



## **OPERATION WEALTH CREATION**

### **FOR IMMEDIATE RELEASE**

**6th November 2024.  
Kampala, Uganda**

### **Empowering Uganda's Coffee Farmers: A Path Toward Prosperity and Progress**

Operation Wealth Creation (OWC) has been supporting Uganda's farmers over the past 10 years and is committed to strengthening key sectors including the agricultural sector. In the light of recent contentious debates around the rationalization of agricultural agencies especially that of Uganda Coffee Development Agency, OWC wishes to reaffirm that these reforms are grounded in among many several goals, empowering coffee farmers and advancing our country's agricultural success.

At the heart of the rationalization effort is a commitment to ensuring that Uganda's coffee farmers receive the fair returns they deserve for their hard work and dedication. H.E President Yoweri K. Museveni in his recent letters to the nation a vision has outlined a vision where rationalization reduces redundancies, wastage, and duplication of services, ensuring resources flow more effectively to farmers.

By minimizing overlapping roles and excessive administrative costs, rationalization maximizes support for critical areas like agriculture through PDM. This streamlined approach enables stronger harmonization and coordination of services, which in turn helps Uganda's coffee farmers. It is only by elevating these farmers our nation's backbone that Uganda can truly thrive in the global coffee market as envisioned by the President

Over the years, several agencies were created to support Uganda's agricultural sector during challenging economic times and as part several economic structural reforms. Today, the need for increased efficiency has become essential. By streamlining operations, we ensure that our farmers no longer face, bureaucratic red tape, delays, low returns, dependency on middlemen who benefit from farmers' hard work without delivering equivalent value, and international price fluctuation shocks and are able to access the best inputs such as seedlings



## OPERATION WEALTH CREATION

Uganda's coffee farmers and the over 5M people dependent on the value chain, from the slopes of Mt. Elgon to the hills of Rukungiri, are the stewards of our land and the foundation of our agricultural economy. They are the guardians of our soils, sustaining our nation's legacy as one of Africa's leading coffee producers. Yet, they have historically faced challenges in securing fair prices and support due to structural inefficiencies. Rationalization is designed to remove these barriers, redirects resources to the people who grow, harvest, and bring Uganda's coffee to market, ensuring that every coffee farmer can benefit from increased yields and better earnings,

OWC's mission aligns with H.E. President Museveni's vision for a rational, farmer centered approach. This effort aims to make Uganda a leading coffee exporter not only in volume but also in value-added products. Uganda's coffee farmers deserve a better deal, and rationalization ensures that coffee farmers become more active stakeholders in value addition, ensuring Uganda does not remain solely a raw material exporter. By focusing on processing, quality enhancement, and direct access to markets, Uganda's agricultural sector can achieve greater returns and resilience. The future lies in empowering farmers to engage in value addition, enabling them to capture more value domestically, in line with the President's vision.

OWC calls on all Ugandans farmers, leaders, and citizens to stand united, putting aside political, ideological and tribal differences and rallying behind a system that places farmers first. Rationalization, combined with the PDM, leads Uganda toward a prosperous, equitable agricultural future. When Uganda's coffee farmers thrive, the entire nation prospers.

H.E. President Museveni's message is clear: Uganda's agricultural sector is on the brink of a new era, one where value addition provides a multiplier effort in all key value chains, one where farmers are not merely participants but benefactors of the nation's growth. We must look past short-term political gains and focus on long-term farmer empowerment, building a united vision for Uganda's future.

For more information on OWC's initiatives to support coffee farmers, please visit our official website or contact our offices. Together, let us drive Uganda's coffee industry forward.

Operation Wealth Creation (OWC)  
Public Relations Department