

ASSESSMENT OF MARKET OPTIONS FOR SMALLHOLDER HORTICULTURAL GROWERS AND TRADERS IN TANZANIA

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ABSTRACT

Vegetable production to smallholder growers and traders in Tanzania has been facing a number of problems including seasonality, poor infrastructure and alternative markets to sale the produce. This study was done in selected Towns and Cities to capture information on market options, potential markets for both local and exports: and to do an analysis on the vegetable value chain per link. A survey of 113 respondents to include growers, traders, processors, supermarket managers and one exporter was done. Results show that, most smallholder traders has been doing vegetable business with a very low margin as compare to the medium and large traders who are able to access the central markets and the National Market in Dar es Salaam. Options for the markets are available locally and internationally, only that these options favours the medium and large traders due to sound capital they own. The potential markets available are horizontal (to expand the available markets) and vertical (move to higher level markets). The value chain per link is not well established for smallholder farmers but in this study the calculation of the Gross Profits Margin (GPM) range between 2-4%. It is concluded that more efforts like teaming up of smallholder trades is done so that they become strong enough to face the market challenges.

Keywords: Small holder traders, Vegetables, Market options, Tanzania.