

## Chapter 9

# Contemporary Agriculture Marketing Strategies for Smallholder Farmers in a Developing Context: Echoes From Zimbabwe

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### **ABSTRACT**

*For millions of people in developing nations, the agriculture industry is essential to their livelihoods, economic growth, and food security. It does, however, confront several difficulties, such as constrained resource availability, inefficient markets, and susceptibility to environmental fluctuations. Within this framework, integrating emerging technology offers a strong chance to transform marketing for agriculture and promote sustainable growth. This chapter explores the revolutionary prospective of using cutting-edge technologies for sustainable agriculture marketing in underdeveloped nations using a case study in Zimbabwe. Through an analysis of the convergence of technology, agriculture, and marketing in the distinctive circumstances of developing nations, the goal is to furnish stakeholders with significant perspectives and useful recommendations for harnessing innovation for the productive transformation of smallholder agricultural marketing practices.*

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## **1. INTRODUCTION**

Agriculture is one of the primary drivers propelling global economic development in the world its importance as the backbone of economic growth and advancement is monumental because it provides food and nutrition to humanity (Toor, 2021). Agricultural activities are contributing to the creation of jobs, food security, reduction of poverty, and general economic prosperity. Hence the complex effects of agricultural activities on country economies are colossal. Research has shown that in the developing world like sub-Saharan Africa (SSA), the agricultural sector serves as a cornerstone of economic development, livelihoods, and food security for millions of people (Modi, 2019). It [agriculture] influences a country's socioeconomic environment as well as encourages sustainable development for future generations. The largest chunk of agricultural activities in SSA is done by smallholder farmers, hence it faces numerous challenges, including limited access to resources, market inefficiencies, and vulnerability to environmental changes (Misaki et al., 2018). In this context, the integration of emerging technologies presents a compelling opportunity to revolutionize agricultural marketing and drive sustainable development. The goal of sustainable agricultural marketing is to establish a productive and eco-friendly agricultural supply chain that connects farmers with consumer markets (Kassem et al., 2021). It entails actions designed to cut down on wastage, mitigate the adverse effects on the environment, and guarantee equitable trade and revenue distribution.

That is why emerging technologies are being touted as essential ingredients to the transformation of agricultural marketing because they offer creative ways to solve problems and boost productivity (Norton & Alwang, 2020). Among these technologies are Internet of Things (IoT) devices, which gather and send data from sensors positioned in fields, greenhouses, and storage facilities. This allows for continuous surveillance of environmental parameters, crop and livestock health and the state of the soil. Blockchain technology lowers the risk of corruption and encourages moral behavior by ensuring transparency, traceability and accountability across the supply chain (Friha et al., 2021). Agricultural data can be analyzed by AI and ML algorithms to enhance crop productivity, forecast market trends, and facilitate better decision-making.

This book chapter elucidates how these emerging technologies can be tailored and applied to address the specific needs and constraints of agricultural marketing in developing regions like SSA. It analyses the key technologies such as precision agriculture, IoT, drones, blockchain, AI, e-commerce platforms, and renewable energy. Furthermore, it delves into the potential benefits, challenges, and best practices associated with the adoption of these technologies in developing contexts. It sheds light on the opportunities and contemplations for integrating emerging technologies into sustainable agricultural marketing in the developing world. The

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