

Factors Affecting Gross Margin of Smallholder Farmers to Indigenous Leafy Vegetables (ILVs) in OR Tambo District Municipality of Eastern Cape Province, South Africa

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ABSTRACT The study examined factors that affect gross margin of smallholder farmers of Indigenous Leafy Vegetables (ILVs) in OR Tambo District Municipality (ORTDM) of Eastern Cape Province, South Africa. Purposive and proportional random sampling were employed to select participants, and primary data was therefore collected from 88 ILV producers using a structured questionnaire. Data was analysed using descriptive statistics and multiple linear regression model. Gross margin analysis was also employed to determine gross margin earned and possible profitability from the production and marketing of ILVs. The study concluded that women dominated the production and marketing of ILVs. A positive gross margin was obtained from production of ILVs and this project's profitability of these vegetables. Market related factors and employment status of a farmer determine the gross margin recorded. Seasonal availability of ILVs seeds and lack of storage facilities are major constraints linked to ILV production and marketing.