

### Abstract:

Kenya's horticulture production is among the fastest growing agricultural sub-sectors. The Kabaru District in north central Kenya consists of relatively recent settlements on land previously owned and farmed by colonialists. The government's purpose was to put this land into production. I surveyed local officials, members of a vegetable cooperative and conducted focus groups to identify perceived marketing barriers for higher value vegetables. Vegetables are grown for direct consumption, local sale usually at roadside stands or fresh markets in the smaller communities, fresh markets and grocery stores in larger communities and to wholesalers such as "exporters" and more recently cooperatives. The principle limitation to the development of a horticultural market is a lack of available water during the dry season. All weather roads are needed connecting small-scale producers and centers for commerce and trade. Much of rural Kabaru either has no electricity or recently received limited electric services. Telecommunications are needed if there is to be a connection between producers and markets and market information outside the area. Loans are not available through commercial banks for most farmers. Markets and marketing is not understood. The chain from producer to consumer needs to be explored and documented. Restaurants at tourist centers demand a wide range of different types of fresh vegetables and a higher level of quality and poses future opportunities. Most of the problems identified with education are a lack of communication and applied research.