



VINES

TRANSFORMING UGANDA’S VANILLA SECTOR

PROJECT OVERVIEW

Vines is a five-year USDA Food for Progress-funded project designed to make Uganda the world’s next leading supplier of high-quality vanilla, increasing exports from 50MT to 350 MT. Leveraging CRS’s expertise and that of its partners, TechnoServe, Frontier Co-op, and the Sustainable Vanilla Initiative, Vines will increase vanilla production, strengthen compliance with food safety standards, and develop sustainable market linkages with U.S. and global vanilla companies. The program will directly transform the lives of 16,200 farmers, 836 supply chain actors, and 25 processing companies, creating 15,820 new jobs.

PROJECT OBJECTIVES

- Sustainably increase farmer’s productivity while managing risk.
- Expand the trade of safe and pure Ugandan vanilla.
- Strengthen the institutional and policy environment for vanilla.

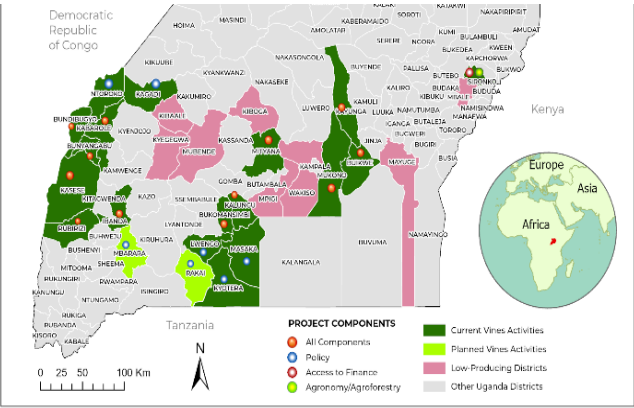
QUICK FACTS	
Sector	Agricultural Livelihoods
Funder	USDA
Target Participants	<ul style="list-style-type: none">Vanilla farmersInput and service providersVanilla processors
Timeframe	2020-2025
Project Location	Key vanilla-producing districts, including Budibugyo, Kasese, Bunyangabo, Rubirizi, Ibanda, Mukono, Buikwe (see map below for all vanilla-producing districts)

PROJECT STRATEGY

Vines will be implemented through two reinforcing strategies to build demand and supply:

1. Targeted supply chain upgrading
tailored support to 12+ Ugandan processor/global buyer partnerships committed to making strategic investments that enable them to satisfy demand by strengthening linkages with and expanding services to farmers, enhancing quality, addressing traceability and certification requirements, and improving food safety. *These interventions will increase production for 16,200 (30% female) farmers and improve export quality.*

2. Sector-wide interventions: Market actor capacity building to unlock systemic constraints to productivity, quality and food safety compliance and strengthen industry coordination, develop a unique Uganda vanilla brand strategy for the international market and accelerate the roll-out of a regulatory framework. These activities will unlock production and exports and *impact the livelihoods of 32,856 project participants.*



Vines Areas of Operation


CUMULATIVE NUMBERS BY 2024

10

PROCESSORS have accessed financial investment through the Vanilla Innovation and Expansion Fund

14K

SMALLHOLDER FARMERS are in organised supply chains and have been trained in vanilla agronomy and agroforestry through private and government sector extension services.



30% FEMALE | 70 % MALE

\$957K

PRIVATE SECTOR INVESTMENT has been leveraged through the Vanilla Innovation and Expansion Fund

75.5MT

INCREASED VOLUME of commodities sold by Vines partner farms and firms from 66MT

\$7.5M

INCREASED EXPORT REVENUE for Vines partner farms and firms from \$5.6m

ABOUT CRS

CRS has been working in Uganda since 1965 in partnership with the local Catholic Church and the Caritas network in support of CRS Uganda’s vision that “Empowered families reach their full potential and are resilient to external shocks in safe, just and inclusive communities, supported by effective local systems.” Strategic Priority Areas include Health and Social Services Systems Strengthening, Resilient Food Systems, Emergency Preparedness and Management, Climate Change Adaptation and Mitigation, and Local Leadership. Between October 2022 and September 2023, CRS supported over 1.6 million Ugandans and refugees residing across the country.

VINES CONSORTIUM & COLLABORATING ENTITIES

Catholic Relief Services – Management, Production and A2F, **TechnoServe** – Entrepreneurship and MSME strengthening, **Sustainable Vanilla Initiative** – Markets, policy and branding, **Virginia Dare** – Markets and quality, **Purdue University** – Research and Learning, **VANEX** – Ugandan Partner.

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