

Socio-economic Determinants of Smallholder Coffee Farmers' Participation in Mount Meru Coffee Project in Arumeru District, Arusha, Tanzania.

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Abstract

While coffee agricultural projects are recognized as the engine of economic growth, most smallholder coffee farmers continue to resist participating in coffee projects in Arumeru District. The study was conducted to assess the determinants of smallholder coffee farmers' participation in the Mount Meru Coffee Project. Specifically, the study aimed to assess the socio-economic determinants of smallholder coffee farmers' participation in the Mount Meru Coffee Project. The study adopted a cross-sectional research design. An exploratory sequential mixed-methods approach was used, in which qualitative data were collected first, followed by quantitative data. A sample of 155 smallholder coffee farmers was selected using simple random sampling techniques. The qualitative data were analyzed using thematic content analysis with constant comparison. Quantitative data were analyzed using IBM Statistical Package for Social Sciences (SPSS), where descriptive statistics were computed to obtain frequencies and percentage distributions of the responses. Socio-economic characteristics of smallholder farmers were analyzed descriptively, while a binary logistic regression model was used to model smallholder coffee farmers' participation in the Mount Meru Coffee Project. The study found that age, marital status, household size, household income, and land size significantly influenced household participation in the Mount Meru Coffee Project at the $p < 0.005$ significance level. The study concludes that smallholder farmers' participation in the Mount Meru Coffee Project is influenced by different socio-economic characteristics. It is therefore recommended that local government authorities in Arumeru District, Mount Meru Coffee Project team members, and policymakers should consider these factors when implementing the Mount Meru Coffee Project to ensure the long-term success of coffee production in Meru District Council.

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1. Introduction

Agricultural projects that support the production and marketing of coffee are crucial for enhancing household livelihood outcomes, including human capital, social capital, assets, and household income. Worldwide, coffee is among the most important cash crops for nations and the livelihoods of farmers (Kimaro et al., 2020). It is estimated that coffee is produced in more than 70 countries, with Brazil, Vietnam, Colombia, Indonesia, and Ethiopia being the largest producers (ICO, 2015). According to Mhando et al. (2015), the crop was originally cultivated by missionaries in many parts of Africa and Tanzania, and in the mid-1920s, it was grown by small-scale farmers and linked to the cooperative movement involving native farmers in the mid-1920s and 1930s. Coffee production is mainly carried out by smallholder farmers in most developing countries, including Tanzania (Louhaichi et al., 2018). According to Ragasa (2018), coffee production in Tanzania has fluctuated mainly due to internal and external problems. The decline in quantity produced was associated with a sharp drop in price of more than 30%, which ultimately affected the livelihoods of small-scale coffee farmers (Mhando et al., 2013). These problems are assumed to have affected the livelihoods of smallholder coffee farmers because of the close link between livelihoods and coffee production (Mishra et al., 2018).

Due to the economic liberalization policy in the 1980s, subsidies were removed in the agricultural sector, making smallholder coffee farmers unable to afford adequate and quality coffee production inputs (Mhando et al., 2013). Coffee production in Arumeru District can be traced back to the late 19th century during Germany's rule in East Africa (URT, 2012). Since then, coffee production has been falling due to many factors, such as high disease incidence, climate change, falling coffee production prices, unfavorable agricultural policies, and youth being uninterested in agriculture, as well as a lack of improved varieties and high production costs due to the removal of subsidies in agriculture (Kimaro et al., 2017).

To overcome this, the Tanzanian government has taken several initiatives to improve coffee production and livelihoods among small-scale farmers. These efforts include the Agricultural Sector Development Programme (2003), the establishment of the National Coffee Research Institute in 2000, the Tanzania Agricultural Policy (1997), and the Cooperative Policy (2002). These efforts aimed to improve agricultural production, including coffee, and the livelihoods of small-scale farmers (DFID, 2018). Despite these efforts, smallholder coffee farmers still face a number of challenges, including climate change, a lack of subsidies, and inadequate access to coffee production inputs (Mapunda et al., 2020). These challenges have affected the livelihood capabilities of small-scale coffee farmers in terms of on-farm, non-farm, and off-farm activities (TCB, 2017). To overcome these challenges, the Milwaukee Synod of the ELCA and the ELCT Diocese of Meru agreed to engage in a partnership in 1999 to support families growing coffee through the Mount Meru Coffee project (Makoninde, 2010). The project began selling coffee abroad within the congregations of the Greater Milwaukee Synod (GMS) in 2002 (Annual Report, Mount Meru Coffee Project, 2022).

According to the literature, participation in development initiatives is vital for smallholder livelihoods, and socio-economic factors significantly influence smallholder farmers' participation in the adoption of development initiatives (Nsele et al., 2022). For example, studies by Nyengere et al. (2016) reported that education and age negatively affected the adoption of technologies in Malawi, whereby older farmers and more educated farmers were less likely to adopt innovations. Similarly, Nsele et al. (2022) reported that membership in groups, credit access, age, ownership of land, and financial capital positively influenced the adoption of technologies introduced by development initiatives. In contrast, Machete et al. (2024) observed that education, crop diversification, and information about development initiatives positively influenced participation in development initiatives, while household size and agricultural experience negatively influenced the decision to adopt innovation brought by development initiatives.

Based on the above empirical review, there is evidence that barriers to the adoption of innovation brought by development initiatives vary across locations due to differences in local contexts, social systems, and geographical factors (Shuaibu et al., 2014). Hence, the socio-economic determinants of coffee farmers' participation in the Mount Meru Coffee Project remained unknown at least in the context of the study area.

Furthermore, the socio-economic determinants of smallholder coffee farmers' participation in coffee projects are difficult to generalize as they are affected by different location-specific cultures, traditions, and project implementing models (Akyoo, 2024).

Therefore, it is important to have empirical evidence from diverse backgrounds. Such information is useful for policymakers, researchers, and development partners, especially those engaged in promoting partnership projects and bringing about coffee farmers' empowerment. This paper provides empirical evidence on the socio-economic determinants of smallholder coffee farmers' participation in the Mount Meru Coffee project. This study is anchored on a Diffusion and Adoption of Innovation theory, which focuses on how the adoption and diffusion of innovations occur in distinct stages until an individual decides to use an innovation (Rogers et al., 2014). In the context of the Mount Meru Coffee Project, the term innovation is used to describe coffee production innovations promoted by the Mount Meru Coffee Project. The project has introduced different innovations, including climate-resistant varieties, modern coffee farming methods, and a coffee marketing model. In this Study, it is assumed that various socio-economic factors such as age, sex, education, access to extension services, access to credit, and group membership influence smallholder coffee farmers' participation in the Mount Meru Coffee Project. The study aimed to assess socio-economic determinants of smallholder coffee farmers' participation in the Mount Meru Coffee project.

2. Methodology

The study was conducted in the Arumeru District Council, where four villages, namely Nkoaranga, Ngyani, Songoro, and Mulala, were purposively selected. The district was selected because it has more than 5000 smallholder coffee farmers participating in the Mount Meru Coffee project in the selected villages (Mount Meru Coffee Project Annual Report, 2023). The villages were selected from Nkoaranga and Songoro Wards, with two villages selected from each

Ward. These were Nkoaranga and Ngyani for Nkoaranga Ward, and Songoro and Mulala for Songoro Ward. A cross-sectional research design was adopted to assess the socioeconomic determinants of smallholder coffee farmers' participation in the Mount Meru Coffee project. This design enables the collection of data at a single point in time and allows the measurement of outcomes and exposures among study respondents at the same time (Bernard, 2017). The design was deemed appropriate because it is cost-effective, less time-consuming, and allows more information to be obtained (Omolo, 2018).

The sampling unit was a household engaged in coffee production, and an exploratory sequential research strategy was adopted, with an initial phase of qualitative data collection and analysis, followed by a phase of quantitative data collection and analysis. An exploratory research approach was adopted to integrate the results from the two stages, expanding the scope and improving the quality of the results (Courtney, 2017). Qualitative data collection involved Focus Group Discussions (FGDs) and Key Informant Interviews (KIIs). Six FGDs, with six to eight participants, were conducted in Nkoaranga, Ngyani, Songoro, and Mulala, involving participants knowledgeable in coffee production. Ten KIIs were purposively selected based on their position, knowledge, and participation in the Mount Meru Coffee project. These included two Mount Meru Coffee project extension workers, two Ward Executive Officers (WEOs), four Village Executive Officers (VEOs), and the Meru District Agricultural, Irrigation, and Cooperative Officer (DAICO). The quantitative data collection involved a household survey, with 155 households participating. The sample size was estimated using a simplified formula according to Israel (2013).

$$n = \frac{N}{1+N(e^2)}$$

Where

n is the sample size;

N = Size of the population of coffee farmers.

e is the error margin.

Thus,

$$n = \frac{700}{1+700(0.05^2)}$$

$$n \approx 154.54 \approx 155 \text{ respondents}$$

The sample size for households is justified by the fact that “too large a sample implies a waste of resources, and too small a sample diminishes the utility of the results” (Kingu, 2023). The formula used for the sample size at the specific village (proportionate) was adopted from Kothari (2012) be obtained using the following formula:

To get eligible members from each village, a proportionate sample was used to calculate a sub-sample from each village as proposed by Kothari (2012). The coffee farmers participating in coffee production are 173 households in Mulala village, 75 Songoro, Nkoaranga 167, and 160

households in Ngyani village. Hence, the total sample frame for the study was 155 households, and the researcher employed proportionate sampling by using the formula:

$$\text{Proportion} = \frac{\text{Cluster Sample}(\text{Location}) \times \text{Desired Sample Size}}{\text{Total population for this study}}$$

Table 1: Proportional Sample Calculation

Village	Propositional Sample Calculation	Respondents
Mulala	173 x 155/700	38
Songoro	75 x 155/700	16
Nkoaranga	67 x 155/700	36
Ngyani	160x 155/700	35
Total		155

Source: Researcher's own Data, 2025.

The quantitative phase of data collection involved a household survey in which 155 smallholder coffee farmers participated. Proportionate stratified sampling, using a household village register, was applied to determine a sub-sample from each village. Qualitative data were analyzed using content analysis, in which words were transcribed and organized into themes based on the study objectives. Quantitative data were entered into the Statistical Package for Social Sciences (SPSS) Statistics, version 25, and descriptive statistics were used to determine the socio-economic characteristics of coffee farmers participating in the Mount Meru Coffee project. A binary logistic regression model was used to analyze the socio-economic factors that influence households' decisions to participate in the Mount Meru Coffee project. The variables included in the model were selected based on findings from the empirical literature and theoretical reviews.

The model used was:

$$\text{Logit}(p_i) = \log(p_i/1-p_i) = b_0 + b_1x_1 + b_2x_2 + \dots + b_{12}x_{12} + \mu_i \text{ (Agresti and Finlay, 2009)}$$

Where:

$\text{Logit}(p_i) = \ln(\text{odds (event)})$, that is, the natural log of the odds of an event occurring

p_i = prob (event), that is, the probability that respondents engage in the Mount Meru Coffee project.

$1-p_i$ = prob (nonevent), that is, the probability that the respondent will not engage in the Mount Meru Coffee Project

b_0 = constant of the equation,

b_1 to b_{12} = coefficients of the independent (predictor, response) variables,

k = number of independent variables,

x_1 to x_{11} = independent variables entered in the model.

X_1 = Age (measured in years)

X₂ = Household headship (1 if male-headed household, 0 if otherwise)

X₃ = Years of schooling (measured in years)

X₄ = Land size (measured in acres)

X₅ = Access to credit (1=access and 0 =no access)

X₆ = Marital status (1 if married, 0 if otherwise)

X₇ = Group membership (1 if yes, 0 if otherwise)

X₈ = Access to extension services (measured by frequency of visit by extension officer),

X₉ = Asset monetary value (measured in TZS).

X₁₀ = Household size (measured by the number of people in the Household)

X₁₁ = Household total income (measured in TZS)

3. Results and Discussions

3.1 Socio-Economic Characteristics of Coffee Farming Households

The respondents were described in the context of age, gender, level of education, and marital status. These are discussed in this section. This part presents the background information of the respondents who participated in the study. The demographic characteristics of the respondents are characterized by categories such as gender, age, level of education, household size, and marital status.

3.1.1 Gender of the Respondents

The purpose of this question was to reveal the gender distribution of respondents in the study area. Table 3.1. shows that 85.8% of the respondents were Male, while 14.2% of respondents were female. The findings mean that most respondents were men, as coffee crop is grown by men in most African countries.

3.1.2 Age of the Respondents

In this study, participants were requested to disclose their ages to discern the age distribution within the sample, recognizing that various activities can vary significantly among different age cohorts. The analysis revealed that 16.5% of the respondents fell within the age bracket of 18-25 years, while the majority, constituting 49.6%, were between the ages of 26-45 years. Additionally, 20.5% of the respondents were in the age group of 46-60 years, leaving the remaining 13.4% of respondents above 60 years of age.

These findings underscore that the largest share of respondents was between 26 and 45 years old, a segment characterized by vitality and active engagement in farming activities. Across all four villages, this age group was consistently identified as primarily responsible for meeting their families' daily basic needs. Consequently, it can be inferred that relatively few farmers over age 60 were actively participating in Mount Meru coffee farming activities. This aligns with the argument presented by Rutasitara (2016), suggesting that older individuals may lack the physical strength required to generate wealth and are more likely to face economic challenges if they have not accumulated savings over the years. However, Mandara (2018) contended that in Tanzania, the economically productive age range falls between 26 and 60 years.

These findings echo the results of a study conducted by Okwu and Loorka (2017), which found that individuals between the ages of 26-45 years were particularly active in various socio-economic activities and constituted the responsible age group for family well-being. Age emerges as a significant factor influencing both productivity and food consumption, as noted by Basnayake and Guranatne (2012). The level of an individual's economic activity is indeed influenced by their age, with children and the elderly generally exhibiting lower levels of engagement in economic pursuits compared to those in the middle-aged bracket. During this middle-aged phase, individuals tend to be highly active, driven, and motivated by the needs of their families. Consequently, the age composition of the respondents holds significant importance in the context of this study's analysis. Refer to Table 3.1 for a detailed overview of the demographic characteristics of the respondents in the study area.

Table 3. 1: Demographic Characteristics of Respondents (n=155)

Characteristics		Frequency	Percent
Gender	Male	133	85.8
	Female	22	14.2
Age	18 - 25years	21	16.5
	26 - 45years	26	20.5
	46 – 60 years	63	49.6
	60 years and above	17	13.4
Education	No schooling	17	13.4
	Primary Education	79	62.2
	Secondary Education	11	8.7
	Tertiary Education	20	13.7
Marital status	Single	24	18.9
	Married	90	70.9
	Divorced	13	10.2

Source: Researcher's own Data, 2025.

3.1.3 Level of Education of the Respondents

Table 3.1. illustrates that a significant proportion, specifically 62.2% of the respondents, reported having received a primary school education. Furthermore, the findings reveal that 13.7% of respondents had reached the tertiary education level. Conversely, a relatively small number, 8.7% of respondents, had attended secondary school, and 13.4% of respondents had pursued non-formal education. Notably, as highlighted in other sections through cross-tabulation, the level of education appeared to be closely linked to the respondents' occupations.

These results suggest that a substantial portion of the respondents possessed a basic understanding of the subject matter and had acquired some knowledge about it. This informed

the choice of utilizing questionnaires as a primary data collection tool for this study. Importantly, it should be acknowledged that education, even at the primary school level, holds influence in various occupations that farmers might engage in. Such education equips individuals with the capacity to comprehend crucial technological aspects associated with specific agricultural practices. These findings align with the perspective put forth by Mohapatra (2017), who argued that education empowers farmers to effectively utilize the available agricultural resources, thereby enhancing their cognitive abilities in agricultural production processes.

3.1.4 Marital Status of the Respondents

Respondents were also queried about their marital status, and the results are displayed in Table 31. reveal that a substantial majority, precisely 90 respondents or 70.9%, reported being married. In contrast, 24 respondents, constituting 18.9%, indicated that they were single, while only 13 respondents, equivalent to 10.2%, reported being divorced. These findings highlight that a significant portion of the respondents were part of family units, and both spouses were actively engaged in agricultural activities. This indicates that families were often utilized as a valuable source of labour for agricultural endeavours, serving as a means to generate both income and sustenance.

Married couples typically possess an advantage in terms of productivity when compared to single individuals, primarily due to the increased availability of labour within the household. This enhanced labor supply enables them to effectively share the responsibilities associated with coffee crop production and non-farm activities. These results align with the observations made by Mtama (2017), who similarly identified that marriage has a discernible impact on the production process, chiefly by augmenting labour resources within the household, thus contributing to increased productivity.

3.1.5 Land Size

Table 3.2 provides an overview of the land sizes and the different categories of land ownership among the farmers. The findings reveal that 43.3% of respondents possessed land holdings ranging from 1 to 2 acres, while a significant proportion, specifically 52.8%, owned land spanning 3 to 4 acres. Notably, only a small number of farmers, specifically five individuals, owned more than four acres of coffee farmland. These outcomes suggest that the farmers in this study predominantly had relatively modest land holdings.

It is worth noting that the observation that the majority of farmers possessed between 1 and 2 acres of coffee farmland per household is lower in comparison to the range of 2 to 3 acres per household reported by Kurwijila and Boki (2016) for smallholder farms in Tanzania. Consequently, these findings underscore that the majority of respondents, amounting to 86.7%, can be categorized as small-scale farmers due to their limited land holdings.

Table 3. 2: The land size of the coffee farm owned

Variable	(n= 127)	
	Frequency	Percent
Coffee land size		
1- 2 acres	55	43.3
3 - 4 acres	67	52.8
Above 4 acres	5	3.9

Source: Researcher's own Data, 2025.

3.2 Socio-Economic Factors Influencing Smallholder Coffee Farmers' Participation in Mount Meru Coffee Project

The binary logistic regression model was employed to identify the factors influencing the participation of smallholder coffee farmers in the Mount Meru Coffee Project, as outlined in Table 3.3. The results of this binary logistic regression model highlighted that, out of the ten variables considered, five variables stood out as significant predictors of smallholder coffee farmers' participation in the Mount Meru Coffee Project ($p < 0.05$). Notably, the most influential predictor among these ten variables was the age of the household head ($p = 0.000$).

Moreover, the results in Table 3.3 indicate that the Hosmer and Lemeshow Test yielded a Chi-Square statistic of 8.018 ($p = 0.351$). This suggests that the overall model effectively predicted the outcomes, as the Hosmer and Lemeshow test's Chi-square value was not statistically significant, in line with Field (2013). The Nagelkerke pseudo R² statistic, which represents the adjusted Cox and Snell Pseudo R², was computed at 0.327. This implies that approximately 32.7% of the variability in smallholder coffee farmers' participation in the Mount Meru Coffee Project could be accounted for by the ten independent variables entered into the binary logistic model.

Furthermore, the overall model exhibited good predictive power, as evidenced by the significant Omnibus Chi-Square statistic ($p = 0.000$). Notably, the Wald Statistic value for household age stood out among the variables entered into the model, registering a value of 17.386 and a significant statistical association at $p \leq 0.005$. Household size followed as the second most influential variable, with a Wald statistic of 8.674 and a significant statistical relationship at $p \leq 0.001$. These findings suggest that larger household sizes increase the likelihood of smallholder coffee farmers participating in the Mount Meru Coffee Project.

Table 3.3: Socio-economic Factors Influencing Smallholder Coffee Farmers' Participation in Mount Meru Coffee Project (n=155)

Variables	Coefficient (B)	S.E.	Wald	Sig.	Exp(B)
Age of the household head	0.069*	0.013	17.386	0.000	1.071
Household head marital status	0.383*	0.220	5.556	0.010	2.211
Household head years of schooling	-0.004	0.060	0.005	0.941	0.996
Household membership in a group/organization	-0.259	0.342	0.568	0.451	0.773
Household Land Size	1.245**	0.390	9.872	0.002	0.293
Household access to credit	0.226	0.412	0.301	0.583	0.798
Household access to extension services	0.281	0.172	2.674	0.102	1.325
Household asset ownership	0.021	0.018	4.833	0.028	0.781
Household income	0.003**	0.002	5.995	0.014	0.999
Household size	0.301**	0.102	8.674	0.003	1.351

Omnibus Tests of Model Coefficients (Chi-square = 154.412; sig. = 0.000); Cox & Snell R Square = 0.327, Hosmer and Lemeshow Test (Chi-square= 8.018) sig. = 0.351); Nagelkerke R Square = 0.565; * and ** indicate levels of significance at 1%, and 5% respectively

Source: Researcher's own Data, 2025.

The results revealed that the age of the household head emerged as the most influential predictor affecting the likelihood of smallholder coffee farmers participating in the Mount Meru Coffee Project. This finding held statistical significance at $p = 0.000$, with an Exp (B) value of 1.071. The substantial Wald statistic of 17.386 underscores the significant contribution of the age of smallholder coffee farmers in predicting their participation in the Mount Meru Coffee Project.

Interpreting the odds ratio, when the age of the household head of smallholder coffee farmers increases by one year, the odds ratio becomes 1.071. This suggests that older smallholder coffee farmers are 1.071 times more likely to engage in the Mount Meru Coffee Project. This observation implies that adult smallholder coffee farmers exhibit a higher propensity to participate in the project, likely due to their accumulated experience in coffee farming. Such experienced smallholder coffee farmers are more inclined to take part in the Mount Meru Coffee Project because they possess a deeper understanding of coffee production costs, opportunities, and challenges associated with coffee farming. During FGDs, it was reported that the Mount Meru Coffee Project has attracted older coffee farmers.

“... Mount Meru Coffee Project participating farmers are adult people with several years in coffee farming, as they have experienced many initiatives to address challenges that coffee farmers experience, including the price of coffee...” (FGDs in Ngyani Village, 30th May, 2023).

Studies conducted by Rondhi et al. (2020) and Temesgen (2019) have previously noted a strong relationship between the age of farmers and their participation in crop-related activities. The outcomes presented in Table 3.3 underscore the statistical significance of marital status among household heads ($p = 0.010$), indicating that marital status serves as a significant predictor of household participation in the Mount Meru Coffee Project. Specifically, the findings reveal that married household heads were 2.211 times more likely to participate in the Mount Meru Coffee Project. This suggests that married household heads exhibit a higher level of commitment, and coffee farming proves to be an attractive and lucrative employment option that draws their participation. Comparable findings have been reported in other studies, such as those conducted by Mapunda et al. (2019).

Furthermore, the results indicate that with every one-hectare increase in land size, the odds ratio also increases by 1.245. This implies that households with larger land holdings are 1.245 times more likely to participate in the Mount Meru Coffee Project. This outcome implies that smallholder coffee farmers with greater land holdings have a heightened likelihood of engaging in the Mount Meru Coffee Project.

These assertions find additional support in the results from the Focus Group Discussions (FGDs), which indicate that...

“...One of the conditions to join Mount Meru Coffee Project is the number of hectares that a coffee farmers own. The minimum land size is three hectares...” (FGD in Songoro Village, 7th April 2023).

Insights from Key Informant Interviews (KIIs) conducted in Nkoaranga and Mulala villages underscored the importance of land size as a criterion for recruiting coffee farmers into the project. This aligns with findings from Temesgen (2019), which highlighted the significant influence of farm size on smallholder farmers' participation in sugarcane contract farming. Household income also emerged as a significant factor influencing household participation in the Mount Meru Coffee Project. The odds ratio of 0.999 suggests that households with higher incomes were 0.999 times more likely to participate in the project. This observation can be attributed to the higher production costs associated with coffee farming. Similar findings were reported by Temesgen (2019), who found that households with higher incomes were more inclined to participate in coffee production. Additionally, household size had a significant and positive impact on household participation in the Mount Meru Coffee Project. The results indicated that when household size increased by one unit, the odds ratio became 1.351, implying that households with more members were 1.351 times more likely to participate in the project. This suggests that households with larger family sizes were more inclined to participate in the Mount Meru Coffee Project because they had an ample labor force available for farming activities while still retaining enough members to support other non-farm income-generating

activities. This aligns with the observations made by Swain et al. (2024), who noted that farmers often prefer involving family members in farming rather than hiring external labor.

4. Conclusions and Policy Recommendations

The study revealed that households' socio-economic characteristics significantly influence smallholder coffee farmers' participation in the Mount Meru Coffee project. This finding rejects the earlier null hypothesis, indicating that strategies to increase household participation in the Mount Meru project should be sensitive to the socio-economic characteristics of the household head. Furthermore, this underscores the importance of implementing effective strategies to boost smallholder coffee farmers' participation in the Mount Meru Coffee project. These strategies should focus on eliminating socio-economic constraints that hinder households' participation in the project while also enhancing factors that promote participation. To ensure equitable opportunities for smallholder coffee farmers to participate in the Mount Meru Coffee project, the study recommends that local government authorities in Arumeru District, Mount Meru Coffee Project team members, and policymakers consider these factors when implementing the Mount Meru Coffee Project to ensure the long-term success of coffee production in Meru District Council.

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