

Marketing Analysis of Duck (*Anas Platyrhynchos Domesticus*) in Selected Market in Ibadan, Oyo State, Nigeria

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Abstract— The study assessed marketing activities of duck in Ibadan metropolis, Oyo State of Nigeria. The study was carried out in four markets (Molete, Oje, Owode and Oritaperin). Data was collected from selected one hundred duck marketers in the study area through an interview schedule. Analytical tools used include the descriptive statistics which describe the mode of price determination. Gini- coefficient which describe the relative degree of income distribution among duck sellers thus measuring income inequality. Budgetary analysis model was used to measure the relative profitability of duck trading. The result revealed that Duck selling business in Oritaperin is more profitable as sellers on the average realised a net profit of N2,816, 080. The results also show that 41% of the respondent used size assessment while 30% used colour attractiveness for price determination. The result of Gini coefficient is 0.3333 less than 0.35 which imply inequality distribution of income. Molete market is more efficient among the four markets visited this is because the duck sellers derived satisfaction in their business. Superstition belief and financing is the major problem the respondents claimed to face in the duck marketing. The study recommends that duck marketers should support themselves through cooperative institution to motivate duck trading by giving out loan at a very low interest rate.

Keywords— Marketing, Duck sellers, Gross margin.

I. INTRODUCTION

Animal protein is generally regarded as one of the most essential component of food in human diet (Ojalumese, 1980). This has been one of the factors that have made livestock industry profitable and hence, requiring more investments in the sector. Poultry keeping which started in Nigeria at a subsistence level from the time immemorial has now assumed commercial dimension because of the promising nature of the business. Many commercial farms have sprung up together with a marked increase in backyard poultry units in both rural and urban area utilizing intensive method to produce meat and eggs. Nevertheless, it has been reported that the low protein consumption in Nigeria has been partly attributed to the concentration of commercial animal production on a few species at the neglect of others, duck production inclusive (Ayorinde et al., 1996).

Ducks like other poultry birds are raised throughout the tropics but they are most numerous in the region of high rainfall, including riverine areas and in costal districts, (Katie, 1986). In Nigeria, the indigenous Muscovy duck or local duck *Cairina meschata*

constitute as much as 10% of the population of local poultry (Sonaiya, 1991). However, (Obinne *et. al*; 1991) noted that over 90% of indigenous Muscovy ducks are reared under the extensive system in which they are allowed to scavenge with little or no feed supplement. Furthermore, an average Muscovy duck gives more meat than a chicken of the same age. They have heavily fleshed breast and highly priced for their meat which is dark and more flavour (Adeleke, 2007). However, (Oluyemi and Ologhobo, 1997) reported that in Nigeria the birds (ducks) are fewer than chicken primarily due to cultural reason. But it was further noted that contrary to this previous experience, the major constraint against the consumption of Muscovy duck products are now more of economic than cultural. Ducks have major advantage as a meat source; their growth rate is higher during the first few weeks. Acceptable market weight can be obtained under intensive management with birds as young as 6-7 weeks of age. Yet even in older birds, the meat remain tender and palatable, (Smith, 1992). Poor marketing has led to folding up of small-scale poultry production, income and less of interest in duck rearing.

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Generally, ducks –appear to excel more than any other domestic poultry in their resistance to stress and majority of poultry diseases. The main objective of this study is to examine the marketing analysis of duck in Ibadan with the aim of determining the market Conduct, Structure and performance and also identify problems militating against duck marketing in the study area.

II. METHODOLOGY

The study area is Ibadan (Yoruba: Ibadan or fully Ilu Eba-odan, the city at junction of the savannah and the forest) is the capital city of Oyo state and third largest metropolitan area in Nigeria, after Lagos and Kano, with population of 1,338 659 according to the 2006 census.

The study was conducted in Ibadan (Yoruba: Ibadan or fully Ilu Eba-odan, the city at junction of the savannah and the forest) is the capital city of Oyo state and third largest metropolitan area in Nigeria. Cluster sampling technique was used in selecting four markets for the study because there was no complete list of duck market in the study area from which random selection could be made. A total number of one hundred respondents was sample in the four markets selected.

Data collection include, Cost of Purchase, labour, drugs, mode of price determination, storage and transportation, amount committed to the business and revenue generated. Frequencies, percentages, Gini Coefficient and Budgetary analysis were Analytical tools that were used for presentation and analysis of data collected from the study area.

III. RESULTS AND DISCUSSIONS

The result in table1 showed that (41%) of the sellers fix their prices according to size of the duck. (30%) of respondents fix their prices according to the attraction of ducks while (18%) of the sellers fix their price by adding the marketing margin to the purchase cost. The table also revealed that age and sex has (7%) and (2%) respectively. As males were priced higher than the females, the fact remains that drakes were bigger and heavier than the ducks. This is in conformity with Adeleke, (2007) which says that demand for drakes were 53%, ducks 44% and grower 3% this is attribute to higher demand during festival period especially Ed-el fitri (Rammadan festival), Easter and Christmas celebration.

Table 2 showed that the concentration ratio for the incomes of duck marketer across the study area, are not equally distributed because according to (Todaro, 1989). Thus, measuring income inequality, the range of Gini coefficient range between zero and unity; closer proximity to the unity implies greater degree of

inequality, hence higher concentration. Coefficient that is greater than 0.35 indicate equality distribution. The inequality distribution of income indicate variation in biosecurity display by various sellers of duck such as feeding, housing, manner of approach to customers with the aim of maximizing own market structure and this attitude is an imperfect competition in the market and is an example of monopolistic competition. Thus marketing structure are those characteristic of market organization that affect the behavior and performance of the breeder of duck.

Mean value of monthly sales = ₦121, 017. 00

The Gini Coefficient for duck seller is computed thus: $1 - \frac{\sum XY}{\sum X \sum Y}$

Gini Coefficient = $1 - 0.6669 = 0.3331$.

Table 3 Showed that Duck selling business in Orita Aperin was more profitable as the sellers were on the average realises a net profit of ₦2,816,080. This is because the market consist the highest number of duck seller and different species of duck was being found in the market. The marketing efficiency for Orita aperin, Owode, Oje and Molete were 6.9, 6.1, 6.2 and 5.8 respectively. This means that duck marketing in the study area were highly efficient since the value were more than 1. This goes in conformity with (Osalus, 2011) who says that less than 1 are not efficient in budgetary analysis in farm management lecture note. Thus, production is efficient when the total cost of production is minimized and efficiency refers to the ability of an organization or a farmer to conserve scarce resources (Ugbomeh, 2002). Molete market was more efficient compared to other markets, due to market participation in duck marketing in the study area. Moreover, efficiency refers to the skill or capacity to do something or some activity quite satisfactorily (Kirkpatrick,1995). This means that marketing of duck is a profitable venture in Ibadan, Oyo state.

Data analyzed in Table 4 Shows that the majority of the respondents (70%) complaint more than one problem facing them such as finance, disease, mortality, theft, low price and superstition belief. Although (30%) of the respondent complain of one major problem facing them (3%) for finance, (9%) for disease, (7%) for mortality, (1%) for theft, (6%) for low price, and (4%) for superstition belief.

IV. CONCLUSION AND RECOMMENDATION

The study concluded that: Duck marketing in Ibadan is a good source of income generation for households, especially those that engage in the business. Size and attractiveness are major factor for price determination in

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<https://dx.doi.org/10.22161/ijfaf.3.4.4>

duck marketing . The major problem faced by duck traders are superstitious belief by customers and funding. To ensure a good marketing of duck the following recommendations are made: Government should create supported institutions such as entrepreneurial development units, Cooperative bodies and other relevant institution under the state ministry of commerce and industry to motivate duck trading through adequate price, loan and subsidises in inputs used.

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Table 1: Price determination in Duck marketing

Description	Frequency	Percentage (%)
Cost of transportation	2	2
By age	7	7
By size	41	41
Attractiveness	30	30
Cost of purchase + margin	18	18
By sex	2	2
Total	100	100

Source: field survey, 2016

Table 2: Income Distributions of Duck sellers in the study area

Sales Interval	No of Sellers	% of sellers (X)	Cum. % of sellers	Total yearly sales(₦)	% of total sales	Cum. % of total sales(Y)	XY
₦10000-50,000	55	55	55	6,020,130	49.74	49.74	0.2736
₦51000-100000	33	33	88	4,193,950	34.66	84.40	0.2785
₦101,000-150,000	07	07	95	990,700	08.19	92.59	0.0648
>150,000	05	05	100	896,920	07.41	100.00	0.0500
Total	100	100		12,101,700			0.6669

Source: field survey, 2016

Mean value of monthly sales = ₦121,017.00

The Gini Coefficient for duck seller is computed thus: $1 - \sum XY$ Gini Coefficient = $1 - 0.6669 = 0.3331$.

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Table 3: Budgetary analysis of Ducks in the study area

Market	No of sellers	Gross Income	Gross Margin	Total Cost	V. Profit Margin	Market Efficiency
Orita Aperin	30	3,962,500	3,389,290	573,210	2,816,080	6.9
Owode	15	2,119,070	1,772,940	346,130	1,406,810	6.1
Oje	30	3,416,380	2,863,170	553,210	2,309,960	6.2
Molete	25	2,603,750	2,153,240	450,510	1,702,730	5.8

Source: field survey, 2016

Table 4: Problems faced by Duck marketers in the study area

CONSTRAINS	FREQUENCY	PERCENTAGE
Finance	13	13
Disease	3	3
Mortality	7	7
Theft	1	1
Low price	6	6
Superstition	70	70
Total	100	100

Source: field survey, 2016