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**THE FACTORS AFFECTING MARKETING OF BANANA IN BUGINYAYA
SUBCOUNTY BULAMBULI DISTRICT**

BY

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**A RESEARCH REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENT OF THE AWARD OF THE BACHELOR'S DEGREE OF SCIENCE
AND EDUCATION OF BUSITEMA UNIVERSITY.**

Dec 2020

DECLARATION.

I **NADUNGA BABRA** hereby declare that this research report is my original work and has not been presented for any academic award to any institution of higher learning.

Signature.....

Date.....

NADUNGA BABRA (STUDENT)

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APPROVAL

This research report titled “Factors affecting marketing of bananas in Buginyanya sub county Bulambuli district” has been submitted to the university examinations board with my approval as the candidate’s university academic supervisor.

Signature.....

Date.....

Name.....

MR. ONGUA FANUEL (SUPERVISOR)

DEDICATION

I dedicate this research to my beloved mother, (MRS. NASIYO CLEMENSIA), brothers and sisters for their endless support and always being there for me in terms of financial, moral and spiritual support towards the success of this research. . May the Almighty bless them abundantly.

ACKNOWLEDGEMENT.

First and foremost, I thank the Almighty God for giving me life, strength, knowledge and ability to carry out this research.

I am greatly indebted to my supervisor for creating time within his busy schedule to guide me through my work, without forgetting all my lecturers at Busitema University Nagongera Campus for imparting me with knowledge and skills, your guidance enabled me to gain a clearer understanding of various concepts and principles in this course from both theoretical and practical perspectives.

I also acknowledge the contributions made by my, BELOVED MOTHER (NASIYO CLEMENSIA) Brothers and sisters for supporting me to pursue this course up to this level.

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May the Almighty God bless you all abundantly, Amen.

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List of acronym

UBOS: Uganda Bureau of statistics.

FAOSTAT: Food and Agricultural Statistics.

FAO : Food and Agricultural organization.

FME: Federal ministry of education.

DAO: District Agricultural Officer.

EAHB: East African highland banana.

BBW: Banana bacterial wilt.

NARO: National agriculture research organization

ABSTRACT

The study was conducted on the assessment of the factors affecting marketing of bananas in Buginyanya sub county Bulambuli district. The study design was a cross sectional research design and a sample size of 60 respondents was adopted using purposive sampling technique. Data was collected using questionnaire that was designed for both farmers and stakeholders and presented in form of frequency tables and charts both pie charts and graphs. The findings revealed that there are clear factors affecting marketing of banana. However, factors that were affecting marketing bananas included seasonality, lack of access to market information, perishability, lack of storage facilities, lack of insurance against natural disasters and broker interference. It was concluded that the sub-sector seems not to perform efficiently and hence there is poor economic performance due to poor infrastructure, lack of market information, fluctuations of price, seasonality and this could not allow marketing of bananas well. It recommends that banana farmers should engage in banana marketing and by calling upon the government and NGOs support them by giving trainings on banana marketing, promote banana marketing for income generation, form farmer's groups, and encourage more women gainfully participate in the banana marketing.