



# BUSINESS MODEL



# INTRODUCTION

Mityana Women Maize Farmers' cooperative society was established on 21st July 2022 with support from Finn Church Aid focusing on; supporting members to initiate and improve business for better incomes, establishing business to make profits while enabling members to easily access inputs and aggregate financial resources through saving and credit.



## LEGAL STATUS

We were initially given a 2-year probation certificate running from July 2022 to July 2024.

We obtained a permanent certificate in 2024 by the Ministry of Trade and Cooperatives, Uganda.

Since 2022



**Membership:** Over 1,000 women members.



# VISION

“Strong women involved in wealth creation and decision-making at all levels.”

# MISSION

To improve the socioeconomic self-reliance of women members through initiating and supporting women led enterprises in Mityana District.

# OBJECTIVES

01.

To improve the capacity of members in managing sustainable agribusiness enterprises along maize and poultry value chain.

02.

To increase member opportunity to save and access financial services to start, sustain and diversify their enterprises.

03.

To increase women’s production and productivity capacity through organized village-based farmer’s clusters and groups.





# BUSINESS MODEL OVERVIEW

The cooperative operates a multipronged business model focused on two key value chains:

1. Maize grain trade
2. Poultry trade



**Maize grain trade**



**Poultry trade**



**Agro-inputs shop**

Our other businesses include Agro-input shops, Veterinary shop, Poultry hatchery, Black soldier fly larvae production, children's scholastic shop, and a SACCO for financial services



# MAIZE GRAIN TRADE



Members are organized into 60 Producer Organizations (POs), each with at least 30 members.

Producer Organisations serve as platforms for:

- Training and capacity building
- Access to inputs and tools
- Aggregation of produce





## ACCESS TO INPUTS AND TRAINING



The cooperative runs a fully stocked agro-input shop supplying herbicides, fertilizers, seeds, pesticides, farm tools, and post-harvest materials.

Capacity building is provided through Bloom & Thrive Women Consult Ltd, focusing on agronomy and recommended farming practices.

Collaboration with local government agricultural officers ensures ongoing technical support and follow-up.





# MAIZE AGGREGATION AND MARKETING



Each PO appoints a lead farmer who acts as a para-extensionist and aggregation point.

Maize is bulked at lead farmers' homes, then collected and stored at cooperative bulking centres.

The cooperative has formal purchase agreements with Egg Production Uganda Ltd (EPL), a private poultry company in Mityana District, which acts as an off taker.





# ACCESS TO FINANCE



Members form Village Savings and Loans Associations (VSLAs) for grassroots savings and credit access.

The cooperative's SACCO offers larger credit facilities and financial products such as:

- Land Access Fund
- Maize Grain Purchase Fund
- Scholastic Materials Fund
- Agro-Input Fund

Members save with and borrow from both VSLAs and SACCO for investment purposes and poultry production





# POULTRY TRADE



Approximately 700 women members actively engaged in poultry farming for eggs and meat





# POULTRY HATCHERY AND SUPPLY CHAIN



The cooperative operates a poultry incubator producing quality day-old chicks.

Chicks are sold to women brooders who rear them until one month old, then sell to poultry farmers for egg-laying and meat production.



## AGGREGATION AND MARKET LINKAGES

- Eggs and broilers are aggregated at farm gate prices and transported to larger markets.



# VETERINARY SUPPORT



We have a fully stocked veterinary shop provides inputs and veterinary services.

Cooperative veterinary officer collaborates with sub-county veterinary officers for ongoing technical support and disease control.





# COMPLEMENTARY BUSINESSES AND SERVICES

- Black Soldier Fly Larvae (BSFL) production to support sustainable poultry feed.
- Children's scholastic shop supporting members' families.
- Agency banking partnerships with Stanbic Bank and Equity Bank; mobile money services with MTN and Airtel enhance financial inclusion
- Capacity building services to women entrepreneurs e.g. provision of Business development services through Bloom & Thrive Women's Consult Ltd, a subsidiary of Mityana Women Maize Farmers' Cooperative Society Limited





# KEY PARTNERS



# IMPACT & ACHIEVEMENTS



- ✔ **Over 1,000 empowered women farmers with improved incomes and food security.**
- ✔ **Sustainable integration of maize and poultry value chains for resilience and diversified income.**
- ✔ **Strengthened financial inclusion through SACCO and VSLAs.**
- ✔ **Capacity building leading to adoption of improved farming and poultry rearing practices.**

## FUTURE PLANS

1. Expand maize production capacity and access to inputs.
2. Increase poultry hatchery output and market reach.
3. Strengthen veterinary services and disease management.
4. Scale up training and technical support through local government partnerships.
5. Enhance SACCO capital to meet growing credit demands.



# CONCLUSION



**Mityana Women Maize Farmers' Cooperative Society Limited is a vibrant, community-driven cooperative empowering women through integrated agribusiness.**

**With continued donor support, the cooperative will scale impact, improve livelihoods, and contribute to regional food security and economic growth.**



# CONTACT INFORMATION



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