

Determinants of Market Participation Among Smallholder Tomato Farmers in Hai District, Kilimanjaro Region, Tanzania

By

Agnes Mtorobo Stanslaus

Master of Business Management, Moshi Co-operative University (MoCU), 2017

Agriculture is an important sector in the economy of any country as it provides food and essential raw materials. Despite the fact that the use of improved seed is considered important to raise farmer's income, still it is not well known to what extent improved seed contributes to farmers' household wellbeing in the study area. Therefore, this study aimed at assessing how the improved vegetable seed contribute to farmers' household wellbeing in East West Seed users in Moshi Municipality. Data were gathered through a survey and documentary review. Descriptive statistics and multiple response were applied to analyse data. A sample of 124 respondents was used, to estimate sample size using Yamane formula. The study found that farmers using improved vegetable seed, their well-being changed as the income increase, medical affordability, quality education, clothing affordability, housing affordability and food security. Furthermore, analysis of the influence use of the improved vegetable seeds revealed that marketability, operational cost, quality of produce, high productivity, previous purchase and early maturity as key factors. On case of non-financial gains, the findings were socialisation, networking, access to technology and specialised skills. The study concluded that the improved vegetable seed contribute to farmer's household well-being in the study area. Basing on finding the study recommend the use of improved vegetable seeds as it increase the production and productivity as an element of income generation in the community.