

ABSTRACT

Fruits and Vegetables are basically horticultural products, which deteriorate fast after harvest. High moisture contents and tenderness characterize them. These fruits and vegetables had a very low profile in Morogoro region in the past, but since 1980s they are increasingly being strategic products because they provide employment and contribute to family income. This paper is based on the authors' study (1998) on "the effects of the unavailability of the technical storage facilities to the marketing of fruits and vegetables for economic development in the two districts". The study focused on the major causes of fruits and vegetables its losses and on determination of the trend and constraints pertaining to the fruits and vegetables production and marketing. Primary data were obtained through interviews with randomly selected fruits and vegetables farmers, wholesalers, retailers and consumers. Other data were obtained through group discussions with key informants and personal observations and notes in diary form. The data analysis employed the use of descriptive The main losses identified were both qualitative and quantitative resulting from damages occurring mainly during transportation and unavailability of technical storage facilities at the markets. The paper concludes that Morogoro rural and urban districts seriously lack transport and storage facilities for horticultural products. Intervention strategies that have to be taken to improve the marketing and storage of vegetables and fruits in Morogoro rural and urban district are presented.