# HOOLLLLAAAA!!

# Iubk

The project is effectively meeting this objective by demonstrating a substantial positive impact of e-commerce platform registration on market access for smallholder farmers. For example, registered farmers have a mean Market Access Index of 39.71, nearly double that of unregistered farmers (21.97). The data also show that registered farmers enjoy a broader range of market opportunities, with their access levels reaching as high as 100 and a 75th percentile of 57.14, compared to a much lower 75th percentile of 20.54 for unregistered farmers. This clear difference highlights how e-commerce adoption enables farmers to connect with wider markets, reduce reliance on traditional middlemen, and potentially improve their bargaining power and income.

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