

EBYE'NDIISA EXPO 2026

REPORT

30th April - 1st May 2026,
Kampala Edition



Kingdom of the Netherlands



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LIST OF ACRONYMS

AVC – Agricultural Value Chain
B2B – Business-to-Business
B2C – Business-to-Consumer
CSA – Climate-Smart Agriculture
FAO – Food and Agriculture Organization
FSN – Food Security and Nutrition
GAIN – Global Alliance for Improved Nutrition
HDDS – Household Dietary Diversity Score
KPI – Key Performance Indicator
M&E – Monitoring and Evaluation
MC – Master of Ceremonies
MDD-W – Minimum Dietary Diversity for Women
MSMEs – Micro, Small and Medium Enterprises
NCDs – Non-Communicable Diseases
NGO – Non-Governmental Organization
PDM – Parish Development Model
SDG – Sustainable Development Goal
SMEs – Small and Medium Enterprises
ToC – Theory of Change
UDHS – Uganda Demographic and Health Survey
UGX – Ugandan Shillings
UMA – Uganda Manufacturers Association
VA – Vitamin A
VCD – Value Chain Development
WHO – World Health Organization
WASH – Water, Sanitation and Hygiene



Mama Ndugga, a vegetable vendor from Wakiso District and one of the exhibitors at the Ebye Ndiisa Expo, proudly showcasing her fresh vegetables and locally grown produce.



Bina Baibi (with microphone) and other exhibitors during the expo, exhibiting their products at the Expo



EXECUTIVE SUMMARY

The inaugural Ebye'ndiisa Expo 2026 was successfully held on 30th April to 1st May 2026 at the UMA Exhibition Hall in Kampala, as a flagship public engagement initiative under GAIN Uganda's Vegetables for All Project. The Expo was conceived as a high-impact, multi-stakeholder platform designed to accelerate demand for vegetables and nutritious foods by enhancing consumer awareness, strengthening market linkages, and reinforcing GAIN's leadership in nutrition-sensitive food systems.

Uganda continues to face a triple burden of malnutrition characterised by persistent

undernutrition, widespread micronutrient deficiencies, and increasing rates of overweight and obesity. While the country is widely recognised as a regional food basket, nutrition outcomes remain poor due to low dietary diversity, inadequate consumption of vegetables, and limited consumer awareness regarding healthy food choices. The Ebye'ndiisa Expo was therefore designed to complement ongoing demand-generation efforts under the FitFood brand and Beera Mama Owakabi campaign by translating nutrition awareness into practical action.



Ms. Damali Ssali, Country Director of GAIN Uganda, addressing guests at the Ebye'ndiisa Expo 2026.

The Expo brought together over 200 businesses and organisations who expressed interest in exhibiting, of whom 171 exhibitors ultimately participated, alongside an estimated 1,419 members of the public who attended over the two days. Vegetable vendors, food processors, nutrition professionals, agribusinesses, government institutions, development partners, educational institutions, hospitality sector actors, media organisations, and civil society groups all came together within a single platform.

Through exhibitions of nutritious products and fresh vegetables, cooking demonstrations, food tasting sessions, nutrition education activities, stakeholder dialogue, entertainment, and business networking opportunities, participants were exposed to practical approaches for incorporating vegetables and nutritious foods into their daily diets while simultaneously engaging with suppliers and value chain actors.

Beyond increasing awareness, the Expo contributed to market development by creating visibility for vendors, facilitating business-to-business linkages, attracting new customer segments, and strengthening partnerships across the food system. Evaluation findings demonstrated significant improvements in nutrition knowledge, positive shifts in attitudes towards vegetable consumption, strong consumer engagement with nutritious food products, and substantial networking and business opportunities for exhibitors.

The success of the inaugural Expo demonstrated the effectiveness of experiential learning in promoting healthier dietary behaviours and validated Ebye'ndiisa as a strategic platform for strengthening consumer demand, supporting inclusive market growth, and advancing nutrition-sensitive food systems in Uganda. GAIN Uganda has reaffirmed its commitment to building on this foundation, working with the Ministry of Health, the Kingdom of the Netherlands, Ministry of Trade Industry and Cooperatives, and private sector partners to institutionalise Ebye'ndiisa Expo as a recurring platform for healthier diets promotion.



Exhibitors showcasing their products at the Expo

1.0 BACKGROUND

Uganda faces a triple burden of malnutrition, undernutrition, micronutrient deficiencies, and rising overweight and obesity, despite its status as a regional food basket. According to the UDHS 2022, 26% of children under five are stunted, 53% of children and 32% of women suffer iron deficiency and anaemia, and 26% of women and 11% of men are overweight or obese. The challenge is not food availability, but dietary diversity, nutrition awareness, and consumer behaviour: most Ugandans fall short of the WHO's recommended 400g of daily fruit and

vegetable intake.

Through its Vegetables for All Project, GAIN Uganda has driven demand-generation efforts under the FitFood brand and Beera Mama Owakabi campaign. Recognising that lasting behaviour change requires direct experience, not just awareness, GAIN conceptualised the Ebye'ndiisa Expo as a hands-on platform where consumers can see, taste, and engage with nutritious foods, while vendors and food enterprises gained visibility, new customers, and stronger market linkages across Uganda's vegetable value chain.



Exhibitors showcasing their products at the Expo

2.0 OBJECTIVES OF THE EXPO

The Ebye'ndiisa Expo 2026 was designed as a strategic demand-generation intervention to accelerate consumption of vegetables and nutritious foods through consumer engagement, market development, and stakeholder collaboration. Its core objectives were to:

- Increase consumer awareness and motivation to consume a greater quantity and diversity of vegetables, through practical demonstrations and direct interaction with healthy food products.
- Translate awareness into action by equipping households with practical

skills in affordable vegetable preparation, portion sizes, and healthy meal planning.

- Expand the market base for vegetable vendors, food processors, and value chain actors by increasing visibility and access to new customers.
- Strengthen partnerships and multi-stakeholder engagement among government, private sector, development partners, and nutrition professionals.
- Position GAIN Uganda's Vegetables for All Project, FitFood, and Beera Mama Owakabi as leading examples of demand-driven nutrition programming.



Damali Ssali, Country Director GAIN Uganda (right), Sarah Kagingo, Vice Chairperson PSFU Board (Middle), and Mama Ndugga, Vegetable Vendor, touring exhibitors during the expo.

3.0 PRE-EVENT MOBILISATION

The successful delivery of the inaugural Ebye'ndiisa Expo 2026 was underpinned by extensive planning, stakeholder engagement, resource mobilisation, and coordination efforts undertaken in the months leading up to the event.

3.1 Stakeholder Engagement and Partnership Mobilisation

A structured stakeholder engagement process was implemented to secure participation from government institutions, development partners, private sector actors, civil society organisations, nutrition professionals, educational institutions, hospitality sector players, media houses, and agribusiness enterprises. Through direct outreach by the GAIN Uganda team and project partners, stakeholders were informed about the objectives of the Expo and encouraged to participate as exhibitors, speakers, sponsors, and attendees.

Particular attention was given to mobilising actors operating within the vegetable value chain, including producers, traders, processors, distributors, nutrition-focused small and

medium enterprises, and agricultural innovators. This approach ensured that the Expo would not only serve as a consumer awareness platform but also provide opportunities for learning, market engagement, business to business linkage and growth.

3.2 Exhibitor Recruitment and Registration

An exhibitor recruitment campaign was launched through social media platforms and stakeholder networks to attract businesses and organisations aligned with the objectives of the Expo. A dedicated online registration platform was established at tinyurl.com/Ebyendiisa-Expo-2026, allowing interested exhibitors to submit expressions of interest and confirm participation.

Over 200 businesses and organisations expressed interest in exhibiting, including established SMEs and smaller enterprises linked to GAIN's Vegetables for All Project and the Beera Mama Owakabi campaign. Following review against criteria including nutrition relevance, product quality, and food safety practices, 180 exhibitors were selected to participate, of whom 171 ultimately attended a 95% turnout rate among those selected.

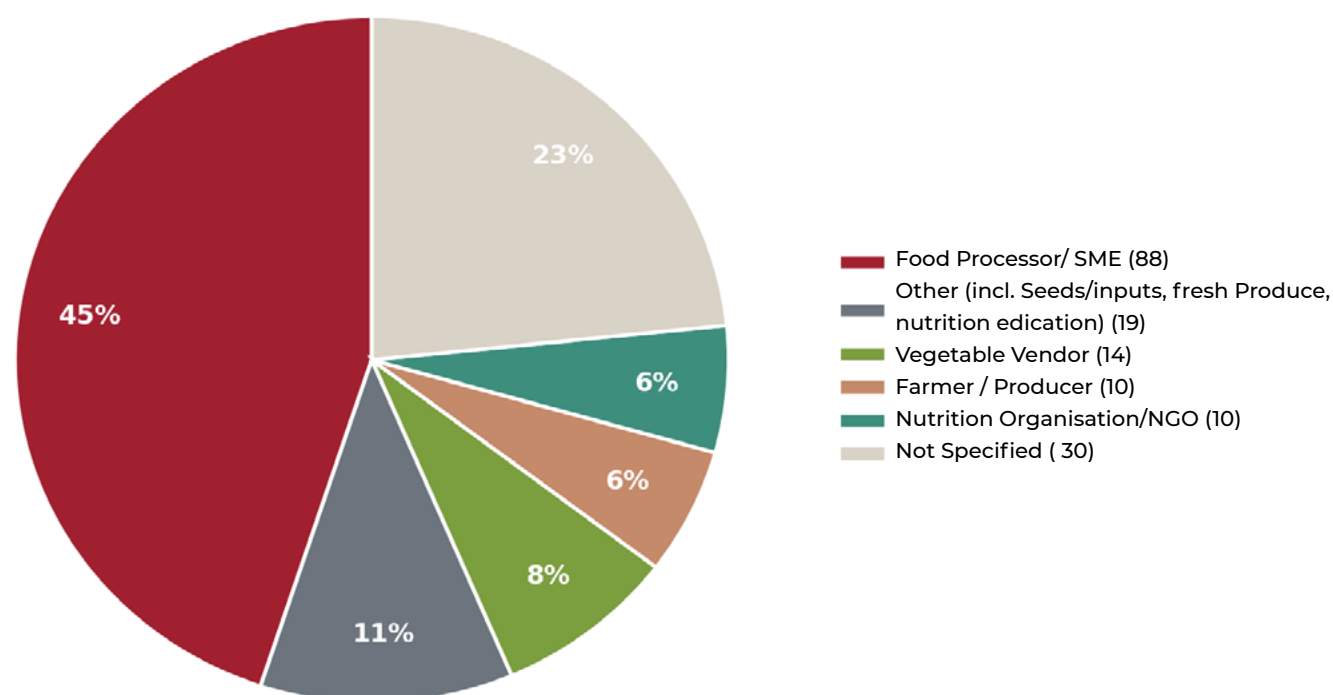
Table 1: Exhibitor recruitment funnel, Ebye'ndiisa Expo 2026.

Stage	Number	Notes
Expressions of interest received	Over 200	Across multiple business types
Exhibitors selected	180	Following screening against Expo criteria
Exhibitors who attended	171	95% turnout among those selected

The businesses that expressed interest in exhibiting spanned a diverse mix of agriculture, food processing, and nutrition-related enterprises. Food processors and SMEs made up the largest share, followed by vegetable vendors, farmers and producers, and nutrition organisations and NGOs, alongside a smaller group of related service providers such as seed and input suppliers, fresh juice processors, and nutrition education organisations.

Figure 1: Business types among the 171 formal registration submissions received for the Ebye'ndiisa Expo 2026.

Business Types Among Expressions of Interest (n=171 Applications)



3.3 Consumer Awareness and Public Mobilisation

A comprehensive communications and public mobilisation campaign was implemented to drive attendance and increase awareness of the Expo among target audiences. The campaign utilised a mix of above-the-Line and below-the-Line communication approaches. Social media platforms were extensively used to disseminate promotional content, nutrition messages, exhibitor profiles,

event announcements, and countdown campaigns. These efforts were complemented by radio advertisements, live radio interviews, television appearances, blog features, and print media coverage.

To extend reach within communities, public awareness activities also included rig truck announcements that moved around

Kampala, Wakiso and Jinja districts, covering markets, business centres, and roadside announcements to reach consumers directly where they live, shop, and work. These ground-level mobilisation efforts were particularly important in generating awareness among families, youth, and members of the general public who may not have encountered the Expo advert through digital channels.

Media engagement formed a critical component of the mobilisation strategy. A dedicated press briefing was organised ahead of the Expo to provide information about the event, its objectives, participating partners, and expected outcomes. The briefing generated significant media interest and contributed to extensive coverage across television, radio, print, and digital platforms before and during the event.



Rig Trucks in Jinja district during the mobilisation of the expo

3.4 Invitation Management and Audience Targeting

A structured invitation management process was implemented to ensure broad representation across stakeholder groups. Invitations were disseminated through partner networks, government institutions, development agencies, professional associations, educational institutions, private sector organisations, and media platforms, targeting agricultural producers, vegetable vendors, agro-processors, nutritionists, culinary professionals, hospitality sector representatives, youth groups, corporate organisations, development partners, media practitioners, digital influencers, and members of the general public.



Rig Truck in Wakiso district during the mobilisation of the expo

3.5 Event Coordination and Service Provider Management

To ensure seamless planning and implementation, a number of professional service providers were engaged to support different aspects of event delivery, including venue management teams, event production companies, security service providers, entertainment and talent management teams, cleaning and waste management personnel, below-the-line activation teams, and ticketing service providers.

Working closely with the GAIN Uganda staff, the event management team maintained close coordination with all service providers throughout the planning and implementation phases, supported by regular planning meetings, vendor management sessions, technical briefings, and detailed event run sheets.

During the Expo, daily coordination briefings were conducted to review progress, address operational issues, and ensure smooth execution of activities, while real-time problem-solving mechanisms enabled the team to respond quickly to emerging issues. Following the event, debrief sessions were conducted with service providers and key stakeholders to assess performance and document lessons learned.

3.6 Readiness for Event Delivery

By the time of implementation, all major operational, logistical, and stakeholder engagement requirements had been successfully completed. A combination of

strong stakeholder mobilisation, targeted communications, effective coordination, and comprehensive planning created a solid foundation for the successful delivery of the inaugural Ebye'ndiisa Expo, while also contributing to building partnerships, generating visibility, and establishing Ebye'ndiisa as a credible platform for promoting healthy diets in Uganda.

3.7 Influencer and Media Engagement

Beyond mainstream media, the Expo's mobilisation strategy incorporated targeted influencer engagement to reach younger, and digitally active audiences. Social media personalities including Abby Mukibi and Bina Babie supported the campaign through TikTok content and radio mentions, helping to extend the Expo's reach into youth and urban audiences who may not engage with traditional advertising.

This was complemented by a broader mix of campaign materials, including digital flyers, promotional videos, and short-form video reels distributed across digital platforms in the lead-up to the event.



Bina Babie (left) with exhibitors giving their experience during the Expo

One of the exhibitors proudly presenting her fresh produce during at the Expo, showcasing the diversity and quality of locally grown fruits and vegetables.



4.0 COMMUNICATIONS AND MARKETING STRATEGY

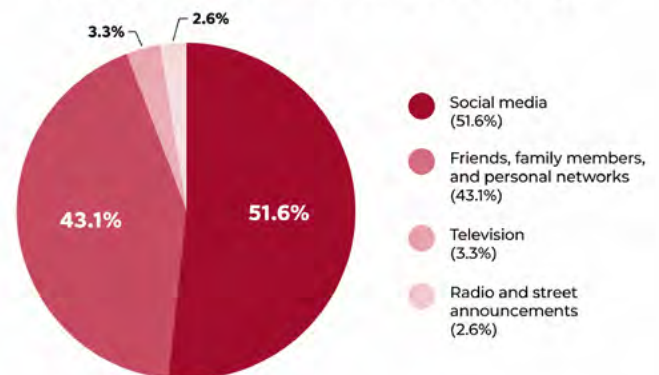
A comprehensive communications and public mobilisation campaign was implemented to build awareness and generate attendance. Digital platforms formed the cornerstone of the campaign: social media channels including Facebook, Instagram, TikTok, LinkedIn, and WhatsApp were used to disseminate nutrition messages, promotional content, exhibitor profiles, countdown campaigns, educational materials, and event announcements, generating sustained engagement and contributing significantly to public awareness.

Traditional media engagement complemented these efforts through television appearances, radio interviews, newspaper coverage, blogs, online publications, and press briefings, helping to position Ebye'ndiisa as a national platform for nutrition awareness and healthy living promotion. Community mobilisation also played a critical role, with partner organisations, exhibitors, professional networks, and community champions amplifying messaging through word-of-mouth referrals and local outreach efforts.

Evaluation findings confirmed the effectiveness of these strategies, with 51.6% of participants reporting social media as their primary source of information about the Expo, while 43.1% learned about the event

through friends, family members, and personal networks. In contrast, traditional media channels contributed minimally to audience awareness, with television at just 3.3% and radio and street announcements at 2.6% each. These findings underscore the importance of digital communication and trusted social networks in mobilising participation, and suggest that future Expo communication strategies should place stronger emphasis on digital storytelling, WhatsApp mobilisation, community ambassadors, and participant referral campaigns.

Primary sources of information about the Expo



An aerial shot of the exhibition room with exhibitors preparing for exhibition.

5.0 EVENT IMPLEMENTATION

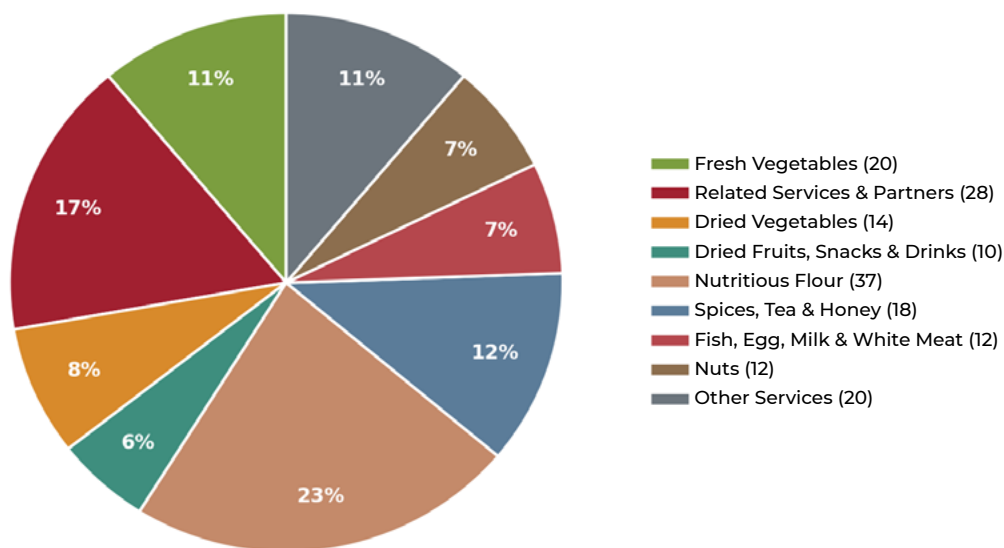
The Expo was intentionally designed as an interactive and experiential learning environment that moved beyond traditional exhibitions. A total of 171 exhibitors showcased products, services, technologies, and innovations related to agriculture, nutrition, food processing, health, hospitality, and agribusiness, drawn from the 180 exhibitors selected from over 200 expressions of interest received. Participants interacted directly with producers, processors, distributors, nutrition experts, and entrepreneurs, creating opportunities for learning, networking, product discovery, and market engagement.

5.1 Exhibitor Categories

To organise the exhibition space and create a coherent visitor experience, selected exhibitors were grouped into nine categories spanning the breadth of Uganda's nutritious food value chain, from fresh vegetable vendors to related service providers, nutritious flour producers, and spice, fish, dairy, and nut suppliers. Nutritious flour was the single largest category, reflecting strong representation from processors and value-addition enterprises, while fresh vegetables and related services and partners (seeds, seedlings, technologies, and business development services) also made up significant shares of the exhibition floor.

Figure 2: Exhibitor categories among the 171 exhibitors selected for the Ebye'ndiisa Expo 2026.

Exhibitor Categories at Ebye'ndiisa Expo 2026 (n=180 selected)



5.2 A Market-Day Experience for the Public

To recreate an authentic, market-day atmosphere for the public, custom stalls were designed and built specifically for fresh vegetable vendors, and the exhibition itself was laid out in an open format that deliberately mimicked a real market rather than a conventional trade fair. This design choice was central to the Expo's experiential approach:

It allowed everyday vegetable vendors, many of whom sell daily in local markets across Kampala and Wakiso, to showcase their produce in a setting that felt familiar and relatable to ordinary consumers, while giving visitors the genuine experience of browsing and purchasing fresh vegetables in a market-style environment.



MCs engage exhibitors at their custom-built fresh vegetable stall, part of the open, market-style layout of the Expo.

Among the many vendors who brought this market experience to life was Mama Nudga, a fresh vegetable exhibitor and participant in GAIN's Beera Mama Owakabi campaign, who travelled from Wakiso district to showcase her produce at the Expo.

Like many of the vendors featured in the

Category A fresh vegetables zone, Mama Nudga represents the everyday market traders the Expo was designed to support — giving small-scale vegetable vendors a platform for greater visibility, new customers, and direct engagement with consumers, policymakers, and development partners over the two-day event.



Cooking team preparing some food at the expo.

5.3 Cooking Demonstrations and Food Tasting

One of the most memorable elements of the Expo was the cooking demonstration, where professional chefs and nutritionists prepared a range of dishes live using locally available, nutritious ingredients. Freshly cooked food was shared with exhibitors and members of the public as small bites, giving attendees the chance to taste different nutritious dishes for themselves rather than simply hearing about them. For many visitors, this was the moment nutrition messaging became real and personal: people left not only knowing which vegetables and ingredients to use, but having tasted a dish they could recreate at home, with simple, affordable recipes they could take into their own kitchens.

5.4 Elevator Pitches: A Stage for Every Exhibitor

A particularly important feature of the Expo programme was the elevator pitch segment, which gave individual exhibitors the opportunity to step onto the stage and speak directly to the public about their products. Rather than confining exhibitors to their booths, this format ensured that each business, whether a smallholder vegetable vendor or a growing food processing SME, had a moment in front of the full audience to introduce themselves, explain what they produced, and make their case to potential customers and partners. For many smaller exhibitors in particular, this was a rare and valuable opportunity for visibility that went well beyond what a single stall could offer, reinforcing the Expo's role as a genuine market-access platform and not simply a venue for passive product display.



An exhibitor takes the stage during the elevator pitch segment, speaking directly to the public about her products.

5.5 Programme Activities and Training

Beyond the headline moments, the wider programme featured nutrition education, training sessions, quizzes, discussions, and expert-led engagements that reinforced key messages around healthy diets, vegetable consumption, and positive lifestyle choices. Training activities provided participants with practical knowledge, while food tasting sessions offered opportunities to sample healthy products and explore nutritious food options. Audience participation was woven throughout the two days to sustain engagement and keep nutrition messaging at the centre of the experience.



An exhibitor explaining how nutritious her products are at the Expo.

5.6 Entertainment: Spice Diana

Entertainment was deliberately woven into the Expo programme as more than a crowd-pleaser. The performance by Spice Diana, one of Uganda's most recognised and respected musical artists, brought significant energy and visibility to the event, drawing in members of the public and holding their attention long enough for nutrition messaging and exhibitor products to reach a much wider audience than promotional materials alone could achieve. Her presence also reflects a deliberate and considered use of the Expo's budget: investing in a credible, locally trusted voice to carry the Expo's message of healthy eating and support for new Uganda-grown products to communities who may not otherwise engage with a nutrition exhibition, demonstrating clear value for money in how the event's resources were allocated.



Singer, Spice Diana performing at the expo.

6.0 STRATEGIC PARTNERS' REMARKS AT THE EXPO

The Expo served not only as a public awareness platform but also as a convening space for dialogue among leaders working to strengthen Uganda's food systems. Throughout the event, speakers consistently emphasised that Uganda's nutrition challenge is no longer simply a question of food availability, but increasingly about ensuring that individuals and households have the knowledge, access, and motivation to make healthier dietary choices.

Ms. Damali Ssali, Country Director, GAIN Uganda

In her opening remarks, Ms. Damali Ssali emphasised that Ebye'ndiisa was conceived as more than an exhibition — a platform designed to connect consumers with nutritious foods while creating opportunities for businesses, policymakers, and development partners to collectively address nutrition challenges. She highlighted the need to move beyond traditional conversations about food security and focus on nutrition security, stressing that improving nutrition outcomes requires not only increased food production but also informed consumer choices and stronger demand for nutritious foods.

She noted that the inaugural event successfully convened SMEs representing the entirety of the agro-food value chain: 55% in processing



Ms. Damali Ssali, Country Director of GAIN Uganda, addressing guests at the Ebye'ndiisa Expo 2026.

and value addition (nutritious flours, healthy snacks, and fortified products), 20% in primary production (farmers, vegetable vendors, and input suppliers), 15% in distribution and retail, and 10% in nutrition and knowledge systems.

Ms. Ssali reaffirmed GAIN's commitment to transitioning Ebye'ndiisa into a regular, institutionalised platform, and extended appreciation to the Government of Uganda (Ministry of Health, Ministry of Trade, Industry and Cooperatives, Office of the Prime Minister, and KCCA), the Embassy of the Kingdom of the Netherlands, the Private Sector Foundation Uganda, and the SME exhibitors who made the event possible.

Mr. Mugisha Patrick Joram, Commissioner,

Business Development and Quality Assurance
– Ministry of Trade, Industry and Cooperatives

"As I was walking in, I saw the people dealing in raw materials or raw produce. I believe the future is in value addition to enhance value, but also to preserve the safety and nutrition component of those food products. To me, I'm happy. I'm super excited to be here. And we believe together with other partners — KCCA, the Ministry of Health, GAIN, the Netherlands Embassy, and the organizers of the Expo — we can work together to make sure that our livelihoods are changed, our incomes are also changed, and that we create an enabling environment for each one of you."

— Mr. Mugisha Patrick Joram

Mr. Mugisha's remarks highlighted a critical gap in Uganda's agricultural value chain: the over-reliance on raw produce with minimal processing. His emphasis on value addition connects directly to the Expo's commercial outcomes, with a meaningful share of exhibitors generating their strongest sales from processed and value-added products.

By naming specific partners and closing on the need for an enabling environment of supportive policy, infrastructure, and market access, he signalled a coordinated, multi-agency commitment to addressing barriers beyond the Expo's immediate scope.



Mr. Mugisha Patrick Joram, addressing guests at the Ebye'ndiisa Expo 2026.

Mr. Josephat Byaruhanga, Representative, Embassy of the Kingdom of the Netherlands in Uganda

"Going forward, Ebye'ndiisa is going to become a household name so that people know that we need that extra knowledge. We produce a lot of food, but I think eating it becomes a challenge. And I thank GAIN for organizing a team like this so that they can showcase what Ugandans out there are doing."

— Josephat Byaruhanga



Mr. Josephat Byaruhanga, addressing guests at the Ebye'ndiisa Expo 2026.

Mr. Byaruhanga captured a defining paradox of Uganda's food system: the country produces abundant food, yet malnutrition and poor diets persist. His observation that “eating it becomes a challenge” points to barriers beyond production — nutrition knowledge, cooking skills, and affordable access to a diverse diet.

He reaffirmed the Netherlands' continued commitment to supporting initiatives that contribute to healthier diets, stronger food systems, and improved nutrition outcomes in Uganda.

**Ms. Sarah Kagingo,
Vice Chairperson, Board of Directors,
Private Sector Foundation Uganda
(PSFU)**

"Nutrition directly affects cognitive development, educational outcomes, and ultimately economic performance. This is exactly where we see the future, where business growth and societal outcomes are aligned."



Ms. Sarah Kagingo, Vice Chairperson of PSFU, addressing guests at the Expo.

This is why platforms like Ebye'ndiisa Expo are very important because they convene producers, processors, distributors, and consumers."

— Sarah Kagingo

Ms. Kagingo's remarks positioned nutrition not only as a public health concern but as a strategic economic issue, linking poor nutrition to reduced educational performance, labour productivity, and national competitiveness. She commended the Expo for successfully bringing together public health objectives and private sector interests within a single platform, and assured exhibitors that PSFU would continue to advocate for policies supporting businesses across the food value chain.

**Ms. Martha Nakyagaba Mutumba,
Kampala Capital City Authority
(KCCA)**

"Too often, nutrition conversations remain confined to technical forums and policy papers. This Expo brings the nutrition conversation right to the people, and this makes it easy for us to disseminate the information that each and every one of us needs." — Martha Nakyagaba Mutumba

Ms. Mutumba's remarks identified a common development challenge: well-designed policies that never reach ordinary citizens. Her praise for the Expo's ability to bring nutrition conversations directly to the public reflects KCCA's interest in practical, low-cost channels for public health messaging within the city, and signals a continued stake in sustaining and scaling the Expo within Kampala.

Dr. Grace Lonyo Ocheng, Nutrition Division, Ministry of Health

"This exhibition is very timely. It has come at a time when the country is trying to work on our diets to ensure dietary diversity, which is important for proper nutrition." — Dr. Grace Lonyo Ocheng

Dr. Lonyo Ocheng's remarks carry particular weight coming from the Ministry of Health's Nutrition Division, the institution responsible for national dietary guidelines and nutrition policy. Her characterisation of the Expo as "very timely" situates Ebye'ndiisa directly within Uganda's active national agenda to combat malnutrition through dietary diversification, with the Expo functioning as a live, practical demonstration of what dietary diversity looks like — accessible, local, and commercially viable.



Dr. Grace Lonyo Ocheng, addressing guests at the Expo.

Tree Donation: CROPA, Joint Clinical Research Centre & Roofing Limited

The Expo was also attended by the Central Region Older Persons Association (CROPA), the Joint Clinical Research Centre, and Roofing Limited, who jointly donated 1,000 trees to the event. This gesture extended the Expo's impact beyond nutrition education and market linkage into environmental sustainability, reflecting the natural connection between healthy soils, climate resilience, and the dietary diversity the Expo champions.

The involvement of CROPA was particularly notable, as older persons are both nutritionally vulnerable and custodians of indigenous food knowledge — their participation signalling that Ebye'ndiisa is building a broad coalition spanning health institutions, the private sector, and community-based organisations united around food, nutrition, and long-term environmental stewardship.

Key Themes Emerging from Stakeholder Dialogue

Several important themes emerged consistently across all stakeholder contributions. Speakers emphasised the need to shift from a narrow focus on food production towards broader nutrition outcomes, and highlighted the importance of empowering consumers with practical knowledge and increasing demand for nutritious foods. Stakeholders also underscored the importance of collaboration among government institutions, development partners, businesses, civil society organisations,

and consumers, positioning nutrition repeatedly as both a public health and economic development issue with direct implications for productivity, education, livelihoods, and national competitiveness.

Collectively, the remarks reinforced the strategic importance of Ebye'ndiisa as a platform that brings together multiple actors around a common goal of improving nutrition outcomes and strengthening Uganda's food systems, demonstrating strong stakeholder commitment to sustaining and expanding the initiative in future years.

7.0 MONITORING, EVALUATION AND LEARNING

Recognising the importance of evidence-based decision-making, GAIN Uganda integrated a comprehensive monitoring, evaluation, and learning component into the Expo. The objective was to assess the effectiveness of the event in achieving its intended outcomes while generating insights that could inform future editions.

A mixed-methods evaluation approach was adopted to capture both quantitative and qualitative evidence. Structured digital surveys were administered to participants and exhibitors during and immediately after the event, gathering information on participant demographics, awareness channels, knowledge acquisition, behavioural intentions, satisfaction levels, consumer engagement, business outcomes, and stakeholder perceptions. The participant survey involved 153 respondents, while 113 exhibitors took part

in the exhibitor assessment, complemented by direct observation, stakeholder consultations, and event monitoring activities conducted throughout implementation.



Exhibitors showcasing their products at the Expo

8.0 KEY RESULTS AND IMPACT

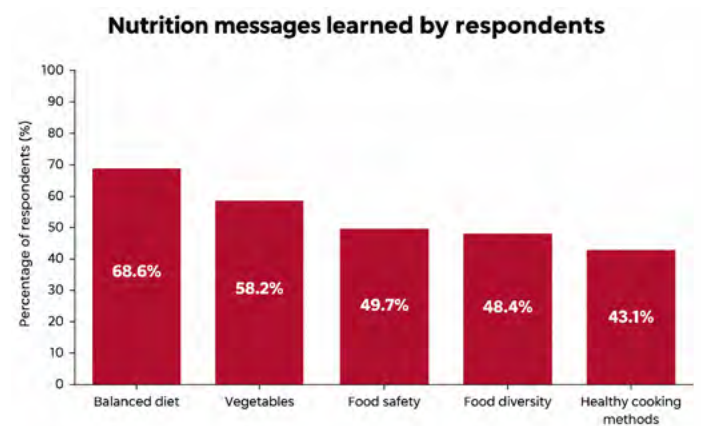
8.1 Increased Nutrition Knowledge and Awareness

One of the most significant outcomes of the Ebye'ndiisa Expo was the improvement in participants' nutrition knowledge and awareness. Prior to attending the Expo, the majority of respondents rated their nutrition knowledge as moderate (66.0%), while 20.9% reported low knowledge levels, and only 13.1% considered themselves highly knowledgeable about nutrition and healthy dietary practices.

Following participation in the Expo, there was a considerable improvement in self-reported nutrition knowledge: a remarkable 83.0% of participants rated their knowledge as high after attending the event, while the proportion reporting low nutrition knowledge fell from 20.9% to just 0.7%.

This represents an exceptionally strong immediate learning outcome for a short-duration public engagement intervention, and demonstrates that the Expo's experiential learning approaches cooking demonstrations, food tasting, nutrition education sessions, exhibitions, quizzes, and direct interaction with exhibitors and nutrition experts were highly effective in improving participant understanding of healthy diets and nutrition concepts.

The most commonly learned message was the importance of maintaining a balanced diet, cited by 68.6% of respondents, followed by the importance of vegetables (58.2%), food safety (49.7%), food diversity (48.4%), and healthy cooking methods (43.1%).



8.2 Changes in Attitudes and Behavioural Intentions

Beyond knowledge acquisition, the Expo contributed to positive shifts in participant attitudes toward healthy eating and vegetable consumption. The evaluation found that 96.7% of participants reported a positive change in their perception of vegetables and healthy diets after attending the event, with nearly four out of every five respondents (79.7%) reporting a strong positive shift, and only 3.3% reporting no change at all.

Participants also reported increased confidence in preparing nutritious meals using locally available ingredients, with

cooking demonstrations and food tasting sessions particularly influential in helping attendees visualise how healthy eating can be both affordable and practical. While long-term behaviour change will require continued monitoring, the findings suggest that the Expo successfully influenced intentions and attitudes that are often the first step toward sustained dietary improvements.

8.3 Consumer Engagement and Demand Creation

The Expo successfully stimulated consumer interest in nutritious foods and healthy food products. Evaluation findings showed that 92.8% of participants discovered new healthy food products, brands, or businesses during the Expo, while approximately 87% indicated that they would be willing to purchase products from exhibitors after the event.

Importantly, 83.7% of participants reported making purchases during the Expo itself, despite only 17.0% having identified purchasing as a primary motivation for attending — indicating that many attendees arrived for learning, networking, or exploration purposes but were converted into active consumers through onsite engagement, demonstrations, and food tasting experiences.

8.4 Business and Market Development Outcomes

The Expo generated substantial value for participating exhibitors and businesses. Evaluation findings revealed that 97.3% of exhibitors established new business relationships during the Expo, most commonly

new customers (81.4%), followed by business-to-business connections (46.9%), NGOs and development partners (33.6%), and retailers or distributors (32.7%).

Sales outcomes were generally positive: 51.3% of exhibitors reported sales between UGX 50,001 and UGX 200,000, while 38.1% reported sales below UGX 50,000, and a smaller group generated sales above UGX 200,000. More than two-thirds of exhibitors (69.0%) rated the Expo as high or very high value for their business, and the strong exhibitor response was further reflected in future participation intentions, with 94.6% expressing willingness to participate in subsequent editions of the Expo.

8.5 Stakeholder Collaboration and Food Systems Strengthening

The Expo contributed significantly to strengthening collaboration across Uganda's food systems ecosystem, bringing together actors from government institutions, development agencies, local government authorities, civil society organisations, academia, media, private sector enterprises, and consumer groups.

This diversity of participation created opportunities for dialogue, knowledge exchange, partnership building, and collective action around nutrition and healthy living, reinforcing the role of partnerships in advancing Uganda's nutrition and food systems agenda.

8.6 Overall Participant and Exhibitor Satisfaction

Participant and exhibitor feedback reflected high levels of satisfaction with the Expo experience. A combined 83.0% of respondents rated their overall experience as either Excellent or Good, with nearly half (46.4%) awarding the Expo the highest possible rating.

Respondents commended the diversity of exhibitors, the quality of nutrition education activities, the practical cooking

demonstrations, the food tasting experiences, and the opportunities for networking and business engagement. Navigation around the venue was also exceptionally well received, with 92.8% of respondents describing it as Very Easy or Easy. The strong satisfaction levels recorded during the evaluation provide further evidence of the Expo's effectiveness as a platform for education, business development, and stakeholder engagement, and establish a strong foundation for future editions.

9.0 CHALLENGES ENCOUNTERED

As the inaugural edition of the Ebye'ndiisa Expo, the event provided valuable insights into both the opportunities and operational challenges associated with organising a large-scale public nutrition engagement platform. While overall implementation was successful, several challenges emerged that can inform future planning and execution.

One of the key challenges was public mobilisation within a limited campaign period. Although attendance remained strong and

stable throughout the two days, evaluation findings indicated that a larger proportion of attendees were reached through social media and personal networks than through broader public outreach channels, suggesting that future editions could benefit from earlier campaign launches and wider community engagement efforts.

The strong interest from exhibitors also created pressure on available exhibition space and booth allocation, with demand for participation exceeding the venue's capacity.



Exhibitors showcasing their products at the Expo

As the Expo continues to grow, larger venues and improved spatial planning will be necessary to accommodate increased participation and improve the overall visitor experience, alongside booth-level visitor traffic that varied considerably between exhibitors and product categories.

Another challenge was sustaining engagement beyond the event itself. While the Expo successfully generated business leads, networking opportunities, and consumer interest, there were limited mechanisms

for structured post-event follow-up. Both exhibitors and participants expressed interest in platforms that would allow continued interaction, business engagement, and access to nutrition information after the Expo. In addition, the management of a dynamic programme involving multiple exhibitors, speakers, demonstrations, entertainment acts, and stakeholder engagements required continuous coordination and real-time adjustments, highlighting the need for enhanced event management systems and contingency planning in future editions.



Exhibitors showcasing their products at the Expo

10. LESSONS

The Expo generated several important lessons that can strengthen future nutrition promotion initiatives and improve the design of subsequent editions.

One of the most significant lessons was the effectiveness of experiential learning approaches in driving nutrition awareness and behaviour change. Activities such as cooking demonstrations, food tasting sessions, product showcases, and direct engagement with nutrition experts proved far more effective in capturing attention and reinforcing key messages than conventional awareness campaigns. Participants responded positively to opportunities that allowed them to see, taste, and experience healthy foods in practical ways.

The Expo also demonstrated that nutrition promotion and market development can be successfully integrated within a single platform. By creating direct interaction between consumers and businesses, the event generated benefits for both groups: consumers gained access to information and products that supported healthier diets, while

exhibitors gained visibility, customers, and market opportunities.

Another important lesson was the critical role of strategic partnerships. The active involvement of government institutions, development partners, private sector actors, civil society organisations, media houses, and nutrition professionals strengthened the credibility, visibility, and reach of the Expo, and multi-sector collaboration should remain central to future editions.

The evaluation also highlighted the effectiveness of social media and community referrals as mobilisation tools, together accounting for the majority of participant awareness and demonstrating the importance of combining digital engagement with community-based outreach strategies. Finally, the Expo confirmed that consumers are more likely to adopt healthier behaviours and purchase nutritious products when given opportunities to interact directly with products, businesses, and experts, reinforcing the importance of consumer-centred approaches in nutrition programming.

11. STRATEGIC RECOMMENDATIONS

Building on the success and lessons from the inaugural Expo, several strategic recommendations are proposed to enhance future editions and maximise long-term impact.

Future communication campaigns should begin earlier and leverage a broader mix of digital, traditional, and community-based channels, with increased investment in social media advertising, influencer partnerships, community mobilisation, and regional outreach activities to expand participation and strengthen national visibility.

As exhibitor demand continues to grow, future editions should consider larger venues and improved exhibition layouts to enhance visitor flow, exhibitor visibility, and participant experience. Dedicated business networking sessions and matchmaking opportunities should also be introduced to strengthen market linkages and maximise commercial outcomes. To sustain momentum beyond the event, GAIN and its partners should establish year-round engagement mechanisms, including digital exhibitor directories, online nutrition education platforms, business networking forums, and regular community activation activities.

Future editions should also strengthen monitoring and evaluation systems by incorporating longer-term follow-up assessments to measure sustained behaviour

change, purchasing patterns, and business outcomes, providing stronger evidence of impact and supporting continuous improvement of the Expo model.

Finally, there is significant potential to position Ebye'ndiisa as Uganda's premier nutrition and healthy living platform. Expanding the Expo to regional locations, increasing youth engagement, and strengthening partnerships with government and private sector actors would enable the initiative to reach more communities and contribute more significantly to national nutrition and food systems objectives.



12. CONCLUSION



Organic products on display at the Expo

The Ebye'ndiisa Expo 2026 successfully demonstrated that nutrition promotion can be engaging, practical, and transformative when consumers are placed at the centre of the experience.

By integrating nutrition education, experiential learning, market development, stakeholder dialogue, and business networking, the Expo delivered measurable improvements in nutrition awareness while strengthening

opportunities for enterprises operating within Uganda's nutritious food ecosystem.

The event established a strong foundation for future growth and has positioned Ebye'ndiisa as a strategic platform capable of contributing to Uganda's nutrition agenda, food systems transformation objectives, and broader national development goals.

12. LIST OF COMPANIES AND ENTERPRISES

	COMPANY/BUSINESS NAME	CATEGORY
1	Karibu Coffee	Tea & Spices
2	Mulima Agro Products	Tea & Spices
3	AMBER ENERGY SOLUTIONS LIMITED	Services_ Soalr
4	Famteko Enterprises Limited	Nuts
5	Dutch Seed Centre	Service_ Seeds & Seedlings
6	GRANAFISH SUPPLIES LIMITED	Fish
7	Gades Organic Farm	Dried Vegetables
8	Hajoy Enterprises Uganda	Nuts
9	Divine Touch Confectionery and Bakery Limited	Nutrious flour
10	Aroza Group Limited	Dried Vegetables
11	Caheki Integrative Nutrition Center	Nuts
12	Abomukwano Foods center	Nutrious flour
13	Rainbow Health Food Ltd	Nutrious flour
14	Balimisa Consultants Limited	Dried Fruit Snacks
15	Nviimaje Entreprises Ltd	Nuts
	Nviimaje Enterprises Ltd	
16	Abba quality company limited.	Nuts
17	Native Group of Companies limited	Dried Vegetables
18	Kiyindi women fish processors association	Fish
19	Luxechicbags	Fresh Juice
20	Jfoodventures	Dried Fruit Snacks
21	DIANA AGRO PRODUCTS	Nuts
22	Mbeleni Foundation	Fish
	SELLMARK Business Leadership	
23	ATHARI VENTURES LTD	Dried Fruit Snack
24	Kikazi Agri Products ltd	Nutrious flour
25	Ganda organic foods ltd	Nuts
26	Kajjansi Aquaculture Services Centre	Fish
27	Love square development group	Fresh Vegetables
28	Eklektos Enterprises Limited	Tea & Spices
29	BIP FOODS LIMITED	Fresh drink _ Milk

30	Equator Commercial Farming & Processing (U) Limited	Nutrious flour
31	Babi's Naturals Ltd.	Dried Vegetables
32	Ancywax	Services_ Matketing
33	HORTIFRESH	Services_ Farmer Linkages
34	EMERITAR	Tea & Spices
35	Red Chilli Pilli	Processed Vegetables
36	CEFLA U LIMITED	Milk Products
37	Glory Revolution ltd	Nutrious flour
38	Kipekee Solutions Ltd	Tea & Spices
39	RECO INDUSTRIES LIMITED	Nutrious flour
40	UNITED FOR GROWTH BWAISE 1	Fresh Vegetables
41	Kuriotes Investments Ltd/COLLINA FOODS	Processed Beans
42	Kangulumira Farmers Group	Dried Fruits
43	Traford Export Commodities Limited	Fresh Vegetables
44	FARMSELL	Services_ Farmer Linkages
45	Jovab ventures	Milk Products
46	Stitchting East West Seed Knowledge Transfer	Services_ Farm seeds
47	Atlas Reserve coffee and cocoa	Tea & Spices
	Bantur Foundation	
48	Upendo Nutrition specialists	Nutrious flour
49	Buziga women group	Nutrious flour
50	Ddokolo distributors atom Uganda LTD	Fish
51	Neatcare Services Ltd	Tea & Spices
52	CHACHA FOODS AND SUPPLIES SMC LIMITED	Fresh friuts
53	NECOFAM	Nutrious flour
54	Cama Women Plumbers Network	Service_ Solar
	Kaazi Business Concepts	
55	Tooro organic producers (Topa)co.ltd	Nutrious flour
56	Eagle Greentec Innovations Ltd	Tea & Spices
57	Fiber Foods Uganda Ltd	Nuts
58	Winnie bee Enterprise LTD	Honey
59	READYSPROUT UGANDA LIMITED	Honey
60	CHRIS NUTRITION	Service_ Nutrition Books
61	MOLDOVA ENTERPRISES	Honey
62	Imaro innovations	Tea & Spices
63	Kwera Company	Dried Vegetables
64	Katale Express App	Fresh Vegetables

65	Zoelisa Golden Foods	Honey
66	Jb munufacturing company	Servive_ others
	Jacobs garage and training center uganda	
67	SANA BUKOPA FLOUR	Nutritious Flour
68	House of seeds	Services_ Farm seeds & seedlings
69	Mama Maria	Fresh Vegetable
70	Afya Moms and Tots Nutrition Hub	Nutritious flour
71	NARO Holdings Ltd	Services_ Farm seeds & seedlings
72	Green Deli smc limited	Processed Vegetables (Spices)
73	Urban Greens	Fresh vegetables
74	Jamadda vegatables	Fresh vegetables
75	Kyambogo University/ Amagara wellness	Tea & Spices
76	Mickey Rabbit Ranch	White meat _ rabbit
77	Mapa Enterprises Ltd	Nuts
78	East Star Healthy Products	Tea & Spices
79	Get rich development group	Nuts
	Kibati community group	
80	SACI Innovations Uganda Ltd	Processed Vegetables
81	GALIMA FIGHTS HIV/AIDS INITIATIVE	Fresh vegetables
82	Afuwa	Fresh vegetables
83	Maama Ndugga	Fresh vegetables
84	Fanas nutritionals	Service_ Food demo
85	Mac bee honey harvest company-smc limited	Honey
86	National Organic Agricultural Movement of Uganda	Tea & Spices
87	Krystal Ice Limited	Dried Fruits
88	MUSHERON INVESTMENTS LTD	Processed Vegetables
89	Maishasafi enterprises Ltd	Nutritious Flour
90	Ness Nutrition Consultancy limited	Nutritious Flour
91	Stroke rehabilitation centre	Tea & Spices
	Prife	
92	Girl's rights cimmunity intiative	White meat_ Chicken
93	Teddy's Fresh Market Limited	Fresh Vegetable_ Fitfood FPO
94	Uganda Christian University	Services_ Nutrition
95	Zeli Food	Processed Beans
96	AROMA PRODUCTS	Service_ Cleaning soap
	Sahel-Nile	
97	Holland Greentech	Fresh fruits

	Resiliencia Uganda	
98	KEISTART MUSHROOM SUPPLIERS	Processed vegetables
99	Kyambogo University Nutrition & Dietetics Students Association	Processed _ Products
100	Pristine Foods Limited	Egg value chain
	vernell Group Ltd	
101	Keny Foods	Nuts
102	NOVA DIETETICS AND WELLNESS CLINIC	Nutritious flour
103	Glory Revolution Ltd	Nutritious flour
104	AGRO- TIDE UGANDA LTD	Nutritious flour
	Certifoods Ltd	
105	Certifoods Ltd	Service_ BDS
106	Mukisa herbal food suppliments	Tea & Spices
107	Western Silk Road Ltd	Honey
108	Feed All (U) Ltd	Fresh Vegetables
109	Cleanway Beauty Products LTD	Honey
110	JULIRO CHARITABLE COMMUNITY INITIATIVE LIMITED	Services_ Community Work
	ARCHSTROM INDUSTRIES LTD	
111	Binghi Creative Academy	Others
112	D'Glow Homely Farm	Service_ Farmer services
113	Farm Africa	Nutritious flour
114	Farm Africa	Nutritious flour
115	Plutus Coffee Group Ltd	Nutritious flour
116	Vendors	Fresh Vegetables
117	Vendor	Fresh Vegetables
118	Vendor	Fresh Vegetables
119	DIVINE ORGANIC FOODS	Nutritious flour
120	St Austin Nutri Health Project	Nutritious flour
121	Vendor	Fresh vegetables
122	Jenny's plant estate farm	Nutritious flour
123	Vendor	Fresh vegetables
124	CHRISTECHEL PRODUCE SUPPLIES	Nutritious flour
125	Women in Tea Ventures	Nutritious flour
126	Canabrah Enterprise Ltd	Nutritious flour
127	Alpha Mai Africa	Service_ Not picking/call again
128	Akaishiki Foundation Uganda	Service_ General

	Abba Quality	
129	National Food Safety Institute (NFSI)	Service_ Food safety
130	HOLLAND GREENTECH UGANDA	Service_ Farming techonologies
131	NOURISH FOODS	Processed vegetales
132	Africa Innovations Institute	Service_ Food & Nuttrition
133	Unigo supplements uganda ltd	Service_ Community initiative
134	Agricado Farms	Service_ Avocado Seedlings
135	RAMONA OCEAN ENTERPRISES	Fresh Juice & Fruits
136	A&T NUTRATAC UGANDA LIMITED	Nutritious Flour
137	Eva Milling Company Limited	Nutritious Flour
138	Akari Natural Spices and Herbs	Nutritious Flour
139	RuthK Herbs and Spices	Nutritious Flour
140	KICAPU DELICACIES LTD	Dried fruits
141	Newk nutritional consultancy ug LTD	Services_ Checking moisture Content
142	KT molasses depot	Others_ mollases
143	Meta coffee company	Service_ Coffee (Dutch company)
144	AVAIL GROUP	Processed Vegetables
145	KAMPALA NUTRITION CLINIC MULAGO	Service_ Nutritionist
146	Vendor	Fresh vegetables
147	GREEN UGANDA	Fruit snacks
	SPICY GREEN UGANDA	
148	Natural & Fresh Mihoney Ug	Honey
	SPOUTS OF WATER LTD	
149	Abesigwa Dairies	Milk products
150	NECOFAM	Fresh Indigenous foods
	Next foods	
	Kambro Establishments Uganda Ltd	
151	IBIKO INVESTMENTS LTD	Nutritious Flour
	MACDOUGH FOODS UGANDA LIMITED	
152	Mujuni Ventures limited	Milk Products
	Rural Empowerment Development Organisation Uganda (REDOU)	
153	Nutrifocus foods hub limited	Nutritious Flour
154	SEEDSTAR SPECIALITY COFFEE LTD	Servive_ Coffee (Dutch)
	ECHODU JULIUS	
155	Sparkle Cakes and Pastries	Nutritious Snacks

156	Green harvest mixed farm	Fresh vegetables
157	African Women Agribusiness Network	Services_BDS
158	SAWA AGRICULTURAL DEVELOPMENT COMPANY LIMITED	Nutritious Flour
159	Yellow Star Produce and Food Processors	Nutritious Flour
160	JBNAMS farming center	Services_ Farming
161	DHERO GROUP LTD	Service_ Community initiative
162	RESILIENCIA Uganda	Service_ Community initiative
163	CASCADE	Nutritious Flour
164	FROMYFARM PTY LTD	Fresh farm products
165	Sahel-Nile	Other Services

EBYE'NDIISA EXPO 2026

30th April - 1st May 2026,
Kampala Edition



Kingdom of the Netherlands

