

**Analysis of Agricultural Marketing Constraints and Strategies for Developing Domestic
Agricultural Markets in Tanzania**

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Abstract

Agriculture constitutes the key sector of the Tanzanian economy. However, its contribution to economic growth is constrained by a number of factors. One critical factor is lack of access to agricultural markets. While access to traditional export markets is constrained by increasing non-tariff barriers and stringent demands for standards, the domestic markets are underdeveloped. The study observes that the underdevelopment of domestic agricultural markets is a result of structural and institutional weaknesses, policy inefficiencies, inadequacies in supporting infrastructures, and consumers' mindsets.

The study proposes a number of actions, which include improved entrepreneurial and marketing skills, establishment of a conducive business environment, improved access to financial services, and promotion of producer organizations. Other recommendations are institutionalization of market research, access to market information system and improvement in infrastructures and facilities. In implementing these recommendations, the study recommends the creation of public-private sector partnerships.