

MARKETING CHAINS OF COW-MILK BY FULANI WOMEN IN BAUCHI METROPOLIS

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ABSTRACT

The study assessed marketing chains and channels of cow-milk by fulani women in Bauchi metropolis. The data was collected using questionnaires administered to 100 respondents and were analyzed using descriptive statistics. The respondents were selected using simple random sampling techniques. The results showed that 60% of the respondents were within the age range of 31-40 years and 75% were married. The results also revealed that 58% and 55% had Qur'anic education with 11-15 years of market experience respectively in the study area. Furthermore, majority (60%) of the respondents were retailers consisting of 70% of the respondents who processed dairy products themselves. It was observed that 95% of the respondents sale the products during raining season when the market have the highest supply (90%). The major constraints to cow-milk marketing included poor storage facility (60%), low patronage (25%), seasonal supply (10%) and poor transportation (5%). It can therefore be recommended that basic infrastructure especially electricity, roads and permanent shops may be improved upon while dams and other sources of water should be provided by the government. Grassing areas should be reserved or protected against farming activities and cow milk marketers should be encouraged to form association.

Keynotes: marketing, chains, cow, milk, Fulani

INTRODUCTION

Milk is a white liquid production by the mammary gland of mammals. It is the primary source of nutrition for the young mammals before they are able to digest other types of food. Milk consists of many nutrients such as protein, Vitamin A, calcium, thiamin and riboflavin. Milk with many its products (butter, cheese, un-skimmed milk and skimmed) are important diets required for healthy human growth and development (Blasko, 2011). Milk have medical, cultural and cosmetic value and this might explain why since the early stages of civilization, man has domesticated mammalian animals such as cattle, goat, sheep and camels and utilized them along with other uses, for the production of these vital products for his consumption. Overtime, concern for the improvement and development of the production of milk and its products has been stressed in the agricultural development policies of most countries United Nation Industrial Development Organization (UNIDO, 2004), while in the developed countries of the world, appropriate technologies have been invented to improve on the production, preservation and marketing of these products (Agra Center for Euro-Atlantic Studies, CEAS, 2006). Although in most of African countries, the livestock sub-sector is dominated by traditional system of production, however, processing and marketing seem to be inadequate in meeting the demand for dairy products in the ever increasing population of the developing countries. This demand pressure is especially high in African cities that are experiencing rapid and sustained population growth due to high rate of rural-urban migration.

MATERIALS AND METHODS

The study was conducted in Bauchi, Bauchi State. Bauchi State is located on latitude 10⁰17¹N and longitude 9⁰ 45¹E. Sample size of one hundred (100) Fulani Cow-milk marketers were used in the study, purposive sampling was adopted because it was only Fulani women that are engaged in cow-milk marketing. One (01) *Fulani* woman out of every three (03) marketers was selected. A total number of five (05) markets were selected and the criteria for selection of the markets included spatial spread within the metropolis and the presence of designated areas of sales depots for local dairy products by *Fulani* women. Random sampling techniques was utilized in selecting five (05) markets which included MudaLawan, Wunti, Tashan mass, Kofarwambai and SabuwarKasuwa. In each of the market units, twenty (20) respondents were selected which gave a total sample of one hundred (100) respondents. The data for this study were collected using questionnaires/interview schedule distributed to respondents with the help of an interpreter. The data collected was analyzed using simple descriptive statistics such as frequency tables and percentages.

RESULTS AND DISCUSSION**Table 1:** Distribution of respondents according to age of the respondents

Age ranges (years)	Frequency	Percentage
21-30	22	22
31-40	60	60
41 – above	18	18

Marital status

Married	75	75
Single	20	20
Widow	5	5

Household size

1-5	35	35
6-10	30	30
11-15	20	20
16-above	15	15

Educational level

Never been to school	32	32
Quranic school	58	58
Primary school	10	10

Source: Field Survey, 2014.

Table 2: Dairy products marketed

Dairy products sell	Frequency	Percentage
Sour milk, (<i>fura and youri</i>)	30	30
Butter only	0	0
Sour milk and butter	70	70
Total	100	100

Source: Field Survey, 2014.

Table 3: Marketing experience of cow milk marketers

Years	Frequency	Percentage
1-5	18	18
6-10	20	20
11-15	55	55
16 and above	07	7
Total	100	100

Source: Field Survey, 2014

Table 4: Constraints to cow-milk marketing

Constraints	Frequency	Percentage
Poor Storage Facilities	60	60
Low Patronage	25	25
Poor Transportation	5	5
Seasonal Supply	10	10
Total	100	100

Source: Field Survey, 2014

The result in Table 1 showed that majority (60%) of the respondents fell within the age range of 31-40 years. Indicating that majority of the Fulani women milk sellers were in their active age hence they carry out marketing activities vigorously. This agrees with the finding of Oseni (2011) who asserted that it is logical to think that an individual's performance efficiency or productivity declines with increasing age. Majorities (75%) of the respondents were also married, suggesting that, the low participation of the unmarried may be attributed to the fact that they were mostly young and still dependent. Widows participation in low milk marketing was also low, probably as a result of no husband to supply milk. Marital status has significance on milk marketing. This result is in line with Kees (1995) who said that lactating cows are milked by men and then distributed among their women. The study also revealed that 35% of the respondents have family sizes ranging from 1 to 5; 30% between 6 to 10; and 20% between 11 to 15 members, while 15% of the total respondents have family size of 16 and above members. This result agrees with the finding of Ibeauchi and Dalyop (1995), who found that quantity of milk that enters the traditional market, depends on household and calf requirements.

The result from Table 1 also showed that 58% of the respondents had quaranic education, 32% never been to school and 10% only attended primary school. The result indicated that 32% of the respondents in the study area could not read or write but 68% of the total respondents are literate. This implies that majority of cow milk marketers had acquired one form of education ranging from formal to non-formal. This is a healthy situation because through education people could acquire skills and knowledge, which are important in obtaining and analyzing information about market situations, thereby increasing the social and economic wellbeing. It is also important in management of risk associated with marketing activities in the study area. This finding is in line with Njoku (1999) who observed that formal education has a positive influence on adoption of innovation.

Marketers generally handle for sale, one or combination of products at a time in the market; some commodities have derived demand especially agricultural products. Therefore they are sold together; the demand for dairy products, except that of industrially processed yoghurt is complementary in nature. They are consumed along with or in relation to other commodities such as sour milk with millet processed into local foods (*fura and youri*), tea, bread and cokes in some cases. The result in Table 2 showed that 70% of the total respondents sell sour milk and butter but there was no respondent on the sale of butter only, while 30% of the respondents were selling sour milk, *fura and youri* only.

The result in Table 3 indicated that 55% of the respondents between 1 to 15 years experience in cow-milk marketing, while those with longer years of experience (11 years and above) accounted for 62% of the total number of respondents in the study area. This could be likened to their maturity in understanding the market situation as regard market intelligence, taking and managing risk and uncertainties in marketing activities in an attempt to generate more profit. And this could have contributed in maintaining them in the business, in agreement with, Haruna (2002), who stressed that knowledge and experience in marketing information has been shared among marketers since time immemorial and passed from one generation to another.

From Table 4, majority (60%) of the respondents complained of poor storage facilities This result is similar to the findings of UNDO (2004) who identified constraints of marketing of dairy products to include; poor infrastructure, electricity supply, road, inadequacy of storage facilities, etc. It agrees with Mohammed *et al.* (1990) who identified the problems of informal marketing as remoteness of production sites, high transaction cost and poor infrastructure among others.

CONCLUSION AND RECOMMENDATIONS

From the study conducted, it was concluded that, the major constraints to cow-milk marketing included poor storage facility, low patronage, seasonal supply and poor transportation. It can therefore be recommended that basic infrastructure especially electricity, roads and permanent shops may be improved upon while dams and other sources of water should be provided by the government. Grassing areas should be reserved or protected against farming activities and cow milk marketers should be encouraged to form association.

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