

## Factors influencing the adoption of improved coffee varieties among smallholder farmers in Mbinga and Mbozi districts

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### Introduction

The high yielding improved coffee developed by Tanzania coffee research institute (TaCRI) and disseminated to farmers were expected to motivate smallholder farmers to adopt them so as to contribute in increasing coffee productivity and improve household income. The level of adoption of these varieties by smallholders has not been studied in detail. Therefore, this study aims to assess factors influencing the adoption of improved coffee varieties and to determine farmers' perceptions about these varieties in Mbinga and Mbozi districts.

### Materials/Methods

Primary data was collected from a sample of 122 adopters and 198 non-adopters of improved coffee varieties making a total of 320 farmers using a household survey semi-structured questionnaire. The five-point Likert scale was used to assess perception and logistic regression model used to determine factors influencing adoption.

### Conclusion/Perspectives

Both adopters and non-adopters of improved coffee varieties have positive perception about the varieties. Therefore, the coffee industry should strengthen extension services to ensure the right information are disseminate appropriately to farmers while the government should provide support to improve logistics and infrastructure for coffee seedling multiplications and distributions to farmers to meet the demand.

### References:

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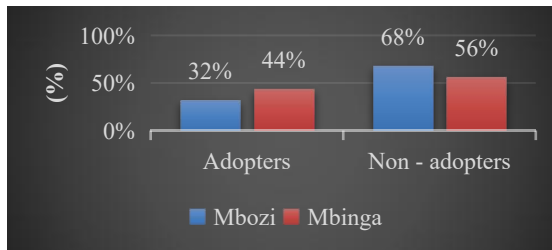


Figure 1: Percentage distribution of adopter and non-adopter of the improved coffee varieties in the study area

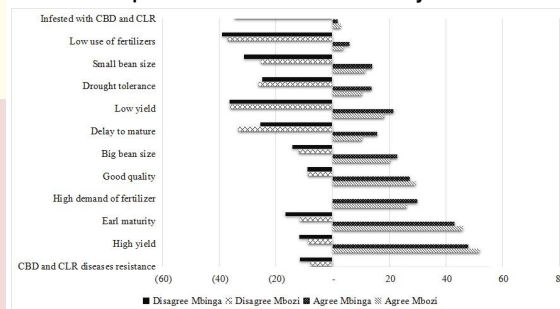


Figure 2: Perception of smallholder farmers on the attributes of the improved coffee varieties

### Results/Discussion

The descriptive analysis showed that the rate of adoption of improved coffee variety is 38 % (Fig 1.). The findings from Likert scale showed that, smallholder farmers in the study area have positive perception about the attributes of improved coffee varieties (Fig. 2). The findings from the logistic regression model showed that the coefficient of visits by extension officers (0.039), membership of primary cooperative (0.406) and access to improved coffee varieties (0.407) influence farmers' adoption of improved coffee varieties positively.