

## *Full-Length Research Paper*

# Socio-economic characteristics of chicken sellers in Ibadan South-West local government, Oyo State Nigeria

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**ABSTRACT:** This research looked into the marketing of chicken in the Aleshinloye metropolis of Ibadan, Nigeria. A total of 80 questionnaires were distributed, and all of them were returned. The sampling technique used for data collection was a random sampling technique that is well suited for data collection, with questionnaires and an oral interview with the marketer. As a result, 100 % of the respondents were female, with no males, indicating that females dominated chicken marketing. In terms of age, 20% of respondents were between the ages of 20 and 30, 40% were between the ages of 31 and 40, 35% were between the ages of 41 and 50, and 5% were older than 50. According to the results of the field survey, 10% of the respondents were single, 40% were married, 5% were divorced, and 45% were widowed. Regarding the respondents' level of education, 25% had primary education, 20% had secondary education, 5% had tertiary education, and the remaining 50% had no formal education. The field survey also revealed that 20% of respondents had poultry marketing experience 5 years prior to the survey, 40% had 6 to 10 years of experience, 30% had 11 to 15 years of experience, and 10% had more than 15 years of experience. A field survey also revealed that personal savings account for 80% of respondents' funding, cooperative loans account for 5%, and family funds account for the remaining 15%. It was also discovered that 80% of respondents sold broiler and layers, while 20% sold local birds. Furthermore, if recommendations such as finance, good roads, and the construction of markets for chicken sellers are implemented, marketing of chicken is a suitable business for marketers.

**Keywords:** Marketing, poultry, respondents, questionnaires, chicken

## INTRODUCTION

Agriculture in Nigeria provides a source of income for more than 70% of the population, raw materials for agro-allied industries, and a significant source of much-needed foreign exchange (Chukwuji et al., 2006). Recognizing the importance of animal protein, Nigeria's various levels of government have been pursuing programs at the national, state, and community levels to increase the mass production of livestock products in order to meet the Food and Agriculture Organization's (FAO) recommendation of 3.5g of animal protein per capital per day (Ojo, 2003). One of the developmental challenges

that most developing countries face is their inability to adequately feed their ever-growing population with the appropriate proportion of calories and protein (Apantaku, 2006). Low egg production, diseases and pests, low and poor performing breeds, poor weight gain or feed conversion, feeding and management issues, and a lack of capital are some of the issues associated with poultry production in Nigeria (Apantaku, 2006). According to Oludimu et al. (2002), the poultry industry in Nigeria is plagued by a slew of risks and uncertainties, including natural risks, poultry diseases, and pests, all of which

result in high mortality rates in poultry production; social risks; economic risks (price fluctuation), loss or unexpected depreciation of investment; uncertain or unstable supply of feed; and variation in the quality of feed.

The Nigerian poultry industry, in particular, has grown rapidly in recent years, making it one of the most commercialized (capitalized) subsectors of Nigerian agriculture (USDA 2013; Adene and Oguntade 2006). Due to high population growth and high exchange rates in international markets, the price of agricultural produce, particularly livestock products, is rising in both domestic and international markets. Livestock products have very high income elasticity, and demand rises rapidly as countries move from low-income to middle-income status. Increases in poultry consumption have been particularly dramatic and widespread, whereas changes in beef, pork, and dairy demand vary across countries due to cultural differences.

Future meat demand is expected to grow at roughly the same rate in different developing countries, with China experiencing a very large absolute increase in demand, resulting in large imports (Andrew et al., 2008). Livestock products have long been a source of income for the poor. The rapidly expanding and changing livestock market in the developing world offers both real opportunities and significant barriers to poor participation. High-value agricultural products, of which livestock products are an important component, encompass a wide range of goods whose characteristics are primarily determined by demand as well as the method and cost of production. The market for traditional processed informal and raw products continues to predominate in most developing countries due to demand, even as demand for higher quality increases at the higher market end (Gebremedhin et al., 2007).

Ethiopia has approximately 56.5 million poultry of all species. Local chicken accounts for approximately 99 % of the total poultry population in small-scale rural farms (Alemu and Tadelle, 1997). Chicken meat consumption is more common in cities than in rural areas, and an examination of the poultry marketing system will aid in determining the economic value and significance of local chicken.

According to Branckart and Gueye (1999), an established market structure for free range chicken is required for developing family poultry and even breeding program development. There are indications that protein consumption is decreasing as a result of the country's harsh economic conditions, where the drastic withdrawal of subsidies on food and other items has significantly reduced Nigerians' real income. Despite developed efforts aimed at increasing poultry industry productivity, the efforts have not yielded the desired results due to rising population, which has caused the demand for

'animal products to exceed the supply of these protein-enriched products. However, poultry sellers face numerous challenges such as transportation costs, low pricing, diseases, mortality, and so on. The primary goal of this research is to look into the marketing of chicken at the Aleshinloye market in Ibadan South West Local Government, Oyo State, Nigeria.

## METHODOLOGY

Aleshinloye Market, Ibadan South West Local Government, Ibadan, Oyo State, Nigeria, was the site of the research. Oyo state is located in Nigeria's south-western region, between latitudes 7°23N and 3054E. (Microsoft Encarta, 2009). According to the 2006 census, Ibadan has a population of approximately 2,550,593. (Adebayo et al., 2004). Data was gathered from both primary and secondary sources; primary data was gathered through the use of well-structured questionnaires and oral interviews, while secondary data was gathered through the use of journals, text books, and the internet. To analyze the socioeconomic variables and problems associated with poultry marketing in the study, descriptive statistics such as % age, frequency distribution, and tables were used.

## RESULTS AND DISCUSSION

### Socio-economic characteristics of poultry sellers

The distribution of respondents is shown in (Table 1). All of the respondents were female, with no males, indicating that females dominate chicken marketing. The results also show that 20% of respondents are between the ages of 20 and 30, 40% are between the ages of 31 and 50, and 5% are older than 50. This implies that respondents aged 31-40 years have the highest %age and are more involved and active in chicken sales. The table also shows the marital status distribution of respondents: 10% are single, 40% are married, 5% are divorced, and the remaining 45 % are widowed. As a result, the majority of marketers are widows. The table also shows that 25% of the respondents had their primary school education certificates, 20% had their secondary school education certificates, 5% had their tertiary school education certificates, and the remaining 50% had no formal education, indicating that the level of former education among chicken sellers is very low. According to the table, 20% of respondents had 5 years of experience in chicken marketing, 40% of respondents had 6-10 years of experience, 30% had 11-15 years, and 10% had more than 15 years. This demonstrates that the majority of them had at least ten years of experience.

**Table 1:** Socio-economic characteristics of poultry sellers.

<b>Variables</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Gender</b>		
Male	0	0
Female	80	100
<b>Age</b>		
20-30 years	16	20
31 -40 years	32	40
41—50 years	28	35
>50 years	4	5
<b>Marital status</b>		
Single	8	10
Married	32	40
Divorced	4	5
Widowed	36	45
<b>Literacy level</b>		
Primary	8	25
Secondary	32	20
Tertiary	4	5
No formal education	40	50
<b>Marketing experience</b>		
0—5 years	16	20
6— 10 years	32	40
11-15 years	24	30
>15 years	8	10
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Field survey, 2021.

**Table 2:** Sources of fund.

<b>Source</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Personal savings	64	80
Cooperative	4	5
Family	12	15
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Field survey, 2021

**Table 3:** Types of chicken.

<b>Source</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Agric (broiler and layers)	64	80
Local	4	20
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Field survey, 2021

**Table 4:** Problems faced by poultry sellers.

<b>Source</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Finance	8	10
Disease	12	15
Mortality	8	10
Theft	4	5
Low price	8	10
All of all above	40	50
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Field survey, 2021.

## Sources of fund

Table 2 shows that the majority of respondents run their businesses with personal savings, 5% with cooperative loans, and 15% with contributions from family, indicating that the majority of respondents run their businesses with personal savings. Table 3 shows the types of chicken they sell and the %age of respondents who sell each type. Eighty % of respondents sell agric (broiler and layers), while the remaining twenty % sell local, indicating that the majority of sellers sell agric (broilers and layers). Table 4 shows that 10% of respondents are dealing with a financial problem, while 15% are dealing with a disease-related problem. Chicken mortality is a problem in 10% of the respondents' populations, while theft is a problem in 5% of them. 10% of them are dealing with the problem of low prices, and 50% are dealing with all of the problems listed above. The findings revealed that the majority of sellers are dealing with a variety of issues that are discouraging chicken sales. This finding is consistent with the findings of Olasunkanmi et al. (2013), who conducted a study on profit efficiency in poultry production in peri-urban Lagos, Nigeria.

## Conclusion

According to the study's findings, there are various types of chicken sold at markets, and the chicken is primarily sourced from rural farmers. It was determined that females are more prominent in business than males because the number of females in the market far outnumbers the number of males. Furthermore, the majority of marketers get their money from personal savings, which can come from their parents, future partner, husband, or other family members. It was also determined that the majority of chicken marketers engage in both agric (broiler, cockerel, layer) and local marketing (i.e. locally raised chicken). In terms of the literacy level of chicken sellers, the study found that the majority of those involved in chicken marketing cannot read or write, and only a few are literate. As a result of this research, it was concluded that the government should provide loans to chicken sellers in order to expand their market. Illiterate marketers should be educated on how to better transact their product in order to improve their standard of living, which could be done by extension workers. The government should also place more emphasis on poultry production.

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