

Chevon availability in some markets in Ibadan, Nigeria

*¹Shaib-Rahim, H. O., ²Aluko, O. J., ²Eniola, O. ²Okeke, E. N. ³Oyededeji, M. B., ⁴Akanni-John, R., ¹Adegoke, A. G. and Roberts, A. E.

¹Department of Agricultural Technology, Federal College of Forestry, Jericho, Ibadan.

²Department of Agricultural Extension and Management, Federal College of Forestry, Jericho, Ibadan.

³Department of Vocational studies, Federal College of Forestry, Jericho, Ibadan.

⁴Federal College of Forestry Mechanization, Afaka, Kaduna



Corresponding author: *shuaibhafsoh@gmail.com; 08060430112

Abstract

Goat meat has a number of nutritional benefits compared to other meats. It is preferred by those who know it value. Studies on marketing of goat meat (chevon) is important to provide vital information on its availability, profitability and the constraints encountered by the marketers for effective research, pricing, planning and policy formulation. In the study, the marketing of chevon in selected markets in Ibadan, was examined. Well-structured questionnaires were purposively administered to 60 respondents from four markets (Bodija, Akinyele, Oritamerin, Aleshinloye) in different Local Government Areas within Ibadan, using multi-stage sampling techniques. Data were analyzed using descriptive statistics and budgetary analysis. The results showed that 55% male respondents were chevon marketers in which 70% were married within the age range of 40-49 years. About 31.7% had no formal education while 30.0% had secondary education. In terms of religion, 46.7% were Muslims, 40.0% were Christians and 13.3% were traditional believers. The budgetary analysis revealed that the total revenue (TR) was <3,970,030.00, total variable cost (TVC) was <2,125,150.00 and total fixed cost (TFC) was <123,300.00 while gross profit and net profit accounted for <3,970,030.00 and <1,721,580.00, respectively. Total cost incurred was <2,248,450.00 per month. The benefit cost ratio (BCR) was calculated to be <1.83. Among the problems facing chevon marketing in the study areas are infrastructural, credit facilities and storage facilities. It is therefore recommended that the government at all levels should provide market facilities and favorable market, regulatory framework for a more profitable chevon business.

Keywords: Chevon, marketing, profitability, Ibadan.

Introduction

Goat meat has a number of nutritional benefits compared to other meats, it is low in calorie, low in total fat, low in saturated fatty acids and cholesterol than other meats, goat meat has higher level of iron when compared to a similar serving size of beef, pork, lamb and chicken. Antonio and Silvia (2011) predicted that demand for livestock products will be doubled in the next 20 years due to world population increase, urbanization and economic growth. This provides excellent opportunity for goat producers and marketers. According to

Brinkmann and Adu (1977), goat and sheep meat accounted for 35% of total meat consumption in eastern Nigeria and 45% of the total meat supply. In western Nigeria, goat and sheep meat accounted for only 13% of total consumption and 22% of supply. Accurate statistics on livestock production and marketing are not available and therefore, detailed projections of the supply and demand of the livestock subsector cannot be realistically made. It is clear, however, that over the last decade the supply of meat, milk and eggs has failed to keep pace with the increasing population.

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The future of animal husbandry in Nigeria will depend on parallel market orientation in livestock industry (Amogu, 2010; Lamidi *et al.*, 2012). This can only be achieved through a comprehensive study on economics of livestock marketing, which will help in establishing efficient and robust marketing system needed as animal agriculture approaches industrial level in Nigeria. The problems of livestock marketing especially goats in Nigeria are many, varied and complex. The commonest of these problems include; the distribution system, the price and pricing policies in the livestock market (Amogu, 2010). The most production activities of livestock take place in the northern state while there is large consumer market in the southern states. This gives rise to a large north-south trade in the livestock marketing. Majority of the research and findings have been based on the live animals. The dearth of information on the marketing of chevon as a product from goat production prompted this research. The study analyzed the chevon marketing in selected markets in Ibadan Oyo State. The study described the socio-economic characteristics of chevon marketers in the study area; estimated the cost and return of chevon marketing in the study area while the problems faced by the chevon marketers in the study area were identified.

Methodology

Study area

The study was conducted in Ibadan, the capital city of Oyo State, and Nigeria. Oyo State is an inland state in south-western Nigeria. According to 2006 census, Oyo state has a population of 7,617,720 (NPC, 2006). Ibadan is located in south western Nigeria in the south-eastern part of Oyo state at about 119 kilometers (74 miles). Ibadan, the capital of Oyo state, is a large metropolitan community with a rich historical heritage and considerable

socioeconomic appreciation. It is the largest city in Nigeria with an estimated area of 3000 kilometers and a growing population of about 3 million people. The city has a predominant Yoruba population, with a generous mix of migrated residents from other tribes and parts of the country. In an almost equal proportion, Muslims and Christians co-exist peacefully. Ibadan has eleven local governments from which four local governments were selected; Ibadan north, Akinyele, Ibadan South West and Ibadan North West. Bodija, Akinyele, Oritamerin and Aleshinloye markets were considered from the respective local governments because there is high concentration of goat meat sellers in those markets.

Sampling techniques and size

Purposive and multi-stage sampling techniques were used in collecting data for the study. Stage one was done by selecting the local government that have highest concentration of meat marketers in Ibadan metropolis (Ibadan North, Akinyele, Ibadan South West and Ibadan North West). Stage two; markets identifications markets for consideration were, Bodija Market, Akinyele Market, Oritamerin Market and Aleshinloye Market. The markets were purposively selected because the meat marketers can easily be found in those markets. Stage three was random selection of respondents from each market Bodija=19, Akinyele=13, Oritamerin=14, Aleshinloye=14 based on the number of chevon marketers.

The data were collected through interview with the chevon marketers at the selected markets using well-structured questionnaire. Primary data collection focused on socio economic characteristics of chevon marketers, inputs used, chevon marketers output and their prices. The data collected were subjected to descriptive statistics. Budgetary analyzes (gross margin) and profitability ratio were used to

estimate the costs and returns of chevon marketers in the study area. Statistical package for social sciences version 20 was used in computing the results.

Where $TR-TC$

$GM=TR-TVC$

Where $GM=$ Gross margin, $TR=$ Total revenue, $TVC=$ Total variable cost.

Where

$TVC=(X_1+X_2+X_3+X_4+X_5+X_6+X_7+X_8+X_9)$.

$X_1=$ cost of transportation

$X_2=$ cost of killing

$X_3=$ cost of purchase

$X_4=$ cost of labour charges

$X_5=$ cost of other materials

$X_6=$ cost of receipts

$X_7=$ cost of showcase materials

$X_8=$ cost of dressing

$X_9=$ cost of weighing scale

Where $TR=PQ=$ Price x quantity

Results and discussion

Table 1 revealed that (55%) of the respondents were males and (45%) were females thus indicating that chevon marketing is a gender inclusive venture. The respondents (23.3%) were between the ages of 20-29, 30.0% were between the ages of 30-39, 31.7% were between the ages of 40-49, while 15.0% were between the ages of 50 and above. This conformed with the findings of Oladejo (2014), who reported a mean age of 42.9% years for goat marketers in Ogbomosho simplifying that the respondents were still economically active. This also affirmed the results of Oladejo (2014) that in the marketing of goat meat, male and female genders are involved. This also applies to chevon marketing. Majority of them were married with (70.0%) and the married were more involved in chevon marketing and this implies that sufficient labour is likely to be available for marketing activities. 15.0% were single, 8.3%

divorced, while 6.7% were widows. About 31.7 % had no formal education, 21.7% had primary education, 30.0% had secondary education, 10.0% had tertiary education, while 6.7% had Islamic education. 46.7% of the population were Muslims, 40.0% Christians and 13.3% were traditional worshippers in the study area. Majority of the respondents are Muslims, which means Muslims are more into chevon marketing than other religions.

Table 2 reveals budgetary analysis of goat meat (chevon) in some selected markets in Ibadan. The total revenue (TR) was <3,970,030; total variable cost (TVC) was <2,125,150 while the total fixed cost (TFC) was <123,300. The net profit (NP) <1,721,580 and gross profit (GP) were <3,970,030 and <1,844,880 respectively. A total cost (TC) of <2,248,450 was incurred per month, where the return per naira was <1.83. This shows that for every <1 introduce in this business 83kb was obtained has profit. This is an encouragement in as much that profitability of an enterprise has been found to be profitable. This is a major ingredient that determines the retention of the practitioners in the business (Usman *et al.*, 2006).

Constraints in chevon marketing in the study area are presented in Table 3. The table revealed that infrastructure, credit and storage facilities as constraints in chevon marketing. Others include transportation, security, social amenities, customers, season, weather, and others. The analysis of the table showed that infrastructure 51.7%, security 53.3%, credit facilities 50%, customers 53.3% and transportation 71.7% are not problems in the study area while social amenities, storage facilities, season, weather, and others are major problem in the study area with 31.7%, 18.3%, 20.0%, 25.0%, and 21.7%, respectively.

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Table 1: Socio-economic characteristics of respondents

Variables	Frequency	Percentage (%)
Gender		
Male	33	55
Female	27	45
Total	60	100
Age		
20-29	14	23.3
30-39	18	30.0
40-49	19	31.7
50 and above	9	15.0
Total	60	100
Religion		
Christianity	24	40.0
Islam	28	46.7
Traditional	8	13.3
Total	60	100
Marital status		
Single	9	15.0
Married	42	70.0
Divorced	5	8.3
Widow	4	6.7
Total	60	100
Educational background		
No formal education	19	31.7
Primary education	13	21.7
Secondary education	18	30.0
Tertiary education	6	10.0
Islamic education	4	6.7
Total	60	100

Table 2: Costs and returns from chevon marketing

ITEMS	
Total revenue	3,970,030
COST	
(a) VARIABLE COST	
Cost of purchase	1,851,000.00
Washing	35,130.00
Slaughtering and processing	161,700.00
Labor	77,320.00
Total variable cost (TVC)	2,125,150.00
(b) FIXED COST	
Nylon	22,050.00
Tax	19,550.00
Cutlass (depreciated)	28,850.00
Scale (depreciated)	52,850.00
Total fixed cost	123,300.00

TOTAL COST= TVC+TFC = 2,125,150.00+123,300.00 = <2,248,450.00; Net profit = TR-TC = 3,970,030.00-2,248,450.00 = <1,721,580.00; Gross profit = TR -VC = 3,970,030.00-2,125,150.00 = <1,844,880.00; Return/Naira = TR/TC = 3,970,030.00/2,248,450.00 = <1.76.

Table 3: Constraints of chevon marketing

Problems/constraints	Not a problem (%)	Minor problem (%)	Major problem (%)
Infrastructure	31(51.7)	22(36.7)	71(11.7)
Security	32(53.3)	15(25.0)	13(20.7)
Credit facilities	30(50.0)	22(36.7)	8(12.3)
Social amenities	18(30.0)	23(38.3)	19(31.7)
Transportation	43(71.7)	12(20.0)	5(8.3)
Customers	32(53.3)	25(41.7)	3(5.0)
Storage facilities	27(45.0)	22(36.7)	11(18.3)
Season (festival)	25(41.7)	23(38.3)	12(20.0)
Weather	15(25.0)	30(50.0)	15(25.0)
Others	29(48.3)	18(30.0)	13(21.7)

Conclusion

The study revealed that chevon marketing is a gender inclusive business that involves both male and females with good acceptability among the sample population but more young people of age range 40-49 were more involved and majority of the respondents were muslims who have secondary school certificate as their highest level of educational qualification. The business is a very viable one and is highly profitable as 83 kobo can be realized from every < 1.00 invested. Nevertheless, low infrastructural facilities, poor credit facilities, little or no storage facilities were some of the limitations to chevon marketing in the study area.

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