

REPORT ON THE 11TH ANNUAL VICTORY BUSINESS CONVENTION/EXHIBITION- NDEEBA.

The Victory business convention/exhibition is an annual event organized by the men of victory church Ndeebe, this year's event was held on 6th to 9th August 2025 with theme: **"VALUE ADDITION: A KEY TO KINGDOM PRODUCTIVITY"** (ISAIAH 48:17)

His Grace Demo Farm, in partnership with Mr. Kamya participated in the event, and wishes to extend heartfelt appreciation to **Trees That Feed Foundation (TTFF)** for the invaluable logistical support that contributed to the success of this event. The exhibition was a tremendous opportunity to introduce **breadfruit** as a sustainable food source in Uganda, and the public response was overwhelmingly positive.

In the build-up to the event, we participated in both TV and radio talk shows to raise public awareness about breadfruit and its products. To our surprise, many people had never heard of breadfruit before. This created significant curiosity, and by the time the event started, the public was eager to see what breadfruit looked like and to taste products made from it.



Throughout the four days of the exhibition, **His Grace Demo Farm stall** attracted large crowds. Visitors came not only to sample the breadfruit products but also to learn how to plant and multiply breadfruit, a relatively new crop in Uganda. We conducted training and demonstrations to equip attendees with the necessary skills for breadfruit cultivation.

We prepared and served a variety of breadfruit-based products, all of which were well received:

Breadfruit flour



Breadfruit Cakes



Katogo (a mixture of chopped breadfruit and beans)

Mandazi

Pancakes

Fried chips

Porridge



Challenge Encountered

During the exhibition, one exhibitor, after seeing us display **breadfruit seedlings**, brought **breadnut seedlings**, labelled them as “**breadfruit**,” and sold them to visitors cheaply. This caused confusion and highlighted the need for greater public awareness about the differences between breadfruit and breadnut.



Acknowledgement of Volunteers

We extend our gratitude to the dedicated team that made this event possible:

1. **Mr. Kamyia:** Delivered an excellent presentation and training sessions, and also provided all the breadfruit flour.
2. **Joy:** Served as our supervisor, ensuring all activities went as planned.



3. **Julius:** Assisted in training session at our stall.

4. **Nightingale:** Prepared the delicious cakes.

5. **Her Grace:** Made the mandazi and pancakes.

6. **Jamira and Josephine:** Helped in the kitchen, making porridge and Katogo.



Conclusion & Next Steps

The exhibition successfully raised awareness about breadfruit’s potential in Uganda.

Moving forward, we recommend:

- ❖ More public sensitization to differentiate **breadfruit** from **bread nuts** through radios and Tv station.
- ❖ Continued training programs to promote breadfruit farming.
- ❖ More participation in trade exhibition.

Once again, we thank TTFF for their invaluable support, which enabled us to promote breadfruit in Uganda and engage directly with the public in a meaningful and impactful way.

Prepared by:

Mubiru Grace

His Grace Demo Farm