ROLE OF EAST AFRICA NON-TARIFF BARRIERS ON CASH CROPS TRADE IN EAST AFRICA: A CASE FROM TANZANIAN RICE EXPORT TO KENYA

HERIETH MHANDO

A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
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OF THE OPEN UNIVERSITY OF TANZANIA

CERTIFICATION

The undersigned certify that he has read and hereby recommends for the acceptance by the Open University of Tanzania, a dissertation titled: "Role of East Africa Non-Tariff Barriers on Cash Crops Trade in East Africa: A Case from Tanzanian Rice Export to Kenya", in partial fulfillment of the requirements for the Degree of Master of Arts in International Cooperation and Development.

Prof. Deus Ngaruko
(Supervisor)

.....

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DECLARATION

I, **Herieth Mhando**, declare that, the work presented in this dissertation is original and that it has not been presented and will not be presented to any other University or Institution for a similar or any other degree award. Where other people's works have been used, references have been provided. It is in this regard that I declare this work as originally mine. It is hereby presented in partial fulfillment of the requirements for the Degree of Master of Arts in International Cooperation and Development.

Signature

Date

DEDICATION

This piece of work is dedicated to my beloved family for the undying support and immense sacrifices they have made to me during the entire course.

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ABSTRACT

This study examined the impact of East Africa's non-tariff barriers (NTBs) on rice trade performance in Tanzania, with a focus on the role of NTBs, technical barriers, and the challenges hindering their effective implementation in the East African Community (EAC) region. Using a descriptive research design and a quantitative approach, data were collected through questionnaires from a sample of 175 respondents drawn from a population of 312. The analysis, conducted using SPSS version 25.0, revealed that key NTBs affecting rice trade include administrative and customs processes, transportation, and documentation challenges related to clearing and forwarding agricultural products. The study further identified Technical Barriers to Trade (TBT) such as inconsistent customs regulations, varied use of common tariffs, non-uniform standards and conformance procedures, and plant health inspections. Major challenges in implementing NTBs reduction strategies include delays at weighbridges, bans on locally produced goods, excessive export inspection agencies, corruption, multiple police roadblocks, and language differences. The study concludes with a recommendation that the EAC Secretariat should enhance its systems for reducing NTBs and promote a more competitive and seamless trading environment among member states.

Keywords: Non-Tariff Barriers (NTBs), Cash Crops, Trade, Rice Export, Cross-Border Trade

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LIST OF ABBREVIATIONS

AfCFTA African Continental Free Trade Area

ASEAN Association of Southeast Asian Nations

COMESA Common Market for Eastern and Southern Africa

EAC East African Community

FTAs Free Trade Agreements

NAFTA North American Free Trade Agreement

NTMs Non-tariff measures

OECD Organization for Economic Co-operation and Development

PTA Preferential Trading Arrangements

SCT Single Customs Territory

SSA Sub-Saharan Africa

UNCTAD United Nations Conference on Trade and Development

WTO World Trade Organization

CHAPTER ONE

INTRODUCTION

1.1 Chapter Overview

This study aimed at examining the impact of non-tariff barriers on the rice trade in East Africa using the case of Tanzanian exports to Kenya. The study's background, problem statement, research objectives and questions, study significance, and study scope are all presented in this chapter.

1.2 Background of the Study

The intersection of international trade and agriculture has become increasingly important as more countries and their farmers participate in global markets (Rob and Cattaneo, 2021). National trade policies, such as subsidies and support measures, trade restrictions, and tariffs, have major impacts not only on agricultural and food systems but also on agricultural performance in other countries (Vincent and Njong, 2021). The Uruguay Round Agreement on Agriculture, which was negotiated in 1994 under the framework of the multinational organization that succeeded the World Trade Organization (WTO), significantly increased export opportunities for American agriculture and agribusiness by reducing trade obstacles that were in place at the time on a global level (Rob and Cattaneo, 2021).

In the U.S., The North American Free Commerce Agreement (NAFTA), which was more ambitious than the Uruguay Round in eliminating barriers to bilateral agriculture trading, has free trade agreements (FTAs) with Canada in 1989 and Mexico in 1994 (Were and Odongo, 2020). Through these two trades, U.S.

agricultural exports have developed two of the fastest-growing markets in Canada and Mexico, starting a process that may eventually result in 10- or 15-year transition periods, respectively, eliminated a variety of types of border control. Two further free trade agreements were signed by the US with Israel and Jordan between the mid-1980s and 2001 (Malpani, 2009).

In the Asian continent, the ASEAN signed preferential trading arrangements (PTA) in February 1977 in which the Asian countries within the association trade could be liberalized at a pace that was acceptable to all the member countries (The Edge Malaysia, 2019). Since its establishment, the PTA has aimed to increase intra-ASEAN trade by removing non-tariff and tariff obstacles to goods produced within the member countries. Eventually, it developed into a system for member countries to negotiate their trade preferences. Product-by-product tariff incentives were given, and each member nation was required to provide a certain amount of tariff preferences annually. (Severino, 2008). As a result, emerging Asian states' export success during the last few decades seems to be more a result of improved access to foreign markets than of expanded domestic supply capacity. The exceptions include China, the Philippines, and the Republic of Korea, whose increased manufacturing capacity prompted an increase in exports (Tanaka, 2019).

In Africa, the eight Regional Economic Integrations (REIs) are believed to be the foundation of the African Union. These REIs are essential for advancing cooperation among member nations in trade, and economic stability. Countries may address shared issues and increase their combined negotiations strength on the international

level by cooperating. According to Mohammed and Magai (2020), regional economic integrations, or REIs, are essential for promoting economic growth and development. One of the REIs in Africa that is expanding quickly is the East African Community, which seeks to increase and strengthen economic cooperation amongst its member nations (Olubandwa & Zamani, 2022). Important players in this community are the United Republic of Tanzania, Kenya, Uganda, Burundi, and Rwanda, who cooperate to improve infrastructure development, trading, and investment. These nations seek to develop a more integrated regional market that can successfully compete on a global basis as they strengthen their economic relationships (Baya, 2020).

However, The EAC's overall goals have been shown to be severely hindered by trade barriers, including both tariff and non-tariff barriers (Ibid). Many EAC member states have implemented alternative protective measures known as Non-Tariff Barriers (NTBs), which are dynamic and threaten the free international movement of goods and services, even when tariff barriers have decreased as a result of numerous trade agreements. The significance of non-tariff measures, including NTBs, in market access is increasing as tariff barriers are reduced by means of bilateral, regional, and global trade agreements (Baya, 2020).

NTBs encompasses market-specific trade and domestic policies like import quotas, optional export restrictions, state-traded interventions, export subsidies, countervailing duties, technical trade barriers, rules of origin, domestic product requirements, sanitary and phytosanitary (SPS) policies, and import quotas. Trade-

related macro policies are likewise covered by extended taxonomies (Baya, 2020). The majority of economists concur that non-tariff barriers (NTBs) significantly hinders trade performance and regional economic integrations (REIs). According to Oluandwa (2022), NTBs are thought to be the main barriers to trade performance, reducing the possible advantages of trading in REIs. Mkuna (2014) asserts that NTBs are regarded as major barriers to intra-EAC trading, which is now less than 20%. Tanzania and Kenya trade agricultural products among other sectors in the East African Community (EAC) (Olubandwa, 2022). Tanzania and Kenya engage in trade across various sectors, including agricultural goods. Tanzanian exports to Kenya face numerous barriers, including NTBs (Olubandwa, 2022).

Although the East African Community (EAC) has made significant progress in addressing tariffs, Partner States continue to impose Non-Tariff Barriers (NTBs) on regional commodities and services in spite of agreements signed under various protocols (Olubandwa, 2022). Since they make it difficult and expensive to import or export goods, non-tariff barriers (NTBs), such as those resulting from import licensing programs, quotas, bans, laws, conditions, or particular market needs, provide difficulties (Olubandwa & Zamani, 2022). Mohammed and Magai (2020) claim that NTBs are a major barrier to the EAC's common market goals being met. According to business analysts, NTBs are a real danger to territorial commerce and especially harm intraregional trade advantages (Eurallyah, 2021).

Studies by Mkuna (2014), Kahenu (2019), Okute (2017), and Chebon (2019) shows that NTBs are still present in the EAC. According to Baya (2019), EAC nations

frequently employ tariffs and non-tariff barriers, which become obstacles when they restrict trade among themselves. According to Maziku (2019), temporary export prohibitions have a detrimental impact on the welfare of producers in rural Tanzania, and NTBs prevent farmers from reaching markets. Although the EAC Customs Union's calls for their abolition, these obstacles have had a major influence on regional commerce in East Africa, particularly during the COVID-19 epidemic, with increased business costs due to border delays and time wastage caused by delays in test result certificates being notable NTBs faced by Tanzanian exporters to Kenya (Mohammed and Magai, 2020).

Although the existence of NTBs in the EAC and their wider effects on trade among partner members have been extensively discussed in studies such as those by Ntara (2016), Okute (2017), Mkuna (2014), and Kahenu (2019), little attention has been paid to how NTBs specifically affect trade volume, particularly in the case of rice trade, one of the major agricultural products traded between Tanzania and Kenya. Therefore, this paper aimed to investigate the impact of NTBs on trade within the EAC between 2011 and 2020 using Tanzanian exporters to Kenya as a case study. In particular, this paper examines Tanzanian maize export quantities, identifies NTBs that exporters to Kenya face, and assesses the measures being taken by the Tanzanian and Kenyan governments to eradicate NTBs.

1.3 Research Problem Statement

The majority of economists concur that NTBs harm regional economic integration (Baya, 2020). According to Mohammed and Magai (2020), the NTBs reduce the

possible advantages that may be obtained from the commercial advantages that regional trade agreements offer. The advantages of trade growth within the regional economic integration include access of good marketing opportunities in member countries, higher export prices and volumes, enhanced economic wellbeing, expanded employment, and faster economic growth (Ibid.). Furthermore, NTBs provide a significant obstacle to the expansion of intraregional trading activities and its supplementary advantages (Eurallyah, 2021). There are several NTBs that limit trade between member nations (East African Business Council, 2005).

The EABC survey found that NTBs were widely used in government agencies across all EAC nations as well as in commercial organizations in the region. Even though member states have signed Custom Union protocols, the EAC region lacks a free trade environment, as evidenced by NTBs and other business climate factors that impede the realization of smooth trade (and investment) in the region (Baya, 2020). The EAC has tried to eliminate NTBs after realizing the negative effects of these obstacles; however, as noted by Olubandwa and Zamani (2022), other NTBs, such as non-standardized weighbridges, various obstacles, and a failure to acknowledge the standards of individual nations, still exist in EAC member states.

However, Tanzania has designated small trade, including small and medium-sized businesses, as a key role in increasing the informal sector's contribution to the growth and combating poverty through the National Strategy for Growth and Reduction of Poverty (NSGRP), also referred to as MKUKUTA (URT, 2019). Microfinance, the Cooperatives Development Policy of 2003, the export credit guarantee fund for

cooperatives and other organizations managing farmers' products, the SME development policy and plan, and the establishment of incubator systems that assist in the long-term success of trading activities are just a few of the interventions and strategies that have been employed to reinforce SMEs (Habari Leo news, 2018).

In addition, promoting and engaging traders in the expansion and alleviation of poverty as the main goal (URT, 2019). The objective of Tanzania's SME policy and initiatives is to encourage small businesses to increase their ability to export their goods to other neighboring countries. (Habari Leo News,). To help the government and private sector make decisions on how best to support agricultural trade in the East African Community, however, not much has been done to evaluate the economic impact of the current NTBs on agro-enterprises involved in cross-border EAC trade. Therefore, this study sought to examine the role of non-tariff barriers on agribusiness involved in the East African Community (EAC) cross-border trade in Tanzania with a focus on rice traders from Morogoro in Tanzania.

1.4 Research Objectives

1.4.1 Main Objective

The main investigate the impact of NTBs on trade within the EAC between 2011 and 2020 using Tanzanian exporters to Kenya as a case study.

1.4.2 Specific Objectives

To examine the role of non-tariff barriers on cash crop trade within EAC
 Member Countries

- ii. To assess the technical barriers hindering the non-tariff barriers on cash crop trade within EAC Member Countries
- iii. To examine the challenges hindering the implementation of non-tariff barriers on cash crop trade within EAC Member Countries

1.5 Research questions

- What is the role of non-tariff barriers on cash crop trade within EAC Member Countries
- ii. What are the technical barriers hindering the cash crop trade within EAC Member Countries?
- iii. What are the key challenges hindering the implementation of non-tariff barriers on cash crop trade within EAC Member Countries?

1.6 Significance of the Study

The study will provide information to the government on how Tanzanian agriculture products exported within the EAC market. Therefore, the government can make decision to design the national trade policies which is quite relevant to the EAC free trade police to improve the export of agricultural products including rice. In addition, the study findings will provide information to the policy makers within the EAC on how to enhance the trade policies which could favor traders within member countries.

Furthermore, this study will be useful to other scholars in the international cooperation and common market to understand the role of free trade policy on

enhancing trade development in Tanzania., and also this study could be used as the background by other scholars to come up with other studies on the similar topic. Moreover, the researcher will benefit the researcher to gain knowledge on the data collection and research writing, as well as this study will help the researcher to be awarded the master's degree in international Cooperation and Development.

1.7 Organization of the Study

This research was divided into five chapters. Chapter one highlights the background information on the study topic, statement problem, objectives, research questions, and study significance. Chapter two explained the literature on the impact of EAC free trade policy on trade performance is the main study topic with specific attention to the globe, Africa, and EAC. In the third chapter, the study's techniques and processes are presented, along with the theoretical and conceptual frameworks, data gathering methods, and data analysis methods. Chapter five described the results and analysis of the data findings, along with a discussion of the findings that were obtained. Chapter five included the study's conclusion and suggestions based on its findings, along with a brief summary of the study's findings.

CHAPTER TWO

LITERATURE REVIEW

2.1 Chapter Overview

An extensive review of the literature on free trade policy is provided in this chapter, which begins with the conceptual definitions used in the study, theoretical review of the study, empirical literature review on the impact of non-tariff barriers on cross-border trade, research from reviewed studies and finally coming up with conceptual framework highlighting the study variables to be covered.

2.2 Definitions of the Key Concepts

2.2.1 Non-Tariff Barriers (NTBs)

Non-tariff barriers (NTBs) are the process of limiting the import or export of goods or services by means of methods other than the straightforward application of tariffs (Eurallyah, 2021). The term "non-tariff barriers" refers to a variety of measures put in place by government authorities to shield domestic industries from foreign competition. These measures can include legal frameworks, regulations, policies, conditions, restrictions, or specific requirements, as well as private sector business practices or prohibitions (EAC, 2020).

2.2.2 Free-trade Area

The term "free-trade area" describes a group of countries that have signed a free trade agreement. This involves the agreement to reduce import quotas, tariffs, and trade barriers and to promote trade in goods and services, these agreements need cooperation between at least two countries. All tariffs and non-tariff barriers between

the trading nations under the agreement are eliminated, while each member maintains a set of trade limitations, establishing a free-trade region (Krueger, 2020). The agreement may encompass all elements of global trading or only a few specified areas. It may also provide official procedures for settling trade disputes.

2.2.3 Common Market

A common market is the situation when the member states of a certain region have agreed to trade freely with one another without any customs tariffs and decide on economic structure jointly (Were & Odongo, 2020). Within a certain regional integration, free trade (common market) often refers to the unrestricted flow of capital, products, and services between member states. It removes all import taxes and restrictions from commerce. Regarding these terms of EAC trade agreement, the second regional integration within the EAC created the common market in 2010. Shortly after the Customs Union was implemented, which began started functions in January 2010 (Baya, 2020),

2.3 Theoretical Review

2.3.1 Customs Union Theory

Economist Jacob Viner presented the first theory of customs unions in his 1950 book Customs Union Issues (Strielkowski, 2013). Viner identified the following as the fundamental framework of the Customs Union: pure competition in markets for commodities and factor mobility within countries rather than between them, elimination of import taxes from member nations, application of a unified external tariff on imports from other countries, distribution of customs income using an

established formula, and the absence of transportation costs. Among these are the following: trade is balanced, resources are effectively used, prices indicate the opportunity costs of production, and tariffs are the only kind of trade restrictions (Hangi, 2010).

However, Viner's theory of customs unions is based on the ideas of changes in trade and creating significant impacts on various regional integration structures. Viner used trade flows to build the framework of these concepts. A shift in trade from lower cost to more expensive manufacturers is known as trade diversion. A shift in trade from more costly to less costly manufacturers is known as trade creation (Strielkowski, 2013). In 1950, Viner stated that until there are exceptional conditions, "Customs unions are not significant and are anticipated to yield more economic benefits than damage unless they are between significant countries that practice significant protection of significantly comparable industries" (Hosny, 2013).

According to the theory, eliminating non-tariff trade restrictions and tariffs between members and enforcing a single external trade policy that places restrictions on non-members. The key elements of regional economic integration include accepting a single common currency, harmonizing regulations, unifying national monetary policies, and permitting the free flow of products and services as well as the free flow of production inputs across national boundaries. These occur in stages and include full regional integration, free trade areas, common markets, customs unions, and monetary unions (Madyo, 2008).

However, according to Rathumbu (2008), the idea underpinning regional integration agreements is that integration like this will benefit producers as well as consumers. Due to economies of scale, clients may choose from a variety of items at reduced rates. When imports are governed by tariffs in the absence of a regional integration consent, Consumers are forced to pay more than usual for goods and services worldwide. The elimination of tariffs and non-tariff barriers (NTBs) improves customer benefits within regional economic communities. On the other hand, intraindustry trade would help manufacturers by lowering the cost of the inputs used in their manufacturing.

2.4 Empirical review

2.4.1 Role of non-tariff Barriers on Cash Crop Trade

In reality, free policy is mostly acknowledged as a crucial component in boosting competitiveness, as it enables the prompt movement of products and services at minimal transaction costs, which raises GDP and trade flow (World Bank, 2019a). By removing tariffs and non-tariff barriers that prevent goods from moving freely across international boundaries, international organizations and nations in regional economies have achieved significant success in removing trade barriers. Implementing the common customs union in the East African Community area seeks to improve intra-EAC commerce by facilitating the movement of products.

Maureen (2022) investigated the effects of several non-tariff measures on the performance of the textile industry. The population selected for the study consisted of 144 employees from 29 textile enterprises located in the export processing zone of

Athi River. A structured questionnaire and a pick-and-drop procedure were employed to collect the primary data, which was then analyzed using descriptive analysis, multiple linear regression, and correlation analysis approaches. The descriptive results demonstrated that the government has not imposed import limitations on raw material imports in an effort to promote the use of domestic textile raw materials.

Additionally, the results demonstrate that import limitations have contributed to the stabilization of the price level for textile items made domestically. Further, it has been demonstrated that obtaining a business license is a necessary step in engaging in the importing of textile goods and raw materials. Finally, the descriptive data demonstrates that governments cover the cost of producing the raw materials utilized in the textile sector. The effectiveness of the textile manufacturing sectors in relation to import quotas was shown to be significantly positively correlated by the correlation analysis (R=0.552, p=0.002).

Sharma (2023) investigated quantifying non-tariff barriers and assessing their impacts on India's key agricultural exports using a gravity model in India. In order to assess and analyze the effects of non-tariff barriers in comparison to tariffs, the study used time series data covering ten years, from 2010 to 2020. The results showed that non-tariff obstacles are more effective than tariffs in discouraging trade when they are substantial. Quantifying NTBs and evaluating their effects on Indian exports, however, reveals the extent of this disincentive. The study found some unexpected findings. For two products (roasted coffee and shelled cashew nuts), the lack of

tariffs or constant tariff rates during the study period resulted in a positive outcome, while for an essential food product (wheat/meslin flour), the results were negligible. It is significant to remember that India has historically benefited from reduced export duties. These goods to the respective countries, as evidenced by the direction of their growth.

2.4.2 Technical Barriers hindering the Non-tariff Barriers on Cash Crop Trade

In the past, Tanzania, Kenya, and Uganda signed an EAC treaty that became operative in 1997. New membership has coincided with advancements in the application of the EAC treaty's provisions throughout time. Burundi and Rwanda joined in 2007, while South Sudan joined the EAC in 2016. In 2005, the EAC nations became members of the Customs Union (CU), and in 2010, they agreed on the Common Market Protocol (CMP). Trade barriers were considerably lowered by the application of the CU and CMP rules. Non-tariff trade barriers, however, continued to be significant trade challenges and a contributing factor to high trade costs. Police roadblocks, non-harmonized technical restrictions, long customs processes and documentation, sanitary and phytosanitary standards, and rule of origin were some of the main obstacles (World Bank 2018; WTO, 2019).

Mnondwa, Rwela and Mgale (2024) looked at the impact of Non-Tariff Barriers (NTBs) on East African Community (EAC) maize trade, employing the case of Tanzanian exporters to Kenya, 2011–2020. Secondary data employed, where gravity models and content analysis were employed. The results indicate that the main impact of NTBs in the region was six to seven-hour delays that increase

transportation expenses. NTBs are in place for Tanzanian maize exports to the EAC, although these have no large significant effect on the cross-border trade. Roadblock delays caused by NTBs raise company expenses, while weigh-in-motion technology and infrastructure improvements help keep prices down. The duration of transit is decreased by programs like the Electronic Cargo Tracking System (ETS) and One-Stop Border Posts (OSBPs). 199 of the 232 NTBs that were reported between 2011 and 2020 were resolved, while a few more reached the end of the resolution process.

Silla, (2019) investigated the Non-Tariff Barriers and Consequences on Trade Performance in Tanzania. The research was carried out in the city of Dar es Salaam. Secondary data was gathered from a variety of sources, including books, journals, and other publications such as the World Bank, trade-related statistics, research observations, and the EAC statistical database. Microsoft Excel, a computer program, was used for analyzing the secondary data. Given that trade performance is hampered by roadblocks, the study's findings indicated that Tanzania would benefit from lowering transport licenses and checkpoints. Rwanda and Burundi are landlocked nations.

Okute (2017) looked at how Kenyan exporters in the East African Community were affected by technical and non-tariff trade restrictions. With a focus on obstacles that impeded Kenyan exporters in the EAC, the study employed an explanatory research technique to comprehend the many non-tariff and technological trade obstacles that hinder commerce throughout the EAC. All 9,585 Kenyan exporters were used as the target population. The tool used to collect data was a questionnaire. The results were

reported, and the data was analyzed using descriptive analysis. Means, standard deviations, and percentages were employed as indicators of central trends. The degree of link between the variables under research was described using correlation analysis.

The study revealed that every East Africa Community (EAC) transportation nation had to escort all sensitive and dangerous goods through their borders, verify transit cargo, and deal with an excessive number of agencies responsible for export inspection and certification in the region. Additionally, the results demonstrated that exporters encountered challenges with EAC transit permissions for commodities, multiple police road checkpoints and mobile control, delays at weighbridges, lack of consistency in working hours at the border posts, and prohibitions on transporting locally made products. Moreover, the study demonstrated that non-tariff barriers to trade in East Africa included truck entry charges and grace periods, business licenses, the application of visa and immigration processes, poor information sharing among the East African community, language obstacles criminality, instability, and merchandise theft at container freight hubs.

2.4.3 Challenges hindering the Implementation of Non-tariff Barriers on Cash Crop Trade

Despite with the significant improvements in the implementation of the EAC treaty's requirements, still challenges persist. Kamau and Odongo (2020) on their paper concerning "impact of a common customs Territory in the East African Community on Tanzania's exports" found out that despite the fact that trading costs have

decreased throughout the EAC, Tanzania's trade costs are still comparatively greater than those of its EAC neighbors, even after the SCT was put into place. The increased expenses of borders and documentation are components of trade costs.

Although a number of non-tariff barriers have been removed as a result of the SCT's implementation, trade in the EAC is clearly still impacted by additional obstacles (WTO, 2019). According to the World Bank Doing Business Report for 2020, cross-border trade is still complicated for the EAC states (World Bank, 2020). Out of 190 nations worldwide, Rwanda is ranked 38th, Kenya 56th, Uganda 116th, Tanzania 141st, and Burundi 166th, according to the survey. The rating serves as an indicator of the current obstacles affecting exports and cross-border trade. The EAC has not yet completely standardized its customs documentation (World Bank, 2020b).

According to the World Bank (2020b) Doing Business Report, Sab-Saharan Africa is ranked 140th out of 190 countries on average for the simplicity of making trades across borders; the average border compliance time for exports is 97.1 hours (four days) versus 12.7 hours (half a day) in OECD countries, and the average border compliance fee is US\$603.1 versus the OECD average fee of US\$136.8. Complicated processes have significantly increased the cost of trade in SSA; document compliance now takes 71.9 hours (three days) and costs US\$172.5, compared to 2.3 hours and US\$33.4 in OECD nations.

Additionally, governments in the EAC area use a number of export promotion programs. Rwanda and Burundi are in the early stages of implementing bond and

duty drawback systems for manufacturing, whereas Kenya, Uganda, and Tanzania are already doing so. The sanitary and phytosanitary (SPS) protocol has standardized standards that were created in accordance with the 2013 WTO SPS accords for the EAC. The SPS protocol has been approved by the other EAC nations, but Tanzania has not. Consequently, this restricts exports of food products such as fish and related products, some plants, and animals to the area.

The Second East African Community Development Strategy (2001-2005) (2006) states that procedural barriers in the implementation of NTMs, which result in administrative and bureaucratic inefficiencies, are the main causes of trade barriers in the area. Import restrictions, including SPS and TBT, are another type of barrier that pertains to NTMs. These restrictions and standards can severely limit commerce when they are unilaterally established to safeguard local industries. In order to guarantee that products that are approved in one partner state are likewise approved in the marketplaces of the others, the partner states decided to implement regulations. Using data from 23 trading nations, Darku (2019) examined the impacts of regional integration on Tanzania and discovered that trade had a positive impact on Tanzania for both EAC and European nations. Similarly, in their study Mahona & Mjema (2014) on the factors influencing commerce between Kenya and Tanzania in the EAC, discovered that, as anticipated by gravity model theory, distance had a negative impact on Tanzania's exports and that economic size had the most impact on trade.

2.5 Research Gap

According to the literature analyzed for this study, Africa has long attempted to develop its economy through regional integration agreements in an effort to

accelerate economic growth. Various studies revealed that non-tariff plays big role in facilitating export of agricultural and industrial products within the particular region (Maureen, 2022). In East Africa, several studies on the impact of Non-Tariff Barriers (NTBs) to trade was conducted. Mnondwa, Rwela and Mgale (2024) looked at the impact of Non-Tariff Barriers (NTBs) on maize trade in the East African Community (EAC) from 2011 to 2020, using Tanzanian exporters to Kenya, Okute (2017) investigated the effects of non-tariff and technical barriers to trade on the Kenyan exporters within the East African Community Silla, (2019) examined the Non-Tariff Barriers and Impacts on Trade Performance in Tanzania. The study was conducted in Dar es Salaam City. However, most of these studies relied on secondary data and looked on maize trade and not rice trade. Therefore, the current study examined the role of non-tariff barriers on rice trade in East Africa using the case of from Tanzanian export to Kenya using questionnaires as the primary data collection tool.

2.6 Conceptual Framework

A conceptual framework was used in the study to comprehend the variables. Therefore, the construction of the conceptual framework will allow this study to demonstrate the interdependencies among the numerous variables. A summary of the study's conception was well presented in Figure 2.1 below. The figure illustrates the independents and dependent variables. Independent variables include non-tariff barriers, technical barriers to trade and challenges hindering the implementation of non-tariff barriers, while dependent variables are rice trade within EAC.

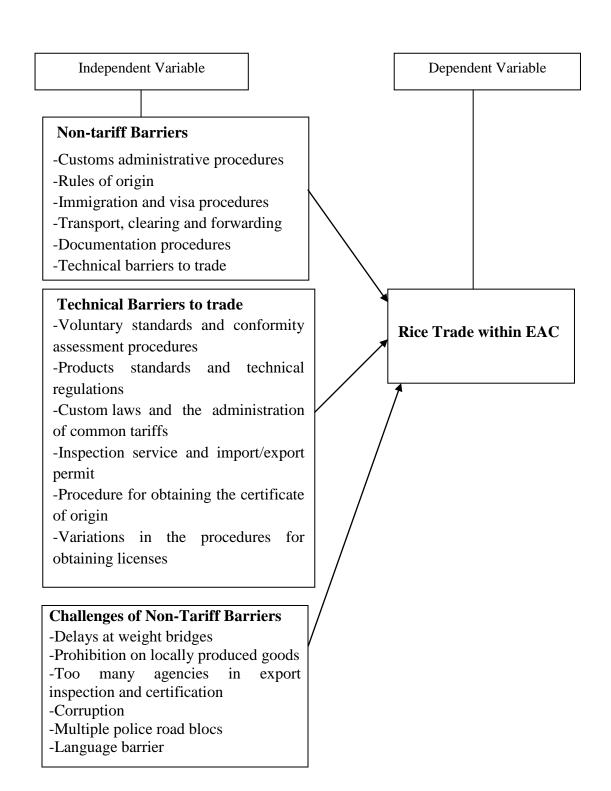


Figure 2.1: Conceptual Framework

Source: Researcher (2025)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Chapter Overview

This chapter outlines the methods that were employed to carry out the study. The study population, sampling strategy, research design, research approach, and data collection method are thus presented. The research area, unit of measurement, and data analysis are also included.

3.2 Research Philosophy

A research philosophy is an organizing principle that guides the conduct of research in line with concepts about realities and the nature of knowledge (Creswell, 2014). A pragmatic research philosophy was used in this study. The pragmatic research philosophy focuses on reality. This approach enables pragmatic researchers to conduct research in innovative and dynamic ways to address research problems by integrating operational judgments based on "what will work best" in order to acquire solutions for the subjects under investigation. Kumar, 2019). Through this philosophy, the researcher has room to apply both quantitative and qualitative approaches (Cooper & Schindler, 2013).

3.3 Research Approach

A quantitative research technique was used in the study. It was conducted using a survey, which is quantitative in nature. Questionnaires were used in order to carry out the study. Using a case study of Tanzanian exports to Kenya, this instrument proved useful for determining the target population's beliefs and level of knowledge

on the impact of non-tariff barriers on the rice trade within East Africa community member states. In addition to this, the survey was chosen as it enables the researcher to measure the attitudes and orientations of larger populations (Cresswell, 2020).

3.4 Research Design

A research design is the plan and structure of investigation conceived so as to obtain answers to research questions (Creswell, 2024). This study adopted a descriptive research design. This design was adopted because can be used to investigate the background of a research problem and get the required information needed to carry out further study (Kothari, 2020).

3.5 Area of the Study

The study was carried out at Morogoro region where various rice traders were visited. Morogoro Region is the second largest region in the country after Tabora Region. The province has an area of 73,039 square kilometers. This area is equivalent to 7.7 percent of the total area of Mainland Tanzania, out of this area 2,240 Km2 is the water area. The region is bordered by the Coast and Lindi Regions on the East, Manyara and Tanga on the North and on the West by the Dodoma and Iringa Regions and on the South by the Ruvuma and Njombe Regions. The people of Morogoro Region (75%) are more dependent on agriculture for employment, income and food, (Tanzania Ministry of Agriculture and Food Security (TMAFS), 2022). The most widely cash crops are rice, hemp sugar, sorghum etc. Per year the region produces more than 900,000 tons of rice (URT, 2023)

3.6 Study Population

Population is a set of people, services, elements, events, and groups of households that are being investigated (Bhandari, 2021). When it is not possible to study an entire population, but the population is known, a smaller sample is taken using a random sampling technique (Creswell, 2024). The target population is the population from which the sample will be drawn (Adam and Kamuzora, 2008). This study covered 312 rice traders dealing with export from Morogoro Region.

3.7 Sampling Procedures

Sampling is the process of selecting elements of a population so as to make them representative of the entire population (Kothari, 2020). 175 respondents were selected from the Morogoro region's rice dealers using simple random selection. According to Kothari (2019), simple random sampling is a sampling strategy where every sample has an equal chance of being selected. Since it eliminates any possibility of bias, simple random sampling was employed in this investigation (Ibid).

3.8 Sample Size

The sample size is the number of items collected from the universe to constitute a sample (Kothari, 2020). The sample size is the representative based on the target population; the sample is generally recognized as a set of entities from a population that intend to estimates characteristics of respondents (Verma & Verma, 2020). The Slovin's formula was used to calculate the sample size that were employed in this quantitative study. Referring to the Slovin's formula;

25

$$\frac{N}{n=1+N(e^2)}$$

Where;

n= sample size. N=population of the study and e = level of significance or error term which is equal 0.05. N=312

$$n = \frac{312}{1 + 312 (0.05^2)} = 175.28$$
$$= 175$$

Therefore, a sample size will contain 175 respondents.

3.9 Data Collection Instruments

Data collection is the process obtaining information from every appropriate source in order to address research questions, test hypotheses, and assess results (Kumar, 2019). Secondary and primary data are two categories into which data can be classified. However, primary data employed in this study. As the main tool for gathering data, where the researcher only relied questionnaire to gather the required data direct from the respondents.

3.9.1 Questionnaire

A questionnaire is a research instrument that consists of a set of questions or other types of prompts that aim to collect information from a respondent (Dubey & Kothari, 2022). In this study, a list of closed and open questions will be distributed to the respondents. With the use of these kinds of questionnaires, the researcher may obtain both general information from the respondents and particular information pertaining to the different study objectives. The survey was composed of structured

questions. When required, the researcher helped those respondents comprehend the importance of the study while making sure their answers aligned with study objectives. Data collected from traders was conducted by using the Likert scale (strongly agree, agree, slight agree, disagree, strongly disagree) (Creswell, 2020).

3.10 Data Analysis Techniques

Data analysis involves the processes of coding, editing, classification, and tabulation of collected data so that they enable the computation of certain measures along with searching for patterns of relationships that exist among data groups (Kumar, 2019). In order to identify and fix errors and inaccuracies, the gathered data was altered. The descriptive analysis approach was used in this study to examine the information gathered. The data was analyzed using the Statistical Package of Social Sciences (SPSS) (version 25.0) since these tools are easy to use, assist in data calculation, and support analysis even when there is a significant amount of data. Frequency tables and percentages were used for demonstrating the data findings.

3.11 Validity and Reliability of Data

3.11.1 Validity

Validity is the degree to which a certain scale or index measures the idea being assessed (Creswell, 2014). In this study, validity tests such as content validity and face validity were conducted.

Content Validity: In order to ensure the appropriateness and accuracy of the items in each variable with respect to the objectives of the study, the questionnaire was

developed and operationalized in accordance with the study variables. To mitigate the risk to the legitimacy of the content, the researcher consulted the supervisor, who also gave his opinions on the instrument to judge its appropriateness. The researcher used the views of other experts to check that both the depth and breadth of the content were appropriate for the study variables.

Face Validity: Here the questionnaire was subjected to expert analysis and opinions from external experts in internation cooperation and economic integration issues as well as the supervisor, who thoroughly checked the representativeness of the data collection instrument.

3.11.2 Reliability

Reliability refers to the consistency with which repeated measures produce the same result across time and across observers (Saris and Gallhofer, 2014). Reliability denotes how consistent a researcher or instrument is. The instrument's reliability was assessed using Cronbach's alpha, which established the relationships between the study's variables. A high degree of reliability was shown by the variables' reliability, which varied from 0.793 to 0.851, as seen in Table 3.3. All variables met the Cronbach Alpha value criteria of greater than 0.7, as recommended by Fraenkel and Wallen (2006), based on the results, and were thus considered for additional study. In order to link all the variables, it was decided that the internal consistency was high enough, allowing the researcher to move forward with data collection process

Table 3.1: Reliability Test

Variables	Number of items	Cronbach's Alpha (α)
Non-tariff barriers	10	0.793
Technical barriers	10	0.851
Challenges	10	0.851

Source: (Field data, 2024)

3.12 Ethical Considerations

Before the data collection, relevant and responsible authorities were consulted to give the permission namely the Open University of Tanzania and all respective Morogoro region administrative Offices. In this study, every respondent has been informed of the study's objectives, and their written informed consent was taken into consideration before they could participate. In addition, confidentiality was ensured for all respondents' information. In order to prevent unwanted access to the data that respondents submitted, the researcher took privacy into consideration, which was another crucial ethical consideration.

CHAPTER FOUR

DATA PRESENTATION, INTERPRESENTATION AND DISCUSSION

4.1 Chapter Overview

In accordance with the first chapter's study objectives, this chapter explains the results that were discovered during the analysis. Both primary and secondary sources were used in getting at the required outcomes The data results were presented using frequency tables and percentages (charts).

4.2 Demographic Information

4.2.1 Response Rate

In this study, from the sampled of 175 respondents, 120 managed to fill and give back the questionnaires thus yielding a response rate of 69%. This was consistent with researchers among them Babbie (1990) who observed that in descriptive research, a response rate of above 50% is adequate for analysis.

4.2.2 Respondent's Gender

Gender is a significant demographic characteristic in this study since it allows the researcher to make sure that the results are legitimate and free from gender bias. The results show that, out of the 120 participants, 71.7% were males and 28.3% respondents were females as illustrated in Table 4.1. This implies that most of the cash crop traders were males. This suggests that, in contrast to their male counterparts, women trade domestically inside the nation rather than actively participating in cross-border trade. These results are similar to those of Akatsa-Bukachi (2012) who reported that sexual harassment and exploitation resulting from

a lack of trade expertise are two other issues that women encounter in the industry. Their involvement in the trading activities is probably going to be impacted by these.

Table 4.1: Distribution of Respondents by Gender

		Frequency	Per cent
'Valid	Male	86	71.7
	Female	34	28.3
	Total	120	100.0

Source: Researcher, 2025

4.2.3 Respondent's Age

The results show that the majority of the respondents (over 43.3%) had age range of 36–45 years, followed by 36.7% who were in the age range between 26-35 years. These findings imply that the majority of respondents were responsible adults (36-45) who were familiar with the subject of the study. Age is another trait or factor which influences participation in economic activities including involvement cross border trade. Older participants are keener to acquire information on the role of non-tariff barriers on rice trade in East Africa using the case of from Tanzanian export to Kenya.

Table 4.2: Distribution of Respondents by Age

		Frequency	Percent
Valid	18 - 25	10	8.3
	26 - 35	44	36.7
	36-45	52	43.3
	46-55	12	10
	Above 55	2	1.7
	Total	120	100

Source: Field data (2025)

4.2.4 Respondent's Level of Education

A key demographic aspect in this study is education level, which enables the researcher to ascertain if each worker's occupation aligns with the kind of business they engage in, so ensuring maximal participation in cross border trade. The results show that 26.7% of the respondents had only completed their primary education, 38.3% of the respondents completed secondary education, 20% of the respondents did certificate, 11.7% of the respondents completed diploma in different disciplines, and a small number of 3.3% completed either degree or master's degree level (Table 4.3). Moreover, these findings show that majority of respondents were educated, meaning that rice traders have enough skills and knowledge to explore the opportunities of East African market.

Table 4.3: Education level of the Respondents

		Frequency	Per cent
Valid	Primary education	32	26.7
	Secondary education	46	38.3
	Certificate	24	20
	Diploma	14	11.7
	Others(specify)	4	3.3
	Total	120	100.0

Source: Field data (2025)

4.2.5 Experience of Respondents in the Job

In this study, working experience is a crucial demographic factor since it allows the researcher to learn how respondents perceive the potential impact of non-tariff barriers in cross border trade. The findings revealed that among the surveyed respondents about 28.3% were engaging in cross border trade for less 0-5 years,

44.7% were in the city for 6 to 10 years, 15% were in city for 10 to 15 years and 12.5% of the respondents were in city for more than 15 years as shown in Table 4.4.

Table 4.4: Distribution of Respondents by Length of Service in the Organization

	Years	Frequency	Percent
Valid	0-5 years	34	28.3
	6-10 years	53	44.2
	11-15 years	18	15
	More than 15 years	15	12.5
	Total	120	100.0

Source: Field data (2025)

The findings revealed that the majority of the respondents (over 72%) involved in the study were involved in rice trade within EAC. This suggests that the majority of cash crop dealers (more than 72%) who exported to EAC nations had greater expertise and knowledge of the associated trading processes and activities than those who traded domestically. The former group now has better knowledge on how to participate in cross-border EAC commerce.

4.2.6 Market Information to Cash Crop Traders in EAC

Table 4.5 indicates that out of the Cash crop traders surveyed, 81.7% were receiving market information about cross border trade within EAC member states, while few of them, 18.3% were trading without any prior information on EAC market. Market information had been considered significant to the cash crop vendors from Tanzania to other EAC African country especially Kenya. These details included the market price and the level of demand for agricultural products within the EAC member states where they want to export their commodities. According to these findings,

most cash crop retailers engaged in cross-border trade within EAC get market information by going to the market in physically. Their mutual trust and fear of losing money from their companies may be the cause of this, especially if the items have already found a market in another EAC member states.

Table 4.5: Market Information received by Cash Crop Traders

Responses	Respondents	Percentage
Yes	98	81.7
No	22	18.3
Total	120	100%

Source: Field data (2024)

In order to ensure the security of their goods after crossing the border, they would like to go out and discover markets, potential customers, and negotiate prices on their own rather than relying solely on information from other cross-border traders. This implies that they take the risk of exporting goods without knowing if they will find prospective customers. Traders of cash crops who do this, however, are frequently highly skilled in cross-border trade.

4.2.7 Source of Information for Cash Crop Traders

There are various sources of market information whereby Cash crop traders can use to access proper information prior to trading their agricultural products like rice. The results from Fig. 4.1 show that out of those who participate on EAC cross border trade, 25% received market information from fellow traders, 41.6% received information directly by visiting the market, 23.3% received market information through social networks and 10% received market information from other sources.

These findings indicate that the majority of those involved in EAC international trade obtain market information by going to the market physically. This can be the result of their mutual trust and apprehension about losing money, particularly when the products have already entered other markets in the EAC member nations. Therefore, rather than relying only on information from other cross-border merchants, they would want to go and discover markets, possible customers, and negotiate pricing themselves; this would ensure the safety of their products after crossing the border. This is due to the fact that getting profit in cross border trade becomes challenging sometimes.

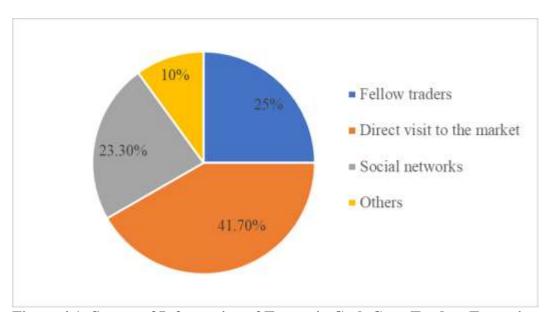


Figure 4.1: Source of Information of Tanzania Cash Crop Traders Exporting to EAC Countries

Source: Field data (2025)

4.2.8 Source of Capital by Tanzania Agro Trader

The results pointed out that the majority of the cash crop traders (over 43.3%) engaging in cross-border trade within EAC obtained capital through their own

savings, 23.3% obtained capital from their friends and relatives, 16.7% obtained capital through Savings and Credits Cooperative Society (SACCOS), 10% obtained capital through money lenders like municipal councils, and the remaining 6.7% obtained capital through banks. It seems most of the surveyed cash crop traders trading in EAC cross-border are either not aware or not interested in using the banks and SACCOS to access credits and increase capital investment and expand the sizes of their enterprises. This lack of engagement with formal financial institutions may hinder their growth potential and limit their ability to scale operations. Additionally, fostering awareness and understanding of these financial options could empower traders to make more informed decisions and enhance their business practices.

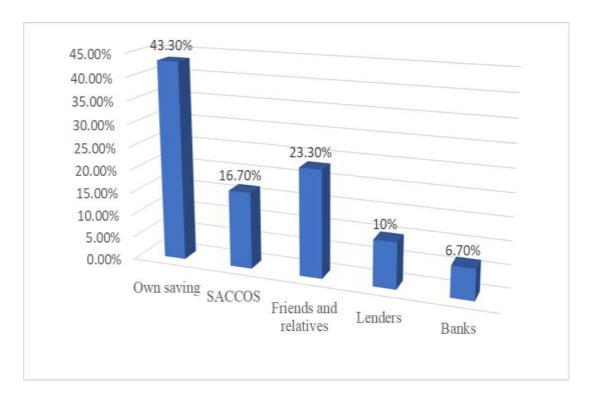


Figure 4.2: Source of Capital by Tanzania Cash Crop Traders Exporting to EAC Countries

Source: Field data (2025)

4.3 The role of Non-Tariff Barriers on Agribusiness Cross Trade within EAC Member Countries

4.3.1 Customs Administrative Procedures

The respondents were asked on whether the existing customs and administrative procedures are conducive to the cross-border traders. The findings from Table 4.6 indicates that 73.3% of respondents said 'no' meaning that the existing customs and administrative procedures are not conducive to the cross-border traders, while 14.2% said 'yes' and 12.55 said 'I don't know'. This suggests that there are several administrative and customs processes that must be adhered to at the EAC border sites. These processes frequently cause delays in the flow of commodities, which reduces the effectiveness of trading. Therefore, accelerating these procedures could significantly boost international trade and cut down on wait times for traders as well as businesses.

Table 4.6: Customs and Administrative Procedures in EAC

Responses	Respondents	Percentage
Yes	17	14.2
No	88	73.3
I don't know	15	12.5
Total	120	100

Source: Field data (2025)

4.3.2 Rules of Origin

Article 14 of the Customs Union Protocol clearly outlines the EAC's rule of origin, which specifies that only products coming from member states are eligible for the tariff reductions. However, during the survey respondents were asked on whether

the rule of original is considered in cross border points within EAC. The results from Table 4.7 revealed that 84.2% of respondents said 'no' that the rules of original are not considered in cross border points within EAC, while 10% of respondents said yes and 5.8%, they are not sure.

Table 4.7: Rule of Origin

Responses	Respondents	Percentage
Yes	12	10.0
No	101	84.2
I don't know	7	5.8
Total	120	100

Source: Field data (2025)

4.3.3 Immigration and Visa Procedures

The respondents were asked whether immigration and visa procedures effectively applied non-tariff barriers in EAC cross-border trade. The results from Table 4.8 indicate that 69.2% of respondents said that the immigration and visa procedures were not effectively applied in cross-border areas as one of the non-tariff barriers to trade within EAC, where 20.8% said yes, and a few of them, 10%, were not sure about the statement. These results imply that in EAC member states, time-consuming, redundant, and frequently utilized in violation of the EAC Protocol, which impedes international trade at large. In June 2007, visa costs were eliminated for visitors looking for temporary work assignments within the EAC, and temporary work permits were substituted.

Table 4.8: Immigration and Visa Procedures

Responses	Respondents	Percentage
Yes	25	20.8
No	83	69.2
I don't know	12	10.0
Total	120	100

Source: Field data (2025)

4.3.4 Transport, Clearing and Forwarding

The respondents were asked on whether they understand the mechanism for monitoring non-tariff barriers, including forwarding, clearance, and transportation. The results from Table 4.9 revealed that indicates that majority of the respondents (over 75%) said "no" meaning that they are not aware on transport, clearing and forwarding as Non-Tariff Barriers monitoring mechanism in EAC cross border trade, where 14.2% said yes, and 10.8% said they are not sure.

Table 4.9: Transport, Clearing and Forwarding

Responses	Respondents	Percentage
Yes	17	14.2
No	90	75.0
I don't know	13	10.8
Total	120	100

Source: Field data (2025)

4.3.5 Documentation Procedures

The respondents were asked on whether they are ware on documentation procedures as the effective non-tariff barrier measure mechanism in cross border trade. Table 4.10 shows that majority of the respondents (over 70.8%) said no suggests that because clearing and forwarding agents are involved in all aspects of the process,

cash crop traders typically lack knowledge of the actual documentation and procedures needed. This allows the clearing and forwarding agents to charge more for their services, which are then included in the cost of transportation.

Table 4.10: Documentation Procedures

Responses	Respondents	Percentage
Yes	23	19.2
No	85	70.8
I don't know	12	10.0
Total	120	100.0

Source: Field data (2025)

4.4 Technical Barriers to Trade of the EAC Free Trade Policy

Using the following scale: Strongly Agree (1), Agree (2), Neutral (3), Disagree (4), and Strongly Disagree (5), the study sought to assess technical barriers to cross-border trade within the EAC. Table 4.11 shows the response that was obtained. Table 4.11 revealed that the majority of the respondents (over 65.9%) agreed that among the technical barriers to cross-border trade within the EAC are voluntary standards and conformity assessment procedures. While 19.1% were neutral and 14.9% disagreed. This indicates a significant perception among traders regarding the challenges posed by these standards.

Additionally, the findings suggest that there is a need for harmonization of regulations to facilitate smoother trade operations within the region. Also, Table 4.11 indicates that the majority of the respondents (over 55.1%) agreed that among the technical barriers to trade that have been reported, NTBs include product standards

and technical regulations that are organized by various Tanzanian ministries, departments, and parastatals. While 25.5% were neutral, the remaining 12.8% disagreed, and 4.3% strongly disagreed. These results are similar to the Tanzania Revenue Authority report (2019); various Tanzanian ministries, departments, and parastatals regulate the country's trade, including the Ministries of Trade, Finance, Justice and Constitutional Affairs, Public Health, and Immigration.

According to Table 4.11, the majority of the respondents (over 78.7%) agreed that customs laws and the administration of common tariffs and the technical barrier to cross-border trade in the EAC were good, while 12.8% were neutral and 8.5% disagreed. The findings imply that TRA, which is responsible for the enforcement and management of the customs laws and the administration of common external tariffs, is among the factors causing technical barriers to trade. Additionally, the findings show that the majority of the respondents (over 61.7%) agreed that among the technical barriers to trade was the Tanzania Plant Health Inspectorate Service, which inspects plants and issues a plant import permit, where 29.8% were neutral and 8.5% disagreed. This implies that the important agencies, like TPHIS, which are responsible for inspecting plants and issuing plant product import or export permits, hinder the cross-border trade in the EAC.

Furthermore, Table 4.11 revealed that the majority of the respondents (over 65.2%) agreed on the unreasonable testing and certification arrangements on the quality of goods as one of the technical barriers to trade in cross-border points, while 8.7% were neutral and 26.1% disagreed. This implies that the Tanzania Bureau of

Standards, which is responsible for testing and grading the quality of goods and issuing certificates for the trading process, causes barriers to trade in cross-border trade. Also, the results revealed that 71.7% of respondents agreed that the procedures for obtaining the certificate of origin were cumbersome and lengthy, which is very costly to the traders, while 17.4% were neutral and 10.9% disagreed.

These results are in line with those of the World Bank (2009), where they highlighted the procedure for obtaining the certificate of origin that is cumbersome and lengthy, which itself is costly for the business community. This underscores the need for reforms to streamline the certification process, ultimately facilitating smoother trade operations. By addressing these inefficiencies, policymakers can help reduce costs and encourage greater international trade participation among local businesses.

Moreover, Table 4.11 found that the majority of the respondents, about 58.6%, agreed that variations in the procedures for obtaining licenses and business permits are among the technical barriers to cross-border trade in the EAC, while 23.4% were neutral and 17.1% disagreed. This is in line with the World Bank (2017) report that the procedures for obtaining these various licenses vary across countries. These inconsistencies can create confusion and deter businesses from engaging in cross-border trade. Addressing these technical barriers through streamlined processes and standardized regulations could significantly enhance trade efficiency and foster a more conducive environment for international commerce within the region.

Table 4.11: Technical Barrier to Trade

Technical barrier to Trade	N		Perce	entage (%	<u>(o)</u>	
		1	2	3	4	5
Voluntary standards and	120	25.5	40.4	19.1	14.9	0
conformity assessment						
procedures						
Products standards and	120	14.9%	40.4%	25.5%	12.8%	4.3%
technical regulations						
Custom laws and the	120	40.4%	38.3%	12.8%	8.5%	0%
administration of common						
tariffs						
Inspection service and	120	40.4%	21.3%	29.8%	6.4%	2.1%
import/export permit						
Unreasonable testing and	120	32.6%	32.6%	8.7%	19.6%	6.5%
certification arrangements on						
the quality of goods						
Procedure for obtaining the	120	41.3%	30.4%	17.4%	8.7%	2.2%
certificate of origin						
Variations in the procedures for	120	31.9%	27.7%	23.4%	12.8%	4.3%
obtaining licenses and business						
permits across countries						

Source: Field data (2025)

4.5 The Challenges hindering the Implementation of EAC Free Trade Policy

Using the following scale: Strongly Agree (1), Agree (2), Neutral (3), Disagree (4), and Strongly Disagree (5), the study sought to assess the challenges hindering the implementation of non-tariff barriers on cross-border trade within EAC member nations. Table 4.12 shows the response that was obtained. Table 4.12 revealed that the majority of the respondents (over 70.9 %) agreed with delays at the weighbridge in cross-border points among the EAC countries, while 22.9% were neutral, and 6.2% disagreed. This suggests that merchants are wasting time at the border crossings; in addition to the transit time and the expense of transporter maintenance, these required weighbridges for commodities along the transit route definitely hinder trade.

A weighbridge is typically used to make sure that the items cleared at the points of entry are still the same, preventing the smuggling of products into a particular country. But due to the large number of weighbridges in the central and northern corridors of the East African Community, they now count as non-tariff obstacles. Because there are so many trucks transporting containers, it may take hours or days for products to be cleared at weighbridges (Japan International Co-operation Agency, 2019). In 2015, the EAC Trade Minister made the decision to only build two weighbridges in their nations within the cross-border areas: one at the entrance and one at the departure. As yet, however, nobody from the EAC member nations has complied with this. For example, Tanzania has three weighbridges (Nyakahura in the Kagera area, Vingwaza in the coastal region, and Njuki in the Singida region), but Kenya still has four (EABC, 2019).

Additionally, Table 4.12 indicates that the majority of the respondents (over 45.8%) agreed on prohibitions on the transportation of locally produced goods as the challenges facing free trade policy in the EAC. While 29.2% were neutral and 25% disagreed. Also, Table 4.12 shows that the majority of the respondents (over 68.7%) agreed that too many agencies in export inspection and certification are among the challenges that hinder the non-tariff barrier practices in cross-border trade within EAC member countries, while 18% were neutral and the remaining 13.4% disagreed. These results imply that many agencies in immigration procedures, weighbridges, and certification at the border points made cross-border traders tired. Table 4.12 indicates that the majority of the respondents (over 74.8%) agreed on corruption as the key challenge hindering the implementation of free trade policy in the EAC,

while 10.4% were neutral and the remaining 4.3% disagreed. These findings imply that the whole process of importing or exporting goods within the EAC countries is encountered by the problem of corruption. In its 2008 report on the Business Climate Survey Index, the East African Community Business Council reported that the main barriers at EAC customs union points are corruption and unnecessary delays (EAC, 2017).

Moreover, Table 4.12 revealed that the majority of the respondents (over 70.8%) mentioned multiple police roadblocks as among the challenges hindering the effective implementation of non-tariff trade within EAC member states, while 10.4% were neutral and the remaining 18.7% disagreed with the statement. Also, the results from Table 4.12 revealed that about 54% of respondents agreed on language barriers as the challenges hindering the whole process of free trade in the EAC, while 16.7% were neutral and the remaining 18.8% disagreed with the statement. These results suggest that there is still some disagreement among the EAC member nations regarding the official languages of trade. For commerce to be successful, communication must be efficiently enabled.

Table 4.12: Challenges facing EAC Free Trade Policy

Statement	Percentage (%)					
	N	1	2	3	4	5
Delays at weight bridges	120	41.7%	29.2%	22.9%	6.2%	0%
Prohibitation on locally produced	120	12.5%	33.3%	29.2%	8.3%	16.7%
goods						
Too many agencies in export	120	31.2%	37.5%	18%	9.3%	4%
inspection and certification						
Corruption	120	43.6%	31.2%	10.4%	10.4%	4.3%
Multiple police road blocs	120	20.8%	43.8%	22.9%	8.3%	4.2%
Language barrier	120	25%	29.6%	16.7%	14.6%	4.2%

Source: Field data (2025)

4.6 Discussion of the Findings

4.6.1 The role of Non-Tariff Barriers on Agribusiness Cross Trade within EAC

The results revealed that the current customs and administrative procedures are not good enough in supporting the cross-border trade, specifically rice exports from Tanzania. These results are similar to those of TCCIA (2017), who confirmed that numerous documents were required at each border point, for instance, Namanga in Arusha, Holili in Kilimanjaro, and Mutukula in Kagera in order for agricultural products like rice to be permitted to cross from one border to another. The processes were even more complex on the Tanzanian side.

Another reported non-tariff barrier that was effectively implemented was the immigration and visa procedures. According to EABC (2018), they are frequently utilized in violation of the EAC Protocol and are laborious and redundant. Temporary work permits were introduced in June 2007 to substitute visa costs for business people looking for temporary work assignments within the EAC. Visitors, dealers, and carriers who are not looking for temporary work are exempt from these. Not only do border authorities at Sirari, Namanga, Horohoro, and Kenya tax USD 50 each truck, but they also charge USD 100 for accompanying business people who want to display their goods in Kenya (EABC, 2018).

In addition, the results pointed out that the majority of the respondents (over 75%) mentioned that they are not aware of transport, clearing, and forwarding as a non-tariff barrier monitoring mechanism in EAC cross-border trade. This implies that clearing and forwarding procedures are not well simplified in favor of export traders

within the region. These findings are consistent with those of TCCIA (2013), which found that police roadblocks constitute the main obstacle to road transit of goods among EAC member nations. Even in the absence of adequate evidence that the cargo being carried is suspect, police officers pull over commercial trucks at border crossings and other intercountry roadblocks.

Moreover, the majority of the respondents (over 70.8%) mentioned that documentation procedures were another challenge in cross-border trade. This implies that traders within the border were asked to show many documents at the pass gate. According to the World Bank (2018), although the EAC Council of Ministers has held several sessions, seminars, and meetings to streamline and harmonize customs documentation, formalities, and processes at the border crossings, not much of this has been implemented.

4.6.2 Technical Barriers to Trade within EAC

The objective of the Technical Barriers to Trade (TBT) Agreement is to guarantee that technical standards, rules, and compliance assessment processes do not discriminate and do not obstruct trade unnecessarily. On the other hand, it acknowledges the authority of World Trade Organization (WTO) members to take action in order to accomplish acceptable policy goals, such as safeguarding the environment or human health and safety. The results revealed that one of the technical barriers to trade within the EAC cross-border trade was voluntary standards and conformity assessment procedures. These results are similar to Tanzania Revenue Authority (2019); the Ministries of Commerce, Finance, Justice and

Constitutional Affairs, Public Health, and Immigration are among the several Tanzanian ministries, agencies, and parastatals that oversee the nation's trade.

Another one mentioned by the majority of the respondents as the technical barrier to cross-border trade in the EAC was customs laws and common tariffs are administered, and plant import permits are issued by the Plant Health Inspectorate Service after plant inspections. This implies that the important agencies like TPHIS, which are responsible for inspecting plants and issuing plant product import or export permits, hinder the cross-border trade in the EAC. This is likely what is highlighted by Mjema (2014): that all agencies responsible for regulating the international trade activities operate independently of each other, without much coordination.

4.6.3 The Challenges hindering the Implementation of Non-Tariff Barriers to Trade

The findings noted that one among the key challenges hindering the effective implementation of no-tariff trade within EAC member countries IS delays at weighbridges at cross-border points among the EAC countries. This implies that there is a wastage of time for traders at the border checkpoints; these mandatory weighbridges for goods all along the transit route indeed impede trade through the addition to transit time and cost of transporter upkeep. In the same vein, Ngʻangʻa (2014) argued that wastage of time and rising costs resulting from the bribes paid by truck drivers at the police roadblocks and weighbridges add up to the total cost of doing business.

A weighbridge is typically used to make sure that the items cleared at the points of entry are still the same, preventing the smuggling of products into a particular country. But due to the large number of weighbridges in the central and northern corridors of the East African Community, they now count as non-tariff obstacles. Because there are so many trucks transporting containers, it may take hours or days for products to be cleared at weighbridges (Japan International Co-operation Agency, 2017). The EAC trade minister decided to install just two weighbridges in their countries in 2015: one at the point of entry and the other at the point of exit. However, none of the EAC member states have cooperated with this up to this point. For instance, Kenya continues to operate four weighbridges, compared to Tanzania's three (Nyakahura in the Kagera region, Vingwaza in the coastal region, and Njuki in the Singida region).

In addition, the results indicate that the majority of the respondents surveyed (over 74.8%) see corruption as the key challenge hindering the implementation of non-tariff barriers in the EAC. These findings imply that the whole process of importing or exporting goods within the EAC countries is encountered by the problem of corruption. This is well evidenced by Trademark East Africa (2018), which states that after almost a decade, EAC member states are still looking for practical ways to combat corruption, which, in one way or another, to a large extent affects intra-trade within EAC member countries. The influence of corruption at EAC crossings was acknowledged by Presidents Uhuru of Kenya and Magufuli of Tanzania during the opening of the Namanga One Stop border post in December 2018. The two claimed that the practice of border guards accepting bribes restricted the free flow of people

and products between the two nations (generally, high levels of corruption have been found to limit the benefits of bilateral trade (Ibid.)). However, the trends of corruption still prevail in cross-border points.

Border officials in the EAC are often involved in smuggling counterfeit goods over bordering countries (Ochunge & Odanga, 2017). At these border crossings, corruption can also take the form of overwhelming bureaucratic obstacles, corruption-related organized crime, embezzlement and corruption, and small-scale bribes and theft. According to a Transparency International report (2018) on cross-border corruption in the EAC, corruption is most common in the customs and valuation department of exporting commodities. At 57 percent, Kenya has the highest proportion of corruption. The EAC legislative council has taken legal action to eradicate corruption in the area. The EAC Protocol on Combating Corruption was enacted in order to achieve this (Chene, 2019). The absence of a centralized anti-corruption organization to carry out the act makes its implementation challenging in practice.

On the other hand, the results found that multiple police roadblocks are one of the challenges facing non-tariff measures within the EAC. This was reported by almost 70.8% of respondents. These findings are similar to those of TCCIA (2013) and Ng'ang'a (2014); most of the cross-border traders within EAC were complaining about the numerous police roadblocks, road toll charges, time-consuming processes for classifying and evaluating imports, irregular border opening times, and difficult work permit application processes. According to the World Bank (2008), transporters

are concerned by the police's general lack of coordination in carrying out their tasks, which results in a truck being subject to the same checks at every traffic stop. This makes it possible for the police to demand small bribes in the open press.

In the EAC there are two different kinds of police roadblocks: unwarranted and warranted. The distinction between the two is that the former tries to control how smuggled goods move, whereas the latter does not. When police at such points demand bribes in order to allow commodities in transit to pass, police roadblocks are equivalent to non-tariff barriers. Through the use of BlackBerry information and communication technology, EAC states have few obstacles to overcome. The system relies on mobile application reporting of non-tariff obstacles to function. But as of right now, there are still roughly 50 roadblocks between Mombasa and Malaba (McLinden et al., 2014).

Lastly, the results noted language barriers as one of the challenges hindering the whole process of free trade in the EAC, while 16.7% were neutral and the remaining 18.8% disagreed with the statement. According to Kafeero (2016), the East African Community's official language is English, despite Kiswahili being the EAC's most widely used language. Through the mobility program for the use of Kiswahili in EAC entities that are engaged in development, efforts have been made to encourage its use in order to foster regional integration. The East African Kiswahili Commission oversees the program's implementation. Some EAC members continue to use their native tongues within their national domains regardless of regional measures to introduce the uses of Kiswahili in cross-border trade within the EAC.

For instance, Rwanda continues to utilize Kinyarwanda as its official language and mostly employs it for document processing. Tanzanian authorities have been known to require Kiswahili labeling on commodities shipped from Kenya due to the impact of language barriers on EAC commerce.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMANDATIONS

5.1 Summary of Key Findings

The main objective of this study was to determine the role of EAC free trade policy on rice trade performance in Tanzania. Specifically, the study aimed to examine the role of non-tariff barriers, technical barriers and the challenges hindering the implementation of non-tariff barriers on cash crop trade within EAC member countries. This study adopted a descriptive research design based on a quantitative approach. The researcher used a population of 312 respondents from all rice traders visited. 175 was chosen as the sample size; however, during data collection, only 120 effectively participated in the study. Questionnaires were used to collect data from the field. Descriptive analysis methods were used to analyze the collected data. The Statistical Package of Social Sciences (SPSS) (version 25.0) tool was used as the data analysis tool. The summary of the findings is shown as follows:

The findings showed that customs and administrative processes, which require cash crop merchants to deal with a number of documentation before they export agricultural products to EAC nations, are among the Non-Tariff Barriers (NTBs) that in one way or another affecting cash crop trade within the East African Community (EAC).were transportation, clearing, and forwarding, which force cash crop dealers to hire clearing brokers that charge exorbitant clearing costs and are crucial in supplying all the necessary paperwork for exporting agricultural products. Additionally, there are fees associated with renting a truck, which can be paid either

by the ton or by the bag. These fees include bribery of police officers at roadblocks and all the way to the destination, which increases the cost of transportation.

Furthermore, the results showed that standards and conformance evaluation processes are non-discriminatory Technical Barriers in Trade (TBT) that are prevalent in EAC trade across borders. However, it also acknowledges that WTO members have the right to take action to accomplish acceptable policy goals, such safeguarding the environment or human health and safety. Customs regulations, the implementation of uniform tariffs, and the Plant Health Inspectorate were cited as further technical obstacles to cross-border commerce in the EAC. Several Technical Barriers to Trade (TBT) prevail in cross-border trade within the East African Community (EAC), affecting the smooth flow of goods and services across member states.

Moreover, results revealed that the East African Community (EAC) faces several obstacles to the successful implementation of Non-Tariff Barriers (NTBs), including delays at weight bridges, restrictions on locally produced goods, an excessive number of export inspection and certification agencies, corruption, numerous police roadblocks, and language barriers. In addition, these barriers not only increases the costs of doing business but also threaten the region's ambitions at achieving the effective economic integration. Improving trade efficiency and creating a more competitive market environment inside the EAC will require addressing these concerns.

5.2 Conclusions

This study sought to assess the role of cash crop trade performance in Tanzania by focusing on their effects on small and medium rice traders doing cross-border trade in EAC member countries. The study focused on the non-tariff barriers specifically affecting Tanzania's small traders engaged in the EAC cross-border trade. The study pointed out that non-tariff barriers in EAC member countries are not effectively implemented in facilitating smooth exchanges of cash crops, such as agricultural products like rice. In East Africa, cross-border trade is hampered by too many documentation requirements, unfriendly transportation, clearing, and forwarding procedures.

In addition, the results noted that specifically the cash crop trade in East African Community member countries, where in one way or another, limits the export of goods within EAC member states. Those challenges highlighted include delays at weight bridges, restrictions on locally produced goods, an excessive number of export inspection and certification agencies, corruption, numerous police roadblocks, and language barriers. These obstacles not only increase the cost of doing business but also discourage potential investors from entering the market. As a result, addressing these issues is crucial for enhancing trade efficiency and promoting economic growth within the region.

5.3 Recommendations

The Ministry of Agriculture in collaboration with Tanzania Chamber of Commerce Industry and Trade (TCCIA), which is responsible in providing certificate of origin; and the Atomic Energy Commission (TAEC), which provide the certificates of radioactivity analysis should discharge their services in one-point office where the small and medium traders may be able to acquire all the permits offered by these institutions. This will enable traders to formalize their activities, reduce the cost they pay as fee to clearing agents and eventually earn more profit. Also the government will able to access appropriate data and information regarding to the Tanzania Cash crop traders engaged in EAC cross border trade.

Business Registration and License Agency(BRELA should establish its operations in the regions and districts, and being able to be accessed by business enterprises. This would help in making the number of registered business enterprises rise and be known. This is because Business Registration and License Agency (BRELA) office is located in Dar es Salaam;, thus, any enterprises who is required to be registered has to obtain all the permits and some of the documents from Dar es Salaam; this compel traders and other enterprises owners to travel to Dar es Salaam to obtain the permits.

Ministry of Industry and Trade should be a way on making cross border trade more formal and create an environment whereby Cash crop traders can trade smoothly. The results show that Cash crop traders are not even aware of the responsibilities of the Ministry of Industry and Trade as they leave everything to the clearing agents. Thus, there is loss of crucial information and statistics on their economic contribution and overall trading activities within the region. One of the ways would be to establish some database and platform of their trading activities in East Africa Community (EAC) cross border trade.G

East African Community Secretariat should strengthen a mechanism put forward in implementing the effective measures on the Non-Tariff Barriers (NTBs) within the region and create competitive environment for every member of East Africa Community (EAC) to do business. This can be realized through establishment of one custom single border point project in all the borders in the region, so as to reduce the time loss and procedures for cargo clearing at the border.

5.4 Area for Further Research

This study focused on the Role of EAC Free Trade Policy on Cash Crops Trade Performance in Tanzania: Case of Rice Traders from the Morogoro Region. The study recommends that similar studies be carried out in neighboring countries like Uganda, Kenya, and Rwanda so as to have a better understanding of the trade barriers that exporters from the EAC region face, and this will help policy makers formulate better recommendations.

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APPENDICES

APPENDIX I: DATA COLLECTION INSTRUMENTS

RE: REQUEST FOR FILLING RESEARCH QUESTIONNAIRE

Dear sir/Madam,

Greetings

My name is HERIET MHANDO, I am a Candidate pursuing master's degree of

international cooperation and development policies offered by Open University of

Tanzania (OUT). The objective of this Questionnaire is to assist in gathering data for

the research report writings on "Assessment on the role of EAC free trade policy

on cash crops trade performance in Tanzania: case of rice traders from

Morogoro region". I will be very grateful if you would complete the attached

questionnaires to the best of your knowledge to enable me complete a successful

research on the study topic. I, therefore request you to answer the following

questions honestly and openly as you can, to achieve the Objective of this study.

I wish to thank you in advance for your cooperation.

Yours faithfully,

HERIET MHANDO

PART A: GENERAL INFORMATION

Kindly answer all the questions either by ticking in the boxes or writing in the spaces provided.

1. Gen	ler
a)	Male ()
b)	Female ()
2. Age	
a)	18-25 years ()
b)	25-35 years ()
c)	35-45 years ()
d)	45 -50and above ()
e)	50 and above ()
3. Wha	t is your level of Education?
a)	Ordinary level education ()
b)	Advanced level education ()
c)	Certificate level ()
d)	Diploma level ()
e)	Advanced Diploma/ Bachelors Degree ()
f)	Masters Degree ()
4. Exp	erience of exporting food commodities within EAC
a)	Less than 2 years ()
b)	3-5 years ()
c)	6-10 years ()
d)	6-10 years ()

e) Over 10 years					
5. Are you exporting rice with	in EAC?				
a) Yes ()					
b) No ()					
PART B: Reduced Tariffs (Non-Tariff	Barriers)	on trade in l	EAC	
On a scale of: (1) Strongly	Agree, (2) Agree, (3	3) Neutral (4) Disagree	e and (5
Strongly Disagree; Please tic	k the num	neric value	correspondi	ng to your	persona
opinion for each statement					
-					
Variables	1.Strong agree	2.Agree	3.Neutral	4. Disagree	5. Strong disagree
1. The removal of					
troublesome customs					
procedures					
2.Harmonization and					
simplification of customs					
3. Remove of immigration					
obstacles 4.Cumbersome inspection					
4.Cumbersome inspection requirements					
5. Remove of police road					
blocks					
6. Removal of transport					
barriers					
7. EAC transit licenses for					
goods					
9. Remove of Truck					
entrance fees and grace period					
In your own experience what	ther reduc	ed Tariff o	l n trade withi	n EAC vou	know?
in your own experience what	other reduc	cu raiiii oi	ir trade writin	ii LAC you	KIIOW:

PART C: The role of Non-Tariff Barriers on trade in EAC

On a scale of: (1) Strongly Agree, (2) Agree, (3) Neutral (4) Disagree and (5) Strongly Disagree; Please tick the numeric value corresponding to your personal opinion for each statement

Variables	1.Strong agree	2.Agree	3.Neutral	4. Disagree	5. Strong disagree
1. Increase of income to					
farmers					
2. Increase of productivity					
3. Increase of export					
4. Increase of income to					
traders					
5. Increase of government					
revenue					
т ' 1	, ,1 1	C 1	1 777 'CC	C 1	11.1

In your own exp	erience what	other role of	reduced 1	l'ariffs on food	commodities
export you know'					
					••••

PART D: Challenges of Reduced Tariffs (Non-Tariff Barriers) on food commodities trade in EAC

On a scale of: (1) Strongly Agree, (2) Agree, (3) Neutral (4) Disagree and (5) Strongly Disagree; Please tick the numeric value corresponding to your personal opinion for each statement

Variables	1.Strong	2.Agree	3.Neutral	4.	5.
	agree	_		Disagree	Strong
					disagree
1. Lack of harmonization in					

working hours at the border		
posts		
2. Too many agencies		
involved in overall export		
inspection and certification		
in the region		
3. Documentation and		
procedures		
4. Delays at weighbridges		
5. Multiple police		
roadblocks and mobile		
control		
6. Prohibition on		
transportation of locally		
produced goods		
7. Truck entrance fees		
charge		

In your own experience what other Challenges facing Non-Tariff Barriers on for)OC
commodities trade within EAC you know?	

APPENDIX II: A LETTER FROM THE UNIVERSITY (OUT) FOR RESEARCH CLEARANCE AND ALLOWING DATA COLLECTION STAGE

THE OPEN UNIVERSITY OF TANZANIA DIRECTORATE OF POSTGRADUATE STUDIES

P.O. Box 23409 Tel: 255-22-Dar es Salaam, Tanzania ext.2101



2668992/2668445 http://www.out.ac.tz Fax: 255-22-2668759 E-mail: dpgs@out.ac.tz

Our Ref: PG201901411

3rd August, 2022

Regional Administrative Secretary, Morogoro Region, P.O Box 650, MOROGORO.

RE: RESEARCH CLEARANCE

The Open University of Tanzania was established by an Act of Parliament No. 17 of 1992, which became operational on the 1st March 1993 by public notice No.55 in the official Gazette. The Act was however replaced by the Open University of Tanzania Charter of 2005, which became operational on 1st January 2007. In line with the Charter, the Open University of Tanzania mission is to generate and apply knowledge through research.

To facilitate and to simplify research process therefore, the act empowers the Vice Chancellor of the Open University of Tanzania to issue research clearance, on behalf of the Government of Tanzania and Tanzania

Commission for Science and Technology, to both its staff and students who are doing research in Tanzania. With this brief background, the purpose of this letter is to introduce to you Ms. Herieth Mhando. Reg No: PG201901411) pursuing Master in International Cooperation and Development. We here by grant this clearance to conduct a research titled "Role of EAC Free Trade Policy on Cash Crops Trade Performance in Tanzania". She will collect her data in your region from 4th August to 4th September, 2022.

In case you need any further information, kindly do not hesitate to contact the Deputy Vice Chancellor (Academic) of the Open University of Tanzania, P.O. Box 23409, Dar es Salaam.Tel: 022-2-2668820.We lastly thank you in advance for your assumed cooperation and facilitation of this research academic activity.

Yours,

THE OPEN UNIVERSITY OF TANZANIA

Prof. Magreth S. Bushesha

Marchane

DIRECTOR OF POSTGRADUATE STUDIES

APPENDIX III: A PERMITION LETTER FROM MOROGORO REGION

THE UNITED REPUBLIC OF TANZANIA

PRESIDENT'S OFFICE

REGIONAL ADMINISTRATION

AND LOCAL GOVERNMENT

Telegraphic Address: "REGCOM"

Phones: 2934306/2934305 Fax No: 2601308/2604988

Website: www.morogoro.go.tz

Email: ras.morogoro@tamisemi.go.tz

In Reply please quote:

Regional Commissioner's Office,

Boma Road P. OBOX 650.

67117 MOROGORO

Ref. No: AB.175/245/01"U"/152 03 August, 2022

District Administrative Secretary, Morogoro, Kilosa, Gairo, Mvomero.

Re: RESEARCH PERMIT

Please refer to the above mentioned subject.

- I am introducing to you Ms. Herieth Mhando, whose registration number is PG201901411 and who is a student from The Open University of Tanzania pursing Master in International Cooperation and Development and who at the moment is required to conduct research in our region.
- The title of the research is "ROLE OF EAC FREE TRADE POLICY ON CASH CROP TRADE PERFORMANCE IN TANZANIA".
- The research permit is valid from 04 August, 2022 to 04 September, 2022.
- Please provide necessary assistance to enable the accomplishment of the research.
- Thank you for your cooperation.

Erick A. Ulomi

Tameka

For; Regional Administrative Secretary

Copy: Ms. Herieth Mhando - Researcher