



Food Security and Marketing Problems in Nigeria: The Case of Maize Marketing in Kwara State



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Introduction

In 2004 it was estimated that over 40% of Nigeria's population of 130 million people is food insecure. Food availability at the household level requires that food must be available through their own-farm production or by purchasing from the market. In many developing countries including Nigeria, the food produced by the households from own-farm production is inadequate. To guarantee the continuous availability of food in the market where the households can buy to supplement their own-farm production, there is a need for efficient marketing system.

Methodology

This study was conducted in Kwara state in the north-central zone of Nigeria. Primary data were collected from two-hundred food marketers consisting of eighty wholesalers and one-hundred and twenty retailers. The respondents were randomly selected from the identified food markets spread across six local government areas of the state. The data were analysed using descriptive statistics and marketing margin techniques.

Analysis

Net Margin (naira/kg) = Market margin – Market costs

Market margin (naira/kg) = Selling price – Farm gate price

Market efficiency (%) = $\frac{\text{Net margin}}{\text{Market costs}} \times 100$

Results

▪ Net market margin was extremely higher in two metropolitan areas of Ilorin-west and Ilorin-east local governments, while market efficiency was highest in Ilorin-east (figure 1).

▪ There was unequal share of marketing margin with the wholesalers getting 68.1% and retailers 31.9% on the average across the state (figure 2).

Highlight of Marketing Problems

- Transportation problem such as bad road connection and absence of rural-urban roads
- Inadequate market infrastructure (e.g secured stalls)
- Inadequate funding for food marketers (especially for retailer)
- Shortage of processing, handling and packaging facilities
- Seasonality and perishability of food produce without enough storage facilities
- Lack of uniform measure leading to exploitation by the long chain of distributors.

Conclusion

- The presence of unequal distribution of marketing margin and efficiency across the state coupled with the marketing problems have led to a distorted food market in Kwara state.
- The distortion in food market resulted in food surplus in some areas and food scarcity in other areas leading to serious implication for the food security situation in the state.
- To eliminate this problem requires the construction of good road network and provision of basic market facilities such as secure stalls, storage, processing and packaging facilities.

Objectives

- 1) Highlight food marketing problems in Nigeria using maize marketing in Kwara state as a case study.
- 2) Determine net market margin and market efficiency in maize marketing and capture the distribution of net margin among the middlemen.
- 3) Suggest measures to solve the highlighted marketing problems.



Retail Market for Agricultural Products

Fig. 1: Net Margin (N/kg), Market Efficiency (%) in Maize marketing

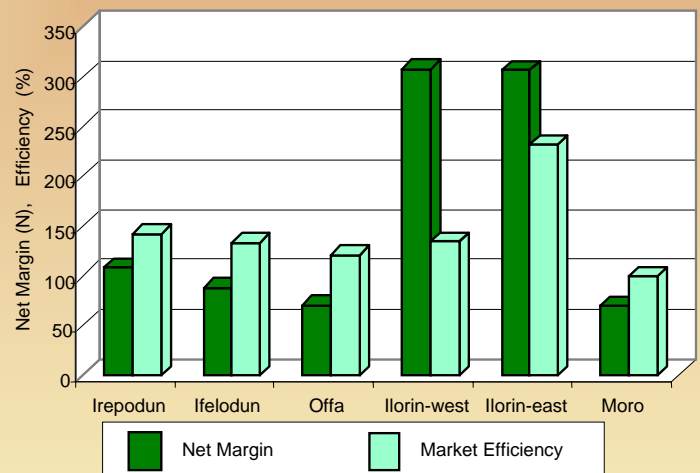
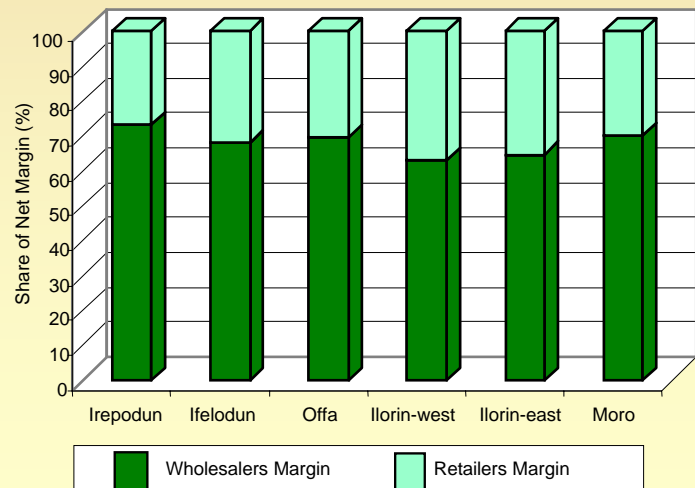


Fig. 2: Distribution of Marketing Margin in Maize Marketing, Kwara State



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