FACTORS ASSOCIATED WITH MARKETING OF POULTRY PRODUCTS IN ILORIN METROPOLIS, KWARA STATE NIGERIA

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Abstract

The study examined factors associated with marketing of poultry products in Ilorin metropolis, Kwara State Nigeria. Simple random sampling was used to select fifty percent of farmers from a list of registered poultry farmers obtained from Kwara State Agricultural Development Project (ADP) Ilorin. A total of sixty respondents were interviewed for the study.

Poultry products marketing in Ilorin include broilers (43.3%), spent layers (27.1%), cockerels (23.3%), eggs (27.1%), turkey (3.3%) and quails (10.0%). Marketing channels include; direct sales method at the gate of poultry farms or displayed in cages at market places, road side or lorry stations. Poultry products' marketing reaches its peak in Ilorin during festive seasons such as Christmas, Easter and Muslim festivals. Farmers employ strategies such as target and contract production in marketing their products. In conclusion, factors such as farm location, number and size of birds/eggs and time of production affect marketing of poultry products in Ilorin metropolis.

Keywords: Marketing channels, spent layers, festive seasons

Introduction

The poultry industry serves as a source of employment and a source of income to many people. It provides quick turnover on capital to investors. This has led to the setting up of commercial and many backyard poultry farms in Ilorin metropolis to contribute to the total amount of meat and egg production in the country.

According to Ayodele (2015), statistics from the Federal Office of Statistics and Food & Agricultural Organization indicate that 2Kg of beef and 4kg of eggs are available to the average Nigerian yearly. That is about 11 grams of egg supply per day when compared with the global accepted recommendation that one person take an egg per day. To address this protein problem, there is urgent need for massive production of protein based foods in Nigeria at prices that the average Nigerian can afford in view of the economic realities.One of the avenues to achieve the goal is through poultry farming which constitutes chickens, turkeys, geese, ducks, guinea fowls etc.

Poultry production as an aspect of livestockproduction is important to the biological needs,economic and social development of the people in anynation (Oladeebo and Ambe-Lamidi 2007). However, thecontribution of poultry production (meat and eggs) tototal livestock output increased from 26% in 1995 to27% in 1999 with an increase in egg production aloneaccounting for about 13% during the period (Ojo, 2003).The development of the poultry industry hasalso been described as the fastest means of bridgingthe protein deficiency gap prevailing in most of thedeveloping countries. The poultry industry, if properlyharnessed can also serve as a source of foreign earningscomplementing crude oil which

at present constitutesthe main source of foreign earnings in Nigeria (Thepoultry site news 2009).

Feeding on food of animal origin is probably the fastest economic and nutritional route to improvement in the nutritional status. Foods from animal origin have the capability of providing 35 g per capita of animal protein per day (Osei, 2003).Poultry is one of the main sectors where over 60% of animal protein is being derived. However, the increased growth rate experienced in this industry does not commensurate with the fast rate of growing population. Egg as an important poultry product is known to be acceptable to all people of all races, and the most widely demanded poultry product. The production of eggs has been the factor of the greatest economic importance in poultry production thus the marketing of this product cannot be over emphasized.

However, Ukagha (2003) opined that markets and marketing are a major driving force for the expansion of livestock production. What it does is that whatever is produced must find a market otherwise the level of production cannot be sustained. What is most needed is the development of infrastructure in livestock markets, abattoirs, processing plant and storage facilities together with price incentives. The ultimate objective of this measure is to position the livestock industry in Nigeria to compete effectively with the imported commodities from around the world.

Worldwide consumption of poultry produced over the years could increase if there were effective marketing strategies in place with respect to production and sales, the industry could continue to attract a lot more investments (Raha, 2001).In every business enterprise, it is always said that the production is not ended until the goods have reached the final consumer. This clearly underscores the fact that merely producing poultry birds and the other products is simply not enough because marketing is needed to make the cycle complete.

Objectives of the study

The broad objective of this study was to examine factors associated with marketing of poultry products in Ilorin metropolis, Kwara State Nigeria with the following specific objectives;

1. to identify the socioeconomic characteristics of poultry farmers in Ilorin metropolis;
2. to determine the adequacy of poultry products supply within Ilorin metropolis; and
3. to identify the major constraints of marketing poultry products in Ilorin metropolis

Hypothesis of the study

The following hypothesis was tested:

- There is no significant relationship between respondents' socio- economic characteristics and marketing constraints faced.

Methodology

Study area: The study was conducted in Ilorin Kwara State capital. Population for the study comprises of all those who are involved in the poultry business within Ilorin metropolis. This includes poultry farmers, egg sellers, live birds sellers, and poultry meat sellers in the community.A list of registered poultry farmers was obtained from Kwara State Agricultural Development Project (ADP) Ilorin. Fifty percent of the farmers were sampled for this study. The sampling frame is presented in Table 1.

Table 1: Classification of respondents and sample Size

Respondents Category (Poultry products)	Number	Sample (50%)
Layers and broilers	30	15
Layers and cockerels	40	20
Layers, cockerels and broilers	30	15
Live Bird Sellers, Egg Sellers and Other Sellers	20	10
TOTAL	**120**	**60**

Data for the study was obtained through the use of questionnaire. Data collected was subjected, to analysis using descriptive tools such as frequency counts, percentages charts and hypothesis was tested using appropriate inferential tools (Chi-square, Pearson Product Moment Correlation (PPMC).

Results and discussion:

Socio-economic characteristics of respondents

Age: Figure 1 showed that 28.3% of the poultry farmers were between 46 – 50 years of age. 21.7% of the poultry farmers were aged 50 years and above. The figure also revealed that 20.0% of the farmers were in the age bracket of 41- 45 years. While those between ages 36 – 40 years were 11.7%, age 31 – 35 years was also 11.7%. The lowest category of age falls between 20 – 30 years (6.7%). The mean age of respondents was 43years which means that the farmers were still young and in their productive years. Age is a crucial factor in agricultural production, as young, active and virile persons are expected to be more productive than old people. This is in line with Yinusa (1999) who observed that this age bracket (young people) contains the innovative, motivated and adaptable individuals. Ageing has an adverse effect on production in general.

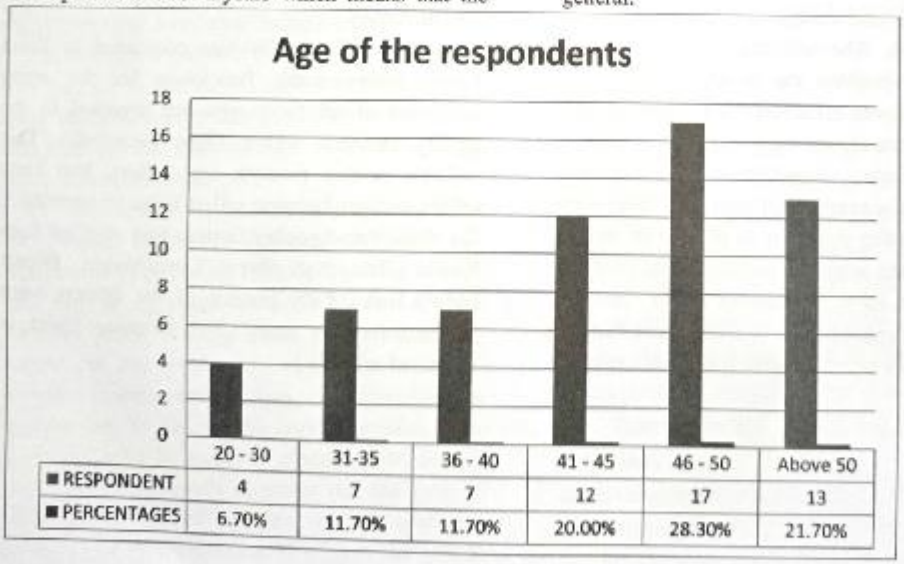


Figure 1: Age of the respondents

Gender of Respondents

Table 2 revealed that the majority of the respondents (55.0 %) were males while 45.0% were females. According to respondents, the poultry business is considered to be laborious and quite a risky venture, a lot of boldness and courage is therefore required before one can venture into it, and this explains why the industry attracts more males than females.

Table 2: Sex of the respondents

Sex	Frequency	Percentage
Male	33	55.0%
Female	27	45.0%

Educational Background of Respondents

Figure 2 shows that 51.7% of the respondents acquired tertiary education, 28.3% had secondary education while 1.7% acquired primary education and remaining 18.3% had no formal education. The education here only means formal education and not training in the poultry business. If over 80% of the respondents can read and write, then, the future of the poultry business is bright since players can easily adopt new technologies or can understand current challenges in the business especially in the area of marketing of the products, consumer preferences and choices. This will help bring about the needed improvement that is so dearly desired.

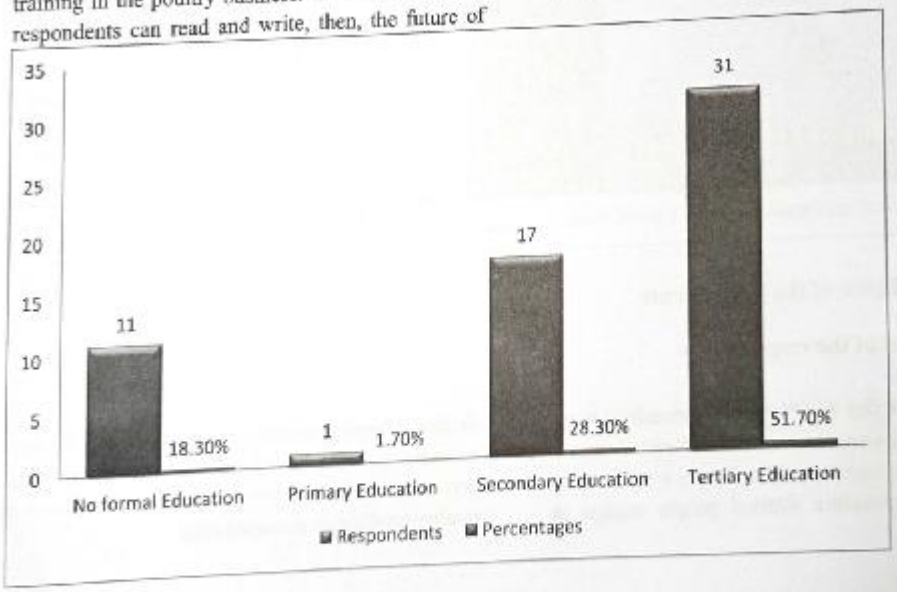


Figure 2: Educational qualification of the respondents

Religious Background of Respondents

Figure 3, indicates that 51.7% of the respondents were Christians, and 48.3% were of the Islamic religion. This result clearly indicates that unlike the swine industry, the poultry industry has no religious barriers or restrictions and therefore people from all religious background either consume the product or are involved in the poultry business in one way or the other. This also gives the poultry industry good marketing prospects since religion stimulates demand.

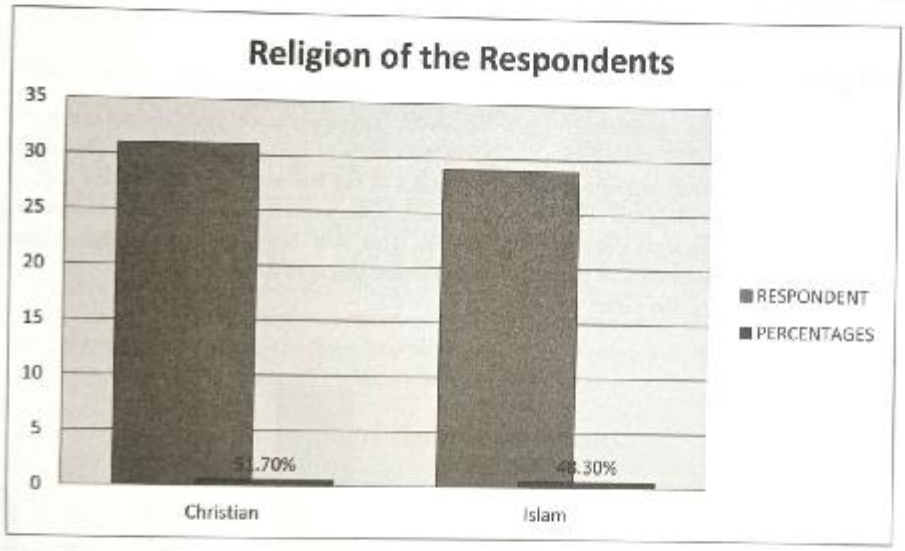


Figure 3: Religion of the respondents

Marital status of the respondents

Figure 4 shows that 81.9% of the respondents were married, 13.3% were single while 3.3% are divorced and 1.7% were widowed. Marriage is a measure of responsibility therefore married people engage in various income generating activities to cater for their households. This could be the reason for high percentage of married respondents' participation in poultry production and marketing.

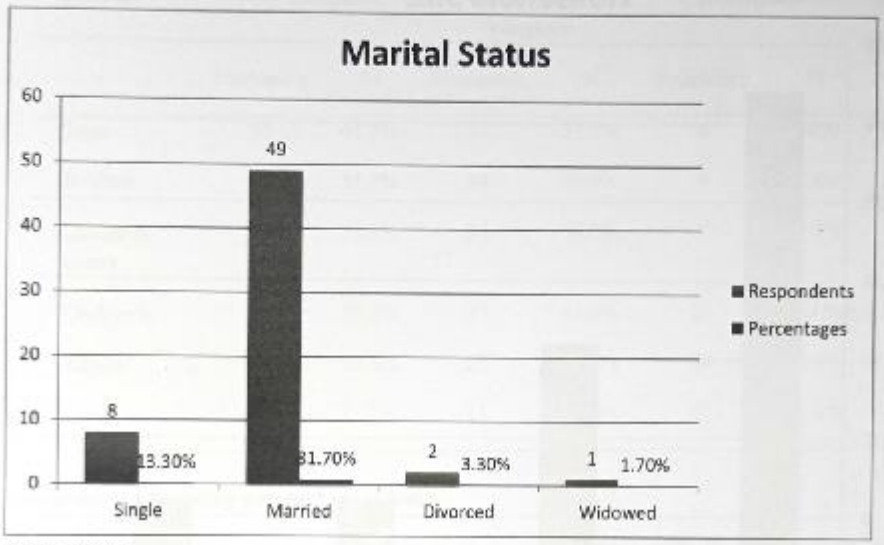


Figure 4: Marital status of the respondents

Household size of the Respondents

Figure 5 shows that 53.3% of the respondents had household size of between 2 – 4 members, 26.7% had between 5 – 8 household memberships while 10% had 9 – 12 and above 12 respectively. It implies that respondents with large family size would have more hands to work in their poultry farms which could help increase their output. Sonaiya (2007) stated that family poultry contributed 68.9% of the total poultry meat produced in Nigeria.

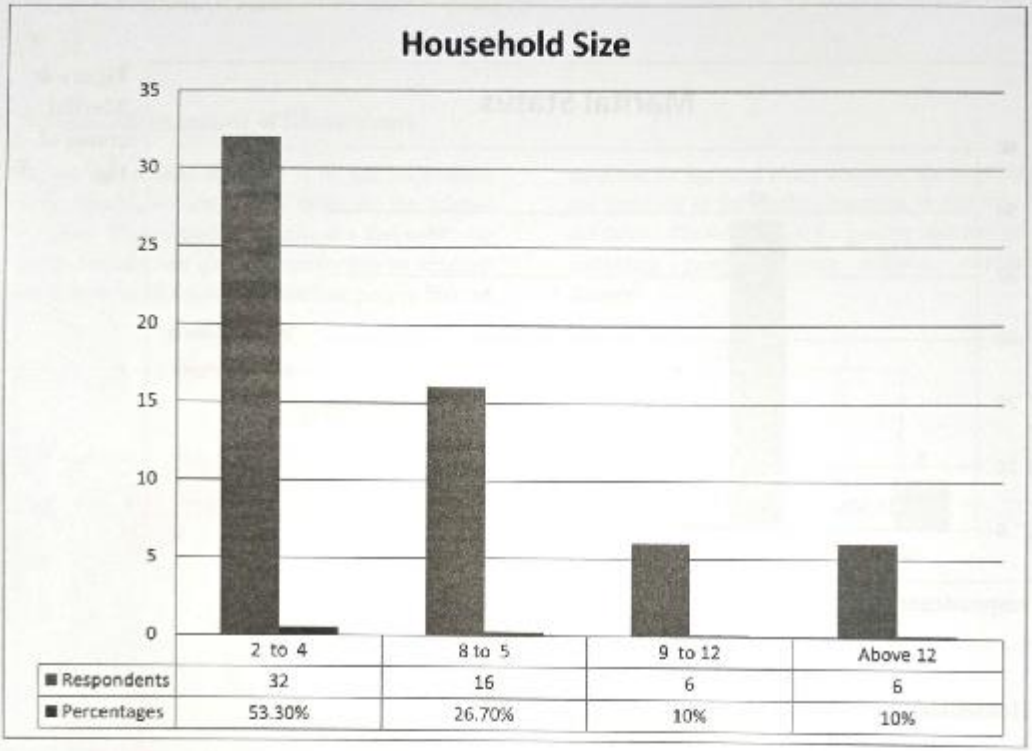


Figure 5: Household size of the respondents

Adequacy of poultry products

The result in Table 3 shows how adequate these poultry product are in Ilorin metropolis. Eggs, broilers and old/spent layers are considered adequate (Mean=1.55, 1.43 and 1.27 respectively). Cockerels and turkey are moderately adequate (Mean=0.85 and 0.75 respectively). Quails are inadequate in Ilorin metropolis (Mean=0.42)

Table 3: Adequacy of poultry product

Product	Very Adequate		Moderately Adequate		Inadequate		Mean
	Frequency	%	Frequency	%	Frequency	%	
Eggs	37	61.7%	19	31.7%	4	6.6%	1.55
Broilers	31	51.7%	24	40.0%	5	8.3%	1.43
Old/spent layers	23	38.3%	30	50.0%	7	11.7%	1.27
Cockerels	12	20.0%	27	45.0%	21	35.0%	0.85
Turkey	9	15.0%	27	45.0%	24	40.0%	0.75
Quail	7	11.7%	11	18.3%	42	70.0%	0.42

Constraints of poultry product marketing

Table 4 shows the challenges poultry farmers in Ilorin Metropolis faced before they are able to market their products. A majority of respondents (90.0%) indicated that cost of feeds is very severe, this results in high cost of production (75.0%) which then leads to pricing problems. This is in line with the findings of Tijani et al (2012) in a similar study in Maiduguri where cost of feeding ranked highest among constraints to egg production. Other challenges include distance to market (26.7%), marketing channels (23.3%) and weather (25.0%). Outbreak of diseases (16.7%) was not severe in the metropolis; this could be because these farmers were registered with the ADP. They have access to veterinary personnel who offer technical advice as well as provide extension services on poultry health and diseases. Egg gluts (20.0%) and power supply (10.0%) are also not severe in the metropolis. Oyeyinka et al (2011) and Aromolaran et al (2013) in separate studies however found that; inadequate capital, high cost of feeds, disease and pest attack followed by difficulty in credit and loan procurement processes were the most severeconstraints encountered by the farmers in their operations.

Table 4: Constraints to marketing of poultry products

Constraints	Severity					
	Very severe		Moderate severe		Not severe	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
High cost of feeds	54	90.0	6	10.0	-	-
Transportation	29	48.3	22	36.7	9	15
Cost of production	45	75.0	15	25.0		
Marketing price	30	50.0	15	25.0	4	6.7
Season/weather	15	25.0	27	45.0	18	30.0
Outbreak of disease	10	16.7	21	35.0	29	48.3
Distance to market	16	26.7	34	56.7	10	16.7
Marketing channels	14	23.3	32	53.4	14	23.3
Feeder Roads	19	31.7	25	41.7	16	26.6
Egg gluts	12	20.0	14	23.3	34	56.7
Unstable power supply	18	30.0	6	10.0	33	55.0

Relationship between respondents' socio- economic characteristics and marketing constraints faced.

The result of Chi-square analysis of relationship between selected respondents' socio-economic characteristics and constraints to poultry products marketing is as shown in Table 5 Sex (Chi-square=0.085, p=0.770), level of education (Chi-square=7.07, p=0.070) and household size (Chi-square=3.93, p=0.270) were not significantly related to constraints faced in poultry business. This is an indication that both men and women are faced with similar constraints in this business and that level of education does not affect the type of constraints faced. Respondents' household size (small or large) does not have significant implication on the constraints faced in poultry business.

Table 5: Relationship between Selected Socio-economic characteristics and constraints to poultry products marketing

Variables	Chi-square	Df
Sex	0.085	1
Age	12.65	5
Level of Education	7.07	3
Household size	3.93	3

Age (Chi-square=12.65, p=0.027) was significantly related to constraints in poultry business. This could be due to the fact that young people are more active and receptive to innovative marketing strategies or

due to age and long years of experience older farmers might have leant how to cope with such constraints.Table 6 shows the result of Pearson Product Moment Correlation showing analysis of relationship between age and constraints to poultry products marketing. It also reveals that age is significantly related to constraints in poultry business (r=0.282, p=0.039).Age is a crucial factor in agricultural production, as young, active and virile persons are expected to be more productive than old people. This corroborated the assertion ofYinusa (1999) who observed thatyoung people are innovative, motivated and adaptable individuals.

Table 6: PPMC table showing analysis of relationship between age and constraints to poultry products marketing

Variable	R	P	Decision
Age	0.282	0.039	S

Conclusion and Recommendations

The study revealed that poultry business in the metropolis is facedwith a lot of challenges such as increases in price of poultry feeds, distance to market, marketing channels and weather. Farmers in Ilorin metropolis are better placed to increase production based on their ability to overcome production and marketing constraints. Based on these findings, the following recommendations were made:

1. Farmers in the metropolis should draw marketing plans, conduct marketing research and upgrade skills in processing and packaging
2. Farmers should also find means of reducing cost of production such as compounding feeds instead of buying it in bags.

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