

MARKETING ANALYSIS OF MAIZE BRAN USED AS LIVESTOCK FEED IN KANO STATE, NIGERIA.

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ABSTRACT

The study focused on the marketing analysis of Maize bran used as livestock feed in Kano State. A Multistage sampling technique was used to select 178 livestock feed marketers from whom relevant information for the study was collected through a structured questionnaire. The result showed that 43.31 of the marketers in the study area were adult within the age group of 43-52 years had the highest percentage, 51% have household size of 1-6 members while 43.75% of the livestock feed marketers had 14-22 years of marketing experience. The result equally showed that majority (44.4%) had Qur'anic education. The market structure analysis revealed that there is ease of entry into Maize bran business. The result further revealed that Maize bran marketers expended an average of ₦623,450.02, and realized an average gross margin of ₦427.17 While return per naira invested was found to be ₦0.20 accrued from every ₦1.00 invested for maize bran marketing. Constraints identified include lacks of standard unit of measurement, inadequate accessibility to credit, low volume of capital, inadequate market information. The study further recommended smother access to credit facilities and recommended people to venture into livestock feed marketing because there is ease of entry and exit, efficient and high marketing margin.

KEYWORDS: Maize bran and Groundnut hauls, Sorghum bran and Maize bran.

INTRODUCTION

Maize bran is a byproduct of flour or grits manufacture from maize grain, principally, the coarse portion that is separated on sieving of the crushed maize grain, to yield fine flour, it's made from the outer skins of maize grain, some germ fragments, and endosperm particles. It's one of the most valuable feed ingredients used to feed almost every bird, livestock and even fish (Umar, 2002). Livestock feeds are both organic and inorganic substances taken in by animals to provide nutrients such as energy, proteins, minerals and vitamins, metabolized in the body to maintain and produce body tissues, fluids and by-products such as meat, milk and eggs. The feed industry is one of the most competitive businesses in the agricultural sector and is by far the largest purchaser of U.S. corn, feed grains and soybean meal (FAO, 2001). Studies in various part of Nigeria revealed that about 31% of the Nigerian land area is cropped and different ranges of livestock feeds are produced (Abubakar, 1998). Livestock feeds are of two types those from cereal (millet bran, sorghum bran and maize bran) and those from legume (cowpea vines, groundnut hay and soybean) (Benerjee, 2005). Marketing provides the mechanism whereby producers exchange their commodity for cash. The cash is used for acquiring goods and services which they do not produce themselves, in order to satisfy a variety of needs ranging from food items, clothing, shelter, medication and schooling to the purchase of breeding stock and other production inputs and supplies (Solomon and Nagussie, 2002).

MATERIAL AND METHODS

The study was carried out in Kano State, Nigeria.

Sampling Method

A multistage sampling technique was used for data collection in the study area. The first stage involved purposive selection of two local government areas from each zone based on relative abundance and high intensity of maize bran marketers. On that basis, Rano and Kura local government areas were chosen from zone I, Danbatta and Shanono local government areas were chosen from zone II and Wudil and Tarauni local government areas were chosen from zone III. The second stage, involved purposive selection of one market from each of the selected local government based on the size, location and high involvement in feed marketing. On that basis, Rano and Kura markets were selected from zone I, Danbatta and Shanono markets were selected from zone II and Wudil and Yan'awaki markets were selected from zone III. The third stage, involved random selection of respondents from the six selected market: viz from zone I Rano 97(29), Kura 72(22), from zone II Danbatta 113(34), Shanono 84(25) and from zone III Wudil 121(36) and Unguwa yan'awaki 108 (32).

Analytical Techniques

The tools of analysis used for this study are: Descriptive statistics and Marketing margin analysis. Questionnaires was used to collect all the data.

RESULTS AND DISCUSSION

The results presented in Table 1 shows that the ages of the respondents' ranges from 23-72 years with an average of approximately 44years. The results further revealed that within the age group of 43–52 years were the highest constituting about 43.1% of the respondents, while least group is the group with age range 63-72 years which made up about 2.3% of the respondents. The implication of this finding is that, middle aged take part more in maize bran marketing more than the other age groups. The result further revealed that majority of maize bran marketers (51%) had household sizes of 1– 6 members and 8.5% had household size of 13-30 members. Marketing experience is the number of years that the marketers spent in livestock feed business. The longer the experience in the business, the better the performance in livestock feed marketing. The result indicated that most of the respondents 43.75% had a marketing experience of 14-22 years while 6.25% of the respondents had marketing experience of 32-49 years. The results presented in Table I revealed that both male and female were involved in maize bran marketing with male having 88.6% while female constitute 11.4%. The result further, indicated that 44.9% of the marketers had Qur'anic education while 1.1% had tertiary education having the least percentage. This may be due to the nature of the enterprise which is dominated by people from rural areas. The result also shown that majority 94.9% of the marketer were married, 81.2% among them were membership to an association while 18.8% of the marketers were no having membership to an association.

Table 1: Socio-Economic Characteristics of the Marketers.

Variables	Frequency	Percentage	
Age			
23-32	3	1.7	
33-42	60	34.7	
43-52	77	43.1	
53-62	32	18.2	
63-72	4	2.3	
Total	176	100	
Mean 44.35	Min 23	Max 68	SD 7.793
Household size			
1-6	89	50.6	
7-12	72	40.9	
13-18	12	6.8	
19-24	2	1.13	
25-30	1	0.57	
Total	176	100	
Mean 7.3	Min 1	Max 29	SD 4.112
Marketing experience			
5-13	69	39.20	
14-22	77	43.75	
23-31	19	10.8	
32-40	9	5.11	
41-49	2	1.14	
Total	176	100	
Mean 17.64	Min 5	Max 45	SD 7.62
Variables	Frequency	Percentage	
Gender			
Male	156	88.6	
Female	20	11.4	
Total	176	100	
Level of Education			
Primary	32	18.2	
Secondary	60	34.1	
Quranic	79	44.9	
Adult	3	1.7	
Tertiary	2	1.1	
Total	176	100	
Marital Status			
Married	166	94.9	
Single	3	1.7	
Divorced	3	1.7	
Widow	3	1.7	
Total	176	100	
Association Membership			
Member	33	18.8	
None member	143	81.2	
Total	176	100	

Source: field survey, 2016.

Table 2: Cost and Return Analysis for 1 bag of Maize bran(116kg)

Variables	Prices	Percentage
Average selling price (₦ /bag)	5,225	
A		
Variable cost (₦ /bag)		
Feed cost price	4066.67	93.13
Transportation	150	3.44
Labour	80	1.83
Marketing charges	20	0.47
Storage	50	1.15
Total marketing cost (TMC)B	4366.67	100
Marketing Margin (A-B) (₦)	858.33	
Gross Ratio	0.01	
Operating Ratio	0.84	
Return on capital invested	1.20	

Source: field survey, 2016.

The results in Table 2 shows that the average gross margin was found to be ₦858.33 per 116kg bag of maize bran with marketing margin of 21.94 and marketing efficiency 353%. Purchase price alone constituted the highest percentage of the Total marketing costs about 93.13% this could be attributed to the fact that the respondents were stationed in one location; both the producers and traders of maize bran normally go to the locations where the marketers are in order to purchase or sell the produce, as such the marketers incur negligible or no other costs such as transportation cost. The result further depicted rate of return on investments of 1.20% implying that a profit of ₦0.20 accrued from every ₦1.00 invested for livestock feed marketing.

CONCLUSION AND RECOMMENDATION

The Maize bran marketing in Kano state were found to be full time occupation providing employment for a large number of individuals.

Based on the findings of the study the following recommendations were made:

- i. Maize bran marketers should form strong and viable corporative groups which will make them have access to institutional support.
- ii. Since Maize bran marketing is a profitable enterprise more youth should be encouraged to venture in to the enterprises this will go a long way in reducing unemployment in the study area.

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