

FACULTY OF AGRICULTURE AND ANIMAL SCIENCES

**ASSESSMENT FOR THE DETERMINANTS OF THE CHOICE OF MARKETING
CHANNELS AMONG MATOOKE SMALL HOLDER FARMERS IN BUMASIFWA
SUB COUNTY, SIRONKO DISTRICT.**

BY

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**RESEARCH DESSERTATION SUBMITTED TO THE DEPARTMENT OF
AGRIBUSINESS AND EXTENSION IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF DEGREE IN BACHELORS OF AGRI-
BUSINESS**

APPROVAL

this is to confirm that Nagudi Nibra has carried out research on assessment for the determinants of the choice of marketing channels among matooke small holder farmers in Sironko district. a case study of Bumafwa sub-county and submitted this research report to Busitema university Arapai campus for the award of Bachelor's degree in agribusiness under my supervision.

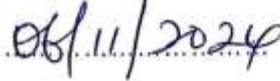
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DECLARATION

I Nagudi Nibra a student of Busitema university Arapai campus of Uganda pursuing Bachelor's degree in agribusiness in the year 2021/2024 declare that all the relevant information is the first-hand original report and never been presented to any agriculture learning institute/universities around the country for the same or similar award.

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DATE: 5th November, 2024.....

DEDICATION

Special dedication goes to the administration of Busitema University Arapai Campus, and greatly to Mr. Appeli Saidi who happened to be my supervisor.

Not forgetting all the other lecturers at Busitema University Arapai Campus who have struggled to help me psychologically through giving me advices, and mostly my beloved parents Mr. Wobudyasi Rogers and Mrs. Nagudi Beatrice for enduring to pay my tuition even though through thick and thin.

In addition, I remain indebted to my siblings, Namono Flavia, Nambozo Babra and Tuti Julius, Masereje Enock, Bubolo Elijah, Wamboza Darius and Wegosasa Clare and, my course mates and entire students of Busitema University Arapai Campus and guild council for their support towards my studies.

ACKNOWLEDGEMENT

I would like to remain thankful to almighty God for granting his mercy upon me during the research period with protection, love and peace up to end.

And also, in a special way, I would like to thank the administration of Busitema University Arapai Campus for granting me opportunity to study in their University.

My wonderful appreciation goes to all the lecturers of the institute for the wonderful services they have rendered towards my future, and pleasant moment goes to my supervisor Mr. Appeli Saidi for his guidance, and mentoring me during the research period.

Am also very grateful to extend my sincere appreciation and thanks to my beloved parents and the family members, mostly to my father Mr. Wobudyasi Rogers, and my mother Mrs. Nagudi Beatrice, and my siblings who are tirelessly working towards my education and training regardless of poverty and workload on the side of the family.

My final gratitude goes to my fellow students from Busitema university Arapai campus and my course mates for their generous support through sharing and guidance to sustain my life and also contributed to this report.

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ABSTRACT

The main objective of the study was to assess the determinants of the choice of marketing channels among small scale Matooke farmers in Sironko district. Data was collected through a researcher administered questionnaire to 203 Matooke small holder farmers in Bumasiywa sub-county, Sironko district. Descriptive statistics specifically the frequency tables, pie charts, bar graphs were used to analyse the social-economic characteristics of farmers such as house hold size, age, gender, Marital status, occupation, education level. The findings emanated from the multivariate regression model revealed that factors such as, distance from the farm to the nearest market centre, Educational level of the small holder Matooke farmers, , quantity of Matooke produced significantly influenced the choice of the marketing channel among the small holder Matooke farmers in the study area. Policies aimed at improving the farmers access to marketing channels should be informed by these factors.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

The origin of Matooke is mixed with the agricultural and culinary traditions of East Africa. It holds significant cultural and nutritional importance. Its origin and spread include blending indigenous practices, historical trade, and cultural exchange. Bananas are believed to be originated from Southeast Asia and were gradually introduced to diverse parts of the world. Through trade and exploration, the Arab traders brought varieties of Matooke by ancient trade routes due to its resilience to grow in different soil conditions. (“Everything You Need to Know about IACUCs,” 2014)Matooke a species of Banana, also known as (*Musa acuminata*) ‘East African Highland scientifically are among the most widely consumed fruits globally. According to food and Agriculture Organization (FAO) of the United Nations, bananas are a vital source of food and nutrition for millions of people worldwide

Globally, the largest banana producing countries in the world are; India with 33 million tons of bananas, China with 11.7 million tons, Indonesia with 8.7 million tons, Brazil with 6.8 million tons, Ecuador with 6.6 million tons, Philippines with 5.9 million tons, Angola with 4.35 million tons, Guatemala with 4.2 million tons, Tanzania with 3.5 million tons and Costa Rica with 2.5 million tons (Filipenco, 2023)Africa is one of the world’s leading banana-producing continents, with production dominated by countries like Uganda, Rwanda, Ghana, Nigeria, Cameroon and Côte d’Ivoire. (*Banana Industry Statistics in Africa _ SME Blue Pages*, n.d.)The (EAHBS), also known as ‘Matooke’, bananas support livelihoods of close to 30 million people mainly small scale holder rural farmers in the Great Lakes region of East Africa. This is the most common food in Uganda and other areas of the Great lakes region. Matooke bunches are harvested at fruit mature green stage, peeled, wrapped in banana leaves, steamed. The fruits may also be eaten directly after boiling (Madalla et al., 2023)

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