



# MATOOKE FOOD FESTIVAL



*Come Taste, Go Plant*

## BANANA PROGRAM ORGANISES FIRST EVER MATOOKE FOOD FESTIVAL

Uganda National Banana Research Program (NBRP) is organising the first ever matooke food festival aimed at promoting the uptake of NARO hybrid banana varieties resistant to pests and diseases at a large scale.

The festival is scheduled to take place on Friday 7th May 2021 at Mifunya playground in Nakaseke District. It will be hosted near one of the demo plantations for the hybrid banana cultivars.

More than 200 banana farmers and other stakeholders are expected to attend the food festival which will be characterised by eating, enjoying, dancing to mention but a few. Ready bunches from all the distributed Hybrid Banana Varieties (HBVs) will be collected from the initial recipient hosts.

The food from these hosts will be well prepared and served to all the participating farmers at the food festival event. Corresponding feedback for each variety will be obtained from a defined sample of the participating farmers.

### **Background:**

The Banana Agronomy project has been promoting productivity intensification technologies across the 5 project sites in Uganda and Tanzania. This has led to a significant increase in productivity in these project sites. However, in some sites like Nakaseke and Izimbya, productivity has not increased at the same rate despite deployment of similar efforts.

This is attributed to some production and socio-economic constraints. Among the constraints, is the high disease pressure in these two sites which necessitates the hybrid banana varieties (HBVs) that are tolerant to most of the diseases and pests. The HBVs will facilitate sustainable intensified banana productivity in the sites.

In an effort to enable the farmers appreciate the varietal attributes of these HBVs, it is proposed to conduct Food Festivals promotion events which will attract more farmers in the target areas to plant them.

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