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**CONFERENCE PROCEEDINGS**

THEME  
SECURING ANIMAL AGRICULTURE AMIDST GLOBAL CHALLENGES

## PROFITABILITY OF EXOTIC DOG BREEDING ENTERPRISE IN JOS, NIGERIA

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### ABSTRACT

The main focus of the study was to evaluate the profitability of exotic dog enterprise in Jos Metropolis and environs. Primary data were collected from 46 respondents using structured questionnaire. The statistical tools used to analysis the data were descriptive statistics, pictorial analysis and profit margin. The study revealed that 43% of the respondents bred either German shepherd or Caucasian dog and began with two puppies. The study revealed that respondents were basically into dog breeding for creation of income and supply of puppies for money. The total cost of breeding 102 puppies was N17,950,000 and the total revenue derived from the sale of 335 puppies after whelping was estimated at N 31,040,000 and gross margin was N 13,090,000. The result of the benefit cost ratio and internal rate of return were 1.73 and 0.73 implying profitability in the exotic dog breeding. The study revealed that majority of the dog breeders have market for the puppies whelped/ servicing, with Plateau State been their major market destination. The study revealed that about 69.57% of the respondents indicated high cost of puppies for startup as the major constraint encountered. Morgels with high dominant genes should be improved to help reduce high cost of puppies; also farms should diversify and look inward into exotic dog breeding enterprise.

**Keywords:** Profitability, Exotic Dog Breeds, Breeding Enterprise, Jos Nigeria, Questionnaire

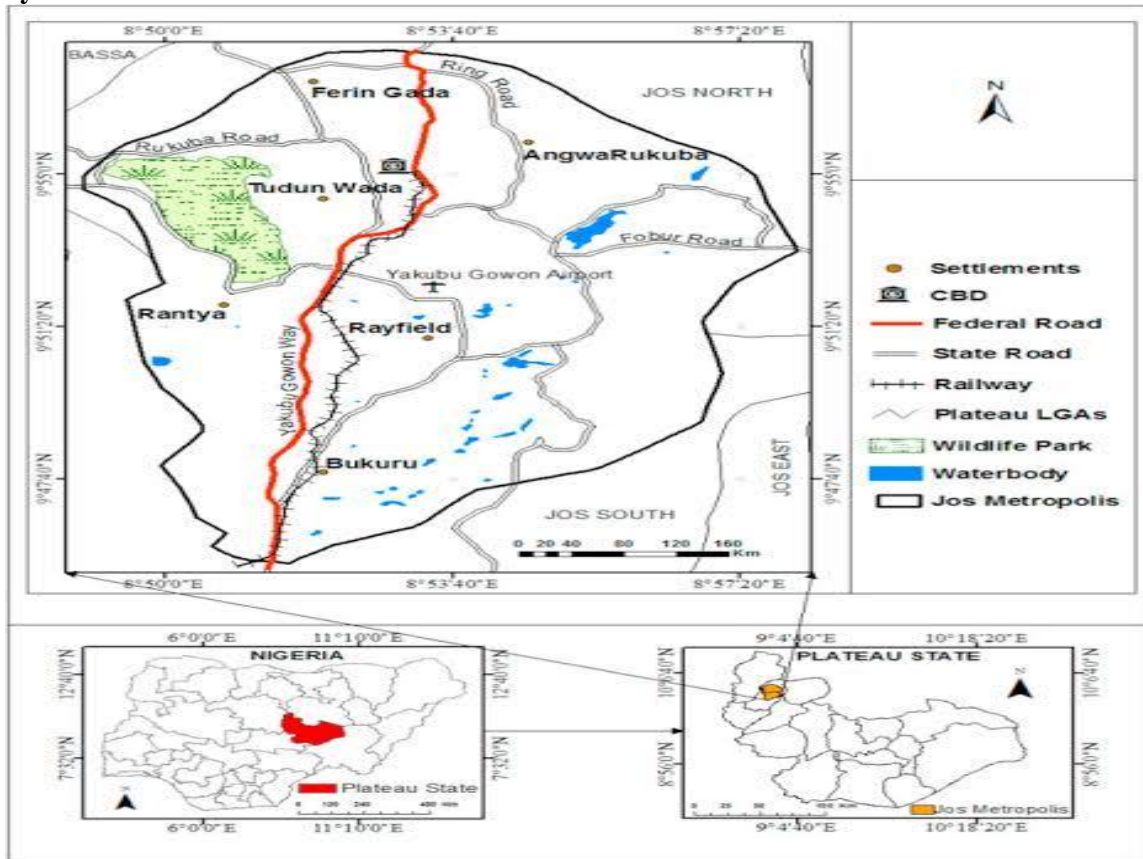
### Introduction

Dog are useful and important domestic animals and pets in several ways which includes: guarding of property and livestock, assisting the blind and other disabled people to main functionality; performing search and rescue missions and detecting explosive and drugs (Brickner, 2002; Horn *et al.*, 2013). Exotic dog enterprise is an agribusiness setup which involves breeding and management of foreign breeds of dogs. Several breeds of exotics dog enterprise ranges from the German sherpard dog (Alsatian), Rottweiler, Boerboel, Golden Retriever and Great Dane (Isholaet *al.*, 2016).

In Nigeria, exotic dog enterprise is taking agribusiness shape, many young Nigerians and pet lovers are into dog breeding for several reasons ranging from socio-economic, security to psycho-social purposes (Isholaet *al.*, 2016). Their perceived economic and social worth depends on the community values attached to their use which varies from one place to another (Obuegbulem and Nwakonobi, 2001). Exotic dog has a lot of potentials to be explored, which is capable to create wealth and curb unemployment (Isholaet *al.*, 2016). However, this opportunity hasn't been harnessed and made universal therefore raises the need to evaluate the profitability of exotic dogs' enterprise in Jos metropolis of Plateau State hence the study.



**Materials and Method**  
**The Study Area**



**Map of Jos metropolis Plateau State**

Purposive sampling was employed to select dog breeders. A total of  $n=46$  breeders were obtained. Questionnaires were used to collect data for the study from exotic dog breeders. The researcher administered questionnaires to the exotic dog breeders to fill and returned back to the researcher after an individual contact between the researcher and breeder. Descriptive statistics were used to describe the basic features of a data in a study. Percentage frequency distribution, Pictorial Analysis and Gross Margin Analysis were used for the analyses of the data.

**Results**

The study revealed the majority (43.48%) of the breeder bred either German Shepherd or Caucasian breed of dogs, with mostly two puppies for a startup, basically for the creation of income and supply of puppies for sell. On the profitability of the enterprise, the total cost for breeding 102 puppies was N17,950,000, while the total revenue derived from the sales after whelping was estimated at N31,040,000 resulting to a gross margin of N13,090,000. The benefit cost ratio and the internal rate of return were 1.73 and 0.73 suggesting profitability in the exotic dog breeding enterprise. The study revealed that majority of the dog breeders have market for the puppies whelped/ servicing in which most of their buyers are private individuals mostly from Plateau State. Meanwhile, high cost of puppies for startup and disease infestation constituted 69.57% and 52.17% respectively of the constraints faced by dog breeders.



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## **Discussion**

The higher percentage of breeders that rear German shepherd and Caucasian recorded in this study among other breeds of dogs (Rottweiler, Neapolitan Mastiff, Boerboel, Bull Mastiff, St. Bernard, Lhasa Apso and Russian Retriever) could be as a result of the coat to adapt more to the Plateau altitude, loyalty to the owner, alertness, personal interest, market demand and possibly their size. This finding is in partial agreement with Isholaet *al.* (2016); Oghemega and Adetuni (2008) who reported that German shepherd and Rottweiler are mostly possessed breeds in the south west of Nigeria.

This reason for two puppies startup adopted by majority of the breeders (male and female) could be to enable mating when they mature in other to ensure reproduction of more exotic breeds. This finding agrees or is in tandem with Serrane (2010) who said mating is the process that determines which males are bred to which females for continuity of life.

Majority of the breeders attested that they go into breeding enterprise in other to make profit out of it. This is in consonant with Duniya and Rekwot (2014) who reported that like other farmers, dog breeders do so for the purpose of generating income and making profit.

For service render in the exotic dogs breeding industry, 91.30% of the respondents produce puppies for sell too their breeder while 26.09% provides servicing for breeding. The means that majority of the breeders are interest in reproduction of puppies for rather than mating purpose to other breeders.

The result indicated that the total contribution of cost of puppy, feeding cost, medication cost and management cost constituted 42.34%, 20.05%, 17.86% and 19.75% respectively contributed to a total of N 17,950,000. The total revenue generated from sales of 335 was N31,040,000. The profit margin was N13,090,000, benefit Cost ratio was 1.17 while the Internal Rate of Return was 0.73. This implies that for every 1 naira invested generates 78 kobo. This means the business has income generation rate of 73% of the total cost invested.

The result of the study means that cost of puppy constituted the major cost component in exotic dog breeding enterprise. This was followed by feeding cost, cost of management and lastly cost of medication.

The market availability showed that 100% of the dog breeders have available market for their puppies/servicing. This means that the breeders already have where they sell them puppies. Also, they already have other breeders who will need a stud to mate their dogs.

Source of buyers revealed that 26.09% of the respondents source their buyers in the open market, while 72.61% has individuals' buyers and while 8.70% source their buyers from corporate bodies. This means majority of the breeders has private individuals, they supply dogs to.

The result that Plateau state creates market demand of 65.22%, of the total puppies produced. This followed by the F.C.T with 52.17%. others state: Lagos, Kaduna, Rivers, Adawama, Niger, Borno, Gombe, Kebbi, Oyo and Sokoto creates market demand of 34.78%, 17.39% 13.04%, 8.70%, 8.70%, 4.35%, 4.35%, 4.35%, 4.35% and 4.35%. This suggests that Plateau State is the market destination of puppies produced in the study area. This may be as a result of people effort in providing security to their homes; it may be counted to incessant kidnapping, robbery, incessant attack by unknown attackers and love of dog as pet animals. The implication is that the dog breeders are ensure of market for their output and continue investment in dog breeding enterprise for economic growth. Again, the communities are ensured of certain level of security provided by such animals. However, there are cases of dog bites arising from the existence of dogs in the area. Some informed by the aggressiveness of the dogs to innocent public and cases of rabies, this constitutes a public health hazards and concern. The result shows that high cost of puppies for startup constituted 69.57%, of the total cost of dog breeding disease infection has 52.17%, while management cost, poor market price, transportation challenges had 21.74% and weather condition represented 13.04%. The result of the study means that cost of startup puppies is the important factor to consider when establishing dog breeding farm business. This is followed by disease infestation problem. The implication is that intending investors into the dog breeding requires capital to set up a dog breeding enterprise. The area of health management of the dogs is another important component to take care of. This is to avoid disease infestation and consequent death of the puppies/studs/bitches leading to loss of investment.



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### **Conclusion**

The study revealed that the breeders breeds German Shepherd or Caucasian dogs, as well as use two start up puppies to ensure fertilization and whelping occurs. The breeding of exotic dogs is profitable in the study area, as the study revealed that breeders have market for selling their puppies or servicing although high cost of puppies for startup and disease infestation constituted the major constraints faced by dog breeders.

### **Recommendations**

It is therefore recommended that high cost of puppies can be reduced by improving genetic make-up of the local breed (mongrels) through cross-breeding with exotic breeds. Dogs should be vaccinated regularly to boost immune ahead of disease infestations. Breeders should explore the technological advancement in other to have a wide marking coverage within and outside the country. Livestock farms should diversify into exotic dog breeding enterprise as it will create income and also security for the farm.

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