

**The Promotion of Domestic Agricultural Markets  
Successful Cases  
By  
Benedict L. K. Mwaibasa, Leo N. Donge, Mathew L. N. Diyamett and Emrod E.  
Kimambo**

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**Abstract**

Agriculture plays a major role in the overall economic growth of Tanzania. It contributes 46% of Gross Domestic Product (GDP). It provides a basis for livelihood to 82% of the population of 33.4 million (National Census, 2002). It contributes 60% of the foreign exchange and a source of raw materials for the manufacturing sector (Bureau of Statistics, 2004). The dependency on cash crop economy has not delivered. It has failed to generate revenue for development, while incomes from the agricultural sector have been declining and jobs have been lost. In the face of increasing population in rural areas no new employment has been created. The objective of this research was to document and analyze strategies used by identified successful cases of Rural Producer Organisations (RPOs) in the promotion of rural agricultural markets for the purpose of replication to other RPOs. This research seeks to answer: what strategies have been used by some successful RPOs in the promotion of rural agricultural markets, generation of income and maintenance of jobs for farmers and Other rural producers while have been either neglected or unknown?