

Abstract

Bomet county is rich and diverse in terms of agriculture produce but farmers lack a proper marketing of the products. It could be steps ahead of other counties from its Tea, Maize and Milk if the national and county authorities were more dedicated to ensuring farmers were protected from middle men who have invaded the area and exploited them. Sharing information and marketing produce in the region is a big problem to farmers leaving many of them at loss after harvest season yet agriculture is the main economic activity practiced by the people of Bomet County. The county people receive minimal information on opportunities available in the regional, national and international markets, professionals in the county are very hard to reach the people on the grass roots in information concerning development. The information does not reach the people easily and efficiently. Observation and interviewing and use of questionnaires are the key methods applied to collect data, observation is a way of gathering data by watching behavior, events, or noting physical characteristics in their natural setting while interviewing is a systematic way of talking and listening to people while recording the required data. The questionnaire is used for data collection because it offers considerable advantages in the administration, Gay (1992) maintains that questionnaires give respondents freedom to express their views or opinion and also to make suggestions. The results of the research done in Bomet county clearly shows that poverty level lies at 56 percent and the biggest contributors of poverty are middlemen (District Development Officer, Mr. Ngeno, 2012), different farmers interviewed blame the small amount of money they gain in exchange of their agricultural produce, this is due to many middlemen in between. Currently there is no system which enables the farmers to reach the final buyers of their produce and also to be taught on how to produce better. BCP will definitely boost the development activities in the county and enable farmers get more profit, they should therefore be ready to embrace and

learn technology in order for them to generate more profit and increase county revenue out of agricultural profit.