International Journal of Business Marketing and Management (IJBMM)
Volume 4 Issue 8 August 2019, P.P. 12-15
ISSN: 2456-4559
www.ijbmm.com

Constrains to Marketing Fish and Fish Produce by Farmers in Ogun state Nigeria

Musari, AkeemAdedayo
Department of Marketing, Gateway Polytechnic Saapade,P.M.B 2004 Ode Remo, Ogun State Nigeria

***Abstract*: -** *Marketing plays animportant role in a market economy. The role of marketing as an incentive to fish production and productivity cannot be over emphasized. According to Chikwenwu (2005), the marketing of agricultural commodities in Nigeria involves various markets or exchange points.It is important to know that the lesser familiar a species is, the greater the risk that it will be rejected or take a long way to build up demand for it, people's taste are formed slowly and strongly influenced by traditional eating habits.In this research, the significance of this study is to bring together the various ways and facts as regards to subject matter, constraints to marketing fish and fish product by farmers in Obasanjo Farms Nigeria.The study was conducted in Obasanjo farm Local Government Area of Ogun State, Nigeria. A multi-stage sampling technique was employed in selecting respondents for the study. The method that was employee selecting sampling from the population is stratified random sampling techniques, Stratified Radom sampling was employed in Obasanjo farm Ota in which (70) workers are use as the area of concentration,descriptive statistical techniques such as means, frequency distribution, and percentages were used to achieve objectives. The results shows that majority of the respondents were senior staff with 28.6% and junior staff with 28.6% and 42.8% are members of the board of directors, likewise, had an adequate knowledge of the company with 10 -15years of service, having 14.3% and least was the range of 1-5 years with 14.3%, and 28.6% of the respondent strongly agreed that Fishing activities in month take up to 2-3 Months, 28.6% agrees and 21.4% disagreed. The result show that 21.4% of the respondent strongly agreed that Fish farming have access to credit facilities, 35.7% of the respondent agreed, 14.2% of the respondent disagreed and 28.5% strongly disagree.This research work had briefly carried out an economic analysis of artisanal fishing enterprise in Obasanjo farm of Ogun State and found the enterprise to be profitable.*

Keywords: *credit facility, fish farming, market assessibility*

I. INTRODUCTION

The number of exchange points depends on the nature of the point of production and that of consumption. If the marketing process is efficient, it will go a long way in providing sufficient food to the populace through the process of market mechanism Lawal, (2004). The influence of market mechanism on price to a great extent determines the amount of food which peoples can afford. The effect of marketing process is assessed by the ability of the market to create time, place form and possession utility. Since rapid preservation and transport became available in the 19th to 21st century fish such as poor socio-economic environment like access road, developed market, school for children etc, poor storage facilities and fish spoilage, effect on cost-returns of fish marketers, constraints of fish marketing such as transportation, Epileptic power supply in the cold room, high cost of fish, poverty, financial and processing problems. Idega, (2004), hunger and malnutrition remain amongst the most devastating problems facing the world poor and needy. The shortfall has resulted in a low animal per capital consumption rate of 7.5 kg against the 13 kg recommended by the food and agriculture organization. Fishing is as old as mankind. It has been established throughout the world. of the 36 states of the federation, nine are located on the coast with access to the Atlantic Ocean Kow, (2002).

II. Methodology

The study was conducted in Obasanjo farm Local Government Area of Ogun State, Nigeria. Obasanjo Farms the third largest farms. Obasanjo farm is located in the northern part of Ogun State and lies between Longitudes 6^0 35E and 8^0 10E of the Greenwich Meridian and Latitudes 6^0 30N and 8^0 10N of the equator and at an elevation of 97m above sea level in the Southern Guinea Savanna agro ecological zone. Obasanjo farm has a

land area of 240,000 square kilometers with a population of 191,599 people (2006 Census). The farm has a tropical climate with the rainy season starting from April to October while the dry season is from November to March. The annual average rainfall is 1250mm. During the rainy season, the daily mean temperature is 28^0C while in the hot season the average temperature is 35^0C Ekpebu, (2001). Obasanjo farm shares boundaries with Ijoko Sango Ota, in the north and west, Ado-Ota LG,

II.1. Sampling Procedure

A multi-stage sampling technique was employed in selecting respondents for the study. Preliminary observations by the researcher showed that out of the ten districts in the Local Government Area, artisanal fishing activities are concentrated in only of the districts that fall between the flood plains Obasanjofarm rivers.

II.2. Analysis of Data

Descriptive statistical techniques such as means, frequency distribution, and percentages were used.

I. RESULTS

Table 1: Analysis of correspondence from the administered questionnaire

Question	Option	No of respondent	Percentage %
Fishing activities take up to 2-3 Month	Strongly agreed	20	28.6
	Agreed	20	28.6
	Disagreed	15	21.4
	Strongly disagreed	15	21.4
June-August is the period of highest fish catch	Strongly agreed	10	14.3
	Agreed	20	28.6
	Disagreed	20	28.6
	Strongly disagreed	20	28.6
Fish farmer have access to credit facilities.	Strongly agreed	15	21.4
	Agreed	25	35.7
	Disagreed	10	14.2
	Strongly disagreed	20	28.5
Fish farming have access to extension services.	Strongly agreed	10	14.2
	Agreed	20	28.6
	Disagreed	20	28.6
	Strongly disagreed	20	28.6
Fishing production expenses incurred on total capital,	Strongly agreed	20	28.6
	Agreed	30	42.8
	Disagreed	10	14.3
	Strongly disagreed	10	14.3
Hired is the major source of farm labour.	Strongly agreed	20	28.6
	Agreed	15	21.4
	Disagreed	15	21.4
	Strongly disagreed	20	28.6
Farming product are sold in fresh form.	Strongly agreed	20	28.6
	Agreed	10	14.3
	Disagreed	10	14.3
	Strongly disagreed	30	42.8
Death is the major constraints encountered in the exploitation of fishery resources.	Strongly agreed	15	21.4
	Agreed	15	21.4
	Disagreed	20	28.6
	Strongly disagreed	20	28.6
Harvesting crops is been determine by Personal savings,	Strongly agreed	10	14.3
	Agreed	10	14.3
	Disagreed	20	28.6

	Strongly disagreed	30	42.8
Agricultural banks issues attract loan for farmers.	Strongly agreed	15	21.4
	Agreed	15	21.4
	Disagreed	20	28.6
	Strongly disagreed	20	28.6
Improving the Marketing System of Fish Would Involve Solution To Constraints	Strongly agreed	10	14.3
	Agreed	20	28.6
	Disagreed	10	14.3
	Strongly disagreed	30	42.8
Marketers should be provided with Improved Storage/Preservation Facilities to Avoid the Deterioration of their Fish	Strongly agreed	15	21.4
	Agreed	10	14.3
	Disagreed	15	21.4
	Strongly disagreed	30	42.8
Fish marketers or traders should be given financial assistance.	Strongly agreed	10	14.3
	Agreed	15	21.4
	Disagreed	15	21.4
	Strongly disagreed	30	42.8
Fish Marketers Should be encouraged to form Associations	Strongly agreed	25	35.7
	Agreed	25	35.7
	Disagreed	10	14.3
	Strongly disagreed	10	14.3

III.1 Interpretation

The table above shows that 28.6% of the respondent strongly agreed that Fishing activities take up to 2-3 Months, 28.6% agrees and 21.4% disagreed likewise, 14.3% strongly agreed that June-August is the period of highest fish catch, 28.6% agreed, 28.6% disagree while 28.6% strongly disagreed, also 21.4% strongly agreed that Fish farming have access to credit facilities, 35.7% agreed, 14.2% disagreed and 28.5% strongly disagree, 14.2% strongly agreed that Fish farming have access to extension services, 28.6% agreed, 28.6% disagree while 28.6% strongly disagreed, 28.6% strongly agreed that fishing production expenses incurred on total capital, 42.8% agree, 14.3% disagree while 14.3% strongly disagreed, 28.6% strongly agreed that the Hired is the major source of farm labour, 21.4% agree, 21.4% disagree and 28.6% strongly disagree, 28.6% strongly agreed that Farming product is sell in fresh form, 14.3% agree, 14.3% disagree and 42.8% strongly disagreed, 21.4% agreed that Dead is the major constraints encountered in the exploitation of fishery resources, 21.4% agree, 28.6% disagree and 28.6% strongly disagree, 14.3% strongly agreed that Harvesting crops is been determine by Personal savings, 14.3% agree, 28.6% disagree while 42.8% strongly disagreed, 21.4% strongly agreed that Agricultural banks issues attract loan for farmers, 21.4% agreed, 28.6% disagree while 28.6% strongly disagreed, 14.3% strongly agreed that improving the marketing system of fish would involve solution to constraints, 28.6% agreed,14.3% disagree while 42.8% strongly disagreed, 21.4% strongly agreed that marketers should be provided with improved storage/preservation facilities to avoid the deterioration of their fish, 14.3% agrees and 21.4% disagreed, 14.3% strongly agreed that fish marketers or traders should be given financial assistance, and finally, 21.4% agreed, 21.4% disagree while 42.8% of the respondent strongly disagreed.

III. Discussion

From the results above, 35.7% agreed that fish marketers should be encouraged to form associations, 35.7% agree, 14.3% disagree and 14.3% strongly disagree.

The study established that a very high percentage of the respondents (68.3%) fall between the ages of 26 and 45. Almost half of the respondents (47.5%) have no formal education. Distribution of respondents by occupation showed that only 34.2% are full time fishermen with greater majority of them alternating fishing with other livelihood activities such as crop farming (57.5%) civil service/teaching (5.8%) and hunting (2.5%). Over 55% of the respondents have household size of between 6 and 15 people. Most of the respondents have more than 15 years of fishing experience.

On fishing practices by the respondents, the study showed that majority of the fishermen, (55%) use both nets, hooks and traps in fishing. Only 7.5% of the respondents have access to credit facilities in the study area while only 14.17% have access to fishery extension services. The cost and return analysis of the fishing enterprise show that the enterprise is profitable with a positive Net Farm Income (NFI) of ₦18, 413.68) and a benefit cost ratio of 1.39.

The double-log functional form of regression was chosen out of the three fitted regression models to estimate the effect of all the considered variables on output of artisanal fishing. Results show that the output of artisanal fishing households is positively associated with all the variables.

The t-ratio for labour, capital, operating costs, fishing experience and number of years spent in school by household heads are significant at 5% level thus, rejecting the null hypothesis (H_0) that socio-economic variables have no significant effect on the output of fishermen and accepting alternative hypothesis (H_1) for the first hypothesis test. Similarly, the null hypothesis of the second hypothesis which states that fishing inputs have no significant effect on output of artisanal fishing is rejected and the alternative hypothesis (H_1) accepted.
This study also identified several constraints militating against the full exploitation of natural fishing sites. These constraints range from technological to economic constraints. Technological constraints include; inability to construct/fix nets and traps, inability to maneuver/handle gears effectively, lack of modern storage facilities, and absence of processing facilities. Some economic constraints include; high cost of fishing gears, lack of credit facilities, low income as a result of poor catch and high cost of processing/storage facilities. These constraints affect fishery livelihood negatively as a result of reduced income and profit.

IV. CONCLUSION

This research work has briefly carried out an economic analysis of artisanal fishing enterprise in Obasanjo farm of Ogun State and found the enterprise to be profitable. The findings also revealed that the output of individual fishing households is positively associated with all the independent variable factors of capital, labour, operating costs, fishing experience, number of years spent in school by household heads and household size.
The outcome of this study also shows that farmers do not receive adequate extension service which should have exposed them to better fishing techniques.
The study also revealed that most respondents have no access to credit facilities to enable them procure fishing crafts and gears whose prices have gone beyond the reach of an average fisherman. The absence of these fishing equipment may have forced most people to abandon fishing for occupations that require very low input requirements.

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