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Characteristics of Beef Production and Marketing in Adamawa State, Nigeria

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Abstract

The objective of the study was to survey the current beef production systems and marketing in Nigeria as a means of encouraging entrepreneurship in animal agriculture. One hundred (100) beef producers and marketers were randomly selected for interviews and discussion on beef production and marketing dynamics. Data generated were subjected to descriptive statistics to explain the trend of beef production and marketing in the study area. Beef is produced in the area majorly by pastoralism (75%), home fattening (15%) and government institutions (10%). Market prices of beef cattle in Mubi are determined by visual evaluation which incorporates element of indicators such as breed, age, sex, colour, body condition score, temperament, anus stain and the purpose of buying the animals. Inadequate market information, manipulative ways of market intermediaries, high cost of transportation, lack of infrastructure and credit facilities, fluctuation in demand and supply, cattle rustling and buying of stolen animals, inadequate security within the market place and on the roads and payment of heavy taxes and clearing of checkpoints on the roads formed constraints faced by the producers and marketers. It is recommended that, since beef cattle production and marketing is not isolated from national and international political and socio-economic policies, the interactions between the producers, marketers and broader sectors should be taken into account in order to generate holistic and reliable data that would inform effective interventions.

Keywords: Beef production, marketing, entrepreneurship, animal agriculture

Introduction

The world has 1.468 billion head of cattle, many of which are used for dairy or draft with beef production being only by-the-way (FAO, 2015). All dairy and draft cattle end up as beef but not all beef cattle end up as dairy and draft cattle. There is no specific type of cattle produced for beef in Africa particularly Nigeria unlike the veal and baby beef produced in countries like North and South America, Australia and New Zealand. Most of the cattle produced in Africa are dual-purpose with no stratification and specialty in the industry. Africans especially, Nigerians prefer the meat of the matured cattle with good fats cover that is tough enough for chewing than soft and juicy beef from veal or calves. Cattle and beef trade provides the largest market in Nigeria with millions of Nigerians making their livelihood from various beef-related enterprises (Umar *et al.*, 2008).

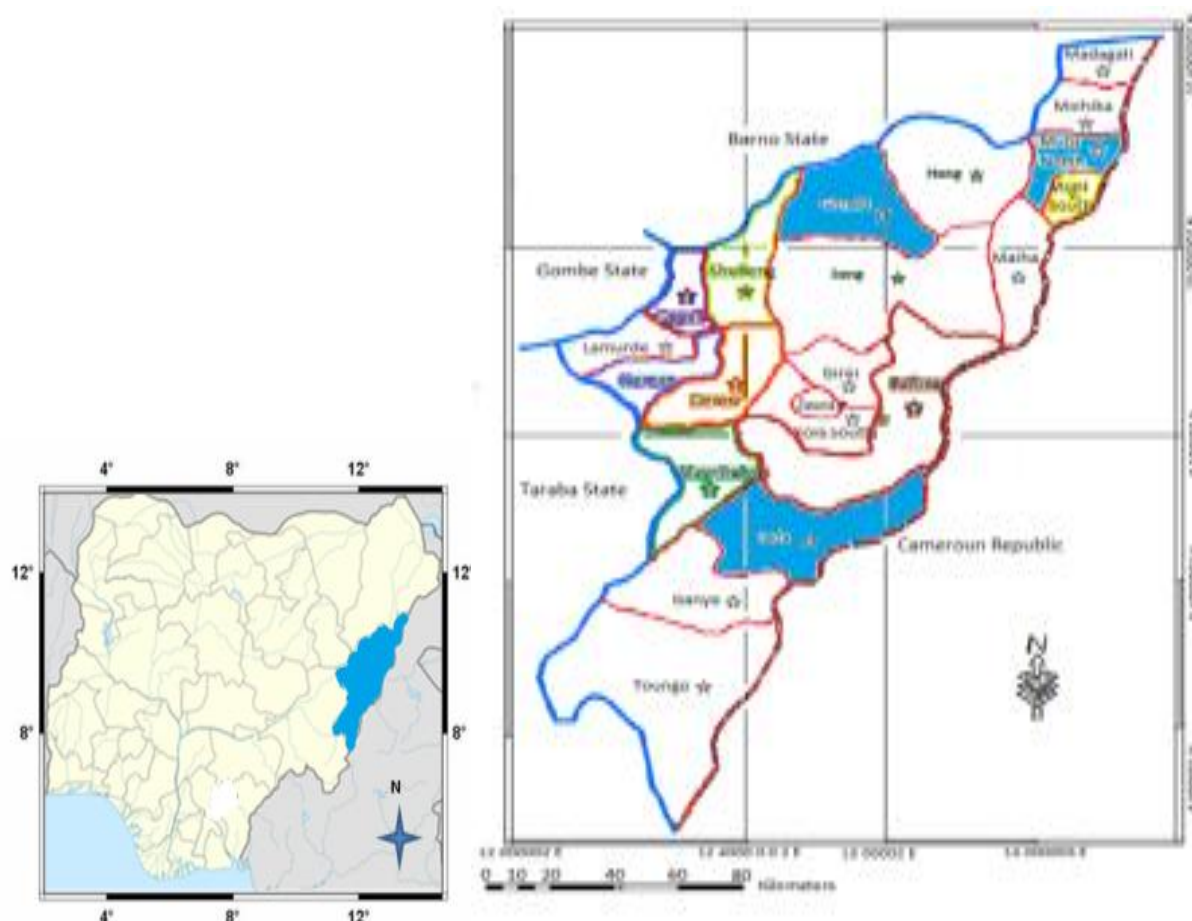
The objective of the study, therefore, is to survey the current beef production and marketing dynamics in Adamawa state, Nigeria as a means of encouraging entrepreneurship in animal agriculture.

Materials and Method

The study area: The study was carried out in Adamawa state. Adamawa State is located in the area where the River Benue enters Nigeria from the Cameroon Republic and is one of the six states in the North-East geopolitical zone of Nigeria. It lies between latitudes 7° and 11° North of the Equator and between longitudes 11° and 14° East of the Greenwich Meridian (Mohammed, 1999).

Selection of respondents and sampling design: The research covered a period of 22 months (January 2016 to November 2017), during the survey, visits were paid to beef fattening sites, government institutions and Mubi international livestock market where respondents were identified. The objective of the study was explained to them and their permission obtained to participate in the study. Actual participation in the study was based on the willingness of respondents.

Data collection: One hundred (100) beef producers and marketers were randomly selected for oral interviews, discussion and physical observations on beef production and marketing systems.



Figs.1a and 1b: Map of Nigeria Showing Adamawa State and Map of Adamawa State Showing the Study Location in Blue and Yellow Color

Data analysis: Data generated from the survey were subjected to descriptive statistics such as frequency distribution, percentages, and means to explain the trend of beef production and marketing systems in the study area.

Results and Discussion

The results show that beef is produced in the study area majorly by pastoralism (75%), home fattening (15%) and government institutions (10%) as shown in table 1. Market prices of beef cattle in Mubi are determined by visual evaluation which incorporates element of indicators such as breed, age, sex, colour, body condition score, temperament, anus stain and the purpose of buying the animals. Therefore, beef cattle production and marketing in the study area and Nigeria, in general, are predominantly controlled by intermediaries who benefit more, while primary producers and the end consumers do not get the desired value for their efforts.

Conclusion and Recommendations

Beef cattle production and marketing dynamics involve pastoralism, home fattening, buying, selling, brokering, retailing, dealing, transporting and butchering. It is, therefore, concluded that beef cattle production and marketing in the study area is a profitable venture if special consideration is given to tackle the bottlenecks militating against the smooth production, transactions, and efficient marketing processes.

The following recommendations were made to aid in improving the beef cattle production and marketing dynamics in Mubi, Adamawa State, Nigeria. Government should intensify efforts to encourage cattle production by providing modern breeding facilities such as AI stations, loan or credit incentives through commercial banks. Security outfits should be established in the market to prevent the problem of theft, marketers should form a strong organization to see that, any strange or suspected person that brought cattle to the market is strictly scrutinized before selling.

Local Government Councils should assist in the formation of a body charged with the responsibilities of passing information to producers and marketers on the supply, demand, and price of cattle in the market. Government should encourage the herdsmen to settle in one place by establishing grazing reserves, rangeland or pasture lands.

Table 1: Beef production and marketing systems

A	Agent	Frequency	Percentage (%)
	Brokers / Middle men (Barandas)	10	10
	Retailers	15	15
	Dealers/ Wholesalers (Dillalai)	25	25
	Butchers	10	10
	Producers (crop farmers, those who do home fattening pastoralists and institutions)	40	40
b	Membership of market association	50	50
C	Production system		
	Pastoral	75	75
	Institutions	10	10
	Home fattening	15	15
d	Transportation system		
	Hoof	40	40
	Vehicle	60	60
E	Source of capital		
	Personal savings	45	45
	Friends and relations	15	15
	Bank	25	25
	Cooperatives	15	15

There is a need for the provision of modern cattle marketing facilities like standard weighing scales, loading spaces, and grades in the markets to help in transforming the market from the current traditional system. Government should provide more veterinary facilities to minimize the incidence of diseases and parasites.

Cattle should be properly checked before buying and selling. Quarantine stations should be located in strategic places to prevent diseased animals getting into the market. Beef quality control should be adhered to for example; drug withdrawal period should be considered before slaughtering of cattle for public consumption. Hygienic beef processing and handling procedures should be adhered to.

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