

INCOME LEVEL OF GARRI MARKETERS IN MBA AND OZUZU CLANS IN ETCHE LOCAL GOVERNMENT AREA, RIVERS STATE, NIGERIA.

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Abstract

The need for sustained food availability has influenced government programmes towards increased agricultural participation. This study was directed to ascertaining the income level of Garri Marketers in Mba and Ozuzu clans in Etche Local Government Area, Rivers State. A survey sample population all garri marketers in Mba and Ozuzu clans were considered. Structured questionnaires were distributed to sample size of two hundred and fifteen respondents selected through a multi-stage random sampling technique and used for the study. Data analyses were conducted using descriptive statistics of tables, frequencies and percentages while Gini Co-efficient was adopted in finding the structure of the market. Results revealed that female were more engaged in garri marketing than the male folks. The people of Ozuzu clan had fewer participants due to their involvement in oil palm milling following the presence of SAIT Limited in the clan. Single women and the divorced were also greatly involved in the garri marketing as many were found not into child bearing and caring. The study also found that greater percentage of the marketers was those of younger age, mostly with Ordinary Level Certificate. Gini Co-efficient test discovered existence of Oligopolistic market structure, indicating that few individuals are involved in the marketing of garri at both wholesale and retail levels in the two clans which accrued more income. Price differentials were as a result of the activities of the middlemen such as transportation, handlers/loaders and off-loading, assemblers and other commission agents. The study recommended that government should direct more of her empowerment towards cassava farming, processing and marketing of garri products. There should be properly regulated Garri Marketers Association by government to check cases of arbitrary increase in garri prices. Government should consider the roles played by garri traders by providing them with storage facilities to reduce damage of garri not sold within a short period of time.

Keywords: Income, Garri, Marketing, Clan, Government, Area.

INTRODUCTION

Large scale agriculture began from subsistence farming aimed at sustaining immediate households in terms of food provision. In other words, self-reliance has been the intention of every farmer. The sustainability of rural existence had always leaned on rural agriculture. The compromise and synergy in the activities of farm produce supply and farming activities is seen as a co-existence of two economic activities that had sustained one another (Onubuogu & Onyeneke, 2012). Marketing of processed garri in Etche calls for concern due to her strategic position and the quality of garri she produces. Again, affordability of her garri has made its demand unique and increased demand for it multiplies daily. This may not be the reason for Etche people's involvement in the production of garri rather, the people are known for farming (Ekine, Onu, & Unaeze, 2006). While farming is characterized by the use of both energy and mental strength, trading on processed farm produce such as garri lays credence to sustain availability of cassava. The end point in both cassava farming, and marketing of processed garri is profit. Continuity of garri processors and marketing is influenced by its constant supply from the rural areas in both quality and quantity. Between 2016 and 2017, people showed more interest in garri marketing due to increased cost of the product at the beginning of Nigeria's economic recession. However, price is not excluded in making more profits but the rate of turn-over becomes a determinant mostly in the countryside where low prices attract greater sales. Apart from government policies and reforms on agricultural participations, one factor that is unavoidable in profit determination extends to market locations and good road networks (Ezealaji & Adanegan, 2014). It is pertinent to stress that government policy is important in the performance of agriculture. Where attention is given towards grading of rural roads, marketing of farm produce receives a boost. Again, input supply, extension services, trainings, storage and credit facilities are as well, imperative to increased food supply. Government policy direction towards providing enabling environment to foster easy movement to rural markets, peace and violent free neighborhoods; provision of soft loans to enable expansion, building of market stores etc., are necessary. Since processed garri can go bad if not stored in good condition or consumed within a short period, the orientation of knowing available quantity to buy for sales at a particular point in time reduces loss mostly where storage facilities are not available. The underlying factor is that having understanding and accurate assumption of volume of food required and making it available to the market and the right quantity indicates comprehending in reality, a country's household economic consumption position. Amount of food available to the market and substantially meeting households' food requirement are two different scenarios (Hernandez, Reardon & Berdegue, (2007). This is viewed from the fact that economic hardship has reduced farmers' sense of ensuring food security for their households to profit making in the sense that farmers may want to advantage increasing prices of food or high demand for farm produce to generate much profit. For instance, in the East and most Southern part of Nigeria (upland region), the quest to attain the social status or recognition of "King of Yam" (renowned yam farmer) may becloud farmer's sense of reasoning and make him prefer showcasing his entire yam harvest in the ban for the people to see, to denying his household yam consumption for a

particular season till the ceremony is over. It is further believed that market orientation is vital and must not be ignored when studying marketing of agricultural produce (Pender, 2006 cited in Onubuogu & Onyeneke, 2012). Pender (2006) further posited that demographic factors stand more chances of inhibiting risks to demand and supply of agricultural produce and products to the market through households size, age of farmer, gender etc.

Studies have addressed agricultural product marketing in (Adejob & Babatunde, 2010: Onubuogu, & Onyeneke, 2012). But, in Etche local government area, there are no existing empirical studies on income level of garri marketing with emphasis on Mba and Ozuzu Clans. This has created gaps in understanding the economic effect of agriculture in sustaining food security of the rural households in the area. The impact of past concluded agricultural programmes and policies of successive government cannot be comprehended where such study is not conducted to assess the existence of those factors that enhance marketing of farm produce and income level of agricultural produce marketers in the area. Non-availability of such information calls for a study such as this mostly in the face of increasing prices of food items and government desire to reduce poverty through agriculture. The question raised is “considering the location of Etche in the plains of vast arable land, does marketing farm produce in Mba and Ozuzu clans generate income parity?”

In an attempt to answer this question, this study focuses on assessing the income level of garri marketer in Mba and Ozuzu clans of Etche L.G.A, Rivers State, Nigeria. The study’s main objectives are to; (i) identify socio-economic characteristics of selected garri marketers in Etche (ii) Ascertain the factors that enhance marketing of farm produce in Etche, and (iii) ascertain the parity in income level of garri marketers in Mba clan and Ozuzu in Etche local government area.

SCOPE OF STUDY

The focus of this study is the primary market within the rural setting where farming, processing and marketing of garri are carried out within Mba and Ozuzu clans. This work therefore, confines its investigation on income level of marketers of garri in Etche L.G.A Rivers State.

KNOWLEDGE CONTRIBUTIONS OF THE STUDY

The study proved that;

- The sustainability of garri marketing is dependent on the activities of processors, wholesalers and retailers.
- There is failure of institutional support for distribution of agricultural produce.
- Agriculture is lucrative when institutional frameworks provide opportunities to potential farmers.

- The work established that large scale cassava farming guarantees sustained supply of garri to both rural and urban markets.
- The presence of SIAT Limited has tilted people's interest in oil palm marketing away from garri marketing in Ozuzu clan.

REVIEW OF LITERATURE

CONCEPTUAL FRAMEWORK

Marketing of farm produce and product is an essential aspect of food distribution or supply chain. Without marketing of agricultural products farming production remains uncompleted as the essence of agriculture is to make food available to the end user. The existing distances between farmers and consumers are closed by those involved in the marketing of farm produce. Essentially when it involves perishable produce, the faster it gets to final consumers the more the public feel the impact of agriculture in terms food supply. Agricultural produce will remain elusive in the absence of who makes them available to final consumers (Bamiduro & Rotimi, 2011). Marketing of agricultural products involves monetary exchange for the fulfillment of buyers and farmers desires (Onyeabor, 2009 cited in Bamiduro & Rotimi, 2011). It is a secondary entrepreneurship innovation with a determination to make profit.

The essential roles played by men and women in cultivation, harvesting, processing and marketing enable transmission of agricultural impact of the economy. Adubi and Jibowo (2006) posited that women constitute the life wire of commerce mostly in Africa. It is evident that at the end of harvesting and processing begins marketing and distribution. The receipt of the supplied foods marks the beginning of agriculturalists income. Be it cultivation, real-estate, delivery etc, the chain of activities in marketing cannot be dislocated without creation of artificial scarcity.

In comprehending the joint delivery of services as posited by Ikporah (2012), the interwoven activities of the "physical, exchange and facilitation functions transcends to enhancing sustained food supply. These factors are seen as capable of influencing product availability". In the classification of "agricultural marketing," basic activities are inherent in the groups;

- **Physical Function**

- (i) Storage; - it ensures all round availability of products. For instance, agricultural products are stored during bounteous harvest and made available to buyers during farming season.
- (ii) Distribution and transportation; - supply and availability of products without transportation cost reduces the price. This could be possible where alternative

channels or routes exist to reduce distance and cost. The closer the distance to the market, the less landing price of garri and lower prices for consumers.

▪ **Exchange Function**

- i) Buying; - this involves the search for products, gathering of information and purchase negotiations, and evaluation of products for alternative supplies.
- ii) Selling function; - this entails the identification and search for intending buyers of a product.

▪ **Facilitating Function**

- i) Standardization; - Uniformity in product quantity and quality. This enables buyer to precisely identify the product they want.
- ii) Financing; - Investment on inputs and product marketing during lag period.
- iii) Risk Bearing; - There are possible risks of damages, fire outbreaks, pest havoc, price changes etc.
- iv) Market Intelligence; - there is risk reduction through information gathering and dissemination relevant to marketing of products.

Ikporah (2012) identified existing agricultural marketing roles played by middlemen along the channels of product distribution. The study discovered that associated costs are involved and do not completely eliminate product price increase. Existence of alternative routes is the only panacea to ensuring the removal of price inconsistency in the markets since price changes can result due to several factors but can be minimized through low transportation costs. Middlemen activities found in the agricultural produce marketing are;

- i) Commission Men — they are found in advanced nations or economies where the assemblers are ignorant of certain conditions of the market. They source markets for assemblers' goods such as vegetables, livestock, fruits etc., and collect commissions for their services.
- ii) Buying Agent — agents consolidate the synergy between producers, local assemblers, wholesalers and farmers co-operatives in the farm product distribution chain mostly through oral communication or language interpretations.
- iii) Retailers — considering inadequate provision of infrastructure such as storage facilities, warehouses etc, retailers play vital roles in farm products distribution through direct contact with grocery shops, supermarkets etc.

- iv) Assemblers — they are wholesale merchants and stand proxy for wholesalers and may be resident at the production area or farm. They finance the local producers and handle the “branding, storage, grading, packaging etc.
- v) Merchant Wholesalers — merchant wholesalers maintain an independent storage system not far from markets and sell less perishable farm products. Their products are independently sourced from remote areas without the activities of middlemen.

ETCHE LOCAL GOVERNMENT AREA IN PERSPECTIVE

The intention of the paper in this section is not to delve into in-depth history of Etche. Compendiously, Etche local government area is one of the twenty-three L.G.As in Rivers State. It is a brother ethnic group of Omuma local government with Ogbako Etche as the apex cultural association. It is one of the upland L.G.As in Rivers State endowed with vast arable lands for agriculture. The people of Etche are predominantly farmers astute in oil palm processing, yam and cassava farming. Etche local government area was carved out of Ikwerre L.G.A in 1987 with its headquarter at Okehi. It has its traditional head as Ochie of Etche. Etche ethnic nationality is made up of six clans; Mba, Okehi, Ulakwo-Umuselem, Igbo Agwuru-As, Omuma and Ozuzu (Mba-as) clans. After the creation of Etche L.G.A in 1987, twelve years later, precisely in 1999, Omuma local government was created out of Etche, and lies across the West bank of Imo-River as the boundary. It is the fifth ethnic clan in Etche nationality with a Royal Majesty as the traditional head. Apart from existing traditional rural four market days in several communities around Etche; Ori, Afor, Nkwo and Eke, Etche L.G.A has three (3) major markets; Eketa Igboodo and Ahia Nwantu Umuechem. However, following the introduction of Better Life Programme (BLP) for rural women on 14th September, 1987, years later under General Ibrahim Badamosi Babangida’s administration, a third market was established at Ulakwo called Better Life Market.

THEORY OF AGRICULTURAL MARKETING

Over the years, several concepts and approaches to agricultural marketing has been introduced. Since greater percentage of agricultural produce is perishable, the underlying factor is to understand the need to facilitate supply and availability of agricultural produce to the end-user. This is the reason for several approaches in agricultural product marketing. Six approaches; the commodity, institutional, market structure, behavioral, market mapping and functional approaches were evolved; However, this paper is predicated on the Institutional Approach. The approach explains the roles played by different individuals as institutions and organizations or agencies in the agricultural marketing activities. This approach analyses the role of “who” that is involved in the marketing of agricultural products. It investigates the role and behavior of every agent and their characters in farm produce marketing. The people involved in this approach are all classified as “middlemen”. The major point is to understand the activities of key players in the marketing chain; “the providers of information,

middlemen, wholesalers, retailers, assemblers, brokers etc.” The shortcoming of this approach is that there are no limitations to the activities of middlemen in the marketing of farm/agricultural produce (Thomas, 1951).

EMPIRICAL REVIEW

Empirically, marketing of agricultural produce and products have generated a lot of discussions within the academic cycle, buttressing the understanding that relationship exists between them and income generation were the works of (Onubuogu & Onyeneke, 2012; Ezealaji & Adanegan, 2014). Student t-test and Chi square testing on “agricultural marketing” for poverty alleviation sustainability by Bamiduro & Rotimi (2011) showed that marketing of farm products such as garri sustains small scale farming and household and cushions the effect of poverty in rural areas. It revealed that one of the major impediments to marketing of agricultural produce and products is paucity of funds. Ikporah (2012) used Z-test to investigate in Nigeria, the “use of branding strategy in effectively marketing agricultural products”. Results showed absence of strategies such as unprocessed produce and perishable nature of agricultural produce has continued to resist the growth of small firms. The effect is that there is lack of differentiation among unbranded farm produce. The result also revealed lack of standardization as an impediment to enhancing the efficiency of agricultural marketing. And sorting, grading and packaging further reduce the ability to effectively market agricultural products.

The difficulties confronting production and farm produce marketing in Oyiabo was analyzed using percentages and frequencies in a study conducted by Ateke (2015). It was discovered major challenges against farmers and marketers of agricultural produce; “illiteracy level, insufficient funding and incentives from government impeded farming activities. Again, lack of storage facilities, electricity, poor information about the markets etc. affect effective marketing and supply of farm produce. Another study by Obisensan (2012) utilized Foster Greer and Tobit Regression to measure the cassava marketing potentials on economic development. The work discovered that farmers who market at the farm site are poorer than those that market their produce in the markets due to presence of large customers and profits. Further result revealed that “farmers level of education, age, access to information regarding the market, access to finance, income of the household and others”, improve welfare of household and reduce poverty among the people. It suggested that “existing relationship between agriculturist and consumers based on information concerning the market is vital.

Yam retail business characteristics by women were studied by Njoku (2010) and analyzed using means, gross margin and t-test to understand the performance differential among the studied subjects (literate and illiterate, married and unmarried women retailers). It was discovered that more women were not literate and married. Unmarried women made more profits than their married counterpart due to their flexibility and vibrancy in business pursuit and perhaps less occupied by child caring activities. The ugly experiences of non-availability

of storage equipment for storage and lack of credit financing were hindrances to cassava retail business by women.

STUDY METHODOLOGY

Being imperative to conduct as survey study to comparatively capture the income level of the study subjects, garri marketers were selected from Mba and Ozuzu clans for the study. The subjects (respondents) were classified as those involved in mini and wholesale garri trading. The reason for choosing Mba and Ozuzu clans is because the people are industriously and predominantly involved in the processing of cassava hence, sourcing of cassava product such as garri could be easily accessed.

A multi-stage sampling technique was adopted. Using propulsive method, six extension units were established namely; Umuokom, Umuocham, Umukweke, Umaturu, Umuayara and Umunbiri for Mba clan and Elele, Egbu, Owu, Isu, Ozuzu and Ogida for Ozuzu clan. The disintegration of the clans into blocks or extension units afforded the study the opportunity to generate five (5) blocks from each clan, representing sheds of opinion from those involved in retail, processing and wholesale garri marketers. The undertone is that every group (processing, retailers and wholesalers) were involved in garri marketing. In all, a total of 216 samples were generated from a sample population of all garri processers, wholesalers and retailers. Since there were no records of registered garri marketers in these two clans, randomization process was adopted in the selection of sample size for the study. Distributed questionnaires and oral communications were used to elucidate the research intentions. In the processes, all shades of opinions were represented in the selected samples. Retrieval of administered instrument showed correctly fill 215 responses used for analysis.

DATA ANALYSIS METHOD

In the study analysis, structure of the market was ascertained using Gini Coefficient while descriptive statistics was adopted to identify market characteristics of price, conducts and distribution channels. These techniques have been used by Ekine & Unaeze (2006) in a similar study and it worked.

MODEL SPECIFICATION

Gini co-efficient is computed by the subtraction of one (which counts from 0 to 1) from percentage of the product distribution sum and sale cumulative revenue. In computing Gini-coefficient, zero (0) result indicates perfect equality where it is assumed that every individual possessed the same and a result of one (1) implies perfectly unequal income (Rycroft, 1997). Ekine *et al* (2006) pointed out that it is a situation where all the incomes are earned by one individual and every other person earns nothing. The assumption of this is that if a market is competitively perfect, there should be market price awareness by garri marketers to a point that changes in prices of garri between markets could be experienced from loading and transportation costs.

SPATIAL PRICE SPREAD MODEL

$$PP_{ij} = P_i - (HC_{ij} + TC_{ij} + AS_{ij})$$

Where;

PP_{ij} = Computed parity price of a ton of garri in the ith market in the jth market

P_i = Actual price of a ton of garri retail price at the ith market

HC_{ij} = Cost of loading a ton of garri from jth to ith market

TC_{ij} = Charges for transporting a ton of garri from jth to ith market

AS_{ij} = Assembling service charge for carrying a ton of garri from jth to ith market

THE PRICE SPREAD

$$PS_{ij} = PP_{ij} - P_j$$

PS_{ij} = Spread of price for a ton garri between the jth and ith market

P_j = Actual price for retail of a ton of garri in jth market

Assumed price differential is shown as; PS_{ij} = PP_{ij} — P_j while in a perfectly competitive market, PP_{ij} = P_j reflects a zero (0) price spread (Ekine *et al*, 2006).

ANALYSES RESULTS AND DISCUSSION

Table 1: Socio-Economic Profile of Respondents of Garri Marketers in Mba and Ozuzu Clans on Gender and Age.

GENDER

	Mba Clan		Total	Ozuzu Clan		Total
	Male	Female		Male	Female	
Frequency	37	71	108	40	67	107
Respondents (%)	34.2	65.7	100	37.3	62.6	100

AGE (in Years)

<u>AGE</u> (in Yrs)	Mba Clan (n = 108)						Ozuzu Clan (n = 107)					
	Wholesale Garri Marketers		Retail Garri Marketers		Garri Processors		Wholesale Garri Marketers		Retail Garri Marketers		Garri Processors	
	Freq. (n=30)	(%)	Freq. (n=42)	(%)	Freq. (n=36)	(%)	Freq. (n=41)	(%)	Freq. (n=39)	(%)	Freq. (n=27)	(%)
20 — 30	13	43.3	16	38.0	17	47.2	2	4.8	7	17.9	5	18.5
31 — 40	8	26.6	12	28.5	9	25.0	14	34.1	11	28.2	4	14.8
41 — 50	5	16.6	10	23.8	7	19.4	19	46.3	13	33.3	10	37.0
51 and above	4	13.3	4	9.5	3	8.3	6	14.6	8	20.5	8	29.6

Source: Authors Field Work, 2018

From table 1, there are three major categories of respondents involved in the marketing of garri; wholesale, retailers and those who are into processing and also sale either to the above group of people or directly to the end users. Though these set of people process garri, they also sell either to wholesale marketers or retailers. For gender, result revealed that greater number 65.7% and 62.6% were females interviewed in both Mba and Ozuzu clans respectively. This result conforms to findings of Njoku (2010) which revealed that the women folk constituted majority of the population involved in garri marketing and mostly unmarried ones, and made more profits. Again, greater numbers of women from Ozuzu clan were more in the marketing of palm oil than garri. The reason is due to palm oil producing firm (SIAT Limited) situated in Ubuma and Ozuzu clan areas. Main occupation of the people has turned to oil palm milling than other farming activities. The males had 34.2% for Mba clan and 62.6% for Ozuzu clan.

Comparing the ages of respondents for the clans and their involvement in garri marketing activities, result show that for Mba clan, age bracket of respondents involved in garri processing are more 47.2%. Wholesale garri marketing is 43.3% while 38% were into retail marketing of garri. For Ozuzu clan, 18.5% were into processing of garri, 17.9% were into retail marketing while 4.8% were into wholesale garri marketing.

The study discovered that Ozuzu clan was known for farming mostly yam and cassava due to vast land occupied by the people before the establishment of SIAT Limited formally known

as Risonpalm Limited. This new firm eventually shifted people's interest to oil palm processing and marketing and marketing of garri.

Table 2: Socio-Economic Profile of Respondents of Garri Marketing in Mba and Ozuzu Clans for Marital Status, Household Size and Educational Qualifications.

MARITAL STATUS

	Mba Clan (n = 108)					Ozuzu Clan (n = 107)				
	Widower	Widow	Divorced	Single	Married	Widower	Widow	Divorced	Single	Married
Frequency	4	14	18	46	26	2	8	16	49	32
Responses (%)	3.7	12.9	16.6	42.5	24.0	1.8	7.4	14.9	45.7	29.9

HOUSEHOLD SIZE

	Mba Clan (n = 108)			Ozuzu Clan (n = 107)		
	0 - 5	6 -10	11 and above	0 — 5	6 - 10	11 and above
Frequency	15	42	51	12	27	68
Respondents (%)	13.8	38.8	47.2	11.2	25.2	63.5

EDUCATIONAL QUALIFICATION

	Mba Clan (n = 108)					Ozuzu Clan (n = 107)				
	Higher Degree	First Degree	OND	GCE/OLevel	FSLC	Higher Degree	First Degree	OND	GCE/O LevelL	FSLC
Frequency	-	2	5	66	35	-	6	12	52	37
Responses (%)		1.8	4.6	61.1	32.4	-	5.6	11.2	48.5	34.5

Source: Authors Field Work, 2018.

On marital status, more of the respondents were married which stood at 29.9% from Ozuzu clan while 24% were involved in garri marketing from Mba clan. Singles were also more in Ozuzu clan with 45.7% and 42.5% for Mba clan. The number of divorced involved in garri marketing were more in Mba clan with 16.6% and 14.9% for Ozuzu clan. Respondents that are Widows were 12.9% for Mba clan which was higher when compared to 7.4% for Ozuzu clan. The number of widowers was more in Mba clan which had 3.7% compared to Ozuzu clan which had 1.8% widowers involved in garri marketing.

Success of families in improving their livelihoods through agriculture has always been attributed to household size mostly in the rural areas. The results from household analysis showed a trend of greater participation of respondents with higher number of households. In Mba clan, the least percentage of garri marketing household was families within 0 -5. Families found within 0 — 5 had 13.8% compared to Ozuzu clan that has 11.2%.

This is followed by families with 6 — 10 members that showed 38.8% when compared to Ozuzu clan with 25.2% respectively. Respondents with larger families greater than 11 and above members had 47.2% for Mba clan and 63.5% for Ozuzu clan respectively. This conforms to the work of Obisensan (2015) which discovered that there is improved welfare and poverty reduction among farmers with larger households.

Educational qualification of respondents revealed that more garri marketers are found among those with General Certificate Examinations, Ordinary Level certificate in Mba and Ozuzu clans with 61.1% and 48.5% respectively. People within this category are more flexible in engaging in economic activities to survive. They are not well educated but are found in various businesses mostly small-scale businesses struggling to make ends meet.

Respondents with First School Leaving Certificate (FSLC) were second among the educated groups involved in garri marketing in Mba and Ozuzu clans with 32.4% and 34.5% respectively. For respondents with Ordinary National Diploma (OND), 4.6% were engaged in garri marketing in Mba clan while 11.2% were for Ozuzu clan. The least were respondents with first degree which revealed 1.8% and 5.6% for Mba and Ozuzu clans respectively while there were no participations by those with Higher Degree engaged from the two clans. This study is contrary to the work of Obisensan (2015) which revealed that level of education improves marketing of agricultural product and household welfare.

Table 3: Gini Coefficient in the three Garri Marketing Categories in the two clans.

Group of Garri Marketers	Mba Clan	Ozuzu Clan
Retail	0.494	0.585
Wholesale	0.492	0.469
Processors	0.365	0.426

Source: Field Work Computation, 2018.

The oligopolistic nature of the market structure as shown in table 3 is an indication that few individuals are involved in the marketing of garri in the two clans studied and potential profit oriented venture that demands for more entrants. The Gini Co-efficient of 0.494 revealed that larger part of the garri marketing business competitively lies in the hands of few retailers in Mba clan. For Ozuzu clan, Gini co-efficient of 0.585 also indicated existence of Oligopolistic structure in which a minute set of people control retail marketing of garri in Ozuzu clan.

For wholesale marketing of garri, traders association is left in the hands of few individuals who buy directly from garri processors/producers. This is explained by Gini co-efficient of 0.492 and 0.469 for Mba and Ozuzu clans respectively. These set of marketers are into purchasing of garri in bulk and sale to retailers. They have lock-up shops in markets where garri is made accessible to retailers and even to the end users who buy in basins, custard/paint rubbers and in cups. Processors of garri showed a Gini co-efficient of 0.365 for Mba clan and 0.426 for Ozuzu clan. It revealed that business opportunities abound in the area of garri processing and people can come from other adjoining communities to buy cassava tubers and process. These findings are consistent with the findings of Ekine, *et al.* (2006) on palm oil marketing. Garri marketing has attracted the participations of several non-farmers from the two clans as a source to rural household poverty reduction mostly, in Ozuzu clan where palm oil milling and marketing is prominent, the discovery of garri as a potential high income generating economic activities will attract more participants.

Table 4: Computed Per ton of Garri Price Parity Spread in Mba and Ozuzu Clans.

Mba Clan			Ozuzu Clan		
Garri Markets	Parity Price (PP _{ij}) (₦)	Parity Spread PS _{ij}	Garri Markets	Parity Price (PP _{ij}) (₦)	Parity Spread PS _{ij}
Eke Udo Umuaturu ith	78,800	-	Ozuzu ith Mkt	66,000	-
Nkwo Umudele jth Mkt	76,200	2,150.00	Egbu jth Mkt	64,400	1,600
Nkwoji jth Mkt	73,600	700.00	Owu jth Mkt	63,230	1,450
Umumbiri jth Mkt	72,500	1,300.00	Isu jth Mkt	62,140	2,500
Mba jth Mkt	70,300	4,200.00	Ogida jth Mkt	61,100	2,700

Source: Field Work Computation, 2018

The research discovered similarity in market structure in both clans. The structure entailed the presence of three levels of marketers. The first is the Processors. This is followed by the wholesalers and then, the retail garri marketers. However, the commission agents /handlers exist. The underlying factor is that in exception of transporter and handlers the price of garri would be unique in all the markets. While the agents charge commissions for their services in sourcing the market for producers and wholesale marketers, and transportation costs, cause increase in product landing cost mostly where the roads are bad and markets located at far distances.

Cost of buying garri directly from the processors/producers is cheaper and accessible by wholesalers and few consumers due to nearness advantage. While the wholesalers purchase in bulk from processors, they pay transport fare to make the produce available to the markets where most of them also maintain lock-up houses and pay rents. The ability to renew rents attracts increase in the cost of garri in the markets. This additional cost is transmitted to final consumers via retailers who make the product available to nooks and crannies of the rural countryside.

Table 5: Retail Price of Garri Per ton in Mba and Ozuzu Clans

	Average Retail Price per ton	Farm Price Per Ton	Farm Retail Spread	Producers share of Consumer Price in %
Mba Clan	70,000	55,000	18,000	78.5
Ozuzu Clan	65,000	45,000	21,000	69.2

Source: Field Work Computation, 2018.

Table 4 revealed the markets price parity in the Mba clan. It is observed that while Eke Udo Umuaturu market is the central or ith market through which garri product can be bought and transferred to markets around the clan used as jth markets. The positive spread shows the inter market transfers. The presence of differences in prices in these jth markets result from the activities of the middlemen such as transportation, handling, loading and off-loading, assembling and other commission agents charges, which showed positive spread. These charges result to excess prices and abnormal profits in the garri markets in the two clans. In this instance, the expected zero result when actual retail prices are deducted from is defeated. For the price of garri per ton in the processor price spread in table 5, the result show that the processor share of the price of the consumer price in Mba clan per ton is 78.5% and 69.2% for Mba and Ozuzu clans respectively.

EXPERIENCES AND OBSERVATIONS

- i) Determining the structural composition of marketers of garri was complex since the selected respondents were of different socio-economic backgrounds.
- ii) Difficulty arose from the fact that there were those that come to buy one in three months and are residing outside the two selected clans.
- iii) Garri marketers were not in cooperative which would have provided a list of registered members for selection and fast administration and collection of instrument through their apex body or executives.
- iv) Majority of the marketer were those directly involved in farming, processing and marketing.
- v) Less than twenty percent were full-time or wholesale marketers who had mini outlets at the local markets within the two selected clans.

- vi) Garri marketers in Ozuzu clan are more into marketing of palm oil due to opportunity created by SIAT Company (formally Resonpalm Limited).

CONCLUSION

The study concluded that few individuals are involved the marketing of garri in the two clans studied as a potential profit oriented venture that demands for more entrants. Wholesale marketing of garri, and traders association is left in the hands of few individuals who buy directly from garri processors/producers. Most wholesalers of garri have lock-up shops in markets where garri is made accessible to retailers and even to the end users who buy in basins, custard/paint rubbers and in cups. Business opportunities abound in the area of garri processing as people can come from other adjoining communities to buy cassava tubers to process. Garri marketing has attracted the participations of several non-farmers from the two clans as a source to rural household poverty reduction mostly, in Ozuzu clan where palm oil milling and marketing is prominent, the discovery of garri as a potential high income generating economic activities will attract more participants. The research discovered similarity in market structure in both clans which entailed the presence of three levels of marketers: processors, wholesalers and retailers. Cost of buying garri directly from the processors/producers is cheaper and accessible by wholesalers and few consumers due to nearness advantage. While the wholesalers purchase in bulk from processors, they pay transport fare to make the produce available to the markets where most of them also maintain lock-up houses and pay rents which results to increase in the price of garri. Prices differences in these jth markets (sub-markets) are as a result of activities of the middlemen involved in transportation, handling, and loading and off-loading, assembling and other commission agents charges, which showed positive spread. The processor share of the price of the consumer price is higher in Mba clan due to available sale opportunities by selling to both wholesalers and directly to retailers within the locality.

RECOMMENDATIONS

- i) Government should direct more of her empowerment in agriculture towards cassava farming, processing and marketing of garri products.
- ii) There should be properly coordinated Garri Marketers Association to check cases of arbitrary increase in garri prices.
- iii) Government should consider the roles played by garri traders by providing them with storage facilities to reduce damage of garri within a short period.

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