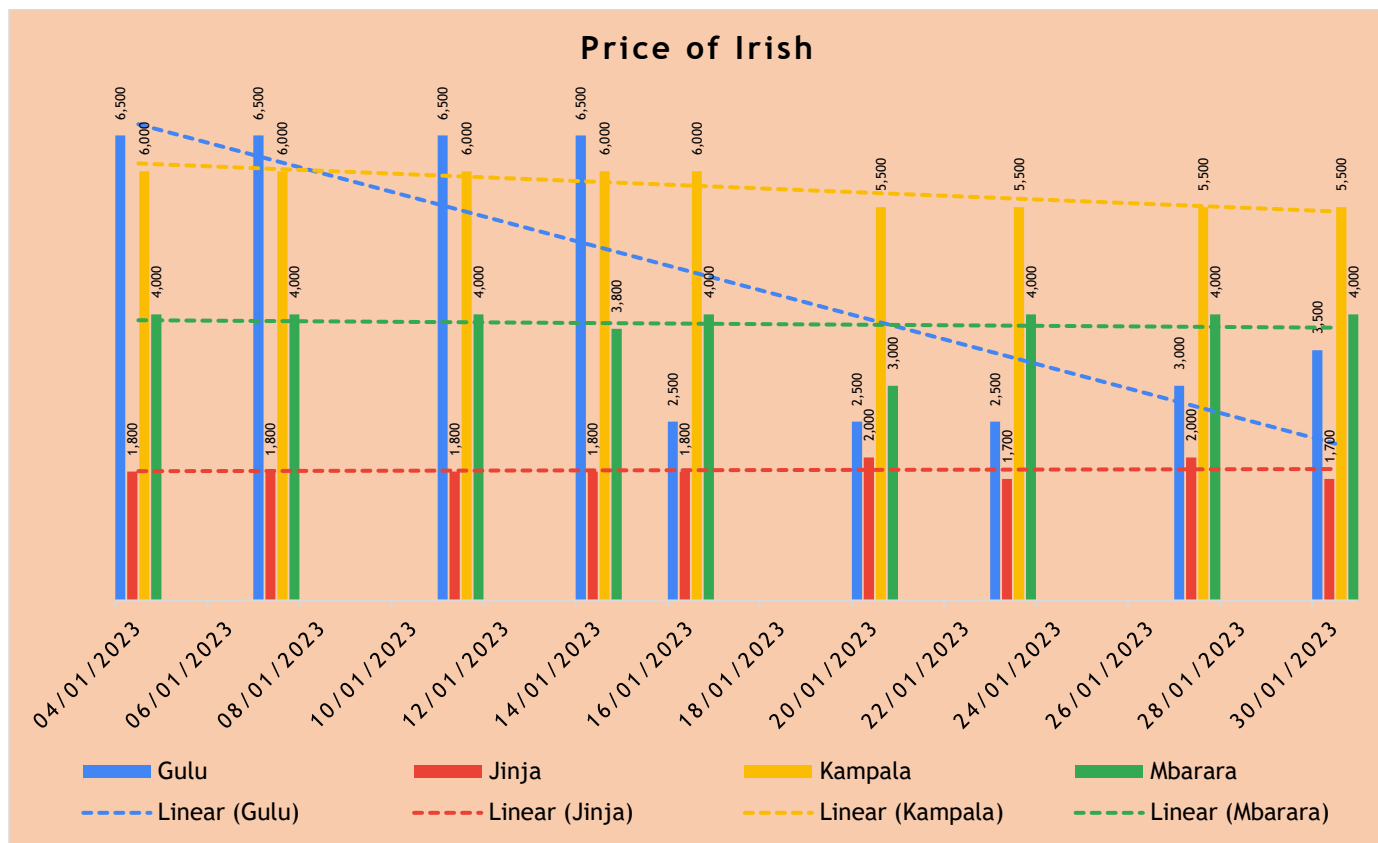
3.1.5 Price of Fish



Data on fish prices in various markets showed that the cost of a kilogram of Nile perch varied between 16,000 and 20,000 Ugandan shillings. The city of Kampala recorded the highest price, reaching 20,000 shillings by the end of the month. On the other hand, Jinja had the lowest price, which remained at 16,000 shillings throughout the study. The price of fish in Gulu was stable, staying at 18,000 shillings for the entire month. In contrast, the market in Mbarara showed fluctuations in price, starting at 18,000 shillings at the beginning of the month, increasing to 20,000 shillings mid-month, before finally settling back at 18,000 shillings by the end of the month.

This variation in fish prices in different markets could be due to various factors such as supply and demand, production costs, and economic conditions in the area. The stability of fish prices in Gulu and the fluctuations in Mbarara demonstrate that these factors can have a significant impact on the cost of fish in different markets. Generally price of fish reduced by -2.5%.

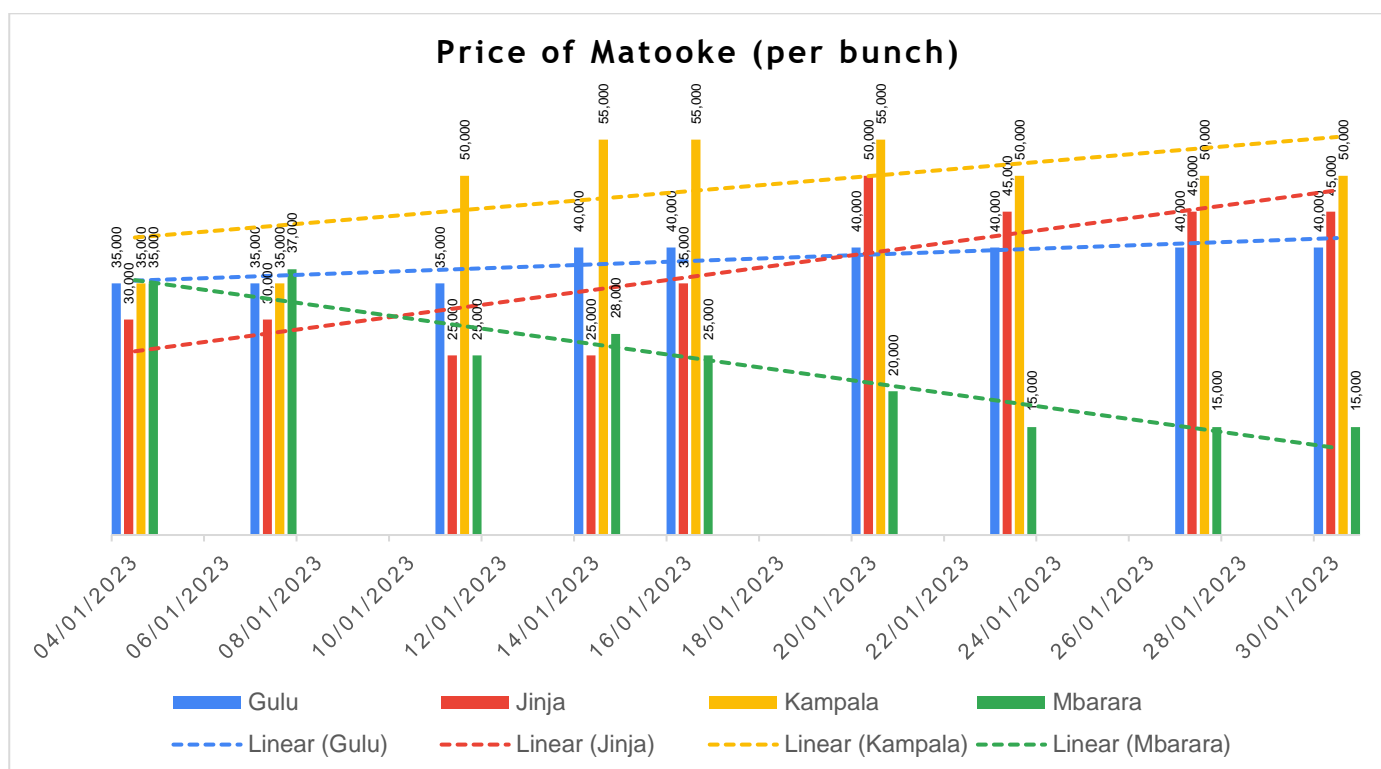
3.1.6 Price of Irish



The prices of Irish potatoes in the various markets studied showed significant variations. Jinja City had the lowest price of Irish potatoes, starting at 1,800 shillings at the beginning of the month and dropping to 1,700 shillings by the end of the month. On the other hand, Kampala city had the highest price for Irish potatoes, but there was a slight decrease from 6,000 shillings to 5,500 shillings by the end of the month. In Gulu city, there was a sharp decrease in the price of Irish potatoes, from 6,500 shillings to 3,500 shillings by the end of the month. This marked a significant drop in the price of Irish potatoes in Gulu city. In contrast, Mbarara city witnessed stable prices of Irish potatoes, remaining at 4,000 shillings throughout the month. The stability in prices in Mbarara city is a contrast to the fluctuations in prices observed in the other cities.

Overall, the prices of Irish potatoes varied significantly across the various markets studied, with Jinja City having the lowest prices and Kampala city having the highest. However, the prices in Gulu city showed the largest fluctuation, while prices in Mbarara city remained stable. General observation noted a reduction of -15.03% in the price of Irish in January.

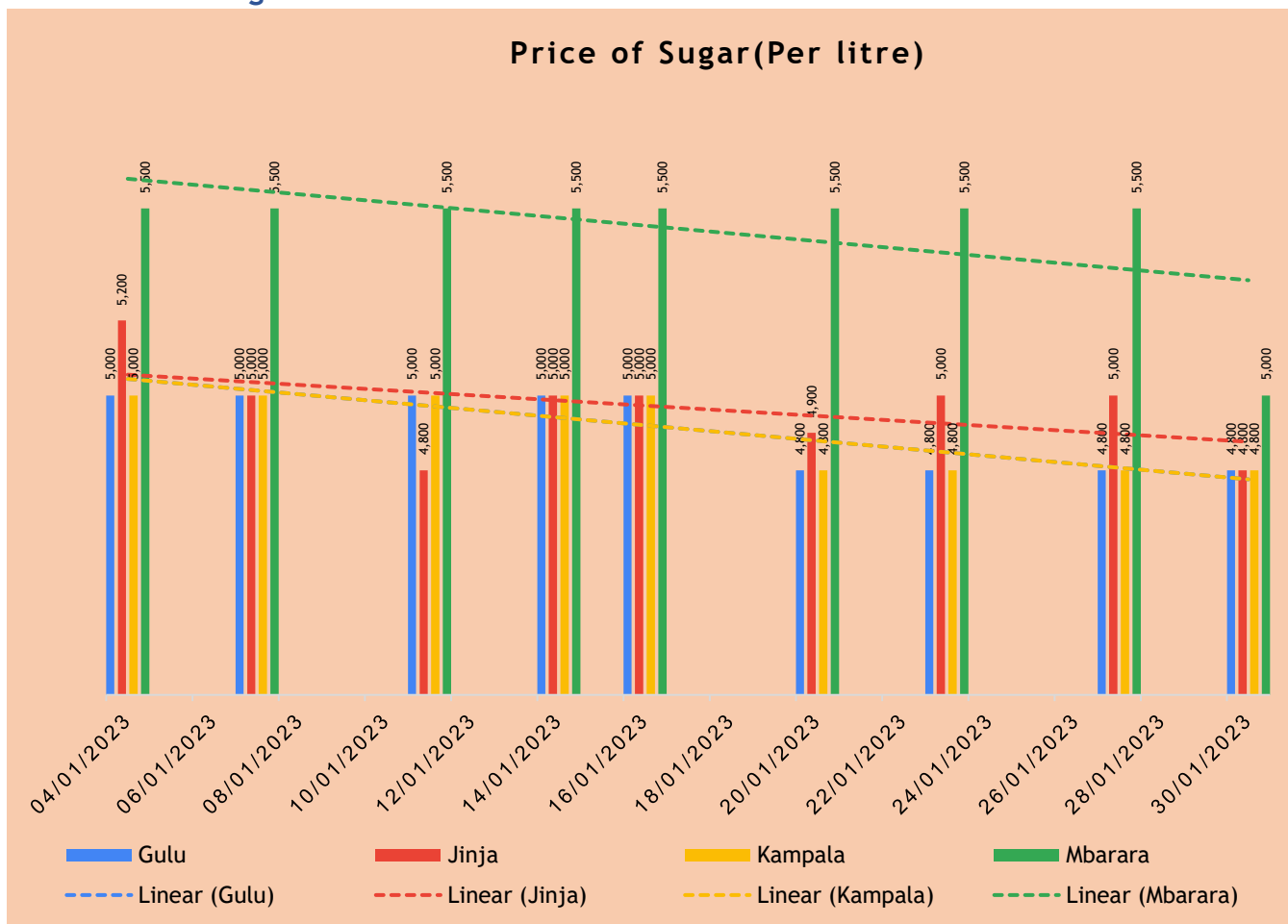
3.1.7 Price of Matooke



The price of Matooke (Plantain) saw a general increase in all markets except for Mbarara city, where there was a sharp decline in price from 35,000 to 15,000 a bunch. Kampala recorded the highest price range of matooke, starting at 35,000 per bunch and reaching a peak of 55,000 between the 14th and 20th, before dropping to 50,000 by the end of the month. On the other hand, Jinja city recorded the lowest price range of matooke, starting at 30,000 and reaching 45,000 by the end of the month. In Gulu city, the price of matooke increased from 35,000 to 40,000 a bunch.

Overall, the prices of matooke were seen to vary in different markets, with some experiencing an increase and others a decrease. The price of matooke increased by 12.53% in January.

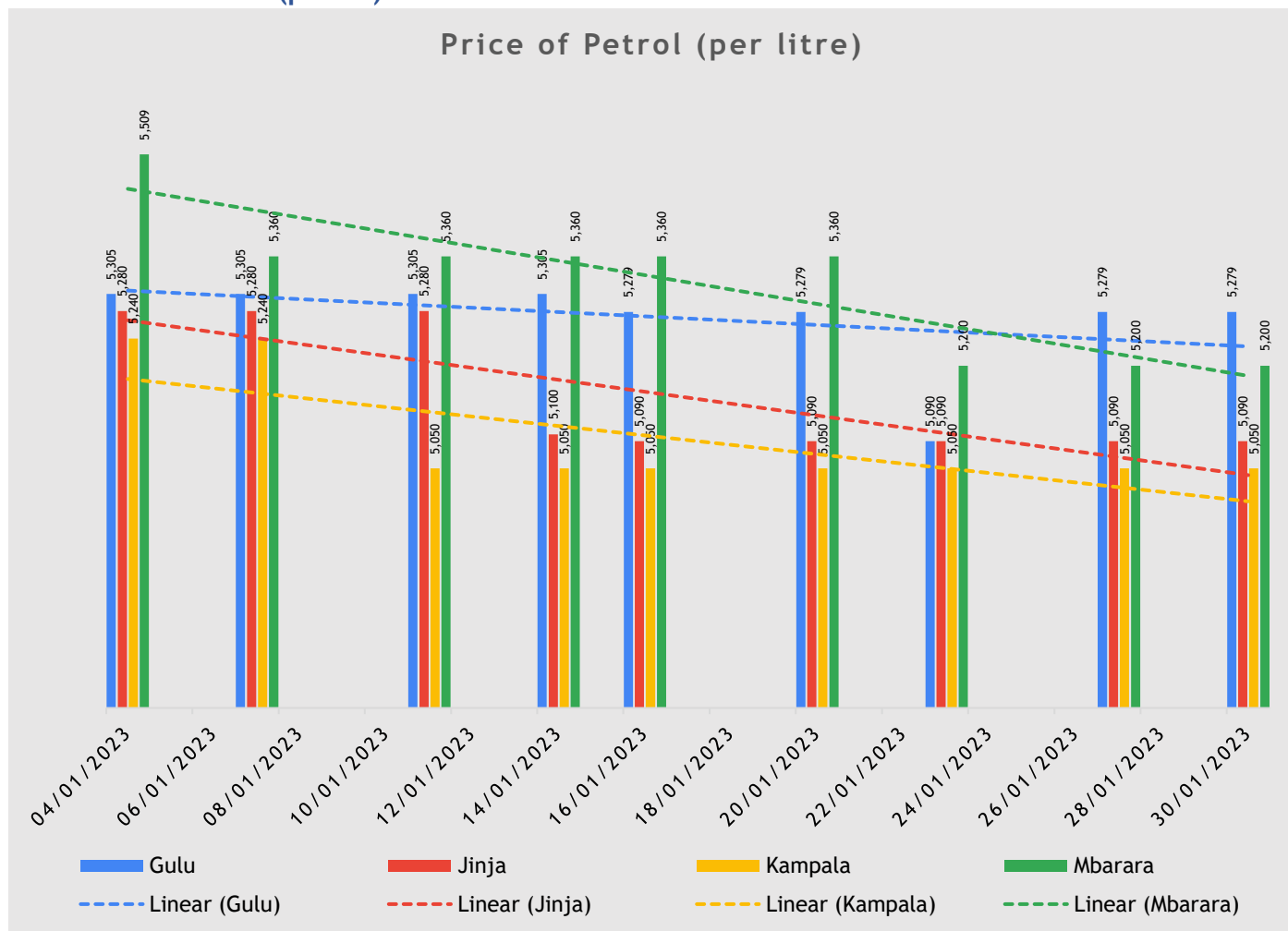
3.1.8 Price of Sugar



Across the markets studied, there was a general decrease in the price of sugar. In Gulu and Kampala, the price of sugar dropped from 5,000 shillings to 4,800. In Jinja, prices decreased from 5,200 to 4,800 by the end of the month. Mbarara had a slightly higher price compared to the other cities, but the price also dropped from 5,500 to 5,000 shillings by the end of the month.

The decrease in sugar prices by -6.2% in these markets could be attributed to various factors such as changes in supply and demand, production costs, and economic conditions. Regardless of the causes, the reduction in sugar prices in these markets could benefit consumers by making sugar more affordable and accessible.

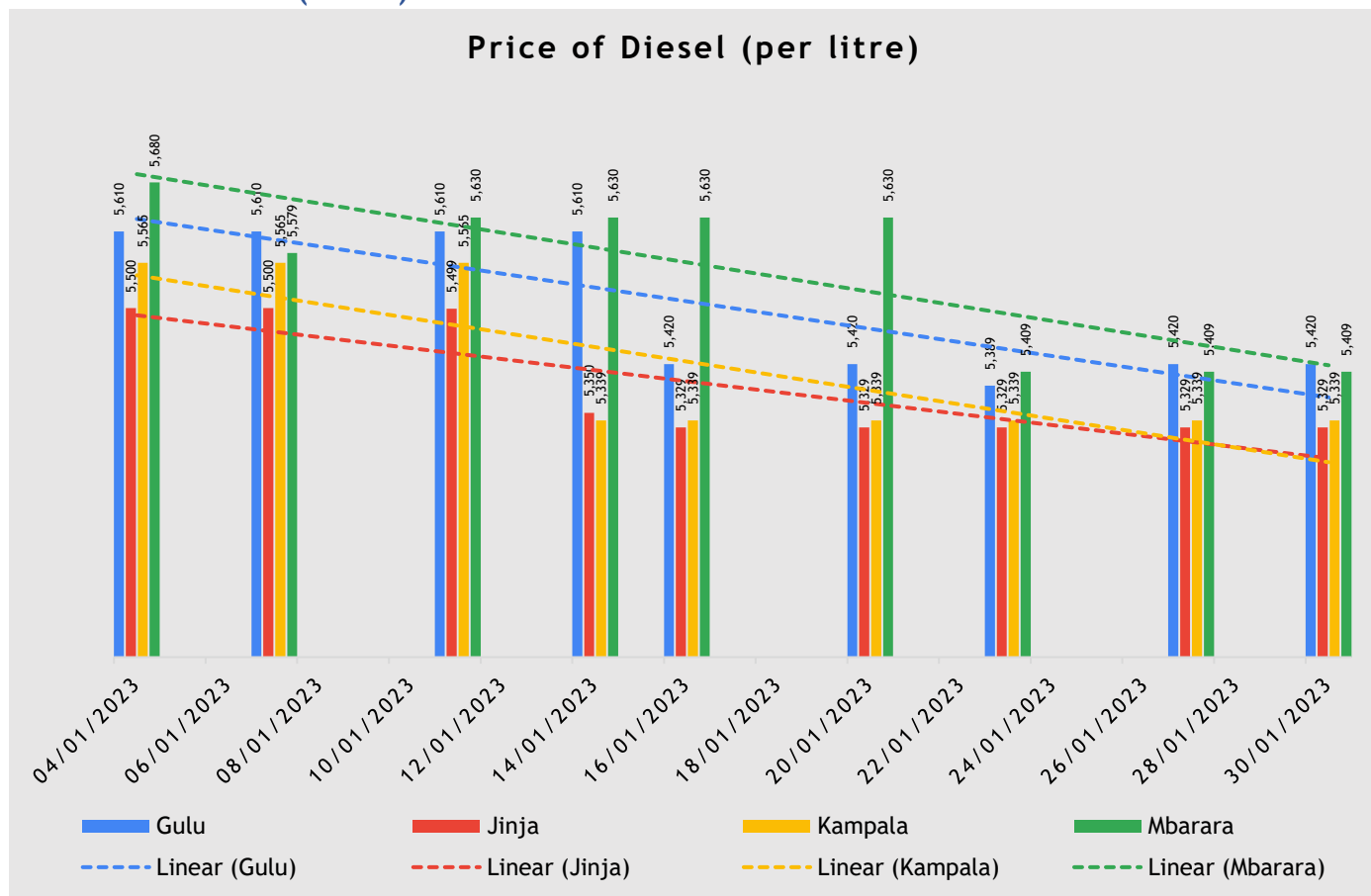
3.1.9 Price of Fuel (petrol)



The data collected from Total Energies stations in four cities showed a general decline in petrol prices. In Gulu, the price of petrol dropped from 5,305 to 5,279 by the end of the month. In Jinja, the price declined from 5,280 to 5,090 over the same period. In Kampala, the price of petrol decreased from 5,240 to 5,050 by the end of January. In Mbarara, the price also decreased from 5,509 to 5,200 by the end of the month.

At the beginning of the month, Mbarara had the highest petrol price, but by the end of the month, Gulu had a slightly higher price. Kampala, on the other hand, had the lowest petrol price compared to the other cities.

3.1.9 Price of Fuel (Diesel)



In the four cities studied, diesel was generally sold at a slightly higher price compared to petrol. However, there was also a general decrease in the price of diesel in each of the cities. In Gulu, the price of diesel dropped from 5610 to 5420 by the end of January, while in Jinja the price decreased from 5,500 to 5,329. In Kampala, the diesel price decreased from 5,565 to 5,339, and in Mbarara, the price dropped from 5,680 to 5,409 over the same period.

Overall, the comparison across the four cities shows that the highest diesel price was slightly higher in Mbarara, while Jinja had the lowest diesel prices.

4.1 CONCLUSIONS.

Price of Rice

Retailer data from Gulu Central Market showed that the price of rice decreased from 5,300 at the start of January 2023 to 4,000 by the end of the month. Rice prices also decreased in Jinja and Kampala, however, Mbarara experienced fluctuating prices. Despite the general trend of declining rice prices across the markets studied, Mbarara had the highest rice prices, with Gulu having slightly lower prices. Generally, price of rice reduced by -9.05% in the month of January 2023 across the market studied.

Price of Posho

Retailer data from various markets showed a general decrease in posho prices across cities, with Jinja having the lowest posho prices. However, Mbarara recorded an increase in posho prices, making it the city with the slightly higher posho prices. Posho registered a general decline in price by -14.83% in January 2023.

Price of Beans

The prices of beans in four markets studied in January showed relative stability with a decrease in prices in Jinja, Kampala, and Mbarara. The exception was an increase in the price of beans in Gulu, rising from 3,800 to 4,000 by the end of the month. The price of bean slightly declined by -2.43% across the markets studied in January 2023.

Price of Beef

The market data shows that the prices of beef remained stable in Gulu and Mbarara while they showed changes in Kampala and Jinja. Beef prices increased in Kampala by 1,000 and a decline by the same margin in Jinja. Therefore, on average, the price of beef remained stable throughout January.

Price of Fish

The prices of Nile perch varied in different markets, with Kampala recording the highest price of 20,000 shillings, Jinja the lowest at 16,000 shillings, and Gulu at a stable 18,000 shillings throughout January. Mbarara experienced fluctuating prices, starting at 18,000 shillings and reaching 20,000 mid-month, before declining back to 18,000 by the end of the month. On general perspective the price of Nile perch declined slightly by -2.5% in January.

Price of Irish

The prices of Irish potatoes varied across the different markets studied, with Jinja having the lowest prices and Kampala having the highest. However, the prices in Gulu showed the largest fluctuation, decreasing from 6,500 to 3,500 by the end of the month, while prices in Mbarara remained stable at 4,000 throughout the month. Irish generally registered a reduction of -15.03% in January across the market studied.

Price of Matooke

The price of matooke (plantain) showed a mixed trend in the various markets studied. Kampala had the highest price range, starting at 35,000 per bunch and reaching a peak of 55,000 before dropping to 50,000 by the end of the month. In Jinja the price ranged, between 30,000 and reaching 45,000. Gulu saw a decrease from 35,000 to 40,000. The only market with a sharp decline was Mbarara, where the price dropped from 35,000 to 15,000. Overall, the prices of matooke increased by 12.55% through the month of January across the market studied.

Price of Sugar

The price of sugar decreased in all the markets studied, with Gulu and Kampala experiencing a drop from 5,000 to 4,800 shillings, Jinja dropping from 5,200 to 4,800, and Mbarara dropping from 5,500 to 5,000. Generally, sugar reduced by -6.2% in January. The decrease in sugar prices is likely due to various factors, such as changes in supply and demand and economic conditions. The end result is that sugar is becoming more affordable for consumers.

Fuel Price

The data from Total Energies stations in four cities indicated a reduction in petrol prices. All cities experienced a decrease in price with Kampala having the lowest price and Gulu having a slightly higher price than the other cities by the end of the month. Generally, petrol decline by -3.33% in January.

The four cities studied showed that diesel was generally sold at a slightly higher price than petrol. However, there was a general decrease in diesel prices in each of the cities, with Mbarara having the highest price and Jinja having the lowest price by the end of January. Diesel generally decline by -3.85% across the market studied.