

## **Socioeconomic Factors Influencing Meat Value Addition by Rural Agribusinesses in Kenya**

### **Abstract**

The aim of this study was to determine and quantify the socio-economic factors influencing decision by meat agribusiness operators to add value to their products, describe and characterize the existing systems of value addition in rural Kenya. The study carried out a census of 120 butchery operators in Igembe north district. Data was collected with the help of a structured questionnaire. Using a probit model to evaluate the socioeconomic factors influencing the decision to add value, the study found that credit, management's level of education and age significantly influenced the decision to engage in value addition. The study therefore recommends policy interventions to enhance access to credit, reduce illiteracy levels among rural entrepreneurs through training and extension services.