

ABSTRACT

The main objective of this study was to examine ways of improving coffee production by Small scale farmers in Meru District, Arusha, Tanzania. The study was guided by three specific objectives; examining the available financial support in improving small scale coffee production in Meru District, explore coffee value addition strategies in improving small scale coffee production and determining the initiatives of key coffee stake holders including TCB, TACRI and Cooperative unions in improving Coffee Production in Meru District. The study did adopt a descriptive research design. Whereby a representative of 90 respondents' equal to 46.6% of the population sample was used. Primary data was collected through the use of questionnaires and interview and the key informants were interviewed and provided questioners including farmers, coffee unions and TCB and it showed that there were no enough financial support on improving coffee production because there were many farmers who even failed to purchase coffee tree for planting during the planting season. Also in exploring coffee value addition strategies farmers were found to grow very old trees that were more than 20 years. The soils were found to have low levels of nutrients and organic matter also diseases like leaf rust was one of the factor that have affected coffee production in Meru district. The research established that the initiative of Coffee key stake holders in improving coffee production is the important function that lead to an increase in coffee production. The collected data was analyzed through the use of Statistical Package for Social Sciences (SPSS) and was present using frequencies, means and standard deviations while qualitative data were analyzed through coding. This study concludes that there are several ways of improving coffee production including use of appropriate and advanced coffee trees issued by TACRI as well as having financial support through affordable coffee farmer's loan via Agriculture Development bank with the help of TCB. I is recommended that Ministry of agriculture should empower and promote small scale farming through best policies which will guide their productivity, also to ensure high return for the produce the ministry of agriculture should come up with farm input subsidy and also ensures the agriculture inputs are supplied to farmers timely.

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