

Review of: "Factors Influencing Smallholder Farmers' Preference for Veterinary Services Providers in Zimbabwe"

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Potential competing interests: No potential competing interests to declare.

This is a timely article that highlights important considerations for veterinary services provision for smallholder farmers in Zimbabwe as well as in other countries. I would suggest moving your objectives higher up in the article and closer to the beginning so that the purpose of the study is more immediately identifiable. I would also add a summary of the literature review and highlight the main findings from the literature review, and identify gaps in the literature and where information is missing, and describe how this study fills those gaps and contributes more information. I would also provide inclusion and exclusion criteria for the study--why you chose who you spoke to, why you chose the area you worked in, and also give some more context about the status of veterinary services in the area, recent outbreaks, and any existing challenges and how people in that area are dealing with them. This would more clearly set up the need for this study and highlight how this information can be used to improve the provision of veterinary services. In terms of the results, some additional tables highlighting the most significant findings would be useful so that main data points can be seen and the analysis can be a bit more digestible for the reader. I also agree with other reviewers that the discussion should more deeply examine the results instead of only focusing on how the results either align with or contradict the literature. Adding any hypotheses about why the results indicate what they show could be helpful, and perhaps adding some quotations or statements from in-depth interviews would be helpful as well to provide more context. Overall, I thought this was a very interesting and timely read, and it highlights the need to consider different variables and preferences among farmers in order to most effectively structure and deploy veterinary services. Well done!