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Marketing channels and margins of tropical leafy vegetable in south eastern Nigeria

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This study was carried out with three purposes. The first purpose included a description of socio-economic features of tropical leafy vegetable marketers in the study area; the second described the marketing channel; and the third determined their marketing margin. Multi-stage sampling method was adopted for the study. In the first stage, three states were randomly selected from the Southeastern states. In the second stage, two agricultural zones were selected from the already chosen Southeastern states. In the third stage, two markets were randomly selected from a list of major markets from the two agricultural zones previously selected. This gave a total number of twelve markets. In the fourth stage, 10 tropical leafy vegetable marketers comprising 5 wholesalers and 5 retailers were randomly selected from each of the markets. In all, a total of 38 marketers each were randomly selected from Abia, Enugu and Imo states giving a total sample size of 114 respondents for the study. According to the first purpose of this study, which included a description of socio-economic features of vegetable marketers, eight marketing channels were identified, and the marketing margin analyses showed a higher percentage (79%) for the marketers.

Biography

Ikechi Agbugba attended University of Nigeria, Nsukka (UNN) where he bagged BSc and M.Sc. degrees in Agricultural Economics from 1998-2008. He has successfully presented his Ph.D. Research findings seminar over a year ago from the same University. He has engaged in several agricultural-based research works as researcher, senior researcher, as well as lead researcher during his masters and doctoral degree programs between 2005 till date. He has published more than 20 papers in reputed journals and serving as the Head, Human Resources Department of Technologies Platform business Resources Limited, a software developing company at Ikoyi Lagos State of Nigeria.

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