ASSESSMENT OF FROZEN FISH MARKETING ACTIVITIES AND CONSTRAINTS IN DEKINA LOCAL GOVERNMENT AREA, KOGI STATE, NIGERIA

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ABSTRACT

The study was designed assessed frozen fish marketing activities and constraints in Dekina Local Government Area of Kogi State. Multistage random sampling involved selection of four major communities where frozen fish were commonly sold. A certified list of frozen fish marketers were obtained from their Association, then eighty percent (80%) respondents were randomly selected in each of the communities to make a sample size of 136, data obtained were analyzed through frequency counts, percentages and mean score (5 point Likert Scale). Results showed that 64% frozen fish marketers buy from middle men/women, frozen fish price is being determined through negotiation by the buyers (61.0%), 48.5% frozen fish marketers use vehicles as means of transporting fish to where it's been sold, 57.4% sold frozen fish in shed; frozen fish marketers made more profits (44.1%) and sell more between January -March (47.8%) while 50% frozen fish marketers started the business with ₦30,000 - ₦40,000 and 45.6% made profit on monthly basis. Political affiliation ($\bar{x}$ = 3.61), revenue or levy ($\bar{x}$ = 3.56), transportation ($\bar{x}$ = 3.53), fish storage ($\bar{x}$ = 3.47) and capital ($\bar{x}$ = 3.46) are constraints that fish marketers faced in the study area. The study recommended that Government at all levels should not use politics as basis for benefiting from programmes aimed at improving the welfare of the people.

Key words: Constraints, frozen fish, marketing, price, profit,

INTRODUCTION

Fish is a source of quality protein and an important component of the diets of people globally because it has a nutrient profile superior to most terrestrial meats (Onyekuru *et al.,* 2019). It is a crucial means of survival for people especially those in rural fishing communities as a source of protein food, employment, and income. Despite the successive governments' efforts to increase local fish production, fish supply from both the capture fisheries and aquaculture falls below the national needs (Olaoye *et al.,* 2019). Hence, Nigeria resorted to fish importation to augment domestic fish production. Onyekuru *et al.,* (2019) considered Nigeria as one of the largest fish importers in developing countries. Fish plays a vital role in feeding the world's population and contribute significantly to the dietary protein intake of billions of the populace. On the global scale, almost 20% of total average intake of animal protein was attributable to fish (FAO 2020). The fish industry remains the most virgin investment in Nigeria; similarly the demand for fish in the country has been on the rise with demand far exceeding supply. Although the country imports a lot of frozen fish; there exists a demand-supply gap (Usman *et al,* 2020) Agricultural marketing is central to agricultural development and the overall growth and development of the economy. Previous studies have shown that efficient marketing system stimulates agricultural production (Awoyinka, 2019). Marketing is an integral aspect of fish production because it is only when the fish gets to the consumers that production is said to be complete. Fish marketing is one of the post-harvest activities, which is an avenue of improvement of family income (Olopade *et al.,* 2022). The availability of fish to consumers at the right time and at the right place requires effective marketing system. Currently, people involved in marketing of fish are on the increase, this might be as a result of the profitability of the venture or increase in population (Ali *et al.,* 2014). Frozen fish marketing is one of the economic activities that serve as a major source of livelihood for most residents. Despite its relevance, frozen fish marketing

like other economic activities comes with inherent constraints affecting the fish marketers. The aim of the study was to assess frozen fish marketing activities and constraints in Dekina Local Government Area, Kogi State, Nigeria. Specific objectives are to: (i) determine frozen fish marketing activities (ii) investigate profitability in frozen fish marketing (iii) identify constraints on frozen fish marketing

MATERIALS AND METHODS

This study was carried out in Dekina Local Government Area of Kogi State, Nigeria. This Local Government was created on the 28th of August, 1976. The Local Government share boundaries with Ofu in the south, Ankpa in the east, Omala in the North and Bassa in the West, with it headquarter in Dekina. Dekina Local Government lies between latitude 7^0 27'N – 7^0 31'N, longitude 7^0 09'E – 7^0 12'E and it has a land area of about 2461km2 (About 950 miles) and a population of about 260, 312 people (Adejo *et al.,* 2016). Dekina Local Government was purposively chosen because it hosts the State University. Multistage random sampling involved selection of four major communities where frozen fish are commonly sold, list of frozen fish marketers were obtained from their Association, then eighty percent (80%) respondents were selected (Anyigba: 36, Abocho: 40, Egume: 20 and Iyale: 40) to make a sample size of 136.

RESULTS AND DISCUSSION

Frozen fish marketing activities among the respondents

Table 1 showed that 61.8% of the respondents have been selling fish for the past 2 years, majority of about 64% buy frozen fish from middle men/women while 22.7% buy from Cold rooms. Only 40.4% of the respondents sold 1-2 cartons of fish a day, 36% sold 3-4 cartons a day. Frozen fish price is being determined through negotiation by the buyers (61.0%), 48.5% frozen fish marketers use vehicles as means of transporting fish to where it's been sold, 57.4% sold frozen fish in shed while cost of transportation (42.6%) and location (20.6%) determined frozen fish price. Middle men/women sometimes contribute to effective marketing chain because they provide starting capital for the marketers. In Nigeria open market system products are mostly negotiated which gives room for consumers to make choice.

Table 1: Frozen fish marketing activities among respondents

Variables		Frequency	Percentage
How long have you been selling fish?	1 year	20	14.7
	2 years	84	61.8
	3 - 5 years	32	23.5
Where do you buy your fish from?	Cold room	30	22.7
	Middle men/Women	86	63.2
	Distributors	20	14.7
Cartons of fish sold in a day?	1 – 2	55	40.4
	3 – 4	49	36.0
	5 – 6	28	20.6
	7 and above	4	2.9
How is fish price determined?	Fixed	45	33.1
	Negotiated	79	61.0
	Association	12	8.8
How do you transport your fish?	Foot	12	8.8
	Motorcycle	58	42.6
	Vehicle	66	48.5
What determine frozen fish price?	Weather	24	17.6
	Transportation	58	42.6
	Storage	26	19.1
	Location	28	20.6
How do you market your fish?	Hawking	29	21.3
	Shed	78	57.4
	House	29	21.3

Source: Field survey, 2021

Profitability in the marketing of frozen Fish

Table 2 indicated frozen fish marketers made more profit in January-March (44.1%), and sell more between January-March (47.8%). Fifty percent frozen fish marketers started the business with ₦30,000 - ₦40,000 (41.2%), while 33.1% started with ₦50,000 and above. Only 45.6% of the respondents made profit on monthly basis while 54.4% do not make profit consistently in all the months and 49.3% made profit of ₦15,000 - ₦20,00. More frozen fish are sold and more profits made by the fish marketers compared to other months of the year could be because of early months of the year individuals could have spent more towards the ending of previous year been festive periods and so resulted to frozen fish as major protein source because of affordability.

Table 2: Profitability in the marketing of frozen Fish

Variables		Frequency	Percentage
Which months do you make more profit?	January-March	60	44.1
	April-June	50	36.8
	July-September	17	15.1
	October-December	9	4.0
Which months of the year do you sell more fish?	January-March	65	47.8
	April-June	45	33.1
	July-September	17	15.1
	October-December	9	4.0
What is the cost of starting your business (#)?	10,000-20,000	23	16.9
	30,000-40,000	68	50.0
	50,000 above	45	33.1
Do you always make profit every month?	Yes	62	45.6
	No	74	54.4
How much is your profit in a month (#)?	5,000-10,000	45	33.1
	15,000-20,000	67	49.3
	25,000-30,000	24	17.6

Source: Field Survey, 2021

Constraints of frozen Fish marketing

Table 3 showed various constraints that fish marketers faced in the study area. Political affiliation ($\bar{x}$ = 3.61), revenue or levy ($\bar{x}$ = 3.56), transportation ($\bar{x}$ = 3.53), fish storage ($\bar{x}$ = 3.47) and capital ($\bar{x}$ = 3.46). Political affiliation as a constraint is a serious indication of how many things have been politicized in the Country. Beneficiaries of Government programmes like Trade Money, N power are tied to politics, sometimes bulk purchase of items. Multiple revenue or levy affects the profit margin of marketers while transportation becomes difficult due to exorbitant charges attributed to cost of fuel. Usman *et al.,* (2020) in a similar study reported transportation difficulties as the most highly rated constraint by the marketers.

Constraints of frozen Fish marketing

CONSTRAINTS	VS	S	M	NC	UD	MEAN SCORE
Difficulty in Transportation	69	55	40	34	69	3.53*
Revenue or Levy	70	64	50	28	21	3.56*
Fish storage	64	70	44	21	34	3.47*
Taste of consumers	50	42	50	10	81	2.87
Weather	58	40	58	30	47	3.14*
Capital	64	54	56	44	15	3.46*
Location	60	58	41	29	45	3.25*
Courtesy	34	59	40	65	35	2.97
Political affiliation	50	100	43	23	17	3.61*
Religion	54	50	42	20	67	3.02*

Source: Field Survey, 2021

VS = Very Severe, S = Severe, M = Moderate, NC = Not a Constraint, UD = Undecided

* = Severe Constraints

CONCLUSION AND RECOMMENDATIONS

Middle men/ women are the major supplier of frozen fish, frozen fish price are negotiated by the buyers and cost of transportation determined the price. More frozen fish are sold and more profits made during the first quarter of the year. Political affiliation and revenue/levy were major constraints to frozen fish marketing. The study recommended that Government at all levels should not use politics as basis for benefiting from programmes aimed at improving the welfare of the people and multiple revenue should be eradicated among marketers and revenue reduced to the minimum.

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