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## Challenges and training needs to primary Agricultural Marketing Cooperative Societies (AMCOS) in marketing of non-coffee produce in Tanzania

Gratian Cronery Rwekaza<sup>1\*</sup> and Christina M Maeda<sup>2</sup>

<sup>1\*</sup>Moshi Co-operative University (MoCU), Tanzania, email address:

[gratiancronery@gmail.com](mailto:gratiancronery@gmail.com)

<sup>2</sup>Moshi Co-operative University (MoCU), Tanzania, email address:

[maedachristina@gmail.com](mailto:maedachristina@gmail.com)

### **Abstract**

*Marketing challenges in agricultural cooperatives affects marketing advantages; in turn affects benefits to members. These challenges need solutions that were found to be addressed by education and training; that needs training assessments. Training on cooperative business can become a strategic for recovery planning building back better the cooperative societies. This research was done based on survey design based on a qualitative design. Data were collected using 19 focus group discussions and 5 key informant interviews. The findings on the challenges indicated that; production capacity was found not meeting market requirement. The reliable markets for farmers were found not to be feasible. Middle men were found to be the controller of the markets. Marketing of non-coffee produce were found to require specified training requirements especially on meeting the market requirements. Also, the measurement in terms of selling the produce has become a stumbling block in developing a win-win situation among the producers and buyers. On the training needs the findings indicates that; the mixed crop marketing was found to be among the component that needs training. Training on the quality maintenance of produce from production to marketing and training on contract and business negotiation; the negotiation capacity among farmers were found to limit business performance. The study concludes that, the performance of cooperative in alleviating marketing challenges were found to be the stumbling block for agriculture cooperatives to meets the markets requirements. The study recommends that; Primary AMCOS to solicit training on production increase by farmers in primary AMCOS to curb marketing demands. Local government and the ministry responsible for trade and marketing to provide regulation on how middlemen can venture fare in agricultural business marketing to moderate business practices. The cooperative department and cooperative commission should empower primary cooperatives on marketing non-coffee by capacity building.*

**Keywords:** Challenges and training needs; Primary AMCOS; Marketing; Non-coffee produce.

*AJCDT, Vol. 8 No. 1 (December, 2023), pp. 114 – 130, © 2023 Authors*

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