



The Republic of Uganda

**MINISTRY OF AGRICULTURE,
ANIMAL INDUSTRY AND FISHERIES**

**Ethical Code of Conduct for
Agricultural Extension
and
Advisory Services Providers**

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FOREWORD AND ACKNOWLEDGEMENT

In 2016, the Ministry of Agriculture, Animal Industry and Fisheries, formulated the National Agricultural Extension Policy (NAEP) which was approved by Cabinet on 26th October 2016 and launched on 6th December of the same year. The Policy envisions a pluralistic delivery system with multiple providers. To ensure that the wide range of agricultural extension service providers offer quality service to farmers and other beneficiaries, NAEP provided for the development of the guidelines including the ethical code of conduct to guide the conduct of the AEAS providers in undertaking their duties, and is regarded as a recommended code of conduct, to which additions or alterations may be made as need arises. .

The aim of these actions is to establish a high quality, well-coordinated and harmonized pluralistic agricultural extension delivery system to promote application of appropriate information, knowledge, and technological innovations for commercialization of agriculture, ensuring food security, expanding exports and contributing to socio-economic transformation and welfare of the population. This Ethical Code, has been developed through a consultative and participatory process involving a wide range of stakeholders from the Private and Public sectors. In view of the wide ranging nature of the subjects and areas covered by the Code, it is emphasized that it should be regarded as a recommended code of conduct, to which additions or alterations may be made as need arises. This guidelines and standards have been developed through a consultative and participatory process involving a wide range of stakeholders from the public sector and non-state actors.

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For God and My Country



Hon. Vincent Bamulangaki Ssempiija (MP)

MINISTER

MINISTRY OF AGRICULTURE, ANIMAL INDUSTRY AND FISHERIES

ACRONYMS

AEAS	Agricultural Extension and Advisory Services
DAES	Directorate of Agricultural Extension Services
NAEASRB	National Agricultural Extension and Advisory Services Regulatory Body
NAEP	National Agricultural Extension Policy
MAAIF	Ministry of Agriculture, Animal Industry and Fisheries
UFAAS	Uganda Forum for Agricultural Advisory Services
USAID	United States Agency for International Development

DEFINITIONS AND INTERPRETATIONS OF KEY TERMS

ETHICAL CODE OF CONDUCT

Ethics refer to the accepted morals, values and principles of right conduct for a profession or area of service. This ethical code of conduct is a set of rules or behaviour expected of an Agricultural Extension and Advisory Service (AEAS) provider in Uganda.

The codes define and demand high standards of behaviour in respect to the services provided to the public and in dealing with professional colleagues.

PROFESSIONALISM

Professionalism is the art of provision of services as a professional. A professional is expected to: have completed the relevant training to enable them provide specialized services; be engaged in continuing education/self-improvement; work in the interest of the public; be able to exercise prudent judgment; be licensed and regulated by the state and or professional body; and be accepted by the public as such..

1.0 BACKGROUND TO THE ETHICAL CODE OF CONDUCT

Access to quality extension and advisory services is a critical ingredient to technology uptake by farmers and other stakeholders. In order to ensure professionalism and quality services, Government expects all extension and advisory service providers in the public and private sector to adhere to this code of ethics endorsed through an extensive multi-stakeholder consultative process.

The objective of the code of ethics is to clarify core values, promote good practices and guide professional conduct of AEAS providers, for the benefit of society. Failure to uphold this code could lead to disciplinary action.

1.1 WHY THE ETHICAL CODE?

Although Uganda has a generic code of conduct for the public service, there are ethical issues specific to the AEAS due to their unique attributes and current pluralistic nature involving multiple actors in the public and private sector. This code of ethics therefore, seeks to compliment and support the public service and other professionally accepted codes of ethics of relevant disciplines. The code will foster integrity, a good public image, confidence and trust in the AEAS.

1.2 TARGET USERS OF THE CODE

The target users of the ethical code include individuals and organizations offering Agricultural Extension and Advisory Services (AEAS) to farmers and other actors in agricultural value chains in Uganda. The services include training and other capacity development services; business development services; technology dissemination; and advice on crops, agri-business, livestock production, fisheries, forestry and related areas. Examples of targeted actors are local government agricultural extension staff, training and research institutions; professional bodies, associations, NGOs and other civil society organizations; the media (print and electronic); private extension providers, farmer trainers/community based facilitators.

2.0 VALUES UNDERPINNING PROFESSIONAL CONDUCT FOR AEAS PROVIDERS

The ethical code of conduct in AEAS is linked to the values upheld which are: - Integrity; Respect; Diversity and Inclusion; Collaboration and Partnership; Gender and Cultural Sensitivity; Accountability and Transparency; Farmer Centeredness; Innovativeness, knowledge and skills for enhancement of human welfare. These values form the framework for the code and are all of equal importance.

2.1 INTEGRITY

Integrity means consistently acting according to values and principles, and being personally accountable and responsible for own actions and omissions in practice.

Code:

- All AEAS providers should follow government policies and regulations.
- All AEAS providers should declare any personal conflict of interest which could compromise their professional judgement.
- All AEAS providers should not engage in sexual or intimate behaviour or relationships with their clients.
- All AEAS providers should not work under conditions which compromise their professional judgment or cause a deterioration of the quality of their service.
- A public AEAS provider should desist from actions that confer a personal benefit outside their terms of employment.
- A public AEAS provider should not accept gifts, favours or hospitality as this may compromise the professional relationship with the client. This excludes small gestures of courtesy extended by some communities as part of the culture of hospitality and gratitude.
- A public AEAS provider should not ask for or accept loans or bequests from a farmer or any other client.
- A public AEAS provider should not use his /her professional position to promote or sell products or services to clients for personal gain.

2.2 RESPECT

Respect means behaving towards peers and clients in a manner that values their worth, dignity and uniqueness

Code:

- An AEAS provider should not damage property of the farmers or clients while providing services.
- An AEAS provider should not divulge confidential information of the employer or client or partners acquired as part of their job
- An AEAS provider should acknowledge the experience and expertise of colleagues, and respect their contribution. Dismissiveness, indifference, bullying, verbal abuse, harassment or discrimination or any other such behaviour is inappropriate.
- An AEAS provider should not discuss colleagues and clients in public places or on social media (such as Facebook, blogs, emails, Twitter and other electronic communication mediums).
- An AEAS provider should not undermine or criticize the farmers or clients in public or among other An AEAS providers should keep time and stick to agreed time for sessions.
- An AEAS provider should not use the professional work of others without acknowledging their contribution and naming the sources of material and information.

2.3 DIVERSITY AND INCLUSION

Diversity refers to acceptance and respect for individual differences and uniqueness including values and beliefs, culture, ethnicity, language, ability, experiences and social economic status. Inclusion refers to deliberate actions to appreciate, acknowledge and address individual differences.

Code:

- An AEAS provider should uphold all national and international laws regarding human rights and equality.

- An AEAS provider should recognise that some farmers or clients are more vulnerable and may require additional support and assistance.
- An AEAS provider should act and make decisions on merit, without prejudice and using the best available information.
- An AEAS provider should strive to communicate with farmers or clients in a manner they can understand by avoiding technical jargon and using a language which some of them do not understand.
- An AEAS provider should use appropriate channels of communication for the message and audience.
- An AEAS provider should avoid favouritism, political biases, religious sectarianism and tribalism.

2.4 COLLABORATIONS AND PARTNERSHIPS

Collaboration means working with others to achieve results Partnerships are deliberate actions to form alliances between two or more organizations or individuals.

Code:

- An AEAS provider should seek to work with colleagues and other actors where it is evident that this adds value.
- An AEAS provider should support, mentor and train colleagues, young professionals and other members of the AEAS profession, especially those who are inexperienced or attached under their supervision for example subordinates new employees, students, or interns.
- Where the AEAS provider is unable to meet the farmer's or client's needs, reference should be made to another provider more qualified to provide the service.
- An AEAS provider should not falsify information shared with partners or collaborators.

2.5 CULTURAL AND GENDER SENSITIVITY

Culture refers to the beliefs and practices common to any particular group of people. It includes the understandings, patterns of behaviour, practices and values shared by a group of people.

Gender refers to the culturally determined social attributes and opportunities associated with being male and female and the relationships between women and men and girls and boys. Gender sensitivity refers to the ability to recognize and address the different problems and needs of men and women arising from their culturally determined roles, and responsibilities, power relations and access to and control over resources.

Code:

- An AEAS provider should ensure that the services provided are culturally appropriate and acceptable to the farmers or clients.
- An AEAS provider's dress code, conduct, and other behaviour should be sensitive to the farmer's or client's beliefs, values and practices.
- An AEAS provider should employ approaches and methods that promote access to services by men, women, male and female youth as well as the various ethnic categories of farmers or clients.
- An AEAS provider should establish fair recruitment, appraisal and reward systems.

2.6 ACCOUNTABILITY AND TRANSPARENCY:

Accountability refers to being answerable for own decisions and actions. Transparency refers to openness, free sharing or communication without hidden agendas.

Code:

- An AEAS provider should be open and honest in his or her interactions with professional peers and partners.
- An AEAS provider should communicate clearly and promptly with other AEAS colleagues and actors.
- In case of an emergency, an AEAS provider should ensure that proper incident management and documentation is done and full report provided to relevant officials and/or the client.
- An AEAS should keep the peers and key stakeholders informed of their performance through timely accurate reports.

2.7 FARMER CENTEREDNESS

Farmer Centeredness refers to a situation where all actions or initiatives are focused to benefit the farmer.

Code:

- An AEAS service provider should ensure that the farmer's or client's benefit and empowerment are at the centre of the service provided.
- An AEAS provider should not interfere in the farmer's or client's decision making process. He or she should protect and promote the autonomy of the farmers or clients by respecting their choices, priorities, beliefs and values in the context of their capacity.
- An AEAS service provider should intervene promptly to stop unsafe, incompetent, unethical or unlawful AEAS practices so as to safeguard farmers or clients.

- An AEAS service provider should minimize loss or failure to be incurred by the farmer or client.
- Private AEAS should charge fair fees and not take advantage of farmers, clients and partners.
- An AEAS provider should terminate an act or service when it is clear that the activity is more harmful than beneficial to the farmer or client.

2.8 INNOVATIVENESS, KNOWLEDGE AND SKILLS FOR ENHANCEMENT OF HUMAN WELFARE

Innovativeness refers to changing processes or creating more effective processes, products and ideas.

Knowledge is defined as what is learned, understood or aware of.

Skill refers to the ability and capacity acquired through experience and aptitude to carry out activities or job functions.

Code:

- AEAS providers should ensure that they have the appropriate knowledge and skills to offer quality services to their clients.
- AEAS providers should always keep informed and search for different perspectives and alternatives in the farmers' or clients' interest.
- An AEAS provider should support other colleagues, practitioners and players in the learning and on-going development of their professional values, practice and conduct.
- AEAS providers should build the capacity of its AEAS staff to meet the demands of their allocated duties.
- All AEAS providers should avoid disseminating technologies or providing services outside their area of expertise.
- An AEAS provider should always be honest about things they do not know and give a balanced account of views related to AEAS.
- An AEAS provider should disseminate correct, complete, timely and verified

information.

2.9 PROFESSIONAL RESPONSIBILITY AND SUSTAINABILITY OF AGRICULTURAL EXTENSION AND ADVISORY SERVICES

Professional responsibility implies to act in a trustworthy, reputable and accountable manner towards farmers, colleagues, partners, local authorities, and the community in which the services are provided.

Sustainability of Agricultural Extension and Advisory Services refers to ensuring continuity of provision of agricultural services, and adopting an appropriate approach to resolving ethical dilemmas.

Code:

- An AEAS provider should cooperate with research efforts which adhere to principles of research ethics
- An AEAS provider should act promptly in cases of disease or pest outbreak
- An AEAS provider should strive for environmental sustainability
- An AEAS provider should ensure the safety and maintenance of high standards of practice for those they work with and supervise such as students, trainees, interns etc.
- An AEAS provider should facilitate the professional development of trainees whose work they are mentoring, and are constructive in their feedback.
- AEAS provider should use an appropriate procedure for investigating ethical issues and resolving ethical dilemmas.
- All AEAS providers should consult with colleagues if faced with a difficult situation or conflict between the law and an ethical principle. In any emergency, where there is no time to consult, the provider should make their own best professional judgment, and report the action taken to their immediate supervisors.

3.0 REWARDS, SANCTIONS AND CONFLICT RESOLUTION

3.1 REWARDS

An appropriate reward and recognition shall be accorded for good ethical conduct. The rewards shall include; but not limited to;(a) Word of recognition of good conduct (b) Open praise (d) Letter of commendation (e) Presents (g) Certificate of merit (k) Award of Medals.

3.2 SANCTIONS

Unethical conduct of the AEAS providers shall not be accepted. Violation of this code of conduct shall constitute professional misconduct leading to either a warning or withdrawal of certificate of practice. This will be done by the Rewards and Sanctions Committee.

3.3 CONFLICT RESOLUTION

Any dispute arising out of the violation of the Code of Conduct, which cannot be amicably settled or corrected by the concerned, shall be referred to adjudication/arbitration in accordance with the laws of Uganda.

ANNEX 1: AEAS PROVIDERS' PLEDGE

I(Name) of Registration No.....hereby make my pledge as follows: :-

- I shall uphold the laws and standards governing my profession as an AEAS provider.
- I will keep abreast with the developments and maintain professional competency in my profession as an AEAS provider.
- I will maintain the highest principles of moral, ethical and legal conduct at all times.
- I make this pledge with the full realization of the responsibility with which I am entrusted by the public and the laws of Uganda.

FOR GOD AND MY COUNTRY

Signed:.....Date.....

Notes:

This pledge has to be made by all AEAS providers and properly filed in each member's file.



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