**AGRI-QUEST: (in four sentences, and our Logo)**

Strengthening Agribusiness Ethics, Quality Standards and ICT usage in Uganda’s value chains” (AGRI-QUEST) is a three year’s research funded with 300,000 Euros by Netherlands Ministry of Foreign Affairs through NWO-WOTRO. MUBS is the lead research institution. The research was started to find answers to one central question: How can we have **a better business climate** that fosters a permanent and positive gradual change in practices, attitudes in agribusiness towards ethical behavior, quality standards in food security and agri-business initiatives?



**Brief details about AGRI-QUEST:**

**Background:** Despite the benefits enshrined in embracing (i) ethical and (ii) quality issues with respect to accelerating transformation, competitiveness and sustainability of a vibrant food security program and a vibrant food game (Lucas Simons, 2014), there is a considerable lack of attention to these two issues in agribusiness value chains in Uganda. This henceforth raises a question: How can we have a better business climate that fosters a permanent or positive gradual change in practice & attitude towards agribusiness ethical behavior and quality standards in food security initiatives?

**Objective:**The main objectives of the project are:

1. Establish alternative ways of encouraging beneficiaries of agricultural development supported initiatives to engage in dialogue about introducing ethical agricultural standards.
2. Develop and disseminate resources necessary to make informed ethical and quality standard-based decisions in support of a more just and equitable food and agriculture VC system.
3. Ascertain how decision-making procedures in international food and agriculture policy and practices can be implemented by agricultural players at the bottom of the pyramid.
4. Assist agricultural VC micro-players to adhere to basic Codes of Conduct.
5. Review existing agribusiness quality standards, ethical dilemmas, & mobile ICT applications (mobile apps) to determine their appropriateness in sustaining a competitive agribusiness climate.
6. Develop a website and mobile app which can be used as (1) reference point for agricultural standards and ethical practices; and (2) a “farmer-to-buyer” brokerage and market information access point.

**Research methodology:** AGRI-QUESTuses these engagement processes: capacity building of farmers/value chain players, wide consultations & stakeholder engagement to ensure buy-in, uptake of research outcomes and knowledge exchanges.

**AGRI-QUEST Implementing partners:**

* Makerere University Business School (MUBS); VU Universteit Amsterdam; The Ssemwanga Center for Food and Agriculture Ltd., and Kibeedi & Co. Advocates