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Consumers’ willingness to pay for certified and hygienically handled smoked catfish in Ibadan North local government area, Oyo State, Nigeria

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Abstract

Value addition in agrifood systems is required to enhance livelihood, nutrition, and sustainability outcomes. In Nigeria, aquaculture production has become an important subsector in the agrifood system, with opportunities for meeting the food security and employment needs of many individuals. The process of smoking catfish is a popular value-addition method in Nigeria, however, there are concerns about the health risks due to reported unhygienic handling and contamination. This research investigated how much consumers in Ibadan North Local Government Area, Nigeria, were willing to pay for hygienically handled and certified smoked catfish using a Contingency Valuation method. A multi-stage sampling technique was used to obtain data from 130 respondents through a multistage sampling process. While a significant number (73.85 %) were aware of proper hygiene practices for handling and smoking catfish, only 47.69 % were aware of certified smoked catfish being available. The mean willingness to pay was N400 and N905 per pack of 145 grams of certified and hygienically handled smoked catfish, respectively. The Heckman model employed revealed that the purchase frequency; monthly income, education, occupation, and sales point proximity influence consumers’ willingness to pay for hygienically handled fish. Determinants of average premium for certification included quality perception and purchase frequency. The study recommends that improving hygiene standards and consumer awareness could significantly increase the market value of smoked catfish; thus, enhancing both livelihood and nutrition outcomes in the country.

Keywords: Certification, hygienically handled, smoked catfish, willingness to pay