

Journal of International Food & Agribusiness Marketing >  
Volume 22, 2010 - Issue 3-4: Challenges in Marketing Quality Food Products

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# What Impact Are EU Supermarket Standards Having on Developing Countries' Export of High-Value Horticultural Products? Evidence From Kenya

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Pages 252-276 | Received 01 Jun 2007, Accepted 01 Mar 2008, Published online: 25 Jun 2010

Cite this article https://doi.org/10.1080/08974431003641398

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## Abstract

European Union retailers are setting global benchmarks for the production of fresh food and are asking their suppliers for produce to be certified according to food safety and quality standards. Compliance with these standards for developing countries' small-scale pro

structures.

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demonstrate that adopters and nonadopters are distinguishable by their asset holding and household wealth, access to services, labor endowment, and level of education. Once we control for the endogeneity problem, we find that small-scale producers can benefit substantially from adopting the standards at the farm level.

KEYWORDS: adoption   EurepGAP standards   export vegetables   impact assessment   Kenya

## Notes

<sup>a</sup> Statistical significance at the 0.01 (\*\*\*), 0.05 (\*\*), and 0.1 (\*) level of probability.

Note. Dependency ratio = the number of individuals ages below 15 or above 60 divided by the number of individuals ages 15 to 64.

The exchange rate at the time of the survey was approximately 72 KSh/\$US.

<sup>a</sup> Statistical significance at the 0.01 (\*\*\*), 0.05 (\*\*), and 0.1 (\*) level of probability.

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Sublocation is the lowest administrative unit in Kenya.

Net income is computed as total revenue from all export vegetables minus all variable costs, including family labor per cropping season. The value of family labor was approximated by the existing wage rate in the nearest village.

Facility index:

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Durable goods index:

where  $G_{ih} = 1$  if household  $h$  possesses durable  $i$ ;  $P_i$  is the probability of having durable good  $i$ ;  $n_i$  = number of households which have durable  $i$ ; and  $n$  = total number of households. The items used to compute the index are refrigerator, sofa set, swing machine, radio, television, bicycle, motorcycle and car (McCulloch & Ota, 2002).

AfriCert is one of the few certification companies operating in Kenya to carry out certification services for mainly agricultural production and processing systems.

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