

**The Rice Market Linkage in Enhancing Smallholder Farmer's Income
A Case Study of Ndungu and Maore Ward, Same District**

By

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The research was done to examine the rice market linkage in enhancing smallholder farmer's income in Same District, Kilimanjaro region. The specific objectives were to: identify how smallholder farmers market rice, factors hindering access to rice market opportunities and to identify farmer's strategies on accessing market opportunities. A cross-sectional research design was applied during data collection where various techniques of data collection were employed. Data were collected mainly by using interview, questionnaires, focus group discussion and observation. SPSS was used to analyse data whereby linear regression and multiple response were applied in data analysis. The linear regression was used to determine relationship between variables. The findings show that about 23% of respondents failed to access market opportunity because of unreliable market information. It was revealed that weak farmer's organisation contributed to the failure of rice market accessibility and price stability. However inadequate knowledge on marketing revealed to be a major challenge among smallholder farmers hence failed to explore rice market opportunity. The entrepreneurial and marketing knowledge should be improved among smallholder rice farmers to enhance value additional and marketing.