

**dfcu Bank powers Agribusiness  
Development Centre to support  
farmers in Northern Uganda**

**COVERAGE REPORT**

October 2017

# Media Summary

MEDIA SUMMARIES	NUMBER OF CLIPS
Print	01
Online	08
Broadcast	04
Total SOI	98
Total SOV	498

# Media Clips Breakdown

PRINT	
Media house	No of clips
Daily Monitor	1
Total	01

ONLINE	
Media house	No of clips
Big Eye	1
Guide 2 Uganda	1
Daily Monitor Online	1
Show Biz	1
Eagle Uganda	1
Tower Post	1
Fix Media	1
Chimp Reports	1
Total	08

## Return on Investment

PR Spend	750,000+VAT
AVE	14,880,000
PRVE	44,640,000
ROI	1: 59

# Print Coverage

November 2017

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Source: Daily Monitor

Publication Date:

30<sup>th</sup> October 2017

AVE: 680,000

PRVE: 2,040,000

Page: 36

## FARMERS GET BOOST TO BECOME BANKABLE

By Vision Reporter

Dfcu Bank, Agriculture Development Centre (ADC) and Rabobank have gone into partnership to support farmer based organisations and co-operative unions improve efficiency.

They announced the partnership during a meeting with farmers and other stakeholders in Lira.

Dfcu's head of corporate and institutional banking Godfrey Mundua said the partnership is aimed at supporting farmer organisations become profitable, sustainable and ultimately bankable.

The farmers would get skills that would eventually make them eligible for credit financing from commercial banks, he said.

"The agricultural sector of Uganda is the backbone of our country. By providing employment for millions of Ugandans, it directly grows our economy," Mundua said.

"We have developed products that are tailor-made to meet the needs of their businesses – both as individuals and groups," he added.

He said ADC will equip co-operatives and farmer based organisations with agribusiness skills through trainings in governance, financial management, financial literacy and marketing.

The executive director of ADC, Anja de Feijter, said this will have a positive impact on farming communities across the country.

"ADC envisions promoting self-sufficiency as an effective tool to transform the agricultural sector in Uganda. This can be achieved by strengthening farmer based organisations in respect of efficiency and creating economies of scale, in order to make them profitable, sustainable and bankable enterprises.

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# Online Coverage

November 2017

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**Placement: Fix Media**

**Publication Date:**

**24<sup>th</sup> October 2017**

**AVE: 1,200,000**

**PRVE: 3,600,000**

**Link:**

<https://fixmediauganda.wordpress.com/2017/10/24/dfcu-bank-partners-with-agriculture-development-centre-and-rabobank-to-support-farmer-organizations/>

dfcu Bank partners with Agriculture Development Centre and Rabobank to support farmer organizations.

« Previous / Next »

fixmediauganda / October 24, 2017 / Agriculture, Business, Uganda



dfcu Bank has announced a partnership with The Agriculture Development Centre and Rabobank in an effort to support Farmer Based Organisations and Cooperative Unions across the country realize self-sufficiency; as an effective tool to transform the agricultural sector in Uganda.

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Placement: Show Biz

Publication Date:

24<sup>th</sup> October 2017

AVE: 1,200,000

PRVE: 3,600,000

Link:

<http://www.showbizuganda.com/dfcu-bank-partners-with-agriculture-development-centre-and-rabobank-to-support-farmer-organizations/>

# dfcu Bank partners with Agriculture Development Centre and Rabobank to support farmer organizations



DENZEL SHANTEL

October 24, 2017 4:01 pm

0 ⚡ 189

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**Source: Big Eye**  
**Publication Date:**  
**24<sup>th</sup> October 2017**

**AVE: 1,200,000**  
**PRVE: 3,600,000**

**Link: <http://bigeye.ug/dfcu-bank-partners-agriculture-development-centre-rabobank-support-farmer-organizations/>**

## **DFCU BANK PARTNERS WITH AGRICULTURE DEVELOPMENT CENTRE AND RABOBANK TO SUPPORT FARMER ORGANIZATIONS**

Big Eye / October 24, 2017

dfcu Bank has announced a partnership with The Agriculture Development Centre and Rabobank in an effort to support Farmer Based Organisations and Cooperative Unions across the country realize self-sufficiency; as an effective tool to transform the agricultural sector in Uganda.

The announcement was made at an event in Lira that was attended by various stakeholders and farmers from the region.

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Representatives from dfcu Bank, the Agriculture Development Centre in Lira district during the announcement of partnership with Rabobank.

Speaking at the event, dfcu Bank's Head of Corporate and Institutional Banking, Godfrey Mundua said the partnership between ADC, Rabobank and dfcu Bank is aimed at supporting farmer organizations become profitable, sustainable and ultimately bankable.

"The agricultural sector of Uganda is the backbone of our country. By providing employment for millions of Ugandans, it directly grows our economy. "dfcu Bank has always committed to the empowerment and growth of the agricultural sector in Uganda. Besides providing financial banking to our farmer clients, we have developed products that are tailor-made to meet the needs of their businesses- both as individuals and groups."

The Agriculture Development Center will equip Cooperatives and Farmer Based Organizations (FBOs) with agribusiness skills through trainings in governance, financial management, financial literacy and marketing skills.

Godfrey Mundua concluded by emphasizing on the value of the partnership: "By partnering with The Agriculture Development Center and Rabobank, we will provide farmer based organizations in the region with the necessary skills that will eventually make them eligible for credit financing from commercial banks.

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Source: Guide 2 Uganda

Publication Date:

25<sup>th</sup> October 2017

AVE: 1,200,000

PRVE: 3,600,000

Link:

<http://guide2uganda.ug/7459-2/>

# DFCU BANK PARTNERS WITH AGRICULTURE DEVELOPMENT CENTRE AND RABOBANK TO SUPPORT FARMER ORGANIZATIONS.

October 25, 2017 100 0

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Representatives from dfcu Bank, The Agriculture Development Center in Lira District during the announcement of the partnership with Rabobank which will support Farmer Based Organisations across the country.

JEEP Cherokee for Sale \$1,778 ~~\$2,500~~

HINO S'elega for Sale \$1,065 ~~\$2,500~~

TOYOTA Noah for Sale \$500 ~~\$824~~

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Emirates unveils brand new cabins for its Boeing fleet fb.me/AEs7uXca

Emirates unveils brand new Emirates has unveiled comple

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**Source: The Tower Post**

**Publication Date:**

**25<sup>th</sup> October 2017**

**AVE: 1,200,000**

**PRVE: 3,600,000**

**Link:**

<http://thetowerpost.com/2017/10/25/dfcu-bank-agriculture-development-centre-rabobank-partner-to-support-farmer-organizations/>

## Dfcu Bank, Agriculture Development Centre, Rabobank Partner To Support Farmer Organizations

👤 Don Atungisa    📅 October 25, 2017    📁 BUSINESS

**dfcu** Bank has announced a partnership with The Agriculture Development Centre and Rabobank in an effort to support Farmer Based Organisations and Cooperative Unions across the country realize self-sufficiency; as an effective tool to transform the agricultural sector in Uganda.

The announcement was made at an event in Lira that was attended by various stakeholders and farmers from the region.

Speaking at the event, **dfcu** Bank's Head of Corporate and Institutional Banking, Godfrey Mundua said the partnership between ADC, Rabobank and **dfcu** Bank is aimed at supporting farmer organizations become profitable, sustainable and ultimately bankable.

"The agricultural sector of Uganda is the backbone of our country. By providing employment for millions of Ugandans, it directly grows our economy.

"**dfcu** Bank has always committed to the empowerment and growth of the agricultural sector in Uganda. Besides providing financial banking to our farmer clients, we have developed products that are tailor-made to meet the needs of their businesses- both as individuals and groups."

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Godfrey Mundua concluded by emphasizing on the value of the partnership; "By partnering with The Agriculture Development Center and Rabobank, we will provide farmer based organizations in the region with the necessary skills that will eventually make them eligible for credit financing from commercial banks.

"By providing training skills in governance, financial management, financial literacy and marketing, we believe that the Farmer Based Operations will continue to grow their operations in ways that are of benefit to both them and the wider communities."

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Source: Daily Monitor

Publication Date:

26<sup>th</sup> October 2017

AVE: 1,200,000

PRVE: 3,600,000

Link:

<http://mobile.monitor.co.ug/Business/200-farmers-educated-in-agribusiness-management-/1055106-4155976-format-xhtml-k67hnlz/index.html>

## 200 farmers educated in agribusiness management



Commissioned. dfcu Bank head of corporate and institutional banking Godfrey Mundua (left) and ADC executive director Anja de Feijter (third left) during the launch of the ADC resource centre in Lira. PHOTO BY TOBBIAS JOLLY OWINY

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placement: Eagle Uganda

Publication Date:

26<sup>th</sup> October 2017

AVE: 1,200,000

PRVE: 3,600,000

Link:



<http://eagle.co.ug/2017/10/26/dfcu-fund-ugandas-co-operative-unions.html>

## dfcu to fund Uganda's co-operative unions

By **Badru Kasadah** - October 26, 2017



Representatives from dfcu Bank, The Agriculture Development Center in Lira District during the announcement of the partnership with Rabobank which will support Farmer Based Organisations across the country

 **Sell Mobile Stone Crusher** 

dfcu Bank has announced a partnership with the Agriculture Development Centre and Rabobank in an effort to support farmer -based organisations and cooperative unions across the country become self-sufficient, an effective tool to transform the agricultural sector in Uganda.

  
ADMISSIONS ARE ONGOING  
Kampala Parents' School, Plot No. 104, 2/66/00/752/711/01  
Kampala Parents' School

Fresh Stories



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placement: Chimp Reports

Publication Date:

30<sup>th</sup> October 2017

AVE: 1,200,000

PRVE: 3,600,000

Link:

<http://chimpreports.com/dfcu-bank-partners-with-farmers/>

AGRICULTURE

## Dfcu Bank Partners With Farmers



By Pamela Amia

Posted on October 30, 2017



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The Agriculture Development Centre last week signed a partnership with Dfcu Bank and Rabobank in an effort to support Farmer Based Organizations across the country.

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### Dfcu Bank partners with ADC BROADCAST COVERAGE

Station	Date	Time	SOV	AVE	PRVE
Urban TV	23:10:2017	8:00PM	100	1,000,000	3,000,000
NTV	23.10.2017	9:00PM	133	1,200,000	3,600,000
NBS TV	23.10.2017	9:00PM	140	1,400,000	4,200,000
UBC TV	23.10.2017	10:00PM	125	1,000,000	3,000,000

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*Thank you*  
— FOR —  
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