

# Marketing of Poultry and Poultry Products in Itu Local Government Area of Akwa Ibom State, Nigeria

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**Abstract**— A survey was carried out to discover the marketing of poultry and poultry products in Itu Local government area of Akwa -Ibom State, Nigeria. The materials used were text books, personal observations, oral interview and questionnaires. Results obtained show that farmers in NtiatItam town consume more eggs per household than other towns in Itu Local Government Area surveyed Farmers in MbakAtai 1 produced more poultry droppings than farmers in other towns while more poultry droppings were distributed by traders in NtiatItam town.

**Keywords**— Marketing of Poultry, Poultry Products, Eggs per Household, Farmers, Traders.

## I. INTRODUCTION

Currently, Nigeria is facing an acute shortage of all types of food including poultry meat despite the fact that the Nigerian government is spending huge foreign exchange on importation of various brands of poultry products. Poultry meat has been one of the earliest diets for human beings. Its protein represents one of the most important sources of essential amino acid for human beings (Akinwumiet *al.*, 2009). Over the years, meat consumption is on the decline in Nigeria. The declining production and increasing demand has led to importation of this important protein source. However, it is not all the citizens that can afford the cost of purchasing the imported frozen chicken, thus causing the prevalence of various forms of animal protein and caloric malnutrition diseases such as kwashiorkor and irreversible brain damage leading to intellectual dwarfism which is common among vulnerable groups such as pre-school age (Feltwell and Fox, 1998).

Demand for livestock products, including poultry, is expanding in West Africa as a result of population growth and increased urbanization. Trade liberalization has had differing effects on poultry markets in the region, with some countries experiencing large import flows of frozen poultry from the European Union and others receiving very little. This report provides an overview of poultry market trends in Nigeria in comparison with trends in the wider West African region. The West African poultry sector faces high production costs, safety concerns due to lack of sanitary controls, and technical constraints in processing and marketing. Production costs are higher in Africa due to the lack of an integrated and automated industrial poultry sector. Farmers lack reliable access to inputs, including chicks and feed, and face high costs for veterinary services.1 African livestock markets are also limited by global concerns about product safety. The persistence of animal disease outbreaks continues to limit domestic and export production potential.3 In addition to biological issues, the lack of breeders, marketing, and processing technology present technical constraints to poultry sector growth (Saunders 1998).

Poultry products provide the greatest potential for bridging the protein availability gap because of the short generation intervals. This also gives poultry the quickest and highest turnover rates when compared to other livestock. Traditionally, the chickens are kept under extensive system characterized by scavenging in the village surroundings with little or no inputs. The poultry industry also plays important roles in the development of Nigerian economy. It is a major source of eggs and meat which have a high nutritional value particularly in the supply of protein. Eggs are also important in the preparation of confectionary and vaccines. The poultry industry further provides employment opportunities for the populace, thereby serving as a source of income to the people.

However, the poultry industry in Nigeria, as well as other developing countries of Africa, is continually characterized by low production levels (Sainsbury and Sainsbury, 1998).This is largely associated with lack or limited finance (credit facilities) for the procurement of basic poultry equipment and materials. Feed ingredients are also expensive. This makes it difficult for the farmers to produce and supply sufficient and good quality feeds to the poultry birds (Reid *et al.*, 1998).

The objective of this study therefore was to examine the extent of micro financing in small scale poultry and the implications for poultry industry in Itu Local Government Area, Akwa –Ibom State, Southern Nigeria. The research findings will guide

policy makers and bankers in designing and implementing appropriate strategies required to improve the level of micro financing in the poultry industry.

## II. MATERIALS AND METHODS

This research was conducted at Itu Local Government Area of Akwa-Ibom State, Southern Nigeria. Five towns were randomly selected (AnenAtai, MbakAtai, NkimItam, NtiatItam and IkotAndemItam) for the study. A pre-survey was initially carried out to identify poultry farmers and egg traders in the zone, with the assistance of three staff of Akwa -Ibom State Agricultural Development Programme (AKSADP). The number of poultry farmers and egg traders identified varied among the towns. Of all the poultry farmers and egg traders identified, a sample of fifty (50) poultry farmers, thirty-eight (38) egg traders and seventy five (75) households that consume eggs were used for the study. The distribution pattern of the questionnaire is as presented in Table 1.

The study used mainly primary data which were collected using three sets of interview schedule administered to the sampled poultry farmers, egg traders and household heads by two research scientists and three research assistants. The information gathered include detailed modules on input and output in poultry egg production, egg marketing system and facilities and households characteristics.

## III. MODE OF QUESTIONNAIRE ADMINISTRATION

The main instrument developed for collection of information for the study was by the use of questionnaire, personal observation and by oral interview. This is designed to collect information on the marketing of poultry products. A total of one hundred questionnaires each were distributed to poultry farmers, egg marketers and households consuming eggs, but only 50, 38 and 75 were collected at the end of the day for poultry farmers, egg marketers and households consuming eggs respectively from the sampled five towns in Itu Local Government Area, Southern Nigeria.

## IV. RESULTS AND DISCUSSION

### 4.1 Egg Production, Distribution and Consumption

The highest production, distribution and consumption of poultry eggs was observed in NkimItam average of 451 crates per farmer, 680 crates per trader and 2.5 crates per household per month respectively. The lowest production level was recorded in NtiatItam (82.5 crates/farmer/ month). The lowest distribution level was obtained in IkotAndemItam(131.7 crates/trader/month). The lowest consumption level was observed in IkotAndemItam (1.12 crates /household/month). The overall average eggs produced per farmer, distributed per trader and consumed per household were 207.8, 287.0 and 1.83 crates/month respectively (Table 2).

**TABLE 1**  
**SAMPLE SIZE BY ITU LOCAL GOVERNMENT AREA, AKWA IBOM STATE,SOUTHERN NIGERIA**

Towns	Poultry farmers	Egg marketers	House-holds consuming eggs
AnenAtai	8	6	15
Mbak Atai1	11	8	15
NkimItam	9	7	15
NtiatItam	15	11	15
IkotAndem Itam	7	6	15
Total	50	38	75

**TABLE 2**  
**AVERAGE QUANTITY OF EGGS PRODUCED, DISTRIBUTED AND CONSUMED BY CUSTOMERS IN ITU LOCAL GOVERNMENT AREA, AKWA IBOM STATE, NIGERIA.**

Towns	Quantity of Eggs (Crates/Month)		
	Produced per farmer	Distributed per traders	Consumed per household
AnenAtai	177.50	182.67	1.12
MbakAtai	196.50	266.67	2.05
NkimItam	82.50	174.00	2.00
NtiatItam	451.00	680.00	2.50
IkotAndemItam	131.50	131.67	1.50
Average	270.80	287.00	1.83

## V. CONCLUSION

Egg as a poultry product has assumed both commercial and nutritional roles in Itu LGA, Akwa – Ibom State, Nigeria. In the zone, the per household egg consumption was estimated at 1.83 crates per month. The production and distribution of the poultry eggs were observed to be profitable statistically. Income level was a common determinant of egg production and consumption in the area. Egg distribution was negatively affected by cost of transportation. It was recommended that, for every household to consume adequate quantity of poultry eggs at affordable price, productivity in poultry egg production has to be improved through the use of quality feeds and chicks and efficient management practices. Poultry farmers and households consuming poultry eggs need to be enlightened on how to diversify their economic activities to boost their level of income for improving the production and consumption of poultry eggs. The egg traders should identify short distance markets for the distribution of their product, in order to cut down the transportation cost.

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