

ABSTRACT

The purpose of the study was to assess the raw milk supply change challenges in Meru District. The study used the cross-sectional research design. Both qualitative and quantitative approach was used in this study. The targeted population included producers of raw milk, Ward Executive Officers and Wards Agricultural Officers from Bangata and Ilkiding'a wards in Meru District. A total of 68 respondents were involved in this study. Data were analyzed through descriptive statistics and content analysis. Findings indicated that storage affected milk distribution, affects quality of milk, brings trouble with handling fresh supply chain, reduce the number of supplies, and affects quantity of milk. The findings further indicated that transport affects the fast distribution of milk, the quality of fresh milk due to delays, affect the quantity of fresh milk in consumer centers, increases transportation costs of fresh milk in supply chain and causes loss to the farmers and suppliers. Finally, the study found that the following solutions may solve challenges of supply chain of raw milk including; enhancing farmers' awareness on modern storage techniques, improving raw milk storage facilities, implementing strict quality control of distribution of raw milk and empowering small farmers with modern storage facilities. It was recommended that the government through the Small Industries Development Organization (SIDO) should assist the raw milk producer in provision of milk storage facilities to reduce loss resulting from poor storage. The study further recommended that policy makers should enact policies that gives milk producers an opportunity to take loans in micro finance institutions. Through loans, they will be able to improve their storage facilities. The recommendation was made that the government should improve the infrastructures in Meru District especially in areas where raw milk is highly produced. This will facilitate easy transport of raw milk from production centers. The study further recommended that milk processing industries should be built in Meru District especially where raw milk is highly produced. This will reduce the distance between production centers and an industry.

