

The Colonial Coffee Compulsion Marketing Policies in Kilimanjaro, Tanzania

By

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Abstract

This is a historical study that utilises primary evidences from Tanzania National Archives (TNA) to examine the compulsion marketing policies imposed by the Tanzania's colonial authority among small-scale native coffee producers in the slopes of Mount Kilimanjaro. The policies were provided under Section 36 of the 1932 co-operative legislation. Also, the 1934 Chagga Rule; and the 1937 Native Coffee (Control and Marketing) Ordinance, which became a key and permanent coffee marketing policy in Tanzania that granted the Moshi Native Coffee Board (MNCB) and KNCU monopoly over the native produced coffee.

Keywords: Kilimanjaro, coffee, marketing, natives, co-operatives, KNCU.