

**DETERMINANTS OF THE CHOICE OF RURAL ASSEMBLY  
MARKETING CHANNEL BY SESAME FARMERS IN  
LABONGO AMIDA SUB-COUNTY, KITGUM DISTRICT**

**BY**

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
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**A DISSERTATION SUBMITTED TO THE DEPARTMENT OF AGRIBUSINESS AND  
EXTENSION IN PARTIAL FULLFILMENT OF THE REQUIREMENTS FOR THE  
AWARD OF BACHELOR OF AGRIBUSINESS DEGREE OF BUSITEMA  
UNIVERSITY**

**MAY, 2023**

DECLARATION

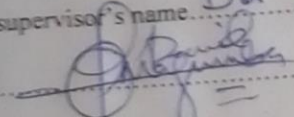
I ODOCH GEORGE, hereby declare that this research is my original work and has never been presented to any University or higher Institution of learning for the award of any academic document

Sign.  .....

Date. 12/06/2023 .....

**APPROVAL**

This is to certify that this research has been developed by ODOCH GEORGE and has never been submitted to any University or institution of higher learning for any academic consideration. It was conducted under the supervision of:

University supervisor's name DR. MAGUMBA DAVID  
Sign  Date 12/6/2023

## DEDICATION

With high honor and respect I would like to dedicate this piece of work to my brother RICHARD AROP who finances my study, my supervisors Dr. DAVID MAGUMBA, Mr. GEOFFREY OCHOM, MADAM ASERO DIANAH and to staff in Agribusiness department.

## ACKNOWLEDGEMENT

With much love I do thank GOD for his grace upon me during the whole research period, my brother RICHARD AROP who finances my study, my supervisors Dr. DAVID MAGUMBA, Mr. OCHOM GEOFFREY, MADAM ASERO DIANAH, all the staff and students in the Agribusiness department for having supported and guided me through the course of my research work, may the Lord GOD bless them abundantly.

## ABBREVIATIONS/ACRONYMS

FAOSTAT.....	Food and Agricultural Organization Statistic
H.....	Hypothesis
A2N.....	Africa 2000 Network
S.V.C.....	Sesame Value Chain
Qt.....	Quintal
NaSSARI.....	National Semi-Arid Resource Research Institute
UOSPA.....	Uganda Oil Seed Producers Association
L.C.....	Local Council
DR.....	Doctor
Mr.....	Mister
NGOs.....	Non-Governmental Organizations
SAQ.....	Self-Administered Questionnaire
BUAC.....	Busitema University Arapai Campus
SPSS.....	Statistical Package for Social Scientists
Kg.....	Kilogram
UGX.....	Uganda Shillings

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## ABSTRACT

Farmer's choice of a marketing channel is an important factor in successful marketing of sesame. The study was aimed at assessing the determinants of the choice of rural assembly market channel by sesame farmers in Labongo Amida Sub County, kitgum district. The study data was collected from 70 rural households selected randomly from four parishes specifically various villages in those parishes. The regression result shows that cost per acre, quantity sold per acre, profit per acre and price per kg of sesame produce has a positive and significant effect on the farmer's gross margin per acre in the rural assembly marketing channel. The study finally recommends the government to recruits more extension staff so as to improves quality of sesame produced and increase quantity of sesame produced by the farmers so as to fetch high income, improves roads that links farmers to better sesame markets, increasing market awareness among farmers so as they make better choice of the market and increase on their income and as a result improves on their livelihood.

## 1.0 CHAPTER ONE

### 1.1 Background.

Sesame (*Sesamum indicum*) is a flowering plant in the genus *sesamum*. It is widely naturalized in tropical regions around the world and is cultivated for its edible seeds which grow in pods. It is one of the oldest oilseed crop known, domesticated well over 3000 years ago. Globally, the top largest producers of sesame are Myanmar, India, China, Sudan, Uganda, and Ethiopia (Gebremedhn et al., 2019)

Worldwide in 2018, sesame was cultivated on an area of about 11.7 million hectares with the Republic of Sudan contributing 29.6%, India 14.7%, Myanmar 12.5%, Tanzania 6.8% and south Sudan 5.3% of the world total area harvested of sesame and Uganda had 1.8% of the total world area harvested of sesame in 2018. The top five world producers of sesame were the Republic of Sudan (981000 tons), Myanmar (768858tons), India (746000 tons), Nigeria (572761 tons) and Tanzania (561103tons) (Wacal et al., 2021)

The global demand for sesame is growing especially in china, which has more than doubled its sesame export in the past five years and is now importing more than one-third of the world's share. The average world sesame oil export price stood at 1.1 dollar per kg in 2017 and the overall sesame oil export price continues to increase with the most prominent rate of growth was in recorded in 2012, with an increase of 14%(casa uganda country team, 2020)

In Ethiopia, of the estimated output of sesame produced in 2017/18 that is 4500 tons, 3850 tons are sold through three alternative marketing channels where the largest volume of sesame from farmers passes from the rural collectors (Engida et al., 2021)

According to FAOSTAT, in the period 2000-2007, Uganda was ranked the 5<sup>th</sup> largest sesame seed producer in the world, but declined to the 7<sup>th</sup> in 2008-2009, 8<sup>th</sup> in 2010 and 10<sup>th</sup> in 2012 and 11<sup>th</sup> position in 2018 (Wacal et al., 2021).

Uganda is the net exporter of sesame with a trade surplus of 69 tones. Both imports and exports are negligible in terms of volume against the market size.(casa uganda country team, 2020)

Sesame seeds are mainly produced by small scale farmers in the northern region of Uganda which is the main producing region; this is due to the recently improved security amongst other factors

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