



Green Tea Cultivation and Marketing Network Development in Ethiopian Highlands: Market Access and Profitability Analysis

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Abstract

Green tea cultivation and marketing in Ethiopia's highlands have significant economic potential but are constrained by limited market access and profitability. A mixed methods approach was employed, integrating semi-structured interviews with focus groups to gather insights from key stakeholders, complemented by econometric modelling of market dynamics and profitability. The analysis revealed that over 50% of surveyed farmers reported challenges in accessing local markets due to high transaction costs and inadequate infrastructure. Additionally, a model predicting optimal marketing strategies showed an increase in profit margins by up to 25% through targeted distribution channels. This study provides empirical evidence on market access barriers for green tea cultivation and identifies viable profitability enhancement strategies, offering practical guidance to policy makers and practitioners. Policy initiatives should focus on improving local markets, such as streamlining transaction processes and enhancing transportation infrastructure. Farmers are encouraged to diversify their marketing channels and adopt digital platforms for increased visibility. Green tea, market access, profitability, mixed methods study, Ethiopian Highlands

Keywords: *Ethiopia, Highlands, Rural Development, Participatory Action Research, Market Orientation, Community-Based Approaches, Gender Analysis*

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