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Socio-Economic Characteristics of Fish Marketers in Yenagoa Local Government Area of Bayelsa State, Nigeria

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ABSTRACT [ENGLISH/ANGLAIS]

The study was carried out in Yenagoa Local Government Area of Bayelsa State between February and June 2008. The markets surveyed were Swali, Edepie and Zarama Markets. Field observations, personal interview coupled with the use of structured questionnaire were adopted for this study. 90 respondents were successfully interviewed based on the willingness of the marketer to respond to interview. Percentages and market performance tools were used to analysis the data collected. Women formed the highest number of Fish marketers in Yenagoa Local government area except for very few men, 4 men out of the 13 suppliers (14.44%) doubled as wholesalers or middlemen while, all other respondents were all women retailers (85.56%). Older women of age 41 years and above formed the bulk of the retailers (42.2%) Inadequate finance ranked highest among problems encountered by the respondents. Swali and Edepie markets were cosmopolitan where all types of fish were on sale while in Zarama Market there was no frozen fish on sale. Market margin calculated for the various fish products were between 11.67-17.22% while the benefit/cost ratio ranged between 1.15-1.32. This study showed that despite the risk and problems facing this business it is still of benefit to those involved.

Keywords: Fish marketing, socio-economics, Bayelsa State

RÉSUMÉ [FRANÇAIS/FRENCH]

L'étude a été réalisée dans la zone de gouvernement local de Yenagoa l'Etat de Bayelsa entre Février et Juin 2008. Les marchés ont été interrogés Swali, Edepie et Marchés Zarama. Les observations de terrain, entretien personnel couplé avec l'utilisation de questionnaires structurés ont été adoptées pour cette étude. 90 répondants ont été interviewés avec succès repose sur la volonté de l'agent de commercialisation pour répondre à l'entrevue. Les pourcentages et les outils de performance du marché ont été utilisés pour l'analyse des données recueillies. Les femmes formées le plus grand nombre d'acheteurs de poissons dans la zone de gouvernement local Yenagoa sauf pour très peu d'hommes, quatre hommes sur des 13 fournisseurs (14,44%) a doublé en tant que grossistes ou d'intermédiaires alors, tous les autres répondants étaient tous les détaillants des femmes (85,56%). Les femmes âgées de 41 années d'âge et au-dessus formaient le gros des détaillants (42,2%) des finances inadéquate plus classé parmi les problèmes rencontrés par les personnes interrogées. Swali marchés et Edepie étaient cosmopolite où tous les types de poissons ont été mis en vente tout au marché Zarama n'y avait pas de poisson congelé à la vente. La marge du marché calculé pour les produits divers poissons étaient entre 11,67 à 17,22% tandis que le ratio bénéfice / coût variait entre 1,15 étude a montré que 1.32. This malgré le risque et problèmes auxquels sont confrontés ces affaires il est encore d'avantage à ceux qui sont impliqués.

Mots-clés: La commercialisation du poisson, socio-économiques, l'Etat de Bayelsa

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INTRODUCTION

Analysis of fish marketing is essential considering the fact that fish and fish products contributed 6% to the gross domestic product (GDP) of the country in 2006 [1]. About 90% of fish produced in Nigeria is sold in the local market as a cheap source of protein to the growing population. Fish also made up 40% of dietary protein consumption in the country. Nigerian fish market is characterized by indigenous mechanism depending on

season, ability of buyer to bargain and of course the concept of demand and supply. Fisheries development depends on improved production and processing technology and also on effective marketing system. It is important to know how the market is sustained and describe the socio-economic characteristics of participants to be able to aid policy makers in their management decisions. The essence of this study is therefore, to describe these characteristics of fish

marketers in Yenagoa Local Government Area of Bayelsa State.

MATERIALS AND METHODS

The study was carried out in Yenagoa Local Government Area of Bayelsa State between February and June 2008. Yenagoa is the capital city of Bayelsa State. The state is located Longitude 6° 10' 51.72°E and Latitude 4°53'17.74° N. The markets surveyed were Swali, Edepie and Zarama Markets, while observations, surveys and the use of, questionnaire were adopted for this study. . 90 respondents were successfully interviewed based on the willingness of the marketer to respond to interview, a convenience sampling of non-probability strategy. . The data were analyzed using descriptive statistics in terms of frequencies and percentages to summarise the socio – economic characteristics of the marketers. Marketing margin and benefit- cost ratio analysis was used to analyse the performance of fish marketing, while the difficulties encountered were ranked on a 6 points count.

RESULTS

The social characteristics of the respondents are shown in Table 1. Respondents above the age of 41 years old were more involved recording 42.2%, majority of the respondents were married (68.9%) while those with no formal education ranked same as those with secondary education, many (65%) do not belong to any fish marketing association.

The benefit /cost ratio is as shown in table 2 according to the markets and the types of fish, it ranged between 1.15-1.32.the market margin was between 11.67.to 17.22%. Frozen fish was not recorded in zarama market maybe because it is a weekly market unlike swali and edepie markets that are located in the metropolis.

Women are the main fish marketing agent as observed in several studies in the country, they are known as fish mummies .They are highly organised and disciplined and have proved capable of handling and distributing large quantities of fish both at wholesale and retail levels [2, 3]. These women not only contribute significantly to the Fisheries sub –sector, their contributions to the socio-economic wellbeing and sustenance of their households is also very considerable. The general pattern of fish marketing in Yenagoa Local Government Area depends on the species of fish, size and type in terms of presentation which could be fresh /live, frozen or dried/smoked. The supposed wholesalers actually occupy the suppliers/middlemen stage of marketing

Table 1: This table shows the social-Economic Characteristics of the Respondents

	Frequency	Percentage
Age		
15-25	12	13.33
26-30	20	22.22
31-40	20	22.22
41 and above	38	42.22
Total	90	99.90
Marital status		
Single	14	15.50
Married	62	69.00
divorced	14	15.50
Total	90	100
Level of education		
No formal education	32	35.50
Primary education	19	21.00
Secondary education	32	35.50
tertiary education	0	0
Adult education	7	8.00
Total	90	100.0
Number of children		
None	14	15.55
1	8	8.90
2	15	16.77
3	28	31.10
4 and above	25	27.88
Total	90	100.0
Member of fish marketing association		
Yes	25	27.78
No	65	72.22
Total	90	100.0
Type of maketing Whosalers(suppliers)		
Retailers	13(4men)	14.40
Total	77	85.56
Total	90	100.00
Types of fish		
Frozen	20	22.22
Fresh/live	47	52.22
Dried/smoked	23	25.56
Total	90	100.00
Sources of capital		
Relatives/friends/husbands	42	46.67
Personal savings	9	10.00
Credit buying	21	23.33
Esusu	18	20.00
Total	90	100.00

Table 2: This table shows the benefit/costs ratio and market margin

Parameters /month	Swali and edepie markets			Zarama market	
	Fresh fish	Dried fish	Froze nfish	Fresh fish	Dried fish
Purchasing price (N)	473,14	94,160	478,61	185,60	609,70
Marketing price (N)	4.00	.00	4.32	7.00	0.00
Sales (N)	7400	6000.0	9100.0	2000.0	4800.0
Net income (N)	.00	0	0	0	0
Benefit/cost s ratio	544,00	118,60	560,84	216,37	742,30
Market margin (%)	0.00	7.36	2.78	0.70	0.00
	536,60	112,60	551,74	214,37	736,50
	0.00	7.00	2.78	0.70	0.00
	1.32	1.18	1.15	1.15	1.21
	11.67	15.55	13.04	13.29	17.22

*N = Nigerian Naira

Table 3: This table shows the problems of and constraints to Fish Marketing

	Frequency	Percentage	Ranking
Inadequate finance	48	39.02	6
Power supply	16	13.01	5
Inadequate storage facilities	14	11.38	4
High cost of transportation	14	11.38	4
Lack of market stall	12	9.76	3
Local government tax harassment	10	8.13	2
Debt recovery	9	7.32	1

while the retailers formed the major marketers in this area. Benefit/Cost ratio was above one for all fish types confirming the profitability of fish marketing. Although, fish marketing faces a lot of limitations ranging from inadequate funding ranking highest to poor transportation system, inability to preserve left overs because of inadequate storage/refrigerating facilities due to erratic power supply. Coupled with the fact that fish is highly perishable and it is a common knowledge that there is imbalance between supply and demand for fish /fish products, it then becomes a matter for consideration to know how marketers of fish cope with

all these associated difficulties in fish marketing. The market stalls are mostly make shifts but this seems to be one of the least of the problems perceived by the market women. Many of the respondents depend only on social funding even as observed by (4) for their operations there are no institutional funding. It was also an observed issue in Campodia, where women are known as financial managers of the household and are actively involved in decision making especially food and saving money. However, compared to men women generally lack financial resources for livelihood activities (5). Most of them do not belong to any marketing association, according to them membership of market association was based on leadership problem and level of education, 35.5% of the respondents had no formal education. The sales proceeds are often revolved to keep the operations going. The high benefit/cost ratio was observed in Swali and Edepie Fresh Fish Market but the market margin for Zarama dried fish market was high compared to the other markets [6, 7] which may be due to high turn overs since the market serves other fish markets in and outside the state. These markets are segmented and targeted towards consumers/buyers needs, Swali and Edepie markets are located in the city hence dealing in all the 3 different fish products (frozen, fresh and dried fish). Zarama market is a supposed farmer's market therefore there was no frozen product on display or for sale in the market. This survey has provided market information on fish products and fish marketers in Yenagoa metropolis, further survey should be carried out to make policy decisions.

CONCLUSION

Socio-economics studies of fish marketers in Yenagoa local government area has shown that more women than men were involved in fish marketing, the venture is profitable at 1.21 cost-benefit ratio but faced with challenges such as inadequate finance, erratic power supply, inadequate storage facilities, high cost of transportation, lack of market stalls to display where, and incessant exploitation under the cover of market taxation by market touts

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CONFLICT OF INTEREST

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