

THE PROBLEMS OF MARKETING MAIZE IN
NIGER STATE OF NIGERIA

(A CASE STUDY OF CHANCHAGA LOCAL
GOVERNMENT AREA COUNCIL, OF NIGER STATE)

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AUGUST, 2010

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**BEING A PROJECT SUBMITTED TO AGRICULTURAL
EDUCATION DEPARTMENT NIGER STATE COLEGE OF
EDUCATION**

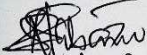
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AWARD OF NIGERIAN CERTIFICATE IN EDUCATION**

(N.C.E)

AUGUST, 2010

APPROVAL PAGE

This is certify that this project has been carefully read and approved by the below signatories as having met the requirement of the department of Agricultural Education of Niger College of Education, Minna for the award of Nigerian Certificate in Education


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DEDICATION

This project work is honourably dedicated to Almighty Allah and my entire family.

ABSTRACT

This study aimed at determining the problems of maize marketing in Niger State with reference to Chanchaga Local Government Area. Purposive sampling methods was used to select 100 maize marketers from five markets. Data collected for analysis include socio-Economics characteristics, Marketing costs and price of maize, transportation, source of market information, storage facilities and cost problems associated with maize marketing. Data collected were analyzed using descriptive statistics (frequently table, piechart and barchart). Marketing margin analysis was also carried out for the marketers, the result revealed that transportation problems (28.33%) Effects of middle-men (38.29%) standardization (48%) storage problem (18%) are the main problems examined by the respondents. Regarding the problems examined, various recommendations were made which, include provision of roads by the Government to ease transportation of goods and services, efficient measuring devices, creation of new markets and storage facilities should be put in place to facilitate marketing of maize marketing co-operatives societies must also be established to curtail the activities of the middle men. These recommendations, if adequate executed, will reduce the problem of maize marketers to the barest minimum.

ACKNOWLEDGEMENT

The completion of this project and the undertaking of the entire course has been made possible by God Almighty whose guidance and support enable me to go through the entire programme.

To start with, I must show appreciation to my project supervisor in person of Mallam Isah Shehu Nabara. Indeed he had contributed.

By given invaluable suggestion and encouragement throughout the period of writing this project.

My thanks also goes to the staff of Chanchaga Local Government Area Council of Niger State, and also the lecturers of Agricultural Education department for their contributions morally and academically.

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CHAPTER ONE (1)

INTRODUCTION

1.1 AGRICULTURAL IN NIGERIA

Nigeria is predominantly an Agricultural country. It is well known that farming is the least occupation in the world and indeed it remains till date. The traditional Economies, therefore, Agriculture constitutes the main sector of the economy; one in which the largest number of people or word population depends upon for a living. Agricultural is the longest employer of labour in our economy. It is the source of income or a majority of the population. It is a major source of raw materials to the Nigeria industrial sector, it plays a major and significant role in the overall economic growth and development of the country.

In the Literature, the origin of Agriculture is conventionally placed at the beginning of the Neolithic period or the more advanced period of the Stone Age. According to Saver (1995) by that period may seem to have mastered the intricacies involved in domestication of plants and animals as well as aspects of peasant and pastoral life. In spite of the pre-eminent position of the petroleum sub-section, especially in the area of income generation, today. Agriculture still remains the main stay of the Nigerian Economy. However, the common saying "it is not all that glitters, is Gold", applies here. Since we have had the experience of the "oil boom" of the 1970's the Nigerian Economy was dominated by the proceeds from the Agricultural sector, which include livestock forestry, crops and fishery sub-sectors. The trend of the contribution of Agriculture to the Gross Domestic Product in 19th show that Agriculture contributed about 60.73%. Olayide (1998), also indicated that Agriculture in Nigeria is in the hands of reasonable number of poor and un-educated farmers who grow crops largely on

small and scattered land holdings. Although, conditions are hard hand tough, the rural population manages to feed itself and manages to send some surplus to the cities as long as no major natural disaster strikes. For decades, Nigeria produced enough food and cash crops for the sustainability of her populace and even exported surplus to earn foreign exchanged before the discovery of crude oil. But have we considered what will happen if there is major drought or if more and more people in the rural area abandon Agriculture and migrate to cities for more profitable trade of petrol? And believe it or not, this is beginning to happen. It is against this background that one fears for Nigeria, having failed sector and related human resources.

(Emmanuel Onucheyo, 1988). Thus the gravity of the situation is exemplified by the fact that Nigeria, which was a major world producer of commodity like Groundnut, Cocoa, Palm oil, e.t.c. can no longer produce enough even for her domestic needs. In Cocoa production, the Nation used to produce about 15% of the world cocoa and was second largest producer of crops in the 1960's (Oluwasanmi 1966).

Recently, Nigerian has witnessed a rapid decline in Agricultural production. The Gross Domestic Production (G.D.P) was estimated to have recorded an annual growth rate in real term of 10.3% in 1976/1977 compared with the average of 7.6% recorded in 1970-1976 and about 5% in 1980's.

Igbeu, (1987) has traced the poor performance of the Nigerian Agricultural sector to certain endemic and improved problem these problems include among others inadequate loanable funds, poor production technology law, use of productive inputs, poor management and structural disequilibrium. If we must survive as a Nation, this is the time to carry out major restructuring of the Agricultural system and locate

Agricultural activities in the appropriate ecological zones which in addition to the improvement of Agriculture will enhance economic, social and political interaction amongst the people of Nigeria. The maladministration of Nigeria, from 1985 produced an Agricultural crisis, along with the political and socio-economic crisis. With the present state of Agriculture, Nigeria has no chance of survival. Nigeria, when it come into being, was founded on Agricultural money, if we must salvage it, we must so back to Agriculture. Democracy cannot be out stained on empty stomachs.

a Contribution to general economic through growth of agricultural and food production, in accordance with the growth of internal and external demand.

b Contribution through he transfer of resources (Labour and Capital) from agriculture to the other sectors of the economy, transfers which contribute to the overall growth if (and only if) the productivity of the transferred factors is higher in the non-agricultural sectors.

c Contributors to the earning of foreign exchange and to a stable balance of payments in so far as agricultural and food exports exceed imports. the foreign exchange generated by net exports can make it possible to impart capital goods needed for the modernization of the economy.

d Contribution to industrialization either through the provision of raw material to the agricultural food industries or through the purchase of the industrial goods thus stimulating industrial growth other roles played by agriculture are as a sources of food that is food security , since food is essential to survival and people are more emotionally secure and better off psychologically when they have food security.

Adyokunnur (1980) also defined a vital role played by Agriculture as the only source of rural income in Nigeria. He also shows that farmers in rural areas of Nigeria through are price tabers, and still increase their level of income during production season by selling crops harvested or by operated contact farming.

1.2 IMPORTANCE OF AGRICULTURE IN NIGERIA

It is of great importance to understand that Agriculture is not an isolated activity, but a complex set of inter-connected and interacting activities. Agriculture even in its traditional sense is by no means as simple as it may sound.

Agriculture plays a vital role in the economic development in the Nigerian economy. Arthur, (1975) emphasized the role of agriculture, by saying the "If agriculture remains stagnant, industry cannot grow" Emmanuel (1998) states that agriculture is the chief contribution to overall economic growth may be considered ass follows.

1.3 PROBLEM OF AGRICULTURE IN NIGERIA

Generally, Agricultural has been seen as very vital sector in any developed Economy such as United State, Canada, Australia, Britain e.t.c. However, the story is still the same in underdeveloped and developing nations like Nigeria. But deals with series of problems combating agricultural sector, its overall importance is still far fetched. some of this problems according to numerous authors of agricultural science books are highlighted below:

- i. Edaphic problems
- ii. Technological problems

- iii. Socio-economics problems
- iv. Institutional problems
- v. Other problems

i. **EDAPHIC PROBLEMS:-** This generally concerns soils condition in Nigeria, they may be in terms of soil infertility (Lack of soil nutrients), poor soil aeration, poor water holding capacity and poor topography. Guinea savanna soils are obtained from basement complex which are less favourable for arable cropping also topography enhances erosion and leaching of plants nutrients thereby depleting nutrients available for the growth of the crops.

ii. **TECHNOLOGICAL PROBLEMS:** Nigerian agriculture, is characterized by low level of technology, inadequate farm implements and machineries such as planters, harrowers, combined harvesters, these also include inadequate quantity and quality of farm inputs such as fertilizers, chemicals (herbicides, fungicide, insecticides) e.t.c. Technological problems also include lack of infrastructures such as storage, processing machines including silos, barn e.t.c. as well as good roads, farm power (electricity) and pipe borne water.

These, problems are as a result of inadequate research, inadequate funds, untimely supply of inputs and low level of production of farm machineries.

iii. **SOCIO-ECONOMIC PROBLEMS:-** These have to do with farmers level of education, conservative attitude of farmers, labour and low returns from farm production.

Most Nigerian farmers are not educated, less exposed have less contact with the outside world. These make it difficult for them to accept and adopt new innovations or practices. Hence they produce low yield which results into low income and poor standard of living.

iv. **INSTITUTIONAL PROBLEMS:-** These include

(a) Land tenure systems, these possess a serious problem in agricultural production as it involves sharing land base on ownership which could be inheritance, community, individuals, e.t.c. The land use act of 1978 has not been able to totally acquire all land for agricultural production

(b) Paucity of funds:- in vicious circle of poverty, credit is required to break the cycles so as to increase the production and income level of subsistence farmers. According to Adegeye and Dittoh (1985), credit this may be due to lack of collaterals and probably, unavailability of funds in the financial institutions. Also those who have access to credit can not get it at the right time, in the right amount and in the right form. Moreover interest charged by money lenders is highly exorbitant consequently agricultural production become difficult.

(c) Other institutional problems include marketing problems such as poor distribution channel, inadequate marketing facilities transportation e.t.c and inadequate extension. Services in regards to lack of personnel (extension agents) communication facilities and inadequate funds to execute extension programmes.

v. other problems: These include pest and diseases, drought, poor and ridiculous pricing of agricultural products.

1.4 HISTORICAL BACKGROUND OF MAIZE IN NIGERIA

Maize (Zea may) is one of the most important cereal crop that is well known in the country. It was introduced via dual entry in to Nigeria. It was probably introduced through the spin-Venice-Turley-Egypt route bringing maize subsequently disseminated along the Sudan corridor and more certainly through the Bahia-cap-cost Sao-Tome-Benin route resulting in the introduction of maize from Brazil. However, a group of flint varieties has developed in the North and a group of flour varieties has been identified in the South the their varieties were introduced through the coastal area, while the Northern flint maize come in through the Vile-Chad route (Agbola, 1979).

The report that the probability that maize crop was brought by Yoruba immigrants from audient Egypt to Ile-Ife was emphasized. This earlier migration on of the Egyptians to he city had been only fact known to show for the existence of maize in Southern regions of Nigeria hence maize was cultivated first in this Southern rain forest and derived savanna. It later spread to the far North through guinea savanna (Muller, 1952).

According to (Oyenuga, 1967) some areas such as kabba, Ibadan, Benue and Abeokuta produce were know to be the greatest producers of maize in Nigeria.

Moreover, Agbola (1979) reported that in 1970-1971, the westernly state were the leading producers of maize, accounting for 49% of the country's total production. The second important area of maize production in Nigeria is located in the heart of the cocoa zone in ife-Ijesa divisions.

(Agbola, 1979 reported that with the exception of parts of middle-belt area, systematic decline in maize production northwards is noticeable. The production of the crop in the

Northern part of Nigeria is sporadic, this may indicate the introduction of flint-maize from the Sudan Corridor probably failed to become established in Northern Nigeria (Agbola, 1979).

1.5 PROBLEM STATEMENT

Maize is one of the most important crop grown in the state in spite of the relative importance of the crop as far as food crop is in the state and particularly, where the study area is concerned, there is always a decline in the availability of the market. The production of maize in the stat has benefited from the advances in technology, such as introduction of high yield varieties application of fertilizers to prevent empty and scattered cobs and production extension services.

In spite of all these technological advances, the supply of this product is still relatively low. This could be visible in the number of flour mills and feed mills functioning in the study area. This may be due to lack of good marketing chain and channels for easy delivery of products. Since the product is produced by rural farmers, most rural areas lack motorable roads which could have facilitated the movement of produce in the markets.

Most maize harvested by farmers get bad or spoilt before they are marketed due to lack of storage facilities and good preservation techniques. This reduces the quality supplied by farmers to the market. It must be stated that farmers lack market. It must be stated that farmers lack market information and incase there is, it is usually irregular in its flow among farmers, marking and marketing of maize very difficult.

Therefore, the main target of this study is to see how the problem of marketing of maize will be corrected and provide farmers with the necessary materials and information on how to go about the problem of maize marketing in the state and particular the study area.

1.6 OBJECTIVES OF STUDY

The primary objective of this study is to determine the various problems facing maize marketing in Chanchaga Local Government Area and to suggest ways through which these problems can be addressed. However, specific objectives include:

1. To identify the problems of marketing maize in Chanchaga
2. To analyze the marketing structure of maize
3. To determine the marketing channel of maize
4. To examine marketing margin of wholesaler and retailers
5. To suggest solutions and make recommendation based on the result of the findings of study.

1.7 JUSTIFICATION

In recent years, price of maize has been on the increase though production is still on the increase but the supply in the market is relatively low. This is may be attributed to problems in the marketing structure, channels and a marketing chain in other words, the lower the price of maize and increase in the supply this study becomes inevitable. This project therefore become very vital in determining the best marketing system for maize and it's by-production, as well as making commodities available to consumers at

affordable prices and in the right amount. This study will also solve the problems of wastage by producing better Agricultural marketing system, through the provision of efficient chain of distribution, regular flow of information. Researchers and students will find the study as a guide in their various areas.

A BRIEF HISTORY OF MARKETING

Marketing is a continuous and changing part of modern business and the development of its processes reflect quite accurately in our daily life. It is the most active business activity being undertaken by the community production and consumption (Glover 1970).

Man has engaged in trade since the beginning of time. Exchange of goods and services in modern society essentially can be traced as far back as history. The most marked advances in the marketing field in America have occurred in the United States in the last 250 years.

The rapid expansion of the rail network, advances in both transportation and storage facilities, development of highway systems and the telephone among others have led to the present system of marketing.

But today, marketing has become a very important aspect of agriculture even though it has not all that much time ago. The marketing of agricultural products began with the farmer, with the packing of products to meet market demands and market products.

CHAPTER TWO

2.0 LITERATURE REVIEW

Maize forms an integral part of the daily diet of most Nigerians, especially North Central Zone. It also plays important roles in the socio-cultural lives, in several parts of the country.

2.1 A BRIEF HISTORY OF MARKETING

Marketing is a conspicuous and integral part of modern societies and the consequence of its processes reflect quite universally in our daily lives. It is the most evident business activity linking two base functions in the community-production and consumption (Olover 1990:1)

Man has engaged on trader or commercial throughout recorded history. Every aspect of modern society-marketing can be traced far back in history. The most important advances in the marketing systems however have occurred in the United State in the fast 150 years.

The rapid expansion of the rail network advances in both transportation and storage methods, development in highway systems and the airplane, among others have led to the modern system of marketing.

But today, marketing has become a very important aspect of agriculture even though it has not all that been successful. The marketing of agricultural products begin on the farm, with the planning of production to meet specific demands and market prospects.

2.2 AGRICULTURAL MARKETING AND ITS IMPORTANCE

Marketing means different things to different people with different perspective.

Marketing exists wherever buyers and sellers can be in touch with one another. It does not mean meeting face to face. The most important factors for market to exist are that the goods to be sold must exist. There must also be sellers and buyers and both must agree on a price (Adegeye and Dittoh, 1985).

Agricultural marketing, comprises of all the operations involved in the movement of food and raw materials from the farm to the final consumer. It includes the handling of the product at the farm, initial processing, grading and packing in order to maintain and enhance quality and avoid wastage. Arrangements to transport produce from the farm to local and Central Assembly points, and for subsequent distribution to consumers, are important features of marketing. Storage is another important feature also. J.W. Barker (1981), from his point of view said marketing at the simplest level might be assumed as the activity which takes place in the market. He sees marketing as the collective terms used to describe exchange between buyers and sellers who are attempting to maximize profit or subjective utility. Marketing may be thought of as simply the process of making good available for consumption. It covers all business functions, including decision making. Kohl (1985), defines Agricultural marketing as the performance of all business activities involved in the flow of Agricultural produce and services from the point of initial Agricultural production until they are in the hands of the final consumers. Marketing of agricultural produce as discussed by Abbif and Mekecham (1990), begins at the farm when the farmer plans his production to meet specific demands and market prospects. The concepts of utility are central in marketing. The primary role of an integrated

marketing system is to add form, place, time and possession utility so that the subjective satisfaction of the consumer is maximized (Kohl, 1985).

According to Barker (1981) and Adeggeye and Dittoh (1985), the characteristics feature of agricultural products are as follows:-

- a. High Perishability
- b. Bulkiness
- c. Seasonal supply
- d. Inelasticity of demand
- e. Subsistence productivity

All these affects the demands for Agricultural products and thus there in marketing. Maize is not left out of these characteristics and hence, its marketing is also affected.

The unique position of Agricultural marketing in the economy of any country is of paramount importance.

Adeggeye and Dittoh (1985), discuss the importance of Agricultural marketing and according to them, marketing is a necessity as a Nation develops in order to meet the demand and supply of commodities.

Dieter Elz (1987), stated that marketing of Agricultural products could be considered as a tool of developing policy and instruments for regulating and executing development process if farm productivity is increased through incentives provided by states and Federal Government and this turn leads to economic development. A system

by which, what is produced is distributed among consumers in general is important in attaining the desired level of economic development. Consequently, it can be rightly said that Agricultural marketing acts as a link between production, consumption and economic development.

Olayemi (1982), under-scored the initial importance of improved marketing as a strategy for generating and increasing food production and consumption. He found that Nigeria's food production cannot keep pace with demand and maintained that tackling the problem of improved marketing should act as one incentives for promoting farm production.

Also, Baten (1995), noted that improved marketing system will reduces consumer's price and increase the grower's share, thereby facilitating the sustainable development of food production and consumption.

2.3 MARKET AND MARKETING

A market is the set up of actual and potential buyers of a product (Kotler and Armstrong, 1944:10). The concept of a market arises from the concept of transactions. In the early simple and self sufficient economy, there was no exchange, thus no transaction and indeed no market. Man soon realized his in-adequacies with such a way of living and how to get rid of the surpluses produced. Decentralized exchange leading to the emergence of merchants located in a central are called a market palce.

Market is an area over which buyers and sellers negotiate the exchange of a wee-defined commodity. In Economics, market is a point at which the forces of supply and demand converge to establish a price, for an article of trade. It may be a physical

center, usually designed by the term "market place" or it may represent supply a group of interested buyers and sellers, who are scattered geographically and whose bid and offers set a price.

MARKETING

Generally, no definition perfectly describes the concept to which it refers. It is worthy to note that any definition is merely abstract description of a broad concepts. Like most developing disciplines, marketing has been continues to be defined in many way. Even the same authority may offer different definitions at different times.

According to Kotler (1984:10), marketing is human activity directed at satisfying needs and wants through exchange processes. Ten years later Kotler and Armstrong (1994:25) defined marketing as social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

Marketing is older than manufacturing. It came into existence as soon as men learned to exchange surplus crops, cattle and handicrafts.

Marketing is a broad range of business and individuals. It involves raw materials as well as finished products and goods in foreign trade as well as those marketed domestically. Half or even more of the cost of American goods result from marketing activities and as substantial fraction of the labour force is occupied in some phase of marketing.

The industrial revolution in the 18th and 19 centuries stimulated mass production and product specialization. Surplus goods then became available for distribution over greater distances and greater marketing itself became an enormous and complex

industry involved in the process of getting the right product to the right place at the right time to meet the demands of the market place.

The committee on definitions of the American marketing association defined marketing as the performance of business activities directed towards and incident to the flow of goods and services from producer to consumer or user. Marketing therefore, is made up on the one hand of such physical activities as transporting, storing and selling goods and on the other hand, of series of decisions that must be reached by any organization undertaking any part of the process of moving goods from the producer to the consumer.

Originally, however marketing stems from the Latin word "Mecari" meaning to ruck and barter. Marketing activities include merchandizing, the procedures through which companies pal products they intend to market, pricing the determination of how much money a buyer must pay to receive a product, transportation, the method used to move goods closer to the buyer in time and space; storage, the holding of goods at a point closer to the buyer.

Marketing is closely bound up with exchange process through which the needs and wants of consumers are aligned with the goods offered for sale by producers. When we give up some of our money, we expect to receive satisfaction in return. To some housewives it means shopping for food, to the farmer it stands for sale of his produce; some government officials may thinks of it as the discovery of foreign outlets for commodities produced in their respective countries.

Kohl (1985), define marketing as the performance of all business activities involved in the flow of goods and services from the point of initial government

production until they are in the hands of the ultimate consumer. The underlying idea is that production ends and marketing begin at the farm gate when the transfer of ownership take place.

Antinio (1968), observes that marketing is vital to the growth of the economy and it also plays a significant role in the demand for agricultural products. He said that complications arise from increase in Agricultural output without improvement in distribution.

Chapmsn and Carter (1976), define marketing as the process of moving the product from the producers to the consumer in a proper amount and form at the appropriate time and place.

Also, Baten (1995), noted that improved marketing system will reduce consumer's price and increase the grower's share thereby facilitating the sustainable development of food production and consumption.

2.4 MARKET STRUCTURE

Market structure simply means the characteristics of the market that determines the nature and extent of competition within the market. It is important to study market structure because; it influences market conduct which in turn, influence market performance.

The standard marketing structure could be explained as a description of the number and nature of competition in a market which tends to examine variable such as the number and size distribution of buyers and sellers, the degree of product differentiation and nature of barriers to potential participants (James 1968).

The characteristics that determine structure of the market include:

1. The number and relative sizes of buyers and sellers
2. Nature of products, i.e. degree of product differentiation.
3. Case of entry into or exist out of the market.
4. Knowledge about the market.

These characteristics according to Baba (2004), can be used to distinguish between various types of markets as hown below.

NUMBER OF FIRMS	NATURE OF PRODUCT	SELLERS SIDE	BUYERS SIDE
MANY	UNIFORM/STANDARDIZED	PERFECT COMPETITION	PERFECT COMPETITION
MANY	DIFERENTIATED	MONOPOLISTIC COMPETITION	MONOPOLISTIC COMPETITION
FEW	DIFERENTIATED	OLIGOPOLY	OLIGOPSONY
ONE	UNIQUE	MONOPOLY	MONOPSONY

He explained that most Agricultural products tend to move towards:

1. During harvest since demand and supply forces of market determine the price level but not compulsory perfect competitive market.

According to Adegeye and Dittoh (1985), market structure can be defined as certain characteristics of the market, which are believed to influence its nature of competition and process of price formation. However there is freedom of entry and exit from the

food trade and many factors are known to influence this (Olayemi, 1980). Such factors include, initial capital investment, availability of market facilities, government policies e.t.c.

As earlier stated, foodstuff market cannot be said to be perfectly competitive due to the activities of trade associations, which usually consist of traders. Handling similar types of commodities is quite complex (Adeyokunnun, 1969).

2.4.1 MARKETING PROCESS

Marketing process is normally carried out by marketing agencies such as rural assemblers, wholesalers, communication agents, retailers' e.t.c. many tasks have to be accomplished for a marketing process to be effective. These include the determination of demand for products, price of the products and close substitutes and income level of consumers.

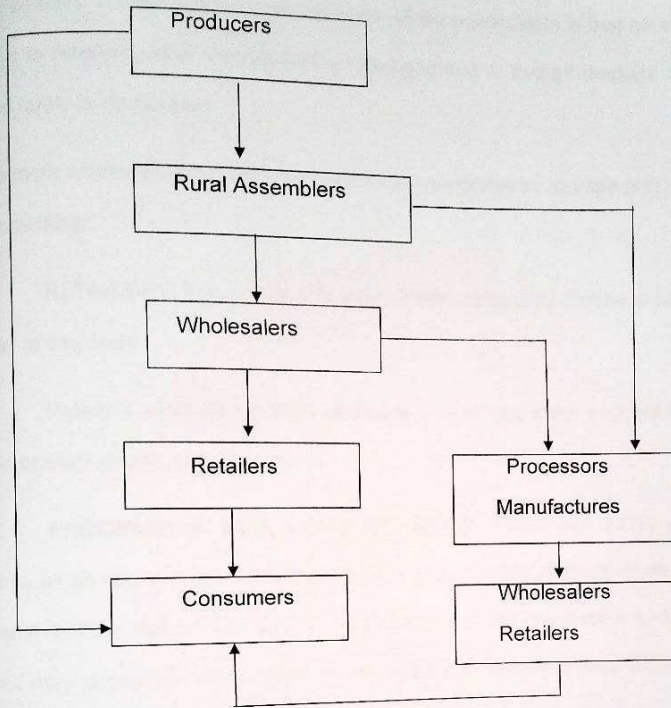
Another tasks that must be executed is the improvement of pricing and operation efficiency via advertisement and promotions and adoption of improved technology.

2.4.2 MARKET CHAIN

The marketing chain describes the succession of the market through which products pass until they have reach the consumer. The study of marketing chain reveals the relative importance of various markets or exchange parts in the marketing system, furthermore, the length of the chain has implications for the price paid by the consumer.

The larger the chain, the higher the price.

MARKETING CHANNEL FOR MAIZE



KEY ———> MAIN CHANNEL
.....LESS IMPORTANT CHANNEL

Sources: Baba (2004)

FIGURE 1

1. **THE ASSEMBLERS:** They buy products in small units or buy directly from the farmers or rural market and usually sell directly to consumer.

2. **WHOLESALE:** They buy produce from the farmers or from the rural assemblers. A distinguishing characteristic of the wholesalers is that he sells in bulk, he sells to retailers, other wholesalers in domestic and or foreign markets, manufacturers and rarely to consumers.

Normally wholesalers perform the function of transportation, storage and sometimes processing.

3. **RETAILERS:** Buy in bulk and sell in small unit usually directly to consumers on a day to day basis.

Retailers normally buy from wholesalers, they may store, sort, repack or process the product to suit consumer mind.

4. **PROCESSORS AND MANUFACTURERS:** These are mainly agric business firms which takes action to change form of the products example fruits and vegetable canners, flour mills, meat packers are example of the processors and manufacturers and may engage in other marketing activities. For instances they often act as buying agents in the producing areas.

The performance of the buying and selling function of marketing is in efficient due to non-usage of standard weights and measures. Middle men take advantage of this poor standardization to exploit both the production and the consumers (Fadipe 1995).

2.5 MARKET ORGANISATION

2.5.1 MARKET EFFICIENCY

Marketing efficiency may be defined based on individual perception of market. Some producers for instance farmers may see it as maximizing profit by selling at the highest possible prices, meanwhile, consumers view it as purchasing their goods and services at the relatively minimum price. Based on these views and their implications on production Adegeye and Dittoh (1985) defined marketing efficiency as the movement of crops and livestock from the producer to the consumer at the lowest cost consistent with the provision of the services consumers' desire.

Olayide (1969), made a comparative analysis of the transportation costs in Niger with U.S.A and he exposed transportation the inefficiency and backwardness of air transportation system. He concluded that 12% of Agricultural marketing cost is spent on transportation in U.S.A, while 30-60% of the same cost goes into transportation in Nigeria. Marketing efficiency may be categorized into two (2) (Kohls, 1967).

a. **ECONOMIC OR PRICING EFFICIENCY:** This implies carrying out marketing functions such as assembling, storage, research, processing, distribution and transportation of goods and services, at a minimum cost.

b. **TECHNICAL OR OPERATIONAL EFFICIENCY:** This is concerned with the physical handling (Processing, Storing, distribution, grading e.t.c) of the products.

Idachabe (1990), while discussing food policy in Nigeria, said that food policy must ensure that marketed food surplus is efficiently stored, processed and distributed. According to him, rural credits need to be completely revamped to reduce and eliminate rural indebtedness which compel farmers to pledge their produce or sell them before

maturity. The need to over-haul the distribution system through improved network of rural, federal roads, on farm and off farmer storage, dissemination of market information on the media in a language that farmers can easily understand, will go a long way in increasing food marketing system.

Efficient marketing would help to spread food production, bring down consumer prices of commodities and increase the producers' share in the consumer price. This will no doubt boost food production and consumption. Nigeria is undoubtedly blessed with abundant arable and fertile lands for cultivation. This is to say that there is area in Nigeria, where land is barren.

Adequate and conducive marketing arrangement is an important complement of the total Agricultural activities of a commodity. Unless the farmer can have the market and be driven out of produce, he will be depressed and driven out of production.

2.5.2 MARKET CONDUCT

Market conduct means how firms behave with respect to pricing and output policies as well as other competitive behaviour (Baba 2004). In other words, it refers to the market in which they buy or sell. It includes method employed by firms in determining price output, sales promotion-policies directed at altering the nature of the product sold and various selling tactics. Market conduct is largely influenced by market structure, whereas market performance is influence by market conduct.

2.5.3 MARKET PERFORMANCE

Market performance refers to the outcome of the market behaviour. In other words, they can be viewed as how will the food marketing system performs, what society expects from it. It is the end results of the actions of the market participants.

The main features used in assessing market performance are:

- a. The level of profit and margins.
- b. Scales and utilization of plants by firms.
- c. Scales and promotion casts.
- d. Character of product and progressiveness.
- e. Farmers share of consumer food naira.

Marketing performance is influenced by market structure and market conduct.

2.6 MARKET STRATEGIES

Mure (1977) defined marketing strategies as package of general plans, which the firm intends to use in designing, pricing, promoting, distribution and servicing its products in order that it any be able to maximize its profit. For an effective Agricultural product, marketing strategies are being developed in context combination, promotion and designing the distribution channel. Every market has leaders, challengers, followers and niches. Each category has a number of strategies open to it.

2.6.1 MARKETING MIX

Based on the definition of marketing mix, (Kotler 1972) said as the set of controllable variable, that the firm will use to influence the buyers response.

Marketing mix is of great importance and to determine the optional marketing mix, marketing programmes are designed specially.

According to Ikpi (1981), through the developing countries of the world, there is a noticeable lack of planned food system especially for the transportation of the Agricultural producers to the consumers.

He identified some problems under Nigerian transportation system such as inadequate availability and frequency of the use of transportation, high damage rate during transit, which leads to rejection of over 40% of the produce.

2.7 CONSTRAINTS TO MAIZE MARKETING IN NIGERIA

Maize marketing is facing some series of problems which account for the persistent increase in the price of the product as well as shortage in supply. There is no gain saying that Nigeria farmer produce a large quantity of maize annually which could feed the whole population but due to lack of market information this potential could not be fully harnessed.

Cuicy (1993), traced marketing constraints to poor storage and other marketing constraints to poor storage and other marketing facilities.

Inadequate improved storage facilities used by farmers has led to grams contributing increase in maize price. Transportation also posses serious problems, this could be

inform of bad road, lack of good road network, high cost of transportation, insufficient fuel and badly maintained vehicles or inadequate motor vehicle for transporting maize to the markets.

Nigeria, like other developing countries, pay particular attention to increase in food supply, while post harvest losses are mostly ignored or most times inadequately attended to. It is realized that increased food production alone, cannot solve the food shortage problem. The need for more food, therefore recognizes that farm supplies and operations, handling and distribution must fit together.

According to Goldberg (1996), not only most all parts of the food system itself must have strong infrastructure of transportation, credit, storage, communication, education as well as a stable political and social structure.

Our priority should be to save what has been grown and harvested for human beings

Fadipe (1990), in his work "Nigeria food marketing problem", explained that transportation problem has been compounded by the Naira devaluation effect on the foreign exchange market which has led to prohibitively high prices of new vehicles and spare parts.

Karugia et al (2000), stated that lack of capital and credit is still a major constraint to entry and expansion of maize marketing. They explained in their research as "The role of infrastructure and government policies in determining the efficiency", that more than 82% of traders do not get adequate credit because of high interest rates and stiff collateral requirement.

2.8 IMPORTANCE OF MAIZE

In the world today, maize is generally regarded as a very important dietary requirement and more so, its production, marketing and processing plays significant role in the economic development of any nation. Being a fact that energy is required for any work to be done, maize is energy given food which contains protein, vitamin B and minerals. Due to various field of utilization and processing, its importance cannot be overemphasized nutritionally and economically.

From the nutrition point of view, maize contributes majority as a source of carbohydrate, protein, good all vitamin B and minerals (Kling, 1998). All cereals tend to be low in lysine tryptophan and available calcium, maize is low in Niacin. In human food, form an integral part of most Nigerians, thereby ensuring their nutritional balance. It gives considerably, high calories. Maize, due to its world wide distribution and lower prices relative to other cereals, has a wider range of uses. Within the developing world, there are a number of countries where maize is a major staple food (Okoruma and Kling, 1997).

Maize production and large scale yields considerable income which forms an integral part of socio-economics in Nigeria. Most maize production is by peasant farmers whose resources are limited, thus leading to relatively low output. However, maize contributes largely to income earned by small scale farmers. Money generated from maize, helps farmers to satisfy some of household needs including nutritional, social and economic improvements.

Maize, is widely used in processing industries where they milled. Industrial use is categorized into wet milling and dry milling. Product of wet milling including corn starch, corn syrup, high fructose syrup, dextrose and corn oil, are used for livestock feeds,

baking powder, prepared mixes e.t.c. paper and textiles industries utilize starch. Maize is often used in infants food (baby confectionaries) and livestock feeds, for instance 80% of the maize grown in U.S.A is used for animal feed (Okoruma, 1997).

Employment opportunities are contributed to, by maize. This is usually through provision of jobs to farmers, maize marketers (who market the products as well as processors for instance Nutrend a baby food, is processed by Nestle). maize also contributes to Agricultural development through research and development. Due to its importance, maize and other cereals have an institute established for their development e.g. National Cereals Research Institution (NCRI) Badeggi, Niger State. This has brought about development of maize production and development of the location of the institute.

Furthermore, the significant role of maize as sources of foreign exchange cannot be over emphasized. This is usually through export of maize in U.S.A is well known for their high export of maize in U.S.A is well known for her high export process in maize.

This has also increased and expanded maize market.

2.9 MAIZE CONSUMPTION IN NIGERIA

In Nigeria, maize is mostly used for human consumption, dietary preferences, processing and mode of preparation affect the contributions of maize in human nutrition. Human being requires certain nutrient in their diet for good health. The minimum requirement has been met for six groups of nutrients:

- a. Carbohydrates
- b. Fats and oils

- c. Protein
- d. Vitamins
- e. Minerals
- f. Water (Khing 1998).

Digestion of carbohydrate, fats and proteins provides energy needs. The body stores energy in fats which can be utilized when calorie intake is sufficient to meet demand. The body does not have the capacity to store proteins and most vitamins in the same way that it stores energy in fat tissue. It is important to consume both the essential amount and the type of protein that we need daily. According to Khing (1998), two nutritionally disease associated with inadequate consumption of calories and or proteins are:

1. Marasmus
2. Kwashiorkor

Marasmus results from an inadequate intake of calories in the diet. A person suffering from Marasmus is emaciated, reduced to skin and bone.

Kwashiorkor occurs in young children who are fed largely on food high in carbohydrates at a time when their requirement for protein is relatively large. Food product most widely made from ground maize grain are in cooked paste or mush, eaten while still warm, and a thick beer of low alcoholic content (Okoruna, 1997).

Okoruma, (1979), revealed that tropical Africa countries have different dishes of maize which include maize fritters, whole maize cooked with beans, fermented and flavoured

maize starch parched or popped maize etc. Each country has one or more dishes that are unique to its culture. Examples are Ogi (Nigeria), Kenkery (Ghana), Koge (Cameroun), To (Mali), Injera (Ethopia), Ugali (Kenya), most of which are still traditional processed.

Consumption of maize is however affected by seasonality of the product. Some people eat fresh maize and this may not be available during dry season, thus making the consumption pattern also depends on variety as well as quality. It is also dependent on the economic and educational status of each family. Now that every thing has gone on his increase, income of the family determines the quality and quantity of maize to the consumer.

Maize and other cereals grains constitutes important sources of carbohydrates, proteins, vitamins B, and minerals (Khing 1998). It is therefore essential to eat foods that complement the protein and vitamins present in maize to provide a well balanced diet.

In some region, maize serves as the primary staple while in others maize is combined with other cereals.

Maize is the number one feed grain of the world including the developing countries.

Nigeria inclusive used extensively for many purposes industrialized countries show a high per-capital utilization of maize.

CHAPTER THREE

3.0 METHODOLOGY

3.1 INTRODUCTION

This chapter reviewed the area of study (Chanchaga), sampling techniques and sampling size, it also covered the method of data collection, method of data collection, method of data analysis, the scope, limitation and the problems of study.

3.2 DESCRIPTION OF THE STUDY AREA

The study area of this research is Chanchaga L.G.A Niger State. Niger State was carried out of the former North-Western states in 1976. It however came into being on the 1st April 1976. The state was constitutionally administered under Nine (9) Local Government Areas but now the state has twenty five (25) Local Government Areas. It lies between latitude 3^o.20 East and Longitude 8^o and 11.3^o North. It is bordered to the north by Sokoto State West by Kebbi State, South by Kogi State and South-West by Kwara State, Kaduna State and the Federal Capital Territory borders the state both to the North-East and South-East respectively.

The state has a common boundary with the republic of Benin along New-Bussa, Agwara, and Wushishi Local Government Areas. This has given rise to common inter-border trade between the two countries. Before the merger of Borgu Local government Area with the state in 1991, the 1963 National population census stood at 1,194,508 with the release of 1991 population figure by the Federal Government in 1992. Niger State has 2,482,367 people. As at 1998, the projected population of Niger State is 2,944,021 (Federal office of Statistics) 1998. Niger State covers a total land area of 83,226,779 square kilometers or about 8.3 million hectares, which represents 8% of the total land area of Nigeria.

About 85% of the land is arable like most alluvial soils, the soil in Niger State is the flood plain type and is characterized by considerable variations.

The soil is of two main types and it's the ku-soil has better water holding capacity.

Minna has an estimated population of about 244,761 as at 1991 (last census figure, 1991). Minna lies on latitude $9^{\circ}37'$ north and longitude $6^{\circ}33'$ east on a geographical base of undifferentiated basement complex of mainly quartzite and magnetite. The town enjoys a climate typical of the middle days. The mean annual rainfall is 1334mm (52 inches) with September recording the highest rains of 300mm (11.7 inches). The mean monthly temperature of highest in March (72°F). Minna lies in the intermediate savannah zone of the country and so specializes in crops such as roots and tubers, cereals like rice, maize etc. Legumes, seeds and nuts, fruits and industrial tree crops like. Other agricultural possibilities include inland fisheries, aquaculture, cattle, goats and sheep, rabbits, poultry, wild life and pigs. These features make Minna a good geographical location for agricultural production ventures.

3.3 SAMPLING AND TECHNIQUE

SAMPLING TECHNIQUE AND SAMPLING SIZE

The population of the research study include all maize marketers in Chanchaga metropolis.

There are different sections in the market, the maize sellers section was chosen and questionnaires were administered.

The sample size for the study is one hundred (100)

3.4 METHOD OF DATA COLLECTION

The data used for this study were mainly primary data; the data were collected through personal interviews, questionnaires and through the researcher's personal observation.

The data were collected on market information effect of transportation, storage, preservation, price determination, selling methods and problems arising from buying and selling of the product.

3.5 METHOD OF DATA ANALYSIS

The analytical methods used in this study are description statistics (tables, bar chart, frequency distribution and percentages) and marketing margin analysis. The analysis of the data was based on factors.

3.6 SCOPE OF THE STUDY

In order to ensure that adequate information was obtained for the study, the data used were collected after the harvest of maize to determine market condition with regards to seasonality of the product.

3.7 LIMITATIONS

1. Insincerity of some respondents, in giving information.

2. Most farmers' do not keep records, due to lack of records, it was difficult to estimate loss accrues in the causes of transit of the produce.

3. Some complained that their problems remained unsolved, despite previous research, so did not want to co-operate during the cause of data collection.

Despite all these reasons, I was able to achieve my objectives.

CHAPTER FOUR

4.0 DATA PRESENTATION AND ANALYSIS

This chapter is concerned with the presentation, analysis and the interpretation of data collected during the distribution of questionnaires.

4.1.0 SOCIO-ECONOMIC CHARACTERISTICS OF MAIZE MARKETS IN CHANCHAGA L.G.A

In this section, the various socio-economic characteristics of maize marketing's is being discussed, which directly or indirectly affect their marketing activities.

4.1.1 DISTRIBUTION OF RESPONDENTS BASED ON AVAILABILITY OF MAIZE MARKETERS

This shows a distribution of the respondents available in the various markets.

TABLES 4.1 NAMES OF MARKETS USED

S/N	NAMES OF MARKET	NUMBERS RESPONDENT	OF	PERCENTAGE
1	TUNGA	10		10%
2	CENTRAL	25		25%
3	KASUWAN GWARI	35		15%
4	MAITUMBI	15		15%
5	CHANCHAGA	15		100%
	TOTAL	100		

SOURCES: FILEDS SURVEY, 2010

Tables 4.1 shows that out of 100 questionnaires that were being administered in Chanchaga Local Government Area, Kasuwan Gwari has the highest number of respondent (35) while Tunga market has the lowest.

4.2 SEX DISTRIBUTION OF RESPONDENTS

This determines the distribution of male and female marketers, usually marketing is considered as a female occupation, but this study, shows that certain proportion of males are also involved in marketing.

TABLES 4.2 DISTRIBUTION OF RESPONDENTS BY SEX

SEX	NUMBER OF RESPONDENTS	PERCENTAGE
MALE	32	32%
FEMALE	68	68%
TOTAL	100	100%

SOURCES: FIELD SURVEY, 2010

TABLE 4.2: Illustrate the distribution of the maize marketers by sex. It indicates that 32% of the respondents are males while 68% are females. This shows that more females are involved in maize marketing when compared to their male counter parts.

4.1.3 AGE DISTRIBUTION OF RESPONDENTS

Age is a very important factors to be considered in determining the quality labour employed and the labour force prevalent in any given enterprise.

According to oxford dictionary, 1992. Age is the length of past life or existence of a past life. Age is also an important factor in determining the productivity of Agricultural marketing. The younger the marketer, the more productive the marketing and even the Agricultural production.

Aged marketers are some what inefficient in areas like organization, grading (sorting), storing, processing, handling, packaging and transportation of Agricultural commodities. Age distribution of maize marketers is presented below:

TABLE 4.3: AGE DISTIRBUTION OF RESPONDENTS

AGE GROUP (YEARS)	NUMBER RESPONDNETS	OF	PERCENTAGE
11-20	6		6%
21-30	29		29%
31-40	32		32%
41-50	31		31%
ABOVE 50	2		2%
TOTAL	100		100%

SOURCES: FIELD SURVEY, 2010

TABLE 4.3 revealed that modal age group 31-40, which is 32% of total respondents. 6% of the respondents are 11-20 years of age group. generally, young marketers constitute 67% of the total respondent, while respondents above 50 years make up 2%.

4.1.4 EDUCUIONAL LEVEL OF RESPONDENTS

Educational is a very important factors in Agricultural marketing. The table below show that 20% of all respondents have Qur'anic Education, while 3% have Post-Secondary Education.

TABLE 4.4: EDUCATIONAL LEVEL OF RESPONDENTS

EDUCATIONAL LEVEL	NUMBER OF RESPONDENTS	PERCENTAGE
PRIMARY	14	14%
SECONDARY	13	13%
POST-SECONDARY	3	13%
HIGHER EDUCATION	0	0%
ADULT EDUCATION	7	7%
QUR'ANIC EDUCATION	20	20%
NO EDUCATION	43	43%
TOTAL	100	100%

SOURCES: FILED SURVEY 2010

From the table 43% of the marketers do not have formal education, while of the respondents have higher or tertiary education 20% have Qur'anic education and 7% are educated via adult education.

Only 3% have post-secondary education, 14% went to primary schools and 13% have secondary education. However, the table revealed that larger percentage of the marketers are illiterate.

4.1.5 TYPES OF SELLERS

Marketing agents i.e. types of sellers explain the marketing function or activities performed by the market participants. It also reveals the determination of level of prices in the market.

TABLE 4.5 TYPES OF SELLERS

TYPES OF SELLERS	NUMBER OF RESPONDENTS	PERCENTAGE
WHOLESALER	27	27%
RETAILER	34	34%
WHOLESALER/RETAILER	39	39%
TOTAL	100	100%

SOURCES: FIELD SURVEY, 2010

TABLE 4.5 Shows that the maize sellers are mostly into wholesaling and retailing.

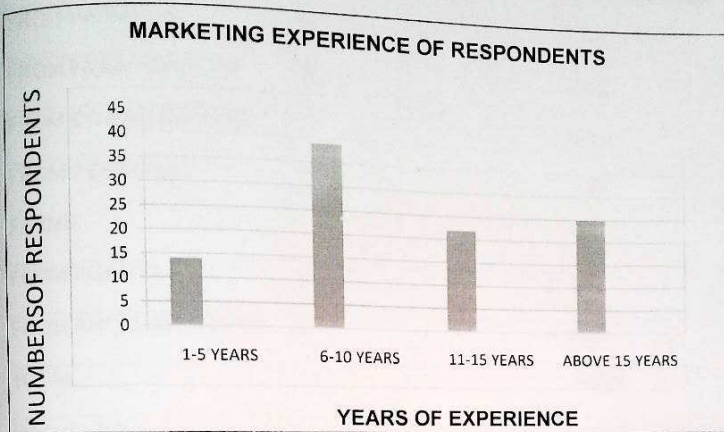
However, it may be said that the types of sellers found in the market are averagely the same in proportion revealed in table 4.5.

4.1.6 MARKETING EXPERIENCE

There is no difference in marketing experience is the best teacher one can have.

The marketing experience presents below is measured by the number of years spent a maize marketing.

FIGURE 1.1 MARKETING EXPERIENCES OF RESPONDENTS



SOURCES: FIELD SURVEY, 2010

YEARS OF EXPERIENCE	NO OF RESPONDNETS	PERCENTAGE
1-5 YEARS	14	14%
6-10 YEARS	39	39%
11-15 YEARS	22	22%
ABOVE 15 YEARS	22	22%
TOTAL	100	100%

Fig 1.0 shows the years of experience of marketers, the medal years of experience 6-10 years while marketers have been in marketing above 15 years are 25 of the total respondent. The numbers of years of experience determine the profitability of the market.

TABLE 4.6: SOURCE OF SUPPLY TO RESPONDENTS

SOURCES OF SUPPLY	NO OF RSPONDENTS	PERCENTAGE
FROM FARMERS	44	44%
FROM WHOLESALERS	22	22%
FROM CO-OPERATIVES	11	11%
FROM PERSONAL FARMS	12	12%
FROM AGENTS	8	8%
FROM ANOTHER STATE	3	3%
TOTAL	100	100%

From the table, it shows that 44% of the markets get their supply from farmers, 22% from wholesalers, while 3% obtain their own supply from other state.

Obtaining supply from farmers reduces the cost of transporting the product from the farm to the market may be more that offsetting the reduction by buying from the wholesalers.

4.1.8 METHOD OF GETTING CONTINOUS SUPPLY

Marketer must be able to get continuous supply of the product in their stores, enable the consumers have the product all year round.

TABLE 4.7: METHOD GETTING CONTINOUS SUPPLY

METHODS	NUMBER OF RESPONDENTS	PERCENTAGE
ITINERANT BULKING	5	5%
ADVANCE PAYMENT	11	11%
BUYING AND STORING	40	40%
BOOKING IN ADVANCE	35	35%
OTHERS	9	9%
TOTAL	100	100%

SOURCE: FIELD SURVEY, 2010

From the table 4.7, 40% get their continuous supply through buying and storing in large quantity, this requires additional storage cost like storage rent and cost preservatives, examples:- fumigants, 11% obtain theirs through advances payment which facilitates marketing activities only 5% obtain continuous supply by itinerant bulking either from farmers, middlemen, or wholesalers.

4.1.9 MODE OF TRANSPORTING PRODUCTS

Bulkiness, perishability and timely delivery are factors considered in determining the types of transportation amount of losses due damage and transportation costs are highly influenced by the mode of transportation employed in moving agricultural product.

TABLE 4.8 MODE OF TRANSPORTING PRODUCT

METHOD	NUMBER OF RESPONDENTS	PERCENTAGE
MOTOR VEHICLE (LORRY/BUS)	85	85%
HEAD PORTER AGE	7	7%
TRAIN	-	-
MOTOR-CYCLCE	5	5%
OTHERS	3	3%
TOTAL	100	100%

SOURCE: FIELD SURVEY, 2010

50% of the marketers transport their product by using bus while 35% use lorry, only 7% use head porter age , 5% use motor-cycle to transport produce.

4.1.10 PROBLEMS OF TRANSPORTATION

Marketers are associated with different types of problems during transportation of their produce.

PROBLEMS	NUMBER RESPONDENTS	OF	PERCENTAGE
NO MOTORABLE RAOD	5		3.85%
MOTORABLE BUT BAD RAOD	36		27.69%
INSUFFICIENT VEHICLE ON THE RAOD	20		13.38%
HIGH COST OF TRANSPORTATION	69		53.08%
TOTAL	130		100%

SOURCE: FIELD SURVEY, 2010.

N.B - MULTIPLE CHOICES

From the table above, high cost of transportation of the most important is the most important problem of marketing agricultural products, it constitute 53.03% of the problems. This leads to high cost of agricultural produce that is the more the transportation problem the higher the cost price of goods in the market.

Motorable but bad road constitute 27.68%, which also is a scanious problem, because transportation system is the most effective method of developing and area, white no motorable road constitute 3.85% of the problems as such, the far villages are not connected to where farmers can get their products toe the market center. High cost of petroleum product is another big problems agricultural marketing is facing.

This is accordance with Famoroti (1963) who observed that most feeder roads are unfaced, narrow, poorly drained and winding.

4.1.11 MARKET FACILITES AVAILABLE IN THE MARKET

For successful marketing operation, market facilities are great importance operation of market facilities can lead to reduction in the market cost and increase in the marketing efficiency.

TABLE 4.10 MARKET FACILITES PRESENT IN THE MARKET

FACILITIES	NO OF RESPONDENTS	PERCENTAGE
LOCABLE STORAES	43	10.02%
OPEN STORES	57	13.29%
OPEN SPACE	73	17.02%
CANTEEN	22	5.13%
TOILET	52	12.12%
POST OFFICE	16	3.73%

IN SHOP	58	58%
TOTAL	100	100%

SOURCE: FIELD SURVEY, 2010

From 4.12, it reveals that 58% of the marketers store their products in their products in their shops while 2% store it in silos at home. 18% stores maize on concrete floor and 10% use drums, also the study reveals that only 12% use Jute bags. It can be deduced that most marketers have access to shops.

4.1.4 GRADING

Baba (2004), referred to grading as separation or sorting of goods into different classes for particular end uses with different grades prices differently. Kohl (1968), identified grading as one of the important marketing functions which compliment processing and storage. Different factors may be used for grading.

4.1.12 POSSESSION OF STORE

TABLE 4.11 POSSESSION OF STORE BY MAIZE SELLERS

MOTIVATIONS	NO OF RESPONDENTS	PERCENTAGE
YES	77	77%
NO	23	23%
TOTAL	100	100%

SOURCES: FIELD SURVEY, 2010

TABLE 4.13: GRADING

GRADING	NO OF RESPONDENTS	PERCENTAGE
YES	100	100%
NO	0	-
TOTAL	100	100%

SOURCE: FIELD SURVEY, 2010.

The table reveals that all respondents grade their product. This could be because of tastes and different choices as well as income level of the consumers.

4.1.15 BASIC OF GADING

Some marketers price their goods differently due to many factors after grading. The grading must based on quality, varieties, colour etc. Those basis are also applicable to maize. The factors upon which the maize marketers base their grading is presents on table below.

TABLE 4.14 BASIS OF MEASUREMENT GRADING

BASES	NO OF RESPONDENTS	PERCENTAGE
QUALITY	40	20%
VARIETY	39	39%
COLOUR	11	11%
OTHERS	10	10%
TOTAL	100	100%

SOURCE: FIELD SURVEY, 2010.

Tables 4.15, shows that 40% of the respondents use quality as a yardstick, while 11% use colour, some 39% of the marketers apply variety and only 10% use other basis.

This means quality and variety (either local or hybrid) are commonly used, this may be due to taste of the consumers.

4.1.16 UNIT OF MEASUREMENT USED BY RESPONDENT (STANDARDIZATION)

Unit of measurement varies with markets; those normally cause variation in pricing. This is one of the marketing problems as some marketers adjust the standard unit to realize more profit, thereby cheating the farmers and consumers. The units of measurement used by respondents are shown in the table below.

TABLE 4.15: UNIT MEASUREMENT

UNIT OF MEASUREMENT	NO OF RESPONDENTS	PERCENTAGE
COBS	10	10%
MUDU	48	48%
BAGS	36	36%
OTHERS	6	6%
TOTAL	100	100%

SOURCE: FIELD SURVEY, 2010.

The table reveals that 48% of the respondents sell their products (maize) in mudu while 6% use other means. Also, 36% of the marketers use bags and 10% sells in cobs. This implies that some of the marketers sell fresh maize (maize in cobs) while other sell grains.

However, differences in units could be as a result of amount purchased by consumers and the type of functions the marketers perform (wholesaling, retailing or both).

4.1.17 METHODS OF SELLING PRODUCTS

This may be done in situ or may involve moving from one place to another. They have considerable effects on marketing costs as well as marketing efficiency. The table below gives the various methods through which the respondents dispose their goods.

TABLE 4.16 METHODS OF SELLING PRODUCTS

METHODS	NO OF RESPONDENTS	PERCENTAGE
HAWKING	11	11%
IN MARKET STALLS	67	67%
BOOKING AND SUPPLYING	20	20%
CONTRACT	2	2%
TOTAL	100	100%S

SOURCE: FIELD SURVEY, 2010.

The table above shows that 67% of the respondents exchange the goods for cash in market stalls and 11% hawk their products. Also, 2% sell by booking and supplying, while only 2% sell on contracts. This means that selling in market stalls is the commonest method. this may be due to the need for efficient storage required for maize and availability and affordability of market stalls.

4.1.18 DETERMINANTS OF SELLING PRICE

Price of a commodity is usually by some factors. It is usually a function of marketing cost, cost price, effect of market association as well as consumer bargaining power.

Prices charged by most sellers is just enough to meet the cost price and leaves good margins to cover the functions performed and profit. The determinants of selling price as high lighted by maize marketers are given in the table below.

TABLE 4.17: DETERMINANTS OF SELLING PRICE

PRICE DETERMINANTS	NO OF RESPONDENTS	PERCENTAGE
OTHERS PRODUCERS	38	21.4%
MARKET ASSOCIATIONS	45	25.42%
CONSUMER BARGAINING POWER	28	15.82%
MARKET COST	54	30.51%
OTHERS	12	6.78%
TOTAL	177	100%

SOURCE: FIELD SURVEY, 2010. (MULTIPLE CHOICES)

The table indicates 30.51% of the respondents and their price dictated by marketing cost, 15.82% agreed to the bargaining power of the consumer, while 6.78% have their prices determined by other factors. Market associations and producers dictate price for 25.42% and 21.47% of maize sellers respectively. This implies that prices of maize in the market is a function of so many factors as indicated above.

4.1.19 MARKETING INFORMATION

Marketing information is an important function of marketing, which it a marketer may be working in the dark, as it supplies knowledge of supply, demands and changes in prices in different market at different times. Buyers and sellers need adequate information about the market to make rational decisions. However, the table below reflects the sources of market information of the respondents.

TABLE 4.18 MARKET INFORMATION

SOURCES OF MARKET INFORMATION	NO OF RESPONDENTS	PERCENTAGE
CO-SELLERS	82	31.78%
MARKET ASSOCIATION	52	20.16%
PERSONAL ENQUIRY	28	10.85%
MEDIA	22	8.53%
GOVERNMENT	34	13.18%
OTHERS	40	15.50%
TOTAL	258	100%

SOURCE: FIELD SURVEY, 2010. (MULTIPLE CHOICES)

It could be gathered from the table above that 31.78% of the marketers source information from co-sellers, 8.53% from media (Radio, Television and newspaper) and 10.05% get information by their Association.

Government finishes 13.18%, while 15.50% use other means. This implies that majority of the respondents still rely on themselves for information, thus Government intensifies their efforts in disseminating information on the availability and marketing of maize.

4.1.20: CAUSES OF PRICE FLUCTUATION

Price fluctuation is usually caused by factor beyond the control of the marketers. The causes of fluctuation in price of maize as given by the respondents are presented below.

TABLE 4.19: CAUSES OF PRICE FLUCTUATION

CAUSES OF PRICE FLUCTUATION	NO RESPONDENTS	PERCENTAGE
SUPPLY IN THE MARKET	78	
SUBSTITUTES AVAILABILITY	60	37.14%
PURCHASING POWER	24	28.57%
QUALITY OF THE PRODUCT	33	11.43%
OTHERS	15	15.71%
TOTAL	210	100%

SOURCE: FIELD SURVEY, 2010. (MULTIPLE CHOICE)

From the table, supply is determined by 37.14% of the respondents as the main cause.

Fluctuation in market supply could be due seasonality of the products. 15.71% of the maize marketers have price change as a result of quality differences. 28.57% pointed availability of substitutes, while 11.43% have price fluctuation resulting from purchasing ability of the consumers. Other factors accounted for 7.14% of the respondent price.

4.1.21 MEMEBERSHIP OF CO-OPERATIVE SOCIETY

Co-operative society is a business organization owned and controlled by member patrons established to benefit the members by producing services for them. There are different y/types of co-operative existing today, they include producers co-operative, consumers co-operatives, marketing today, they include producers co-operatives, consumers co-operatives, marketers co-operatives etc. just to mention a few. Marketing co-operatives society is very common in Nigeria among the marketers.

TABLE 4.20 MEMBERSHIP OF CO-OPERATIVES SOCIETY

MEMBERSHIP	NO OF RESPONDENTS	PERCENTAGE
YES	68	68%
NO	32	32%
TOTAL	100	100%

SOURCE: FIELD SURVEY, 2010.

The total reveals that 68% of the marketers belong to one society or the other, while 32% do not. Also, the study further revealed that 60% benefited from the association in terms of loan advances, 22% benefited from thrift and credit services and 15% of the members gained from collective bargaining. One may deduce that membership will increase in the subsequent years when others who are members thriving well in business.

4.1.22 EFFECTS OF MIDDLE MEN

Middlemen are the market participants who perform merchandizing and other functions to ensure free flow of goods from the producer to the consumer.

They normally including rural assemblers, wholesalers, retailers to mention a few. their functions add values to the product, thereby increasing the price of a commodity, maize is not an exemption.

TABLE 4.21: EFFECTS OF MIDDLEMEN

EFFECTS	NO OF RESPONDENTS	PERCENTAGE
HOARDING OF PRODUCTS	67	38.29%
HIGH PRICES	75	42.86%
OTHERS	33	18.86%
TOTAL	175	100%

SOURCE: FIELD SURVEY, 2010. (MULTIPLE CHOICES)

Effect of middlemen in maize marketing are shown in the table above. The table indicates 38.29% of the respondents complained that they cause scarcity of maize due to amount of hoarding the products while 42.86% mentioned subsequent increase due to scarcity of maize due to amount of hoarding he products while 42.86% mentioned subsequent increase due to scarcity. However, 18.86% acknowledge their importance in ensuring availability of maize through the year round.

This could mean that middlemen cannot be eliminated from the market but there is need to check their activities.

4.1.23 PROBLEMS ENCOUNTERED IN BUYING AND SELLING

Problems are inevitable in business. They are the challenges market participants face on their way to attain profit maximization. These problems are general but may sometimes vary due to location, market, as well individual marketer's action.

TABLE 4.22: PROBLEMS OF MARKETING MAIZE

PROBLEMS	NO OF RESPONDENTS	PERCENTAGE
TRANSPORTATION	68	28.33%
PRESENCE OF MIDDLEMEN	41	17.08%
INADEQUATE MARKET	33	13.75%
LACK OF INFORMATION	38	15.83%
DIFFERENT MEASUREMENT DEVICES	40	16.67%
OTHERS	20	8.33%
TOTAL	240	100%

SOURCE: FIELD SURVEY, 2010. (MULTIPLE CHOICES)

The table above reflects those problems the respondents are facing in marketing process, 28.33% of the respondent encountered transportation problem which varies from lack of motorable, inadequate vehicles to like in transportation fare.

Transportation problems constitute the larger percentage maize marketers face. This could be attributed to the fact that most production takes place in the rural areas which often lack motorable roads or having no roads at all. Activities of the middlemen pose serious problems to 17.08% of the marketers. These problems vary from place to place and they include hoarding high price and their general explanatory behaviour of middlemen through ensuring continuous availability of the product in the market; they charge a margin higher than the functions performed in the marketing channel.

Moreover, 13.75% of the respondent maintained there have been inadequate market opportunities. This does not allow good market price. This is consequent of concentration of maize marketers in few available markets. This affects the marketers greatly and even the farmers.

Also, 15.83% of the respondents lack information about the product. the market information lacked include demand and supply of maize, price change, perishability, seasonality etc. among others.

16.67% of the respondents face the problems of variation measuring standards as a result of different measurement devices used. This greatly affects the profitability of the marketers. Differences in weighing balance, inaccurate measuring devices etc. constitutes a great problem retarding the efficiency of marketing.

Other constraints such as storage cost, co-operative changes and packaging among others affect 8.33% of the marketers.

4.1.24 IMPROVING MAIZE MARKETING

The respondents After identifying their problems were asked the areas they needed improvement, so as to maximize marketing efficiency. Their suggestions were related to provision of linkage between product (sellers) and consumers (buyers), creation of markets, among others.

These suggested improvement are prepared and represented in the table below

TABLE 4.23

IMPROVEMENT	NO OF RESPONDENTS	PERCENTAGE
PROVISION OF GOOD ROADS	66	23.32%
CREATION OF MARKET	59	
EFFICIENT MARKET INFORMATION	61	20.855
EFFICIENT MEASUREMENT DEVICES	54	21.55%
OTHERS	43	19.08%
MULTIPLE CHOICES	288	15.19%
		100%

SOURCE: FIELD SURVEY, 2010.

Good roads (23.32%) of the respondents are revealed by the table suggested construction and maintenance of roads. this will likely facilitates smooth running of marketing process and thereby reduce marketing cost and price change by marketers. more vehicles will ply the roads if they are in good condition.

Creation of market (20.85%), this involves creating new markets and enlarging the existing market, 20.85% of the respondent pointed out this improvement.

This will help in making maize available to consumers at the time required and at affordable price.

Efficient market information (21.55%) market information is very vital for effective marketing, lack of information usually causes imbalances in demand and supply of agricultural products, maize inclusive, providing the maize marketers information on availability of maize and place of demand will increase the rate of change of goods and services (i.e buying and selling). This on one hand also will reduce marketing cost as well as other associated costs.

Standardization of measurement (19.08%)

19.08% of the marketers agreed the fact that measuring devices should be standardized and must be universal. The issue of using mudu in one market and relatively smaller type in the other should be eliminated. This will serve a special purpose in bringing sanity to the marketing system. Other 15.19% of the maize marketing mentioned other ways through which marketing process can be improved. These include the provision of loan to marketers, provision of structures among others. These, if provided will go a long way in improving the standard of maize marketing.

4.1.25 MARKETING MARGIN

Marketing margin can be viewed as the difference between the price paid by the consumers (retail price) and that received by the producer (firm price).

Marketing margin consist of charges made by middlemen for services rendered as the product moves through the marketing system. Thus it consist of the marketing cost, s well as profit, those services include, level of processing required, storage, transportation, grading and sorting.

TABLE 4.24(a) and (b) shows the distribution of marketing margins between the wholesalers and the retailers in Minna, Kasuwan Gwari marketing using price comparison approach i.e. marketing margin = selling price(N) – cost price (N).

Table 4.24(a) marketing margin of wholesalers and retailers in Kasuwan Gwari Minna, market during the on-season and off-season of maize produce.

MAIZE GRIANS

ON-SEASON

WHOLESALEERS

RETAILERS

TYPE	COST PRICE	SELLING PRICE	MIDDLE MEN	TYPE	COST PRICE	SELLING PRICE	MIDDLE MEN
YELLOW MAIZE BAG	N2,300	N2,600	N300	YELLOW MAIZE	N2,600	N40 (40X70) N3,000	N4000
WHITE MAIZE BAGS	N1,600	N1,800	N200	YELLOW MAIZE BAG	N1,800	N30 (30X75) N2,250	N450

SOURCES: FIELD SURVEY, 2010

WHOLESALEERS

RETAILERS

TYPE	COST PRICE	SELLING PRICE	MIDDLE MEN	TYPE	COST PRICE	SELLING PRICE	MIDDLE MEN
YELLOW MAIZE BAG	N2,800	N3,500	N700	YELLOW MAIZE	N3,500	N60 (60X75) N4,5000	N1000
WHITE MAIZE BAGS	N2,500	N3000	N500	YELLOW MAIZE BAG	N3,500	N50 (50X75) N3,700	N750

SOURCES: FIELD SURVEY, 2010

MAIZE IN CROPS

Marketing margin of wholesalers and retailers in Chanchaga Local Government marketers during the peak period and low sale of maize.

WHOLESALEERS

RETAILERS

QUANTITY	COST PRICE	SELLING PRICE	MIDDLE MEN	QUANTITY	COST PRICE	SELLING PRICE	MIDDLE MEN
100/BAGS	N500	N700	N200	YELLOW MAIZE	N700	N10 (10X100) N1,000	N300
100/BAGS	N800	N1,300	N500	YELLOW MAIZE BAG	N1,300	N20 (20X100) N2,000	N700

SOURCES: FIELD SURVEY, 2010

From the table 4.24(a) and (b) i.e on-season and off-season of maize grains, it could be inferred that large amount of the marketing margin was accrued to the retailers in comparison with the wholesalers. This may be due to the time, value and merchandizing activities of the retailers as the sell in units.

CHAPTER FIVE (5)

5.0 SUMMARY, RECOMMENDATIONS AND CONCLUSIONS

5.1 SUMMARY

The study analyzed the problem of maize marketing in Chanchaga L.G.A, as a case study.

The main objective of the study, is to determine the various problems facing maize marketing and to suggest ways through which these problems can be addressed.

Hundred questionnaires were administered to the marketers at Tunga, Central, Kasuwa Gwari, Maitumbi and Chanchaga markets. The major findings of the study are:-

1. Transportation problems
2. Effects of middlemen
3. Maize marketers are mainly female (68%) with average of 31-40 years.
4. About 43% of the maize marketers are illiterates, they do get supply mostly from farmers by buying and storing as well as booking.
5. Maize often transported via motor/vehicles, stored in stores in various materials.
6. Grading is based on quality and variety, marketers sell in mudu with mostly determined by the marketing cost.

The study further revealed that the marketers faces different types of problems; transportation problem, is the most important among them, while the presence of middlemen, inadequate markets, lack of information, insufficient measuring devices and

other problems were slated as militant against efficient marketing of maize by respondents. Deplorable condition of our roads, raised operation costs and depreciation of vehicle. These burdens borne by transporters are directly transferred to the marketers in form of high transport fares, which they in turn transfer to the consumers. The marketing margin analysis revealed larger percentage of market margin, went to the retailers compared with the wholesalers. This shows that seasonality of maize has effects on its marketing during off-season and on-season period. The price of maize changes considerably and this could be attributed to supply, coupled with lack of storage facilities.

5.2 CONCLUSION

This study revealed that all maize market in Chanchaga L.G.A. are characterized by large number of buyers and sellers, free exist and entry, serious competition between marketers, poor marketing margin between wholesalers and retailers, seasonality of maize as well as transportation problems cause serious fluctuation in prices.

Finally, the implement of the recommendation, suggested will go a long way in maize marketing, thus help in sustaining maize production and enhancing food security in Chanchaga L.G.A, as a whole.

5.3 RECOMMENDATIONS

I hereby recommend the following to the marketers and government in order to solve marketing problems in Agricultural product.

TO THE GOVERNMENT

The government should ensure the following:

1. Provision of good roads and assisted transportation means most marketers pointed out that government should provide buses specially meant for the marketers and their goods at relatively low prices affordable to them. There also should be construction of new roads where necessary and adequate maintenance of the existing ones. There is also need for government to subsidize fuel prices to lower cost of transportation.
2. Establishment of farmers Government transactions, this is very important during the peak period of maize marketing, i.e during harvesting via this, government would be able to ensure price control by application guarantee minimum and maximum price control at appropriate time. This will also reduce the effect of middlemen in marketing.
3. Provision of good storage facilities and processing facilities, when these are provided, there will be a considerable improvement in marketing of agricultural commodities. Lock-able stores and shops should be provided at affordable prices to the marketers. Storage facilities such as silos must be provided to reduce loss due to spoilage.
4. Provision of credit facilities:- Loan should be made available to marketers to enhance marketing. this will assist them in buying large quantities, thus reducing cost of marketing.
5. Construction and creation of more markets:- this may not necessarily improve agricultural marketing, but provision of marketing facilities and infrastructures in the existing market will help increase the art of marketing. All these, if adequately provided

by government, will facilitate agricultural production, thus improve agricultural marketing.

6. Elimination of middlemen from the market

TO THE MARKETERS

1. Establishment of marketing co-operative societies, this will enable the marketers to benefit from economies of scale. This will also help them to get loans easily from the government and institutional banks.
2. They should enable free flow of market information so as to improve the efficiency of marketing.

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QUESTIONNAIRE

DEPARTMENT OF AGRICULTURAL SCIENCE EDUCATION NIGER STATE
COLLEGE OF EDUCATION, MINNA

TOPIC: PROBLEMS OF MARKETING MAIZE IN NIGER STATE, A CASE STUDY OF
CHANCHAGA L.G.A

Dear respondent,

This questionnaire is design to obtain information or data from marketers of
maize in Minna.

The data provide will be used for analyzing this project. All information supplied
shall be treated confidentially and none will be held against you.

1. Name of market
2. Sex of respondent (a) male (b) Female
3. Age distribution
 - i. 11-20 years
 - ii. 21-30 years
 - iii. 31-40 years
 - iv. 41-50 years
 - v. above 50 years
4. Education level
 - (a) Primary
 - (e) No Education

- (b) Secondary
- (c) Post Secondary
- (d) Higher Secondary
- (f) Qur'anic Education
- (g) No Education

5. Type of seller

- i. Wholesaler
- ii. Retailer
- iii. Wholesaler/Retailer

6. How long have you been trading in this food product?

- i. 1-5 years
- ii. 6-10 years
- iii. 11-15 years
- iv. above 15 years

7. How do you get your supply of maize?

- (a) From farmers
- (b) From wholesaler
- (c) From co-operatives
- (d) From agents
- (e) From another state

(c) Head portage

(d) Motor-cycle

(e) Others

12. Do you normally board the transport alone or liase with other people?

Yes or No

13. If yes, does this make the cost to be reducing than boarding it alone?

Yes or No

14. What are the transport problems you normally encounter on the way?

i. No motorable road

ii. Motorable but road

iii. Insufficient vehicle on the road

iv. High cost of transportation

15. Do you pay bribe to the road wardens or polimen you meet at different check points or driver pays

Yes or No

MARKET FACILITIES

16. Do you own a store? Yes or No

17. If rented, how much do you pay?

18. MARKET FACILITES

i. Lockable stores

ii. Open stores

iii. Canteen

- iv. Toilet
- v. Open space
- vi. Telephone
- vii. Clinic
- viii. Electricity
- ix. Water
- x. Post-office

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>
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STORAGE FACILITIES

19. Where do you store your product at the end of the day

- (a) Concrete floor
- (b) Drums
- (c) Silo
- (d) Jute bags
- (e) In shop

20. Do you employ a night watchman to look after you store?

Yes or No

21. How much do you pay ₦

22. Does this cost add to the final price you sell you product?

Yes or No

23. What effect does storages have on your product?

i. Improve the quality

ii. Decrease the quality

iii. Increase income overtime

- iv. Cause the final cost of product to increase

GRADING

24. Do you grade and standardize?

Yes or

No

25. What are the different varieties of product that you sell and, what is the price difference?

TYPES OF PRODUCT MAIZE

TYPE	PRODUCT	PRICE	
		N	K
(a)			
(b)			
(c)			
(d)			

26. If yes, specify how

(a) By quality of the product

(b) By variety

(c) By colour

(d) Others (specify)

27. How do you buy the product?

(a) Maize plant

(b) In cobs

(c) In mudu

(d) In bags

28. Do you incur any cost as a result of this

Yes

or

No

SELLING

29. Methods of selling products

(a) Hawking

(b) In market

(c) Booking and supply

(d) Contract selling

30. What determines the final price you sell your product

(a) The price other people are selling the product

(b) The market association decision on price

(c) Bargaining ability of the consumer

(d) Transportation cost and other marketing cost

(e) Others (specify)

31. How do you know about price changes in the market?

(a) From co-sellers

(b) From announcement by market association

(c) From personal enquiry

(d) From radio/newspaper

(e) From government

(f) Others (specify)

32. Are sales of maize seasonal? Yes or No

33. If yes, peak period is

34. Low sales period is?

35. What account for this peak and low sales period?

(a) Immediately after harvest

(b) When price is too high

(c) Creation of market

36. What is the major cause of fluctuation in the price of the product (maize)?

(a) Immediately after harvest

(b) When purchasing power is low

- (c) Presence of substitute crops in the market
- (d) Quality of the product
37. Do you belong to any seller association/co-operative society?
Yes or No
38. What are the problems encountered in buying and selling of the product?
- (a) Transport problems
- (b) Presence of middlemen
- (c) Language barrier
- (d) Different measuring devices
39. Does the Local Government intervene in the marketing of maize?
Yes or No
40. What are your suggestions for improving the market of maize?
- (a) Provisions of good roads
- (b) Provision of efficient market information
- (c) Creation of market
41. What effect do middlemen have on marketing of your product?
- (a) Hoarding of product
- (b) High price of product