

**Factors Influencing Performance of Coffee Primary Co-operative Societies in Meru District,
Arusha Region**

By

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The performance of co-operatives in Tanzania is debatable, given the increasing number of co-operatives that have been dormant over time. Therefore, the study assessed the factors influencing performance of coffee primary co-operatives and guided by four objectives namely: the influence of AMCOs services towards coffee productivity, the role of good governance practices by leaders, the influence of members' participation and the roles of education and training towards production performance. The study employed cross-sectional research design to collect data from 85 small scale coffee farmers within the cooperative societies from Meru council using survey and documentary review methods. Thematic analysis was employed to analyze qualitative data while quantitative data were analyzed using descriptive statistics (frequencies and percentages) and finally, presentation of data were done using tables and figures. The findings revealed that the services provided to co-operative members have influence towards production performance hence they motivate members to participate on co-operative related activities. Further, the study revealed the role of education and training towards production among co-operative societies' members. Finally, the study recommended to AMCOs leaders to ensure co-operative provides all necessary needed services to members such as education and training because of its role towards production performance of coffee primary cooperative societies.