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ROLES AND EFFICIENCY OF PARTICIPANTS IN PIG MARKETING IN THE NORTHERN PART OF NIGERIA

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This study examines the performance of market participants in pig marketing in Zango-Kataf Local Government Area of Kaduna State, Nigeria. The purpose of the study was to describe the organizational pattern of pig marketing; identify the major problems militating against the marketing efficiency and evaluate the marketing margins of pig at various levels of the marketing channel/chain. The study investigated the pig marketing practices in this area through interviews with producers, rural assemblers, wholesalers, commission agents and retailers. The data collected were analyzed using costs and marketing margins to assess market performance. Empirical findings indicated that the difference (margin) between the price received by producers and the retail price of pork and butchers' sales of by-products was N4,192.40 (US \$32.75) per head of pigs. This margin expressed as percentage of the sum of the price paid by pork consumers and by-products merchants was 22% and was shared by the intermediate agents in the marketing chain. Several factors perceived by participants in the market as limiting constraints to pig production and marketing are inadequate abattoir, absence of refrigerators, absence of standard weights and measures, high cost of transportation, lack of access to formal credit sources and lack of good roads. The study recommends the provision of credit facilities, installation of processing plants, use of weights and infrastructural developments in order to increase overall volume of the market.

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