

Buyer -Supplier Relationship in Vegetable Production
The Case of Smallholder Vegetable Farmers at Tengeru Market in Meru District Council
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The study was conducted in Meru district particularly at Tengeru market which represents all vegetable markets found in Meru district. The researcher wanted to investigate the informal relationship between buyers and suppliers in vegetable production using the case of smallholder vegetable farmers. The specific objectives of the study were; to show the type of relationship that exist between buyers and suppliers in vegetable production on smallholder vegetable farmers, to identify factors that influence relationship between buyers and suppliers in vegetable production on smallholder farmers, to identify the benefits of buyer- supplier relationship on smallholder vegetable farmers in vegetable production, and lastly was to identify the challenges of buyer- supplier relationship on smallholder vegetable farmers in vegetable production. The study applied case study design, in which data were collected by using interview, questionnaires and documentary reviews. The study also involved 96 respondents include both buyers, suppliers, extension officers and vegetable market committee members. The study revealed that short term relationship was much preferred than long term relationship at Tengeru market between buyers and suppliers. The study further found that trust was the major factor influencing relationship between buyers and suppliers. Not only that but also relationship between buyers and suppliers benefit farmers through the increase income. Lastly, the study revealed that absence of working capital made farmers to fail in buying farm inputs, hence contributed of poor vegetable products. It is also recommended that there should be close links between buyers and suppliers in vegetable business by creating a platform for suppliers and buyers to have face to face meeting and effective communication.