

## ABSTRACT

This study examine the tension balance between the organic farmers and the primary producer. More specifically, the paper examine how the strategically the tension between organic farmer and primary producer handled by the export company and the role of export company.

To identify of the strategies using to balance tension, Interview conducted to 150 Organic farmers at Beliatte, Mathale and Morawaka areas since the organic certified farmers are largely distributed in this particular area and major three (3) primary producers in the correspondent area to carry out the case study. The finding of this study may enhance the understanding on how strategically balance the tension between organic farmer and primary processor. Thematic Analysis used to analyse and present the interviewed information.

Finding of the study facilitate practitioners and policy makers to promote strategic decision making.

**Keywords:** Tension; Organic Farmer; Primary Producer; Exporter; Sustainability; Supply Chain; Stakeholder Theory; Institutional Theory