

SOCIO – ECONOMIC BACKGROUND AND MARKETING ACTIVITIES OF MILK (*NONO*) SELLERS IN HADEJIA LOCAL GOVERNMENT AREA OF JIGAWA STATE

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Abstract

The study was conducted to determine the Socio-Economic Characteristics of milk (*Nono*) sellers in Hadejia Local Government Area of Jigawa State. Forty (40) structured questionnaires were administered through random sampling to milk (*Nono*) sellers in four (4) different points which included Kasuwar Fulani, Kofar Jama'are, Tsohuwar Tasha and Kofar Jibir Inkande. Ten (10) questionnaires were administered each at the four (4) points. The data was analyzed using descriptive statistics. The results showed that all (100.0%) the *Nono* sellers were Female. Most (25.0%) of the sellers have income levels between N 4001:00 and N5000:00 per week. Majority (80.0%) of the *Nono* sellers had no formal education. Most (95.0%) of the traders sold cow milk and the cattle were owned by the traders. Educating the traders will increase their income and improve the hygienic condition of the product.

Key words: Socio-Economics, Marketing, Milk (*Nono*), Hadejia and Jigawa State

Introduction

Milk is an essential first food for man, which forms an important part of his diet. Majority of the milk consumed throughout the world is bovine milk. Komorowski and Early (1992) reported that milk contains carbohydrate (lactose), fat, protein, vitamins and minerals (calcium and phosphorus). *Nono* is the general name used for locally fermented milk and it is widely consumed in many African countries including Nigeria. It is an opaque white to milky coloured liquid food drink got from fermented raw milk. It is a healthy food whose consumption transverses the Saharan tribes of West African sub-region. Predominantly, *Nono* is prepared and hawked by the nomadic Hausa/Fulani cattle herds women who control over 80% of Nigeria's cattle production (Ogbonna, 2011). More than 80% of Nigerians depend on the pastoral Fulani for meat, milk, ghee, cheese, butter, manure, blood meal, bone meal, hides and skins. In the villages, the Fulani provide the bulls used for carting, plowing and hauling. Millions of Nigerians wholly or partly make a living from selling, milking, butchering or transporting herds. The government earns revenue from cattle trade. Nigeria is the largest producer of cow milk in West Africa and the third in Africa (Park and Haelein, 2006). This survey was aimed to discover the socio-economic background of *Nono* sellers and its marketing activities.

Materials and Methods

The study was carried out in Hadejia Local

Government Area (LGA). The area is located in the north eastern part of Jigawa State at longitude 9° 37' and 10° 35'E and Latitude 11° 57' and 13° 02'N. The LGA is bounded by Auyo Local Government Area in the south and southwest, Malam – Madori Local Government Area in the north and northwest and Kirikasamma Local Government Area in the east. There is an average annual rainfall of 75mm accompanied by heavy wind, the annual temperature ranges from 23 to 40°C. The area experiences two distinctive seasons in the year; it has about 8 months of dry season and 4 months of wet season.



Fig. 1: Jigawa, North-East Senatorial District
The survey was carried out with the use of primary source of data, using structure questionnaires. Forty (40) structured questionnaires were

administered through random sampling to milk (*Nono*) sellers in four (4) different points (*Nono* selling points) which included Kasuwar Fulani, Kofar Jama'are, Tsohuwar Tasha and Kofar Jibir Inkande. Ten (10) questionnaires were administered each at the four (4) selling points. Data was analyzed using descriptive statistics in which entries were transformed into frequencies and percentages.

Results and Discussion

Table 1 showed that majority of the respondents (37.5%) were within the age range of 26 – 35 years, which showed that the respondents were in their middle age. Most (67.5%) of the respondents were married, this is similar to the finding of Umar and Kazaure (2012), this means that responsible members of the society engaged in *Nono* trading. All (100.0%) of the respondents were female and Fulani, which is consistent with the findings of Onyemauwa (2010) who reported that women dominated various agricultural production and marketing activities. Majority

(62.5%) of the respondents have family size ranging from 1 – 10, this agrees with the result of Umar *et al.*, (2012), large family could be advantageous in agribusiness. Most (80.0%) of the respondents had no formal education. Majority (27.5) of the respondents were from Kirikasamma Local Government Area, the result also indicated that all the Fulani were from within Hadejia Emirate. Most (25.0%) of the respondents have income level between N4001 and N5000 per week. Most (35.0%) of the respondents have sold *Nono* for 16 – 20 years.

Table 2 showed that most (95.0%) of the respondents sourced their *Nono* from cows. This implied that Fulani reared more cows than other classes of livestock. Most (57.5%) of the livestock were owned by the Fulani. Majority (60.0%) of the respondents obtained and processed more than ten (10) liters of *Nono* per day. Most (27.5%) of the respondents obtained *Nono* at the whole sale price between N300:00 - N 349:00 per liter. Majority (50.0%) of the respondents sold *Nono* at more than N400:00 per liter.

Table 1: Socio-Economic Background of the Respondents

Parameter	percentage	Parameter	percentage
Ages (years)		Family Size	
< 15	0.0 (0)	1- 10	62.5 (25)
16 – 25	20.0 (8)	11 – 20	37.5 (15)
26 – 35	37.5 (15)	21 – 30	0.0 (0)
36 – 45	7.5 (3)	31 – 40	0.0 (0)
46 – 55	30.0 (12)	> 41	0.0 (0)
>56	5.0 (2)	TOTAL	100.0(40)
TOTAL	100.0(40)	Educational Background	
Marital Status		Non formal	80.0(32)
Single	20.0(8)	Primary	10.0 (4)
Married	67.5(27)	Secondary	0.0(0)
Widow	10.0(4)	Adult Education	10.0(4)
Divorce	2.5(1)	TOTAL	100.0(40)
TOTAL	100.0(40)	Local Government Area	
Gender		Kafin Hausa	15.0(6)
Female	100.0(40)	Mallam Madori	5.0(2)
Male	0.0(0)	Kirikasamma	27.5(11)
TOTAL	100.0(40)	Kaugama	7.5(3)
Tribe		Auyo	22.5(9)
Hausa	0.0(0)	Guri	15.0(6)
Fulani	100(40)	Hadejia	7.5(3)
Others	0.0(0)	TOTAL	100.0(40)
TOTAL	100.0(40)	Income (₦) per week	
Years of experience		1:00-1000:00	7.5(3)
1 -5	0.0 (0)	1001:00-2000:00	12.5(5)
6 – 10	20.0(8)	2001:00-3000:00	17.5(7)
11 – 15	32.5(13)	3001:00-4000:00	22.5(9)
16 – 20	35.0(14)	4001:00-5000:00	25.0(10)
21 – 25	0.0(0)	>5001:00	15.0(6)
26 – 30	2.5 (1)	TOTAL	
100.0(40)			
31 – 35	5.0(2)		
>36	5.0(2)		
TOTAL	100.0(40)		

Source: Survey Data, 2015. Figures in parenthesis are the frequencies.

Table 2: Marketing activities of *Nono*

Parameter	percentage	Parameter	percentage
Source of milk		Purchase price (<i>Nono</i>) per liter (₦)	
Cow	95.0(38)	100:00-149:00	20.0(8)
Doe	0.0(0)	150:00-199:00	22.5(9)
Camel	0.0(0)	200:00-249:00	15.0(6)
Ewe	0.0(0)	250:00-299:00	10.0(4)
Others	5.0(2)	300:00-349:00	27.5(11)
TOTAL	100.0(40)	350:00-399:00	5.0 (2)
Source of the animal		TOTAL	100.0
(40)			
Personal 57.5(23)		Selling price (<i>Nono</i>) per liter (₦)	
Inherited	17.5(7)	100:00-149:00	0.0(0)
TOTAL 100.0(40)		150:00-199:00	5.0(2)
Quantity of milk obtained		200:00-249:00	12.5(5)
and processed per day (liter)		250:00- 299:00	0.0(0)
1-5	15.0(6)	300:00-349:00	7.5(3)
6-10	25.0(10)	>400:00	50.0(20)
>10	60.0(24)	TOTAL	
100.0(40)			
TOTAL 100.0(40)			
Reasons for selling milk(<i>Nono</i>)			
For household need	82.5(33)		
For economic purposes	17.5(7)		
TOTAL 100.0(40)			

Source: Survey Data, 2015. Figures in parenthesis are the frequencies.

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