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African Journal of Agricultural Research Vol. 3 (10), pp. 667-671 October, 2008

 Available online at <http://www.academicjournals.org/AJAR>

ISSN 1991-637X © 2008 Academic Journals

Full Length Research Paper

Analysis of marketing bush meat in Idanre local government area of Ondo state, Nigeria

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Accepted 15 September, 2008,

Abstract

This study was a survey of bush meat marketing in Idanre local government area of Ondo state. The sample consisted of fifty (50) purposely selected bush meat marketers from the study area. Data were collected from respondents through the use of well-structured questionnaire to elicit information on demographic and socio economic variables. The data were analyzed using frequency distribution, percentages, concentration, ratios and operational efficiency. The result revealed that 72% of the respondents sell their bush meat to the final consumers and there was an indication of low concentration in the market given the Concentration Ratio (CR) with CR₂, CR₄ and CR₈ of 0.2, 0.3 and 0.5% respectively. Ninety seven percent had sub optimal operational efficiency which indicates that there is room for efficiency growth. Based on these findings, it was recommended that government should encourage hunters, by reducing areas that are restricted to improve and increase the volume of games catch and also proffer better means of conservation based on informed knowledge of the participants in the trade.

Key words: Bush meat, marketing, operational efficiency.

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