

**Experience of Co-operative Business in 'Non- Traditional' Crops
The Case of Vegetables and Fruits Marketing by Ubiri Lushoto Co-operative
Society in Lushoto District**

By

Ndayizera N. Manta and Leo N. Donge

**Moshi University College of Co-operative and Business Studies (MUCCoBS)
2006)**

Abstract

Until recently, most co-operatives in Tanzania were predominantly engaged in 'non-food' crops which were mainly considered to be 'cash-earning' commodities. Vegetables and fruits have rarely been the main feature in the co-operative business. However, somewhere in Lushoto district, this has been a different case. The Ubiri Lushoto Co-operative Society has been engaged in vegetables and fruits since its inception. This report documents the various undertakings that the Society has to grapple with in the production and marketing of those food' crops.