



ASSESSMENT OF MEAT MARKETING IN MUBI LOCAL GOVERNMENT AREA, ADAMAWA STATE, NIGERIA

YAHAYA Adamu, Ph.D

Economics Department,
Adamawa State University, Mubi

NURU Mohammed Arabo

Economics Department,
Adamawa State University, Mubi

Abstract

The study was to assess meat marketing in Mubi from slaughter point to the final consumers. Data used was primarily obtained through structured questionnaire, oral interviews and personal observations. Estimation technique used was purely descriptive via tables, frequencies and percentages. It was revealed that cattle, goats and sheep were the major sources of animal meat in Mubi, but cattle meat (Beef) dominates the market. It was further discovered that 74% of the butchers buy animals on cash and carry basis while 26% buy on credit. Moreover, over 90% of the retailers take meat on credit to be settled after selling. Over 90% of them pay taxes to the government, but very few of them ever enjoy government assistance. It was also observed that abattoir was in an unhealthy sanitary condition couple with various negative practices such as crude immobilization of animals, inadequate serious minded veterinary doctors responsible for the ante and post mortem examinations on the animals, militancy and drug abuse amongst the youthful butchers. Based on these findings, it is therefore recommended that government should come to the assistance of meat sellers in Mubi through provision of soft loans, modern abattoir facilities and meat retailing gadgets that will promote healthy practice in the meat marketing in Mubi metropolis.

Keywords: Meat, Mubi, Marketing, Butchers,

Introduction

Conceptually, Marketing incorporates all business activities related to the transfer of a product from the producers to the consumers (Kohls and Uhls, 2002). Meat marketing starts with slaughtering of an animal and preparing same for selling. The meat marketing process involve several stages before it reaches the final consumer. Meat marketing is an old business in Nigeria but usually done in an old-fashioned manner.

Omolaran (2004) reported empirically that FAO recommends 35g animal protein intake daily for a healthy person living in the developing countries. The up surge in the world demand for meat is attributed to increase in population, improvement in technology, increase peoples income, and increase in health consciousness of the people (Raghavendra, 2007; Ekine, D., Albert and Peregba, 2012).

As the most populous developing country in Africa, Nigeria has the highest number of low income households that experience decrease in meat

demand and consumption as a result of the decrease in their per capita income(FAO, 2000). Therefore, household total expenditure can be represented by prices of the food products and that of labour- wage rate, whereas autonomous expenditure on the other hand is accounted for by the size as well age composition of the household (FAO, 2000). Instability in market prices is one of the major problems of households demand for meat (Adetunji and Rauf, 2012)..Agriculturally wise, meat consumption might be a determining factor in the development of the livestock production in Nigeria.

Abattoir represents the premises where the government or other public authority provides facilities for butchers and their employees to slaughter livestock and to dress the carcass meat Ikeme (1990). The conventional arrangement has been for each town or city to have its own public abattoir where the community's daily meat supplies can be prepared under suitable and under strict sanitary conditions. The production, distribution and marketing of good quality raw and processed

meat and meat products are the major preoccupation of the meat industry. This involves not only catcalling meat from the culled animals, but also the handling, storing, preserving, processing, distributing and marketing of meat in wholesome condition. The extraction of meat from the culled animals is achieved in the abattoirs, slaughter houses, slabs and other Good sanitation are required in abattoir practice (Ikeme, 1990). Unlike in developing countries, these are easily achieved in developed countries. To what extent the above prescriptions have been attained in Nigeria with Mubi abattoir as the case study is the major objective of this research.

The general aim of this study is to assess meat marketing process from the abattoir to the final consumers in Mubi metropolis.

Wholesale Butchers

Table 1: Mode of buying the Animal

Question	Response	Frequency	Percentage
Do you buy the animals on credit?	Yes	13	26%
	No	37	74%
	Total	50	100%

Source: Field Survey, 2017

Table 1 shows that the larger proportion (74%) of the Butchers buy their animal with cash while the remaining percentage embark on after sells mode

Materials And Methods

The study was carried out in Mubi town encompassing two local governments in the southern senatorial district of the state. Mubi, is the major commercial centre in Adamawa State, Nigeria. Instruments of data collection were structured questionnaires, oral interviews, and personal observations. Data was sourced primarily through questionnaire administration and the technique of analysis was purely descriptive via Tables, frequencies and percentages.

Data Presentation and AnalysisThis section presents the data obtained from the questionnaire in Tables. Each is table followed by a concise analysis of the data presented.

of buying the animals. This signifies that row-cash is required to join this business since the animal owners mostly need cash and carry.

Table 2: Supply of Animals

Question	Response	Frequency	Percentage
Do you get the animals in constant supply?	Yes	45	90%
	No	05	10%
	Total	50	100%

Source: Field Survey, 2017

As in Table 2 above, the major source of animal meat such as cattle, goats and sheep are always in constant supply since 90% of the respondents get the at the point of demand. This is possible because apart from the foreign supply of these animals from

neighboring countries (Cameroun, Chad and Niger Republics), locals also fattens them for the same purpose. That is why animals for meat are always available in Mubi.

Table 3: Mode of Selling Meat to the Retailing Butchers

Question	Response	Frequency	Percentage
Do you sale on credit to retailers?	Yes	45	90%
	No	5	10%
	Total	50	100%

Source: Field Survey, 2017

Table 3 indicate that majority of the meat retailers do not use their cash for the retailing purpose

because 90% access the meat on credit to be settled after sells.

Table 4: Health Personnel in the Abattoir

Question	Response	Frequency	Percentage
Do you have a Veterinary Doctor?	Yes	48	96%
	No	2	4%
	Total	50	100%

Source: Field Survey, 2017

Although the health personnel are available in Mubi abattoir as indicated on Table 4, yet it is

observed that the abattoir’s condition is unsanitary.

Table 5: Performance of the health Personnel

Question	Response	Frequency	Percentage
Do they (Doctors) conduct any antemortem post morton?	Yes	12	24%
	No	38	76%
	Total	50	100%

Source: Field Survey, 2017

Table 5 shows that veterinary doctors do not perform their duty well because 76% of the respondents were of the opinion that all they do is

money collection rather than conducting ante and post mortem test on the animal.

Table 6: Worthiness of the Meat Marketing

Question	Response	Frequency	Percentage
Do you make profit more often?	Yes	27	54%
	No	23	46%
	Total	50	100%

Source: Field Survey, 2017

The wholesale butchers make profit from the butchery in most case as 54% of them nodded in

acceptance of the inference that they make profit.

Table 7: Government Assistance

Question	Response	Frequency	Percentage
Do you get any support from the government?	Yes	17	34%
	No	43	66%
	Total	50	100%

Source: Field Survey, 2017

Table 7 shows that government give no much attention to the meat selling business. 66% were of the opinion that government do not give them

assistance but 34% do enjoy government intervention into the business in Mubi.

Table 8: Tax Payment

Question	Response	Frequency	Percentage
Do you pay tax to the government?	Yes	47	94%
	No	3	6%
	Total	50	100%

Source: Field Survey, 2017

Although the butchers don’t enjoy government assistance, yet they do not evade tax payment to the

government because over 90% of them pay their tax as at due.

Table 9: Source of Meat

Question	Response	Frequency	Percentage
Which type of animals do you slaughter?	Cows	23	46%
	Sheep	17	34%
	Goats	10	20%

Source: Field Survey, 2017

Table 9 indicates that cow meat dominate the market. Almost 50% of the total meat in the market is source from cattle while other sources like sheep and goats serve as supplementary.

Retail Butchers

Table 10: Required Capital for the Business

Question	Response	Frequency	Percentage
How much do you need to start-up the business?	5,000-10,000	35	70%
	(b) 10,001 & Above	15	30%
	Total	50	100%

Source: Field Survey, 2017

Meat selling is not a huge capital business. Five to Ten thousand Naira is enough to join the business since 70% of the respondents capital fall within the said amount. This implies that government can easily reduce youth restiveness by mobilizing few resources to assist interested youths into the business.

Table 11: Mode of Entry

Question	Response	Frequency	Percentage
Did you Inherit the business?	Yes	33	66%
	No	17	34%
	Total	50	100%

Source: Field Survey, 2017

It can be observed from Table 11 that meat retailing is not an ordinary business where all people join at their discretion. Most (66%) of the meat sellers in Mubi have not join the business by accident rather it is their right of inheritance.

Table 12: Educational Background

Question	Response	Frequency	Percentage
What is your formal education level?	None	30	60%
	Primary	12	24%
	Secondary	08	16%
	Tertiary	0	00%
	Total	50	100%

Source: Field Survey, 2017

Table 12 shows that 60% of the meat sellers in Mubi have no formal education and 24% are primary school certificate holders as none is with a tertiary experience among them.

Table 13: Mode of Preservation

Question	Response	Frequency	Percentage
How do you preserve leftover meat?	Refrigerating	00	00%
	Smoking	17	34%
	Drying	33	66%
	Total	50	100%

Source: Field Survey, 2017

It can be observe that the dominant mode of preservation of the leftover meat by the retailers is drying. This might not be unconnected with the

nation of their operation since most of them are mobile retailers with no stall with constant power supply.

Table 14 State and Ethnic Group

State	Tribe	Percentage	
Borno	Ngara	26	52%
	Burah	3	06%
Kano	Hausa	10	20%
Adamawa	Higgi	3	06%
	Kirdi	3	06%
	Gude & Fali	2	04%
Others	None	3	06%
TOTAL		100%	

Source: Field Survey, 2017

Table 14 shows that meat retailing in Mubi is dominated by six ethnic groups from three states

within Nigeria. Ngara and Burah from Borno state took the lead by 52%.

Table 15. Age composition of the population

Age	Frequency	Percentage
18-30years	28	56%
31-40years	17	34%
41-50years	5	10
	TOTAL	100%

Source: Field Survey, 2017

90% of the meat retailers in Mubi are in their youthful age group of 18 to 40 years. It is the business that requires a lot of energy since most of them hawk the in wheelbarrow around the town.

patronage, and daily harassment and intimidation and extortion by security personnel within the metropolis.

Conclusions And Recommendations

It was concluded from the research interview and observation that the major challenge of the meat retailer include lack of enough capital, low

Based on the results of this study, it can be concluded that the cattle constitute the highest

slaughtered animals where Goat and Sheep are the least slaughtered animals in Mubi Abattoir. Based on the above finding, it can be concluded that meat marketing particularly the cattle meat is a larger employer of labour in Mubi. It can also be concluded that there was very low ante and post mortem analysis of the animal which indicates slaughter of unhealthy animals is possible; this is quite surprising considering the fact that ante mortem inspection and lairage rest are not enforced. For both qualitative and quantitative animal protein supply to Mubi public, standard Abattoir practices has to be observed to achieve the following recommendations: Strict enforcement of Lairage rest and ante-mortem examination would to a large extent minimize the slaughter of unhealthy animals, Government should institute mandatory fetal recovery programs. All facilities in the Mubi Abattoir should be overhauled and up graded; at the same time ensuring strict compliance to proper sanitation rules. Public health education program on the importance of ethical abattoir practices for the abattoir personnel especially the butchers should be organized at least once a year. Similarly, the general public should be made to understand

References

- Adetunji, M. O. and Rauf, M.O.(2012). Analysis of household demand for meal in South-west Nigeria. *Global Journal of Science Frontier Research Agriculture and Biology* volume 12 online <http://creativecon.org/license/by-nc/3.0/>
- Ikeme, A. I. (1990). *Meat Science and Technology: Comprehensive Approach*. African FEP Publishers, Onitsha
- Ekine, D. I., Albert, C. O. and Peregba, T. A. (2012). Expenditure pattern for beef consumption in selected households in southern Nigeria. *Developing Countries Studies* 2 (7). www.liste.org ISSN 2224-607
- Food and Agriculture Organisation, FAO (2006). Willingness of consumers to pay for irradiated food products. <http://www.fao.org./document>.

the techniques of detecting contaminated meat especially the organ meat.

Method of meat distribution; needs serious attention, wheelbarrows were the major equipment used in transporting the meat from the point of processing to the selling point. With this unhygienic practices the meat becomes vulnerable to contamination. It should be enforced.

There was heavy presence of trees and bushes around the Mubi abattoir which host flies, birds and rodents which in turn damage the quality of the meat, the sanitary condition needs to be improved upon.

Policy Implication

The business does not require huge capital, therefore, government should as a matter of policy encourage youth into the meat marketing to reduce youth restiveness. Considering the influx of none indigenes from Borno state that dominate the business, proper documentation must be ensured for security purpose. Hygiene of the slaughter area must be improved for safety into the business

- Kohls RL, Uhl JN (2002). *Marketing of Agricultural Products*, 9th Ed, Prentice-Hall McMillan Publishers Company, New York.
- Omolaran, A. B. (2004). *Intra-household redistribution of income and calorie consumption in southwestern Nigeria*. New Haven: Yale University, 23-25.
- Raghavendra, H. N. (2007). *An analysis of meat consumption pattern and its retailing: A case study of Dharwad district*. Unpublished thesis, University of Agricultural Sciences, Dharwad.