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**FACTORS INFLUENCING MARKETABILITY OF MAIZE PRODUCE  
AMONGST SMALL-SCALE FARMERS IN BUKAKATA SUBCOUNTY,  
MASAKA DISTRICT**

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**BUNJO MICHEAL JOTHAM**

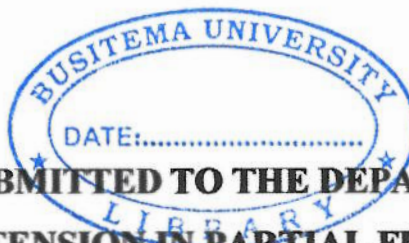
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**SUPERVISOR: MR. EPEL ANTHONY RAYMOND**

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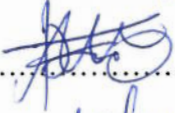
**RESEARCH REPORT SUBMITTED TO THE DEPARTMENT OF  
AGRIBUSINESS AND EXTENSION IN PARTIAL FULFILLMENT  
OF THEREQUIREMENTS FOR THE AWARD OF DEGREE  
OF BACHELOR OF AGRIBUSINESS  
OF, BUSITEMA UNIVERSITY**

**FEBRUARY, 2021**

**DECLARATION**

I **Bunjo Michael Jotham** declare that this is my own original work and that it has not been presented to any other university for a similar or any other degree award.

Student/Researcher..... Bunjo Michael Jotham .....

Sign.....  .....

Date..... 16/02/2011 .....



## APPROVAL

This is to certify that **BUNJO MICHEAL JOTHAM** has written and submitted this research report under my supervision.

A handwritten signature in blue ink, appearing to be 'EPEL ANTHONY RAYMOND', written over a horizontal line.

**EPEL ANTHONY RAYMOND**

**Date: 16<sup>th</sup>/02/2021**

## **DEDICATION**

This work is dedicated to my beloved mother, Mrs. May Mubiru, my grandparents and friends for their love and support rendered to me. May the Almighty God bless them.

## **ACKNOWLEDGEMENT**

Foremost, I am grateful forever to the mighty God for giving me this precious life, providing me with guidance, strength, courage and patience to carry out this study. I would like to express my sincere gratitude to my supervisor Mr. Epel Anthony for the advice, useful comments and support towards accomplishing the research. His supervision and untiring commitment assisted me in doing this work.

Furthermore, I would like to acknowledge with much appreciation the crucial role of my grandparents for their utmost support in all aspects that made me finish this research. I cannot fail to appreciate your unconditional love for me, May God bless you abundantly.

Also, I wish to acknowledge all the respondents in Masaka district who have willingly devoted their precious time during the process of intervening and focus group discussions as well filling the tiresome questionnaire without whose support I wouldn't finish this research.

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## LIST OF ABBREVIATIONS

ISO	International standard organization
MT	Metric Ton
SPSS	Statistical Package for Social Science
ha	Hectare

## ABSTRACT

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The general objective of the study was to examine the factors influencing marketability of maize produce amongst small-scale farmers in Masaka district. The specific objectives were to determine the effect of maize quality at the farm-gate on market price in Bukakata Sub County in Masaka district and to determine the effect of market infrastructure on marketing of maize in Bukakata Sub-county in Masaka district. The study used a case study research design while adopting mixed methodology of both qualitative and quantitative approaches of data collection and analysis. The study employed a purposive sampling technique. The study finding showed that Majority of the respondents 47% agreed that low quality maize leads to reduced demand for maize products, majority of the respondents 50.6% agreed that quality maize promotes trade both on local and international market, majority of the respondents 50.6% agreed that infrastructure stimulates demand for maize products, majority of the respondents 50.6% agreed that infrastructure opens up for easy transportation, majority of the respondents 55.4% agreed that improved infrastructure leads to expansion of markets, majority of the respondents 66.3% agreed that infrastructural development leads to improvement in factor market operations and majority of the respondents 88% agreed that poor infrastructure shut down the marketing process of maize. The study concluded that high quality maize increases demand for maize products and poor infrastructure shut down the marketing process of maize. The study recommended that the government should provide extension services to the people of Bukakata in order to sensitize them on how to maintain the quality of maize and their importances and also the government should improve on infrastructure such as roads, markets in order to increase on the market of maize and to help them link to international and national markets.

## CHAPTER ONE:

### INTRODUCTION

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#### 1.0 Introduction

This chapter presents the background of the study, statement of the problem, objectives of the study, research questions, study scope, significance of the study, study limitations, conceptual framework and the definitions of the operational terms and the conceptual framework.

#### 1.1 Background of Study

Globally, Maize is the third most important agricultural commodity after rice and wheat in terms of area planted and consumption. In 2016/2017, a total of 140 million tonnes (13% of total production) of maize were traded internationally, generating an estimated global trade volume of roughly USD 25 billion (USDA FAS, 2017). This makes maize the second most traded agricultural commodity after wheat. Overall, maize represents one third of international cereal trade (FAO-AMIS, 2017). In Sub Saharan Africa, depending on the region,

In sub-Saharan Africa, depending on the region, the agricultural sector employs up to 70% of the labour force and contributes up to 65% of the national Gross Domestic Product (GDP). In the Eastern and Southern parts of Africa, where maize is the most important staple and the main source of calorie intake, agricultural households receive up to 20% of their income from maize production and spend more than 15% of their total household expenditure on maize alone (Chauvin *et al.*, 2017).

In East Africa there is a structural deficit in maize, although some countries, foremost Uganda, are regular exporters. Local markets in the region are found to be isolated from international price movements (Badequano and Liefert, 2014). However, regional market integration is well advanced in normal periods and surplus maize is shipped across borders to deficit regions in the Republic of Zimbabwe to stabilize local supply (Davidset *et al.*, 2016).

In Uganda, Maize is one of the staple crops grown providing over 45% of the country's daily calorie consumption. In order to meet the domestic demand, most farmers grow some maize in their farmland. In recent years, there is an increase in exports of maize to East African countries.