Green marketing is among the Contemporary issues in the field of Marketing. Most companies have been adopting green marketing as a business philosophy. Globally, many studies have been done in this field, these studies include: Why firms adopt green marketing practices, the Influence of Green Marketing practices on firm’s performance.

But, locally in Tanzania there is a limited literature on Green Marketing. Therefore, this study aimed at establishing the level of green marketing adoption among Agro-processing firms in the context of Tanzania. The study was carried out in Morogoro, because it’s among the industrial regions in Tanzania. The study aimed at answering the following questions: What are the Green Marketing Practices adopted by Agro-Processing firms in Morogoro, Tanzania, what is the level of adoption of green marketing practices among Agro-Processing firms and what is the relationship between the firm’s size and the level of adoption green marketing practices among

Agro-Processing firms and what is the relationship between the firm’s size and the level of adoption green marketing practices. A Cross-sectional survey design was employed to answer the research questions. The sample sizes of 120 Agro-Processing firms were selected using the purposive sampling method due to the inability of getting an accurate and updated sampling framework. Semi-structured questionnaires were distributed to firm’s Owners or C.E.O, Marketing managers, or Production Operation Managers as a unit of inquiry for the sake of getting rich data. Finally, descriptive statistics such as frequencies and percentages were adopted for data analysis. Also, a Chi-Square test was used to establish the relationship between the firm’s size and Green Marketing adoption Level. The statistical package of social science was used as a tool to support data analysis. It was found that the level of adoption of green marketing practices is a bit low, as most firms adopted few green marketing practices. Also, the findings report that, the association between size of the firm and adoption level of green marketing practices is significant.