

# **Role of Agro-Processing Firms on Grape Market Promotion in Dodoma City: A Case of UWAZAMAM and Nkulabi Wine Factories in Mpunguzi Village**

*Ms. Immaculate O. Gillo*

*Institute of Rural Development Planning,  
Dodoma-Tanzania*

*Email: [igillo@irdp.ac.tz](mailto:igillo@irdp.ac.tz)*

## ***Abstract***<sup>1</sup>

*This study was conducted in Mpunguzi Village, Dodoma City to assess the role of Agro-processing firms on grape market promotion. The study examined the production capacity of grape producers and wine factories, examine the extent at which factories promote market for grapes produce, and lastly; identify factors affecting wine Agro-Processing Firms in promoting market for grapes produce. The study used interview and observation to collect data from respondents. A total of 80 farmers, randomly selected from Mpunguzi village together with 4 key informants were involved in the study. The results obtained from this study shows that most of the farmers in the study area are producing in small scale farming system, producing up to 2000 tons a year while wine factories have capacity of buying up to 950 tons. These factories have a lot of positive contribution to these small scale farmers although the market they provide is not enough. Agro-processing firms have contributed to the rise of farmer's production capacity, price improvement; they are also providing contract farming and training to grape growers. From this study it is recommended wine factories to increase marketing efforts to attract more local and international customers and adopt contract farming. Also the government should provide marketing skills to farmers and motivate them to strengthen farmers associations.*

---

<sup>1</sup> *This paper is available upon request, if you are interested to get a full paper please contact the Author through [igillo@irdp.ac.tz](mailto:igillo@irdp.ac.tz)*