



Sustainable Urban Agriculture in Kampala's Informal Settlements: Market Penetration Strategies and Economic Outcomes

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Abstract

Sustainable urban agriculture in Kampala's informal settlements addresses food security challenges amidst rapid urbanization. The study explores how local producers adapt market strategies to ensure economic viability. The research employs ethnographic methods involving participant observation, semi-structured interviews, and focus group discussions with key informants from local communities and urban agriculture organizations. Producers in informal settlements often face challenges such as limited access to markets, inconsistent demand, and high input costs. However, some have successfully integrated their products into urban supermarkets and community food cooperatives. This study highlights the importance of tailored market strategies for enhancing economic resilience among urban agriculture producers in Kampala's informal areas. Policy recommendations include support for infrastructure development to improve market access and subsidies to reduce production costs, thereby fostering sustainable agricultural growth.

Keywords: *Sub-Saharan, African, Ethnography, Indigenous, Kampala, Cultural, Rural-Urban*

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