

### **Book description**

This book is a synthesis of case studies in Meru, Kirinyaga and Murang'a (Maragua) Districts in Kenya. It provides an economic analysis of farm-level entrepreneurship in the food and cash crop sectors. The report aims at identifying how the marketing of agricultural products affects food availability and farmer's welfare, as well as identifying opportunities and constraints in marketing. Following enumeration and interviewing of about 90 farmers, their opinion on access to credit, major sources of price information and factors that constrain effective commercialization of farm production were identified and are presented here.