

"Green village hubs" and smallholder marketing preference in Kenya: a discrete choice modeling

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At least 75% of certified organic agriculture is done in developing countries This section presents results of the two objectives of the study. Dependent variable der or (MII 1=Yes 0=Chthers) effects error Marginal error Std •Global organic market estimated at about US \$53 billion -To detaracterize the marketing section within the GVH in Maueri County - Attributes of GVH - Attributes of GVH Age of household head 0.13** 0.05 •About 35% of population in Kenya are food insecure - Attributes of GVH - Attributes of GVH - Attributes of GVH - Attributes of GVH Household head 0.13** 0.05 •Chearacterize the marketing section within the GVH in Maueri County - Cottaractor Frequency of visits to 1=Daily - Cottaractor - Cottaractor<	Introduction	Results			Determinants of Organic Market Information(OMI)		
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•Study area was Makueni County in Kenya

•A stratified random sampling was done to obtain 130 smallholder farmers from 3 divisions •Smallholder farmers focus group discussions (FGD) and PRA methodology •Data reduction conducted (PCA) •A logit regression was used to estimate the effects of GVH attributes on market information choices $U_{jk} = \beta \mathbf{X}_{jk} + \boldsymbol{\mathcal{E}}_{jk}$ $P_{jk} = \exp(\mu(C_k)(\beta X_{jk})) / \sum_{1}^{j} \exp(\mu(C_k)(\beta X_{jk}))$ $y_{iGVH} = x_{1i}\beta_1 + x_{2i}\beta_2 + \mathcal{E}_{iGVH}$



5=very high

Socioeconomic characteristics							
	Non GVH users	GVH users					
Variable	Mean	Mean	Diff				
Age (years) Distance to	31.99	32.55	-0.52				
tarmac road (Kms) Number of	2.46	2.62	-0.16***				
livestock owned	3.83	3.52	0.31*				
Group size Number of	4.69	4.02	0.67***				
dependants Land	8.58	9.07	-0.49				
size(acres) Distance to	5.22	5.47	-0.25				
GVH(Kms)	10.99	11.61	-0.62				
Savings (Kshs)	81320.65	76752	4568.64				
Annual Income (Kshs)	27064.50	31513.3	-4448.81**				
Share of eggs sold	0.40	0.43	-0.03*				
Level of significance *-10% ,**-5%,***-1% * I US\$= Ksh 105.60							

are less likely to use GVH for OMI •Feedback improves probability of using GVH for OMI •Practical sessions within GVH increases the probability of using GVH for OMI

•Marketing groups and contracts increase the probability of using GVH by for OMI

Recommendations

 GVH innovation should target welfare programmes for the elderly members of society

•GVH innovation should be promoted in sections with low levels of formal education •Policy design should incorporate feedback and practicals in design of information hubs •Contract farming should incorporate GVH in



the marketing of organic products

Marketing groups should be linked to GVH

in Makueni County

References

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