



Economic Analysis of Plantain and Banana Marketing In Etche Local Government Area of Rivers State, Nigeria

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Abstract:

This study analyzed the economics of plantain and banana in Etche Local Government Area of Rivers State, Nigeria. Specifically, the study described the socio-economic features of the respondents; analyzed their cost and returns analysis; described their marketing channels; determined the effect of the socio-economic characteristics on the respondents' profitability status; and identified the constraints militating against their marketing. Primary data was collected using copies of structured questionnaire. Both descriptive and inferential statistics were employed in analyzing the objectives. The findings indicated that majority (55%) of the marketers fell within the active age range of 41 and 50; majority (51%) of the females who dominated the enterprise were married (48%) and could support their households through the business. Regarding religion, household size and educational level of the respondent, majority (68%) of the respondents indicated Christianity, while 80% of the respondents was recorded having formal education. Finding of the study further showed that 56% of the plantain and banana passed from producer to final consumer and 81% from producer to retailer to final consumer, 115.5% from producer to wholesaler to retailer and final consumer; and 96% from producers to wholesalers to final consumers. More so, findings of the study showed that wholesaler and retailer makes 1,920.00 and 2,840.00 as the gross margin respectively. This implied that the enterprise was profitable and could be attributed to the reason why the marketers remain in the business. From the regression analysis, the profitability determinants indicated that sex, age and household size had a positive relationships with their profits.

Biography:

Dr. Ikechi Kelechi Agbugba possessed B. Sc., M.Sc. and Ph.D degrees in Agricultural Economics from the University of Nigeria. He specialized in Agricultural Marketing and Agribusiness in his Masters and Doctorate



degrees. He is currently the Head Business Development and Human Resources Management at the Technologies Platform Business Resources (TPBR) Limited Ikoyi, Lagos State, Nigeria. He had over 6 years experience in transfer of agricultural knowledge and innovation as a researcher during His postgraduate studies. He worked as a Field Research Officer with a World Bank-Assisted Project by name, Micro, Small and Medium Scale Enterprises Project, and Business Development Office with headquarter office at Ikeja, Lagos State, Nigeria. He has been part of research teams that won and successfully completed research projects with a number of organizations at national and international levels. He is a reputable researcher, consultant and a laureate who has over 25 publications, majority of which are in international journals. He was offered Membership of the Asia-Pacific Chemical, Biological & Environmental Engineering Society (APCBEE) with headquarters in Hong Kong, China in October, 2013 after his scholarly presentation as Speaker in their conference at the International Conference on Food and Agricultural Sciences (ICFAS) in Melacca, Malaysia. He was in Hyderabad India where he featured as a Speaker at the International Conference on Agricultural and Horticultural Sciences organized by OMICS Group Conferences with headquarters in Los Angeles. His major aim is to contribute to the development initiatives in Nigeria, Africa, Asia and other continents of the world.

Publication of speakers:

1. IK Agbugba, A Market structure, price formation and price transmission for wood charcoal in southeastern Nigeria Journal of Agricultural Science 5 (10), 77-86

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