



ASSESSMENT OF BUSHMEAT MARKETING IN OLUYOLE LOCAL GOVERNMENT, OYO STATE, NIGERIA

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ABSTRACT

*This study examined the bushmeat marketing in Oluyole Local Government Area, Oyo State, Nigeria. A well-structured questionnaire was administered to obtain information from thirty respondents using a simple random sampling technique. Data were analyzed using descriptive statistics. The result revealed that all bushmeat marketers in the study area were women (100%). Majority of the respondents were within the age range of 48 and 57 years (60.90%), married (96.70%) and had 21 and 30 years' experience (56.67%) in bushmeat marketing. Purchase pattern of the marketers indicated that the marketers sourced their goods from the both the hunters (100%) and village assemblers (43.33%) from within and outside the State. Individual consumers, retailers (56.67%) and hotels/restaurants (23.33%) patronized the bushmeat markets in the study area. And the most demanded bushmeat in the market was grasscutter (*Thryonomys swinderianus*). The major challenges facing the bushmeat marketing in the study area were inadequate capital to do the business ($X=2.48$), high transportation cost ($X=2.27$) and seasonality in supply ($X=2.13$). The study thus recommends a policy that will regulate marketing of bushmeat in the study area. Also, marketers should have access to credit facilities, and, bad roads should be repaired to reduce the burden of high transportation cost.*

Keywords: bushmeat, marketers, challenges, fresh, smoked

INTRODUCTION

Bushmeat is generally referred to as the meat from the wild. All species of wild animals, ranging from insect larvae through rodents, antelopes and monkeys are exploited for food (Ntiamao-Baidu, 1997). Nutritionally, bushmeat is an important source of protein for human, they contain less saturated fat and essential omega 3 fatty acid and rich in vitamins and some minerals (Oboye, 2017). Some people purchase and consume bushmeat as a luxury item or delicacy to be eaten during special events. Marketing of bushmeat provides a significant contribution to human livelihood, generates income for a large number of people including the hunters, traders and transporters both urban and rural areas (FAO, 2004). Trade in wild animal products, especially, bushmeat have been found to contribute to foreign currency earner in some African countries,

contributing significantly to the national economy and providing jobs for a number of people (Ntiamao-Baidu, 1997). Marketing of bushmeat could be a means of income generation for the traders, especially in Nigeria. Hence, the study was carried out to assess bushmeat marketing in Oluyole Local Government, Oyo state, Nigeria. The objectives are to examine the type and prices of bushmeat in Oluyole Local Government, Oyo State and identify the problems faced by bushmeat marketing in Oluyole Local Government, Oyo state.

MATERIALS AND METHODS

Study Area

The study was carried out in Oluyole Local Government Area, Oyo state, Nigeria. The Local Government is located in South Eastern part of the State and lies at latitude 7°23'47"N and longitude 3°56'0"E. The city covers an area of about 3,080

square kilometers with annual rainfall ranges from 100mm to 1500mm and average daily temperature of 24.1°C and 28°C. The target population was bushmeat marketers.

Sampling Technique and Data Collection

A random sampling technique was adopted to select the respondents for the study. The total of thirty marketers (40%) was selected from the list of seventy-five marketers provided by the Ifelodun Bushmeat Association, Oyo State Nigeria. Primary data were collected through the use of structured questionnaire administered to the respondents complemented with oral interview. Information obtained from the respondents include: socio-economic profile (sex, age, marital status, years and level of education), marketing information (years of experience in bushmeat marketing, purchase and selling prices etc) and challenges encountered in bushmeat marketing.

Data Analysis

Data were analyzed using descriptive statistics, market margin and marketing efficiency. Descriptive statistics (frequency, percentage and mean) were employed to describe socio-economic profile of the respondents and identify the constraints to bushmeat marketing. In order to identify the challenges faced in bushmeat marketing, the marketers were asked to indicate the severity of each problem on 3-point scale. The values were assigned to point as follows:

Very severe =3, Severe =2 and Not severe =1. The challenges were ranked based on the mean score.

RESULTS

Socio-economic Characteristics of respondents

Table 1 presents the socio-economic profile of bushmeat marketers in the study area. The result indicated that all the respondents were female (100%). Most of the marketers were married (96.70%) and within the age bracket of 48 and 57 years (60.90%). Furthermore, 47.80% and 40.00% of the respondents had primary and secondary education respectively while 16.70% had no formal education. About 56.67% are between 21 and 30 years in bushmeat marketing. On the basis of income, 36.70% of the marketers realized between ₦40,000 and ₦49,000 and about 26.70% made above ₦49,000 per month from the business.

Pattern of Purchase and Marketing Practices

Results in table 2 revealed that, 100% of the marketers were into full time marketing of bushmeat and belonged to bushmeat marketers association. The marketers sourced their goods from the both the hunters (100%) and village assemblers (43.33%) from within and outside the State. In term of patronage, individual consumers constitute 100% followed by retailers (56.67%) and hotels/restaurants (23.33%). All the respondents sell both fresh and smoked bushmeat.

Table 1: Socio-economic characteristics of respondents

Variable	Frequency	Percentage
Sex		
Male	-	-
Female	30	100.00
Total	30	100.00
Marital status		
Single	01	03.30
Married	29	96.70
Total	30	100.00
Age (years)		
28-37	04	13.33
38-57	06	20.00
48-57	19	63.33
58-67	01	03.34
Total	30	100.00
Educational level		
No formal education	05	16.70
Primary education	13	43.30
Secondary education	12	40.00
Total	30	100.00
Years of experience		
1-10	02	6.67
11-20	07	23.34
21-30	17	56.67
31-40	04	13.32
Total	30	100.00
Income per month(₦)		
10000-19999	04	13.30
20000-29999	07	23.30
40000-49000	11	36.70
Above 49000	08	26.70
Total	30	100.00

₦ is the naira; Nigerian currency; US\$1 = ₦355 as at the time of the study.

Table 2: Distribution marketers according to marketing practices

Variable	Frequency	Percentage
Mode of engagement		
Full time	30	100.00
Part time	-	-
Membership of bushmeat marketers' association		
Yes	30	100.00
No	-	-
^aSource of purchase		
Hunters	30	100.00
Village collectors	13	43.33
^aPlace of purchase		
Outside Oyo State	30	100.00
Within Oyo State	30	100.00
^aPatronage		
Wholesalers	05	16.67
Retailers	17	56.67
Hotels/restaurants	07	23.33
Individual consumers	30	100.00
^aForm of bushmeat sold		
Fresh	30	100.00
Smoked	30	100.00

^aMultiple answers allowed

Quantity and Selling Price of Some of the Bushmeat Sold Weekly

The types of species of bushmeat commonly sold in the study area were revealed in table 3. About eight major bushmeat were identified with the range of selling price for both fresh and smoked meat per week. According to the marketers, grasscutter (*Thryonomys swinderianus*) is

frequently demanded by consumers, and, the traders engaged in the sale of both fresh and smoked bushmeat (Table 3). Among the greater number of mammalian species found in the study carried out by Halidu, 2019 were grasscutter and giant rat. The big animals were sold in parts, while the small ones were sold whole.

Table 3: Quantity and selling price of some of bushmeat sold weekly

Wild animal species	FRESH	SMOKED
	Price range /unit (₦)	Price range /unit (₦)
Grasscutter (<i>Thryonomys swinderianus</i>)	2,000-10,000	3,000-11,000
Giant rat (<i>Crycetomys gambianus</i>)	500-1,500	700-2,000
Common gray Duiker (<i>Cephalophus spp.</i>)	6,000-25,000	6,000-30,000
Snake	500-2,500	500-3,000
Pangolin (<i>Manis spp.</i>)	3,000-9,000	3,000-10,000
Squirrel (<i>Protoxeryx spp.</i>)	500-1,500	700-2,000
Rabbit (<i>Orytolagus cuniculus</i>)	1,500-2,500	1,500-4,000
Bushbuck (<i>Tragelaphus sylvaticus</i>)	15,000-40,000	15,000-45,000

₦ is the naira; Nigerian currency; US\$1 = ₦355 as at the time of the study.

Challenges Faced by Bushmeat Traders

The challenges facing bushmeat marketing as highlighted in table 4 in order of severity were inadequate finance to do the business (X=2.48),

high transportation (X=2.27), seasonality (X=2.13), Low pricing (X=2.07), Inadequate supply (X=2.04), low demand for bushmeat by consumers (X=2.02) and lack of storage facilities (X1.35).

Table 4: Challenges faced by bushmeat traders

List of Possible problems	Very severe problem	Severe	Not severe	Mean score (\bar{X})	Rank
Lack of storage facilities	5(10.90)	9(13.00)	35(76.10)	1.35	7th
High transportation cost	17(37.00)	22(47.80)	5(10.90)	2.27	2nd
Inadequate funds	22(47.80)	24(52.20)	-	2.48	1st
Inadequate supply	3(10.90)	38(82.60)	3(6.50)	2.04	5th
Low demand for bushmeat by consumers	13(28.30)	21(45.70)	12(26.10)	2.02	6th
Low pricing	10(21.70)	29(63.00)	7(15.20)	2.07	4th
Seasonality in supply	8(17.40)	36(78.30)	2(4.30)	2.13	3rd

DISCUSSION

It is evident from the findings that all bushmeat marketers were female and married, indicating that women play a dominant role in bushmeat trading. In contrast to Ojo, *et al*, 2013, who reported a male dominated bushmeat market in the Northern part of Nigeria. The result corroborates the findings of Babalola and Oladipupo, 2018, who reported that majority of

bushmeat marketers were females. Most of the marketers were within the age bracket of 48 and 57 years (60.90%). This indicates that the respondents were mostly adults. The respondents (47.80%) had primary education and more than fifty percent had more than 21 year of experience in the business. This is an indication that the respondents had low literacy level and have experience in the business (Soaga *et al*, 2014;

Lameed and Alade, 2013 and Idumah *et al*, 2007). In term of income, bushmeat marketing is profitable as most of the respondents earned more than forty thousand naira monthly, implying that the business provided employment and served as a veritable means of livelihood to the marketers.

All bushmeat marketers engaged in full-time marketing and they all belonged to a single bushmeat marketers association available in the study area. This may be due to the fact that the association is formidable and the members derived some benefits from it. On the basis of source of purchase pattern, the bushmeat marketers sourced their supply directly from hunters and few from village assemblers. The village assemblers are actors along marketing chain who gather bushmeat directly from different hunters and later sold to the bushmeat marketers. These are referred to as village merchants called 'Alarobo' in native language (Babalola and Oladipupo, 2018). Also, in line with Bifarin *et al*, 2008 who reported that majority of bushmeat sellers in a part of Ondo state got their supplies from hunters. The marketers travelled to different places to get their stocks especially during raining season when the supply declines. They travelled long distances to purchase bushmeat, they go as far as Ogun and Osun States, about 50 and 120 kilometers respectively. This may impact the quality of

meat, transportation cost, the selling price and profit made by the marketers.

Information from the marketers in the study area showed carcasses were sold both fresh and smoked. However, the marketers preferred selling the carcass as fresh meat because it commands good prices. They process (smoke) bushmeat on request and as a means of preservation, when there is no sale. The weight of the animal reduces with smoking thus reduce price if not sold in time. Based on the challenges facing marketing of bushmeat, inadequate finance, high transportation, seasonal supply and low pricing constitute severe problems to the business. Seasonal fluctuation of supply and transportation challenges was also noted by Soaga *et al*, 2014.

CONCLUSION

The study revealed that bushmeat marketing was dominated by women and that the business was as a source of livelihood for the people in the study area. Transportation, financial constraints and seasonality were the major challenges faced by the marketers in the course of their business. In order to reduce the high transportation cost, government should construct more roads and repair the bad ones. And marketers should have access to credit facilities.

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