

FACULTY OF AGRICULTURE AND ANIMALS SCIENCE

DEPARTMENT OF AGRIBUSINESS AND EXTENSION

ASSESSING THE FACTORS INFLUENCING MARKETING STRATEGIES AMONG
SMALLHOLDER CASSAVA FARMERS IN LABONGO LAYAMO SUB COUNTY KITGUM
DISTRICT.

BY

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APPROVAL


The special project report has been submitted to the Department of Agribusiness and Extension with approval of the university supervisor.

Signature.......... Date.....^{2nd} 11-2024.....

SUPERVISOR NAME: Ms. IRENE LYNETTE AKIDI

DECLARATION

I Alaroker Sharon, hereby affirm that the information presented in this dissertation is my own original work and has not been submitted to any other university for an academic degree.

Signature  Date..... 02/11/2024

ALAROKER SHARON.

DEDICATION

The word is dedicated to my parent. Mrs. Achan Beatrice kilama who supported me not only academically but also in all aspect of life and are still supporting me up to now when am at the university.

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LISTS OF ABBREVIATION

Dr	Doctor
Mr.	Mister
Ms.	Miss
FAO	food and agriculture organization
SPSS	Statistical package for social science
%	percentage
MAAIF	Ministry of agriculture, animals' industry and fisheries

ABSTRACT

This study assessed the factors influencing marketing strategies among smallholder farmers in labongo layamo sub county kitgum district. Cassava is becoming increasingly significant as a crop in developing nations, and farmers are anticipated to gain substantial benefits from its production and sale. The aim of this study was to assess the factors influencing cassava marketing strategies among smallholder farmer in labongo layamo sub county kitgum district. Data was collected using a structured questionnaire where a sample size of 111 respondents. Multivariate regression model was used to analyze the factors influence cassava marketing strategies in Labongo Layamo sub county kitgum district. The results revealed that, male farmers were more than female farmers. Most farmers had primary level of education and most traders had secondary level of education. Majority of the farmers and traders were married. From the results, education level, household size and hiring land were the factors that influenced the use of value-added marketing strategy. Education Level had a significant and positive influence, this implies that higher education levels are associated with an increased likelihood of utilizing value-added marketing strategies. Household Size had a significant and negative influence, this implies that larger household sizes lead to a decrease in the adoption of value-added strategies. Hiring had a significant and positive influence; this implies that farmers who hire land are more likely to engage in value-added strategies. Age had a significant and positive influence, this implies that as farmers' age, their likelihood of forming alliances increases. The multivariate probit analysis revealed that factors such as age, gender, training, access to marketing information, market distance, and group membership significantly affect the marketing strategy choices of smallholder farmers in Labongo Layamo Sub County, Kitgum District. Consequently, cassava farmers should integrate effective product lines and marketing strategies that optimize performance to enhance their market share and profitability

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the study

Origin and production of cassava

Cassava (*Manihot esculenta*) Originating in South America, it is one of the primary root crops globally and serves as a crucial staple food for both rural and urban households in sub-Saharan Africa. (Adebayo, 2023). The crop plays a vital role in the diet by supplying important nutrients, such as carbohydrates. It is available throughout the year, thereby helping to enhance food security. (Poole et al., 2021). In addition to serving as a food crop, cassava is increasingly gaining recognition as a valuable commercial product. (Costa & Delgado, 2019).

The increasing commercial emphasis on cassava results from its significant industrial applications in sectors such as plywood, textiles, baking, pharmaceuticals, paper, alcohol, and food. (Walter & Etany, 2018). In Uganda, cassava was brought in by Asian traders between 1862 and 1875 and has since proliferated throughout nearly the entire country. (Langland) 1972. Its widespread cultivation can be attributed to its ability to thrive in various agro-ecological conditions and its resilience to drought. (Sinclair et al., 2019)

Cassava ranks as the third most significant source of calories in tropical regions, following rice and maize, and is the second most important source in Africa. (Adebayo, 2023) Sub-Saharan Africa (SSA) is the most important region for cassava production globally, with Nigeria being the world's top producer of cassava. (olayemi,J.K, 2020). Southeast Asia ranks as the second-largest region for cassava production, with Indonesia, Thailand, and Vietnam as the primary producers. Thailand and Vietnam are the leading exporters of cassava starch and chips.

The highest cassava production in Uganda in Ugan (Placeholder1)da In 2020, the district of Apac was reported to have produced 239,932 tons of cassava. The districts with the highest production in the central, eastern, northern, and western regions included Masaka (64,965 tons), Tororo

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