



Ministry of Foreign Affairs



# VEGETABLES FOR ALL PROJECT



## INTRODUCTION

Many Ugandans consume only 87 grams of vegetables per day, according to the project baseline report, far below the 200 grams recommended (WHO recommends a daily consumption of 400 grams of fruits and vegetables), and this contributes to multiple nutritional burdens. To address this, GAIN's "Vegetables for All" project aims to improve dietary diversity by increasing vegetable consumption among low-income urban and peri-urban households. Using a demand generation approach, the project creates and sustains a desire for nutritious diets and influences consumer food choices at the point of purchase through targeted communication channels.

### PROJECT GOAL:

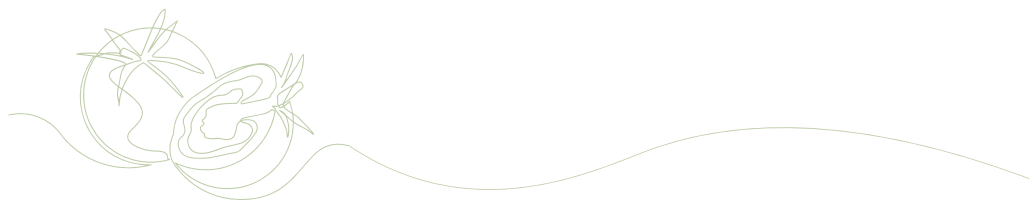
Improve dietary diversity through increasing the consumption of vegetables for low-income earners, urban and peri-urban consumers with children in 8 districts, including Kampala, Wakiso, Mukono, Kayunga, Mityana, Mpigi, Jinja, and Mbale.

### PROJECT OBJECTIVES:

1. Increase demand, purchase, and consumption of vegetables at home and at the workplace.
2. Increase coordinated support of national and local governments on the consumption of safe and nutritious vegetables.
3. Increase the availability of safer and more nutritious vegetables on the market.

**TARGET AUDIENCE:** Parents or caregivers from low-income households with monthly incomes ranging between 250,000 Uganda shillings and 900,000 Uganda shillings.





## IMPLEMENTATION MODALITIES

1. **Consumer Demand (Media, promotion, digital and public relations):** Advertisement through radio & TV whilst running promotion activities mothers/caregivers who are the key decision makers on what is purchased and cooked are influenced to purchase and consume more vegetables to improve their dietary diversity. . Using the Beera Maama Owakabi campaign under FiT FOOD brand is used to motivate mothers prepare vegetables for their families to improve diets.
2. **Access** that looks at improving the distribution of safer, better, quality vegetables, hence making it easier for families to buy fresh, safer varieties of vegetables more frequently by implementing the market facilitator model that links farmers to vendors.
3. **Enabling Environment:** Ensuring that other factors are conducive for the forces of demand and supply to flourish, which includes stakeholder management, policy influence, advocacy and awareness, public and private partnerships, improving nutrition at the workplace and schools.

## OUR KEY ACHIEVEMENTS

This project is addressing Uganda's low vegetable consumption levels by increasing awareness, access, and demand. The project has so far reached 442,184 consumers with messages promoting increased vegetable intake to improve vitamin and mineral consumption. Market activations directly engaged 234,515 consumers, while brand ambassador activities reached 14,350 more, positively shaping purchase and consumption behaviours. Additionally, 9,000 consumers participated in tasting sessions that demonstrated simple and appealing vegetable preparation methods. The project has strengthened livelihoods by empowering 2,420 vegetable vendors and 117 wholesalers, improving incomes and ensuring communities have access to fresh, safe, and high-quality vegetables.

## WORKFORCE NUTRITION:

GAIN's Workforce Nutrition Programme has improved access to nutritious meals and enhanced well-being for 10,500 employees across participating companies. By increasing awareness of healthy eating and encouraging better dietary choices, the programme has supported improved health outcomes, greater productivity, and stronger employee engagement in the workplace.

*"A healthy life starts with what is on your plate and let vegetable take the largest part."*

## GAIN UGANDA

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