



**THE FACTORS AFFECTING MARKETING OF FRESH FRUITS AND
VEGETABLES IN IDUDI MARKET, BUGWERI DISTRICT**

BY

KATO HUSSEIN

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ABSTRACT

Marketing of vegetables plays a critical role in meeting the overall goals of sustainable agriculture, food security and poverty alleviation, particularly among small-scale traders in rural areas. The study was conducted to assess factors which affect marketing of fresh fruits and vegetables in idudi market. Based on the findings, this implies that fruits and vegetable marketing is affected by prominent constraints like price, lack of enough capital, high taxes, infrastructure facility factors, middlemen, and education and training, lack of access to credit, lack of access to storage facilities, lack of market information, lack of finance, poorly developed village markets, poor producer prices, high perishability of produce, low patronage, inadequate access roads, small size of transport and high transportation costs. The results of the study also indicated that, price, infrastructure, middlemen, market information, and education and training factors significantly affect vegetable marketing in the study area. It further found that price has high significant effect on fruits and vegetable marketing followed by infrastructure factors, market information, middlemen, and education and training factors respectively. The results of the study implied that responsible bodies and the regional government should protect fruits and vegetable traders from exploitations from middlemen.

DECLARATION

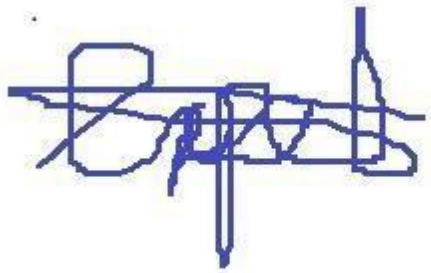
I **KATO HUSSEIN** with registration number BU/UP/2017/295 declares that, this has been compiled by me and it has not yet received any academic credit from any person or any institution except BUSITEMA UNIVERSITY ARAPAI CAMPUS.

KATO HUSSEIN

Date: 16/02/2020

APPROVAL

This research entitled “**The Factors Affecting Marketing of Fresh Fruits and Vegetables, Bugweri District**” was carried out under my supervision and submitted with my approval as a University Supervisor.



EPEL ANTHONY RAYMOND

Date: **15/02/2021**

DEDICATION

I dedicate this piece of work to my mother Namudiba Farida and to all my brothers especially Waiswa Hassan, for their contributions towards my academics

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I am profoundly grateful and indebted to the Head of Agribusiness Department as my major advisor, who helped me starting from title selection up to detailed analysis of my research work. Successful accomplishment of this research would have been very difficult without open handed time devotion from the early design of the topic, questionnaire development, up to the final write-up of the report by providing valuable, practical and useful comments.

I am particularly grateful to Mr. EPEL ANTHONY AYMOND (my Research Supervisor) for his remarkable support right from the early preparation of my proposal up to data management and

analysis of the research using SPSS software. Without his support, it would have been difficult to complete my work on time.

I also wish to express my heartfelt thanks to the many farmers and traders who responded to my numerous questions during data collection.

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ABBREVIATIONS

MR.	Mister
MRS.	Mistress
SPSS	Statistical Package for Social Sciences
FFV	Fresh Fruits and Vegetables
Fig	Figure
Tab	Table

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ABSTRACT

Agriculture is an important sector in Uganda which plays an important role in food security, economic growth and poverty alleviation. The major objective of this research was to assess factors

that affect marketing of fresh fruits and vegetables in idudi market. Qualitative and quantitative research approaches were employed in primary data collection in a stratified random sampling from a stratum of selected respondents. 73 fresh fruits and vegetable were selected using a stratified random sampling technique. Questionnaires, interviews and observation methods were used to collect data whereas, SPSS and descriptive data analysis techniques were used to also analyze and interpret the data. Results showed that the study area is occupied by more females than males between the age brackets of 26-35 living in families of people of 1-10 with a formal education of at least secondary level, most of them being married and earning less than twenty dollars weekly. Further results about the factors that affect marketing of fresh fruits and vegetables showed that price volatility affects marketing most with a percentage of 47.3%, followed with infrastructure facilities with 21.6%, middlemen concept comes third with 20.3%, market information with 8.1% and lastly education and training with 1.4%. Other constraints recorded during the study that also affects marketing besides the variables included high perishability level of products, lack of access to credits and finance, high taxes, lack of market structure, lack of proper storage facilities. Recommendations suggested include: enabling accessibility through the development of better infrastructure in the form of storage facilities, roads for transportation and communication systems; and the formation of marketing cooperatives to overcome high transportation costs, small size of transport and individual small marketing output problems in order to attract and penetrate high value-markets, traders Union should be formulated, the regional government and other responsible bodies should formulate and implement appropriate market and pricing policies, disseminate market information in proper media to enhance the effective marketing of fruits and vegetables in idudi. The union should collect products from individual farmers and search a better market of fresh fruits and vegetables. It has to provide adequate storage facilities for products and also protect traders from exploitations of middlemen.