

# **Factors Affecting Tomato Prices in The Market In Kyeni South Ward Embu County**

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## **Abstract**

Tomato production is one of the key activities among farmers in Kyeni-South Ward, contributing significantly towards food security and rural economic development. The study was carried out in kyeni south ward Embu County to determine factors influencing tomato prices. Primary data was collected through formal interviews and questionnaires included household and production characteristics, markets information and social capita, seasonably and climate changes and the distance from household to market. The researcher interviewed buyers to provide information on prices and farmer-market relations. Descriptive model was used to analyze the determinants of market prices. The study analyzed the significant factors that exert influence tomato prices on the market.as well as the change of the market information to the farmers and customers and other factors like perishability, preference to customer, quality and middle-men, but there was no proper way discovered by the farmers of Kyeni South Ward on how to come against these problems. The study revealed that both formal and informal markets are accessible but about 80% use formal markets, and tomato price was the major determinant of the tomato market prices. The results showed that formal market such as farmer market offer great prospects for the development of communal farmers. The study recommended to the farmers that the effective mechanisms for collaboration and linkages and invest in market intelligence for them to improve their livelihood.