



# Assessment of profit efficiency among sweet yellow passion fruit farmers in Mbeere south Embu county, Kenya

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## 1 ABSTRACT

The main purposes of this research was to assess the profit efficiency of sweet yellow passion fruit farmers and also determine the socioeconomic and institutional determinants to profit inefficiency of sweet yellow passion farmers located in Mbeere south district, Embu County in Kenya. A stochastic profit frontier approach was adopted. The study used primary data obtained by administering a structured questionnaire to 79 randomly selected sweet yellow passion fruit farmers. The study showed that the profit efficiency levels ranged from 23% to 90% with a mean of 76% implying that an estimated 24% profit loss was being made due to a combination of both technical and allocative inefficiencies. The study also found out that the frequency of farming experience, group membership and access to market information influence profit efficiency significantly. Therefore, it is recommended that extension education investments should be scaled up through producer organizations to improve agricultural productivity and agricultural marketing through proper search and use of marketing information.

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