

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

Samuel Musungwini, Yvonne Madongonda, Hope Hogo

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.