



Adoption and Impact of Mobile Agriculture Communication Platforms Among Small-Scale Coffee Producers in Eastern Uganda,

Muhittin Kazembere¹, Zipporah Nabihira^{2,3}, Ernestine Namugyenda^{4,5}

¹ Department of Advanced Studies, Mbarara University of Science and Technology

² Uganda National Council for Science and Technology (UNCST)

³ Department of Interdisciplinary Studies, Makerere University, Kampala

⁴ Mbarara University of Science and Technology

⁵ Department of Advanced Studies, Makerere University, Kampala

Published: 07 February 2004 | **Received:** 27 September 2003 | **Accepted:** 13 December 2003

Correspondence: mkazembere@gmail.com

DOI: [10.5281/zenodo.18793883](https://doi.org/10.5281/zenodo.18793883)

Author notes

Muhittin Kazembere is affiliated with Department of Advanced Studies, Mbarara University of Science and Technology and focuses on African Studies research in Africa.

Zipporah Nabihira is affiliated with Uganda National Council for Science and Technology (UNCST) and focuses on African Studies research in Africa.

Ernestine Namugyenda is affiliated with Mbarara University of Science and Technology and focuses on African Studies research in Africa.

Abstract

Mobile agriculture communication platforms have been introduced to enhance communication between small-scale farmers and market intermediaries in various regions globally. A mixed-method approach was employed, including surveys and interviews with 250 small-scale coffee farmers from five districts in Eastern Uganda. Data analysis used descriptive statistics to identify trends and patterns in platform usage. The adoption rate of mobile agriculture communication platforms among small-scale coffee producers ranged from 45% to 65%, with higher rates observed in areas with better infrastructure and more educated farmers. Mobile agriculture communication platforms have significantly improved market access for small-scale coffee producers, though further engagement strategies are needed to optimise platform utilization and address challenges such as digital literacy gaps. Investment should be directed towards enhancing digital literacy among farmers through training programmes. Additionally, ongoing support is essential to sustain the adoption of these platforms over time.

Keywords: *Geographical, Rural Development, Participatory Research, Smallholder Agriculture, Communication Technologies, Access Networks, Market Linkages*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge