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## Cassava sector development in Cameroon: Production and marketing factors affecting price

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### ABSTRACT

Regular and available supply is the prerequisite of an effective and efficient commercialization process. Using multivariate regression analysis on field data, this research appraises the production and marketing factors that influence cassava market price. The production factors include cultivated area, planting material, yield, and farmers' field schools; while farmers access to a paved road, having a telephone, the transportation costs of fresh roots, the level of root perishability, and the prices of rice and maize stand as marketing factors. The results show that farmers who attended farmers' field school adopted improved planting materials, propagated them in their localities and the yields in these communities increased significantly. The farm size also has a significant influence on the availability of fresh roots. On the marketing side, transportation costs, access to a paved road, the prices of rice and maize significantly affect cassava's market price and tighten the relationship between producers and marketers. We conclude that to increase fresh roots supply, roads leading to cultivating areas should be paved, better transportation provided, communication costs reduced, even distribution of planting materials and appropriate warehouses.

### KEYWORDS

Production Factors; Marketing Factors; Cassava; Market Price; Cameroon

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