AVAILABILITY AND UTILIZATION OF MARKETING INFORMATION ON POULTRY PRODUCTS AMONG FARMERS IN AFIJIO LOCAL GOVERNMENT, OYO STATE

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Abstract
The study assessed the availability and utilization of marketing information on poultry products among farmers in Afijio Local Government Area of Oyo State. Systematic sampling technique was adopted in selecting 80 poultry farmers and data were collected with the aid of interview schedule from the sample respondents. Data analysis was carried out using frequency counts, percentage, Mean and Pearson Product Moment Correlation as inferential statistic. The finding of the study revealed that eggs (68.8%) and chicken (31.2%) were the most poultry products marketed by the respondents. Friends/neighbours, poultry association and Mobile phone were the major sources of marketing information. Inadequate contact with livestock extension agents was the major constraints to utilization of marketing information among the poultry farmers. Empirically, there exist a significant relationship between availability of marketing information ($r= 0.936$, $P< 0.05$) and level of utilization of marketing information. The study concluded that livestock extension agents should be encouraged to have more contacts with poultry farmers and disseminate information on value addition to poultry products for optimum profits to the farmers in the study area.

Keywords: Availability, Poultry Farmers, Marketing information, Utilization,

Introduction

Poultry is the largest group of livestock produced in the world and it was estimated to be about 14000 million, consisting mainly of chicken and turkey (FAO, 1999). Poultry represents an appropriate system to feed the fast growing population and also play an important role in household food security. Although, there are 800 million people that are suffering from malnutrition all over the world due to inadequate animal protein in their diet especially those that are living in the rural areas which constitute about 70% of Nigeria population (FAO, 1993; Ojo, 2003). Animal protein is essential in human nutrition because of its biological significance. Poultry products such as poultry meat and eggs are important foods for improving nutritional and health status particularly for at risk population; like children, pregnant women and weak persons. Poultry industry has been described as the fastest means of bridging the protein gap prevailing in Nigeria (Apantanku et al, 1998). Poultry has still remained a neglected and unimportant sideline of our agricultural industry. Productivity of poultry birds in terms of eggs or returns is been low and is not considered as a paying enterprise. Hence, for optimum performance and profit by poultry farmers, information is required. Information has been identified as one of the resources required for the improvement of agricultural production, it is defined as the data for decision making and a resource that must be acquired and used in order to make an informed decision (Aina., 1995). According to Adeokun and Agbelemoge (2002), marketing information does not only consist of giving only information but also helping farmers to improve their activities. Marketing information can be used to predict, strategize, plan and act expediently, rationally and efficiently thus reducing business risk, transaction cost and enabling market participants to explore business opportunities (Mundy and Sultan, 2001),. However, information has no value to those who do not use it even though they received it. (Kotler and Armstrong, 2001). Adomi *et al*,. (2003) reported that farmers need to have access to agricultural marketing information in order to improve their agricultural production. Based on the above background the study specifically, ascertained the type of poultry products marketed by poultry farmers; identified the various source of marketing information for the poultry farmers in the study area; ascertained the marketing information that are available and utilized by poultry farmers and identified the constraint to utilization of marketing information among farmers.

Methodology

The study was carried out in Afijio Local Government, Oyo State, Nigeria. Afijio Local Government is one of the Local Governments in Oyo State. Its headquarter is the town of Jobele. It occupies a land area of 685.085 square kilometers

with estimated population size of 152,193 using a growth rate of 3.2% from 2006 census. The population density of the area is 222 persons per square kilometer. It is bounded in the North by Oyo East Local Government Area, Akinyele local Government Area in the South and Iseyin Local Government Area in the West. It also shares common boundry with Ejigbo and Iwo Local Government Areas in the East. Afijio Local Government Area is sub-divided into ten wards; Illora 1, Illora 2, Illora 3, Fiditi 1, Fiditi 2, Awe 1, Awe 2, Akinmorin/Jobele, Iware and Imini. The major agricultural activities in the study area are crop and livestock production. The population of the study was all registered poultry farmers in Afijo Local government area of Oyo state. Systematic sampling technique was used in selecting 80 poultry farmers from the list of requested farmers obtained from the Poultry Association of Nigeria (PAN) Afijo branch. The primary data were collected with the aid of interview scheduled from the sampled poultry farmers. Frequency counts and percentages were used as descriptive statistics. Pearson Product Moment Correlation (PPMC) was used to establish relationship between the selected variables.

Measurement of variables

There are two major variables in the study. These are the dependent and independent variables. The dependent variable is the utilization of marketing information. This was measured on a 4 point rating scale of Never = 0, Rarely = 1 Sometimes = 2 and Regularly = 3.

Results and Discussion

a. Types of poultry products marketed

The findings in Table 1 revealed that most (68.8%) of the respondents marketed poultry eggs, frozen chicken(11.2%), point of lay chicken/ spent layers (10.0%), 4 week old chicken (7.5%), and day old chicks (2.5%). This implies that majority of the farmers are marketers of both eggs and chicken.

b. Sources of marketing information

Table 2. shows that most (92.5%) of the respondents received marketing information through friends/neighbours, poultry association (85.0%), mobile phone (73.8%), feed millers (70.0%) , radio (67.5%) and veterinary officer (50.0%). Other sources of marketing information are handbills (47.5%), television (42.5%), newspapers (36.2%), livestock extension agents (27.5%) and internet (21.2%),. This finding implies that most of the poultry farmer's sources of marketing information are both interpersonal and electronic channels of communication.

c. Availability and Utilization of market information on poultry products

The result in Table 3 shows that the most available and utilized marketing information are information on sources of feed ingredients for optimum growth of poultry birds (Mean= 2.36 and 1.49), exotic breeds of poultry birds that commands high market value (Mean= 2.34 and 1.47) ranked 2nd, best time to cull poultry birds for sale and sorting of eggs for sale ranked 3rd respectively. The least available and unutilized marketing information are information on value addition and packaging of products (Mean= 1.11 and 0.76), cheapest form of transportation of poultry products to market places (Mean= 1.07 and 0.73) and preservation method of frozen chicken (Mean= 0.41 and 0.30) .This finding implies that the availability of marketing information is probably related to the extent of use of the information.

d. Constraints to utilization of marketing information on poultry products

Table 4 revealed that inadequate contact with livestock extension personnel for relevant information (WMS=2.20), inadequate market outlets for marketing poultry products (WMS=1.66) and complexity of information acquired on marketing of poultry products (WMS=1.65), were the major constraints to utilization of marketing information. Other identified constraints are concealment of information by poultry farmers (WMS= 1.61), inadequate access to timely information on marketing of poultry products, inadequate market outlets for marketing poultry products (WMS=1.55), inappropriate airing time of agricultural programme for marketing information (WMS=1.40) and lack of interest in sourcing for and utilizing marketing information on poultry products (WMS=1.25). This implies that the major constraint facing the poultry farmers in the study area is inadequate contact with livestock extension personnel for relevant information.

Test of Hypothesis

The result of PPMC revealed that a positive and significant relationship exist between availability of marketing information ($r = 0.936$, $P < 0.05$) and utilization of marketing information. This implies that the more the marketing information is available the higher is its utilization by the respondents. This finding is similar to that of Olaniyi (2010) who reported a significant relationship between availability of agricultural information and utilization of information in south

west Nigeria.

Conclusion and Recommendation

Based on these findings, the study concluded that marketing information was made available and utilized moderately by the poultry farmers in the study area. The most available and utilized marketing information are information on sources of feed ingredients for optimum growth of poultry birds , exotic breeds of poultry birds that commands market value and best time to cull poultry birds for sale and information on sorting of eggs. Both interpersonal and electronic mass media are the major sources of marketing information on poultry products. The study therefore recommended that the livestock extension agents should be encouraged to have more contacts with poultry farmers and disseminate information on value addition to poultry products for optimum profits to the farmers in the study area.

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Table 1: Distribution of respondents according to Poultry Products marketed

Types of poultry products marketed	Frequency	Percentage
Eggs	55	68.8
Day old chicks	2	2.5
4 Weeks old chicken	6	7.5
Point of lay Chicken/ spent layers	8	10.0
Frozen Chicken	9	11.2

Source: Field survey, 2015

Table 2: Distribution of Respondents According to sources of marketing information

Sources of information	Frequency	Percentage
Friends/ neighbours	74	92.5
Feed miller and Suppliers	56	70.0
Mobile phones	59	73.8
Poultry association	68	85.0
Radio	54	67.5
Television	34	42.5
Newspaper	29	36.2
Internet	17	21.2
Livestock Extension agents	22	27.5
Veterinary officers	40	50.0
handbills	38	47.5

Source: Field survey, 2015

Table 3: Mean and rank order of availability and Utilization of marketing Information

	Availability		Utilization	
Marketing Information	Mean	Rank	Mean	Rank
Preservation methods of frozen chicken	0.41	9	0.30	8
Value addition and packaging of products	1.07	8	0.73	7
Best time to cull poultry birds for sale	1.52	5	1.20	3
Sorting of eggs for sale	1.59	3	1.00	5
Information on exotic breeds that command high market value	2.31	2	1.47	2
Sources of feed ingredients for optimum growth of chicken	2.36	1	1.49	1
Information on packing eggs for sale without breakage	1.51	6	1.00	5
Cheapest form of transportation of poultry products to market places	1.11	7	0.76	6
Information on the durability of poultry egg products	1.54	4	1.08	4

Source: Field survey, 2015

Table 4: Distribution of respondents according to the severity of constraints to utilization of marketing information on poultry products

Constraints to Utilization of Marketing information	WMS	Rank
Inadequate contact with livestock extension personnel for relevant information	2.20	1
Complexity of information acquired on marketing of poultry products	1.65	3
Inadequate access to timely information on marketing information on poultry products	1.55	5
Lack of interest in sourcing for and utilizing marketing information on poultry products	1.25	7
Inadequate market outlets for marketing poultry products	1.66	2
Concealment of information by big poultry farmers	1.61	4
Inappropriate airing time of agricultural programme for marketing information	1.40	6

Source: Field survey, 2015 **WMS - Weighted Mean Score**