

**Influencing of Water Services on the Performance of Floriculture Business in Moshi Municipality, Tanzania**

**By**

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Floriculture development in Tanzania is one of the key sectors poised to address livelihood and environmental challenges. A study was carried out to examine the status of water services on the performance of floriculture business, determine the influence of water services aspects on the performance of floriculture business and investigate the challenges facing water services delivery for floriculture business. Through a cross-sectional research design, data were collected from 183 floriculture business owners in Moshi Municipality using survey questionnaire. Data analysis involved descriptive statistics (range, means, frequencies and percentage) and inferential statistics (binary regression). The study revealed that about two thirds of the respondents (65%) were not satisfied with the availability of water services as they claimed that water was not readily available in their gardens. The results also showed that consistent access to water increased odds of trees and flower business performance in comparison with business firms reporting limited access (OR = 0.099,  $p = 0.001$ ). Further, consistency in water availability increased the likelihood performance of trees and flowers business (OR = 0.229  $p = 0.032$ ). Years of experience in undertaking trees and flowers business also increased the likelihood of increased performance of the business (OR = 0.633,  $p = 0.014$ ). Moreover, the findings showed that several factors affect provision of water services. These include unpredictable weather patterns, rapid urbanisation, population growth and limited financial resources. Conclusively, the study findings underscore the critical link between water services (accessibility and availability) and performance of trees and flower business. It is concluded that water users had high level of dissatisfaction of water service, it is evidenced that more investment is required to increase water production and water distribution along with maintaining water infrastructures. It is also concluded that accessibility and availability are responsible for business performance. It is further concluded that changing weather conditions affect water accessibility and availability. Addressing this challenge requires, among others, climate change adaptation strategies. Challenges related to water availability and accessibility require expansion of alternative water sources and efficient water distribution system. Thus, mobilisation of financial resources is critical.