
**ECONOMIC ANALYSIS OF FRESH COW MILK VENDING MICROBUSINESSES IN
GOMA SUB-COUNTY, MUKONO DISTRICT**

BY

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APPROVAL

This special project report has been submitted to the department of agribusiness and extension with approval of the university academic supervisor.

Signature 

Date 19th / 03 / 2024

Mr. Ochom Geoffrey

DECLARATION

This study is original and has not been published or submitted for any other degree award to any other University before.

Signature.....  Date..... 19th / March / 2024

Odong Moses Joel

DEDICATION

I dedicate this research report to my parents; Pr. Odong Jacob Yolomoi and Mrs. Achieng Margaret, Mr. Watmon Charles and Mrs. Percy Watmon who supported me wholeheartedly during the study period, my gaurdians and mentors of the mighty Dewats family; special dedication to Bax King Kong, Donald Don, Steve CEO Kacoke Madit Hotel, Courage Ssewanyana sisters and brothers of the Odg family; special dedication to Judith, friends and all my classmates who immensely contributed in whichever way to the completion of this study.

I would like to dedicate this dissertation to my supervisor who guided me through the research period, thank you for your invaluable wisdom and insight.

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LIST OF ABBREVIATIONS

EU.....	European Union
FAO.....	Food and Agriculture Organization
MAAIF.....	Ministry of Agriculture, Animal, Industry and Fisheries
DDA.....	Dairy Development Authority
GDP.....	Gross Domestic Product
UBOS.....	Uganda Bureau of Statistics
SPSS.....	Statistical Package for Social Sciences
MSE.....	Microsoft Excel
UCE.....	Uganda certificate of education
CEO.....	Chief Executive Officer

ABSTRACT

The purpose of this study was to investigate the impact of economic analysis of fresh cow milk vending microbusinesses in Goma sub-county, Mukono district. 80 respondents were randomly selected from five parishes in the sub-county. Despite the improvements and investments in the dairy sector by both the government and NGOs, Uganda's milk production is still lower than its production potential. The objectives of this study were, to characterize the main determinants of fresh cow milk vendors in selected markets in Goma sub-county, to estimate the price spread along fresh cow milk marketing in the selected markets and to determine benefits of fresh cow milk vending micro businesses in the markets selected in Goma sub-county. Primary data was used for analysis and the researcher used descriptive statistics using mainly quantitative methods of data collection to capture data. Data was collected using research questionnaires where the researcher was asking the questions on the questionnaire and noting down the respondents' answers. The findings revealed that, the milk vending businesses are dominated by majority male gender to females, the mean age was 33 years, majority attained UCE level of education and the milk vendors have been able to generate income from fresh cow milk microbusiness due to affordable milk price spread along the marketing channels. The researcher recommended that the additional research is required to conduct a qualitative review and ascertain vendors' actual perceptions of the variables impacting their choice of marketing channel. This will offer hard data to help the government and policy makers create better laws and guidelines for the many players in the milk value chain. The commencing researches should focus the study about the introduction of milk drying machines so that the milk demand could be more.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Humans have been known to drink cow milk for ages, and it is believed that this consumption began when cows were domesticated (Sheth, 2018). Cow milk is a healthy beverage. Globally, some 150 million households produce milk (FAO, 2018) while over 6 billion people consume milk and milk products (Hemme & Otte, 2010). Cow's milk production and consumption worldwide have reached record highs (WILEY, 2007) In 2020, milk output increased by 2% from 2019 to around 906 million tons. A little over one-fifth (20.9%) of the raw cow milk produced in the EU in 2021 came from German farms, while German dairies processed a comparable amount (21.8%). In fact, two-thirds (65.2%) of the raw cow milk produced in the EU in 2021 came from Germany, France, the Netherlands, Poland, and Italy collectively. This same group also supplied almost two-thirds (64.2%) of the cow milk collected by dairies (Eurostat, 2017).

The global dairy industry is beginning to acknowledge Sub-Saharan Africa as its future frontier (Sub-Saharan African Dairy, 2021). According to Dolecheck & Bewley (2022.), Ethiopia, Kenya, South Africa, and Sudan are the top milk producing nations in Africa. Africa's greatest cow population, estimated at 50.9 million, is found in Ethiopia, where 55% of the animals are female. The FAO estimates that 2,940 million liters of milk were produced nationwide in 2010 from around 9.6 million cows. As the population grows—to approximately 110 million today—so does milk production (Daily Active, 2019.).

Approximately 1.7 million farming families, or nearly 10 million people, or nearly one-third of the country's total population, depend on the dairy industry for their livelihoods in Uganda (Mohammadi, 2020). The primary milk-producing districts in the country's Midwest are Kiboga, Kyankwanzi, Mubende, Hoima, Masindi, Kakumiro, Kiryando, & Kikube. With a daily installed chilling capacity of 1,140,200L of milk, the area is home to about 90 milk collecting centers (Mid_Western_Regional_Council.PDF, 2021). According to available data, Uganda produces 2.04 million tons of milk annually (UBOS, 2020), with an estimated 4.14 million heads of

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