

**WOMEN IN PIG AND PORK MARKETING IN  
BENIN CITY, EDO STATE, NIGERIA,**

**BY**

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## CHAPTER ONE

### INTRODUCTION

As at 2020, there were approximately 769.05 million pigs worldwide, where China produced about 51.85 million metric tons (USDA, 2021). Nigeria has the second largest population of pigs in Africa and its accounts for about 4 % of the total meat supply in the country (Rahman *et al.*, 2008) with men and women actively participating in its production and marketing. Pig production has also been seen as a source of protein. Their fast growth rate which is only slightly exceeded by the best, carefully managed broilers, their proliferation which is unsurpassed by that of any other animal species except the birds, their very good efficiency of feed utilization which brings better returns per units of inputs than most animals and quality of their meat which is both tender and more nutritive in terms of the contents of protein and the B-vitamins than those of other animals (Ogunniyi and Omoteso, 2011). Dietze (2011) stated that pigs provide income for women, strengthening their role in families as well as in local communities.

Women make essential contributions to the agricultural and rural economies in all developing countries. Their roles vary considerably between and within regions and are changing rapidly in many parts of the world, where economic and social forces are transforming the agricultural sector(Walingo, 2009). Rural women often manage complex households and pursue multiple livelihood strategies. Their activities

typically include producing agricultural crops, tending animals, processing and preparing food, working for wages in agricultural or other rural enterprises, collecting fuel and water, engaging in trade and marketing, caring for family members and maintaining their homes (Walingo, 2009). Many of these activities are not defined as “economically active employment” in national accounts but they are essential to the wellbeing of rural households.

The importance of women in nation building and economic development cannot be easily quantified because they make up the homes and homes make up towns, towns to states and states to countries (Alabi *et al.*, 2019). Women are the backbones of the development of rural and national economies. They comprise 43 % of the world’s agricultural labour force, which rises to 70 % in some countries. In Africa, 80 % of the agricultural production comes from small farmers, who are mostly women, and in addition to this, over 90 % of the sales are carried out by women (Walingo, 2009). Notwithstanding this significant role played by women, women have been traditionally treated as production unit for bearing and rearing children, they are politically exploited, socially oppressed, legally ignored and technologically deprived (Alabi *et al.*, 2019).

Furthermore, culturally, women participate in pig production, which is managed under semi – intensive systems. Bawa *et al.* (2004) observed that more women (61.76 %) than men are involved in urban backyard swine production and they are also directly responsible for its sales.

## **1.2 Justification**

Pig provides stable source of animal protein and also a source of income for pig farmers. The current, most practiced pig production system, semi-intensive, allows for a high participation of women. Women are traditionally involved in production , which usually takes place in the backyard of the farmers. It has been shown that marketing of pork, as with other meats, are majorly in the hand of men. However, preliminary literature search showed that there is no sufficient literature to show the involvement of women in pork marketing. But with the opportunities provided by pig and pork marketing, such enterprise seems to be a venture for the women folks. Therefore, this project will examine the extent to which women are involved in pork marketing in Benin City, Edo State.

### **1.3 Objective of the Study**

The broad objective of the study is to examine the involvement of women in pig and pork selling.

To achieve this, the following are the specific objectives:

1. Examine the socio-economic background of the respondents
2. Ascertain the extent of the involvement of the respondents in pig and pork selling
3. Examine the effect of pig and pork selling on the respondents
4. Identify some constraints faced by the respondents.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 General Overview of Pork Market

There has been an intensive development of pork production and pork trade on a global scale. In the years 2005–2015, pork production in the world increased by 14.6% and amounted to more than 110.3 million tonnes in hot carcass weight, which accounted for 42.8% of the total volume of produced meat (USDA, 2008, 2016). The distribution of pig production is primarily shaped by demand conditions resulting from, among other things, culinary traditions and religious reasons. For this reason three main clusters of pork production cover North America (especially areas of large scale cultivation of corn and soy beans), Europe and Asia (south-eastern China). The largest producers of this kind of meat are: China, the European Union-28, United States of America and Brazil. In 2015, these countries produced 92.9 million tonnes of pork, which accounted for 84.2% of the world production (Szymańska, 2017).

China is the largest producer and consumer of pork in the world, supplying the market with 49.7% of world production. In 2005–2015, pork production in China increased from 50.1million tonnes to 54.9 million tonnes. This rise was associated with a gradual transition from free range to industrial production and with increased foreign investment. Considerable importance could also be assigned to the population influx

from rural areas to larger agglomerations which fostered the growth of consumption. An upward trend in pork production in China was stopped in 2007 due to epidemic diseases of that species and bad weather conditions (Szymańska, 2017). It is estimated, however, that in subsequent years there will be a further increase in pork production in China. Pig sector is of strategic importance in this country. Changes in pork prices affect the prices of other goods. Having this in view, the Chinese authorities take measures to stabilize prices in this market and support its development through grants and investments (Szymańska, 2015).

The EU-28 is second in the world in this regard, supplying to the market with 21.2% of the world pork production in 2015. A large impact on the economic situation in the EU pork market had the enlargement of the Community through the accession of new Member States in 2004. In the period following the accession, there was reported an increase in trading, especially between “the old” and “the new” Member States, resulting mainly from the removal of customs barriers. Over the next years, the pork production in the UE-27 increased to 23.3 million tonnes in 2015 (Szymańska, 2017).

Global pig meat output in 2020 is estimated at 109.2 million tonnes, down 0.8 percent from 2019, principally due to ASF-induced production contractions in China, the Philippines and Viet Nam. However, the United States of America, Brazil, the European Union, the Russian Federation, Canada, Mexico and Chile registered moderate production expansions, partially offsetting production contractions

elsewhere. Following a 21 percent fall in 2019, China's pig meat production declined by only 3.3 percent in 2020 to 42 million tonnes, indicating a faster recovery of pig inventories from the viral disease, reaching nearly 76 percent of the level that existed before African Swine Fever-led declines began in 2018. Investments in new farms, enhanced biosecurity and genetics were mainly behind the faster recovery. Pig meat production also suffered setbacks in the Philippines and Viet Nam, as ASF-induced culling pigs continued in some farms. (FAO. 2021)

### **2.1.1 Nigeria Pork Market**

Pig (*Sus scrofa*), is one of the sources of animal protein in Nigeria. The production which is both in the hands of government institutions and private individuals. Pig farming represents the fastest way of increasing animal protein since pigs grow at a faster rate and reproduce sooner with large number of offspring than cattle, sheep or goats (Ajala, 2003). There is a greater output of meat from pigs than the combined output of meat from cattle, buffalo, sheep and goat. Pigs supply about 63.9 million metric tonnes of meat per year (Dennis and Lutwama, 2012).

The pig industry in Nigeria has not yet developed like the ruminants and poultry industries because pigs are not generally used for meat purposes by majority of the population (Ajala and Sanni, 2002). This is based on culture and religion which make it a taboo for pigs to be eaten by some people. This is in contrast with Food and Agriculture Organization (FAO, 2001) assertion that pork is the most popular

meat consumed in the world today, forty percent protein is derived from pork and pork products. Pig is traditionally a scavenger, having been raised as a means of utilizing human food wastes in early domestication.

Specific ways in which efficient marketing systems play a leading role in economic development have been widely documented (Ajala and Sanni, 2002). Essentially, it is within marketing systems that prices are generated and the allocation of resources, income distribution and capital accumulation are determined.

Pig marketing in Nigeria is entirely in the hands of traditional middlemen. Government involvement is limited to the areas of disease surveillance and provision of public market infrastructures in a few major towns, with no major direct participation or regulatory measures. Thus, the Nigerian pig marketing system is essentially indigenous, with strong cultural control. It was noted that indigenous marketing systems in developing countries are generally exploitative, collusive and economically inefficient. The extent to which this assertion is true for pig marketing in Nigeria is uncertain, for the state of knowledge on livestock marketing largely comes from studies on cattle, poultry, sheep and goat (Ajala and Adesehinwa, 2008).). There is dearth of literature on pig marketing. (Ajala and Adesehinwa, 2008). Studies by Ajala and Sanni (2002) constitute the only descriptive and narrative studies on pig marketing. And little to nothing has been documented on the roles women play in the market.

## **2.2 Women in Agriculture**

### **2.2.1 Women as livestock keepers**

Within pastoralist and mixed farming systems, livestock play an important role in supporting women and in improving their financial situation, and women are heavily engaged in the sector. An estimated two-thirds of poor livestock keepers, totaling approximately 400 million people, are women (Thornton *et al.*, 2002). They share responsibility with men and children for the care of animals. For example, women often have a prominent role in managing poultry (FAO 1998; Guèye, 2000; Tung, 2005) and dairy animals (Okali and Mims 1998; Tangka *et al.*, 2000) and in caring for other animals that are housed and fed within the homestead. When tasks are divided, men are more likely to be involved in constructing housing and herding of grazing animals, and in marketing of products if women's mobility is constrained. The influence of women is strong in the use of eggs, milk and poultry meat for home consumption and they often have control over marketing and the income from these products. Perhaps for this reason poultry and small scale dairy projects have been popular investments for development projects aiming to improve the lot of rural women.

In some countries small-scale pig production is also dominated by women. Female-headed households are as successful as male-headed households in generating income from their animals, although they tend to own smaller numbers of animals,

probably because of labour constraints. Ownership of livestock is particularly attractive to women in societies where access to land is restricted to men (Bravo-Baumann, 2000). While the role of women in small-scale livestock production is well recognized, much less has been documented about the engagement of women in intensive production and the market chains associated with large commercial enterprises. Demand for livestock products has grown much faster than the demand for crop staples during the past 40 years, fuelled by rising incomes, particularly in Asia and Latin America, and this trend is expected to continue. While pastoralist and small scale mixed farming systems continue to be important in meeting the needs of rural consumers, the demands of growing urban populations are increasingly supplied with meat, milk and eggs from intensive commercial systems. This has important implications for the engagement of women in the livestock sector because of the different roles, responsibilities and access to resources that are evident within different scales of production system and at different points on the production and marketing chain.

The available evidence suggests that the role of women in meeting these changing demands may diminish, for two reasons. The first is that when livestock enterprises scale up, the control of decisions and income and sometimes of the entire enterprise often shifts to men. The second important factor is that all smallholders face challenges when the livestock sector intensifies and concentrates and many go out of business. This is particularly evident for pig and poultry owners (Rola *et al.*, 2006).

Due to the more limited ability of women to start their own businesses, this implies that they will tend to become employees rather than self-employed. In specialised activities like production of day-old chicks, in the provision of services, and in slaughtering, processing and retail, women are visible wherever painstaking semi-skilled work is to be done, but very little information is available about the extent of their involvement compared to that of men, or their control over resources (Alabi *et al.*, 2019).

### **2.2.2 ECONOMIC ROLES OF WOMEN**

Globally, the poor economic condition has resultant effects such as poverty, unemployment, breakdown in health, divorce, violence, riot, crime, kidnappings etc. If the women folk are economically buoyant, they would be able to participate more effectively in the national development process. Most unfortunately, Nigeria women lack sufficient economic resources that will enable them to articulate their needs and interests and organize themselves into strong persons that will develop the nation. The importance of women in nation building and economic development cannot be easily quantified because they make up the homes and homes make up towns, towns to states and states to countries (Alabi *et al.*, 2019). Women role in the family context is complementary to that of man in the economic well being of the family. Women are the backbone of the development of rural and national economies. They comprise 43% of the world's agricultural labor force, which rises to 70% in some countries (Alabi *et*

*al.*, 2019). In Africa, 80% of the agricultural production comes from small farmers, who are mostly rural women (Walingo, 2009). Women comprise the largest percentage of the workforce in the agricultural sector, but do not have access and control over all land and productive resources. Agriculture is the world's oldest and largest primary industry Thompson and Sanabria (2010). It plays a vital role in the economic life of virtually all nations regardless of their state of development. It employs more than one-half of the world's population. In developing countries, more than two-third of the people live on farms and ranches. Around the world women are decision-makers for themselves, their families, villages, businesses, and governments.

According to Meetika (2009), empowerment of women can also be the process of increasing the capacity of these individuals or groups to make choices and to transform those choices into desired actions and outcomes. Empowerment occurs through improvement of conditions, standards, events, and a global perspective of life. Empowering women is an indispensable tool for advancing development and reducing poverty; empowered women contribute to the health, productivity of whole families and communities and also improve the prospects of the next generation. When women are empowered, whole families benefit, and these benefits often have ripple effects to future generations (Meetika, 2009). Despite the important roles women play in agricultural economies, rural women in Africa suffer from the highest illiteracy rates and are the most visible face of poverty.

A World Bank-sponsored study undertaken by Saito and Weidemann (1990) showed that women in the sub-Saharan Africa, including Nigeria, provide most of the labour and make certain key decisions, albeit randomly, for many agricultural activities. It seems that it does not apply to only food production but also to other activities, such as cash cropping and animal production (Maigida, 1992). This is to the extent that women in general constitute up to 90% of the workforce involved in direct arable crop production and this is not easy to overlook (Maliki, 1991).

Bryson (1981) in his study assessed the overall importance of women in agriculture in sub-Saharan Africa using data available on the predominance of female labour in crop production in this area. A series of studies covering African villages showed that generally, more women than men in cultivator families did agricultural work and that women were usually working more hours than the men. Furthermore, it has been noticed that female labour in production tends to be less important in societies where intensive agricultural systems are more dominant than the extensive systems. Although agricultural systems in sub-Saharan Africa tend to be extensive cultivation systems, it has also been observed that there is no significant difference between the labour usage practices of societies having extensive cultivation systems. This difference, wherever it exists, can be explained, at least in part, in factors such as social structures.

## **CHAPTER THREE**

### **MATERIALS AND METHOD**

#### **3.1 Area of the Study**

The study is Benin City, Edo State, Nigeria. Benin City is the Capital of Edo State. Edo State is located within the south – south zone of Nigeria. The state is bounded in the North by Kogi State, south by Delta state, east by Anambra state and west by Ondo state. The State has a population of about 3,233, 366 (National Population Commission, 2006).

Edo State has a tropical climate characterized by two distinct seasons, the wet and dry seasons. The wet season usually lasts from April to November and the dry season from December to March. Typically, rainfall intensity usually decreases from the South of the State towards it Northern parts. The State is noted for the following agricultural products: cocoa, rubber, cashew nuts, yams among others. The State is also noted for livestock production.

#### **3.2 Population, Sample Size and Sampling Techniques**

The population for this study is all women involve in pig and pork selling in Benin City, Edo state. The study was conducted in five (5) local governments: Oredo, Akoko Edo, Orhionmwon, Uhumwode and Etsako East. 20 respondents is randomly selected for each local government to make a total of 100 respondents. A multi-staged sampling

technique will be employed. Firstly, 2 markets will be randomly selected in from each local government. And in the second stage, 10 women pig/pork sellers shall be selected to make a total of 20 respondents.

### **3.3 Research Instrument**

A well-structured questionnaire will be used for the study. The questionnaire will be designed by the researcher and vetted by the project supervisor. The questionnaire consist of 4 sections.

#### **Section A**

This section contains questions relating the socio-economic background of the respondents.

- (1) Sex (male/female)
- (2) Age in years
- (3) Marital status (single/married/divorced/widow/widower)
- (4) Educational background (informal/primary/secondary/tertiary)
- (5) Household size
- (6) For how many years have you been in pig/pork selling
- (7) How do you get your supply?
- (8) Do you belong to any professional body/association?

## **Section B**

This is made up of questions relating to the traders involvement in pig and pork selling.

1. Which of the following do you sell? (live pig/pork/both)
2. At which level of the market do you operate? (wholesale/retail/both)
3. What is the quantity of pig/pork do you purchase per day? (kg)
4. What is the quantity consumed? (kg)
5. What is the quantity sold? (kg)
6. What is the price/unit? (kg)

## **Section C**

This contains questions on the effect of pig and pork selling on the respondents' economic status. The following questions were asked using a 3-point Likert scale with the following options. Agreed [A], Undecided [U], Disagreed [D]

1. Selling of pig/pork is comparable to other meat sales
2. The profit margin of pig/pork is high
3. Pig/pork marketing, alone, can help me meet my financial needs
4. There is room for expansion in pig/pork marketing
5. Being a woman offers additional advantage in this trade

## **Section D**

This section has questions that are related to some possible constraints faced by the respondents.

1. Lack of capital
2. High cost of transportation
3. Lack of standardization
4. Lack of cold room or storage facility
5. Lack of functioning abattoir
6. Lack of price information

### **3.4 Method of Data Analysis**

The data from the study will be analyzed using Statistical Package for Social Sciences (SPSS 21.0). Both descriptive statistics (frequency count, percentage distribution) and inferential statistics (simple mean scores) will be used in the study.

The specific objective of the study will be analyzed as follows:

**Objective One:** To describe the socio-economic characteristics of the respondents in the study area, simple descriptive statistics will be used. To achieve this, the frequency counts, mean values, percentages and standard deviation would be used.

**Objective Two:** To identify the extent of involvement of respondents in pig and pork selling. Descriptive statistics will be used such as frequency distribution tables, percentages and mean values.

**Objective Three:** To estimate the effect of pig and pork seller in the study area. Descriptive statistics will be used such as frequency distribution tables, percentages and mean values.

**Objective Four:** To identify the constraints faced by pig and pork sellers in Benin City, Edo State. A 3-point likert-type scale will be used. The response to the various constraints will be coded at thus:

Very serious = 3

Serious = 2

Not serious = 1

A mean score of 2 and above will indicate that such constraint is serious and a mean score of less than 2 will indicate that such constraint is not serious.

## **CHAPTER FOUR**

### **RESULTS**

The chapter presents the result of the response of the respondents on the various questions possessed to them. The chapter is presented under the following headings: socio-economic background and questions relation to the specific objectives

#### **4.1 Socio-Economic Background of Respondents**

The result of the analysis of the socio-economic background of the respondents is presented in table 4.1

##### **4.1.1 Age**

Figure 1 shows the age distribution of the respondents. Majority of the respondents were between 39 – 40 years old representing 38% and this was followed by 31 – 35 years (21%). Only 7% of the respondents were between 20 – 25 years and 11% above 40 years old.

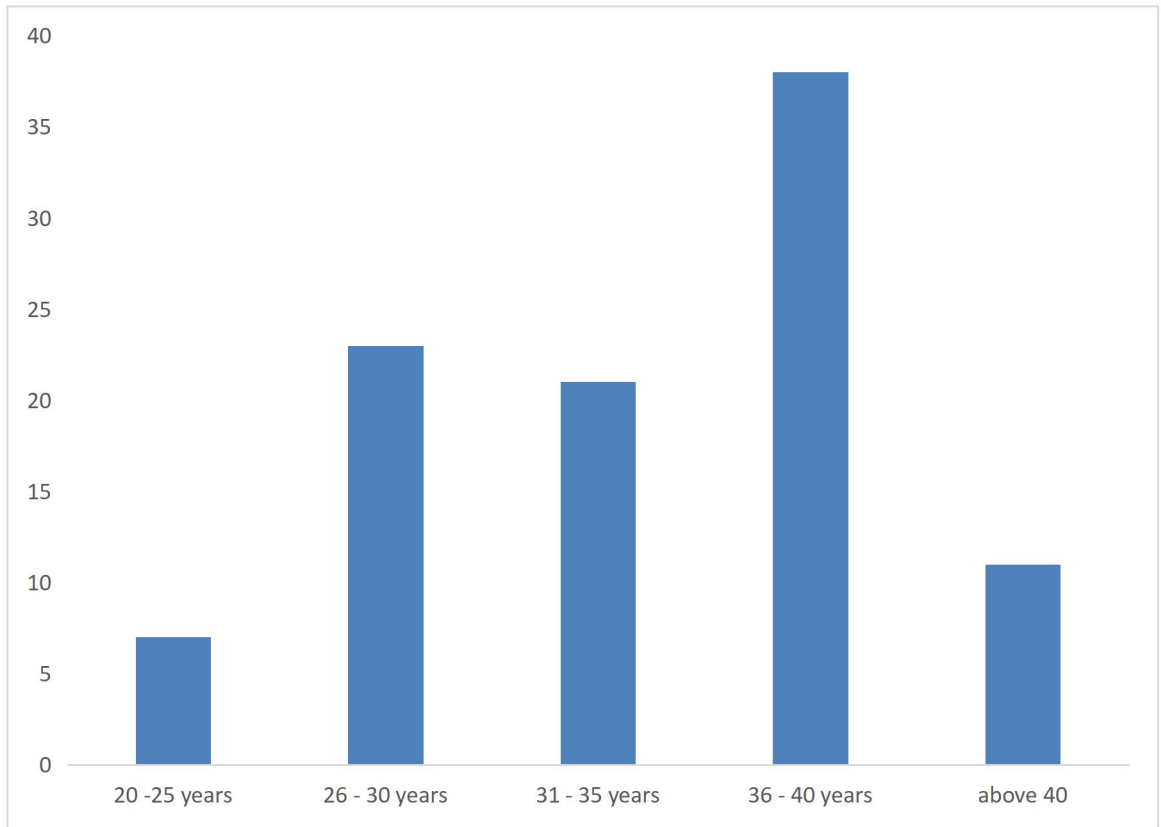


Figure 4.1 Age Distribution of respondents

#### 4,1,2 Marital Status

Figure 4.2 shows that 80 (80%) of the respondents were married while only 8(8%) were single and 4% were widow/widower

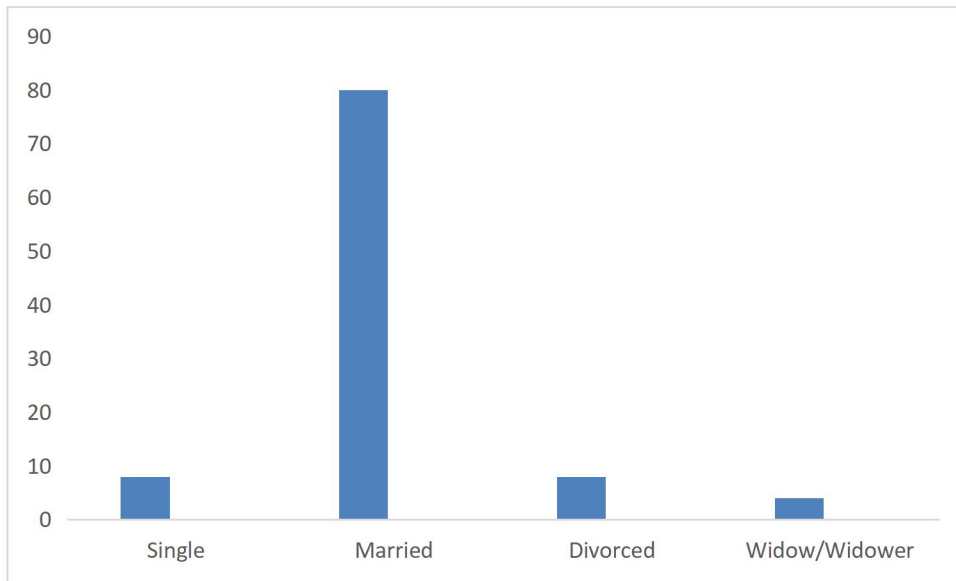


Figure 4.2 Marital Distribution of Respondents

### 4,1,3 Educational Background

Figure 4.3 showed that majority 51 (51%) of the respondents have tertiary education, while 25 (25%) had secondary education and 22 (22%) had informal education. Only 2 (2%) had primary education.

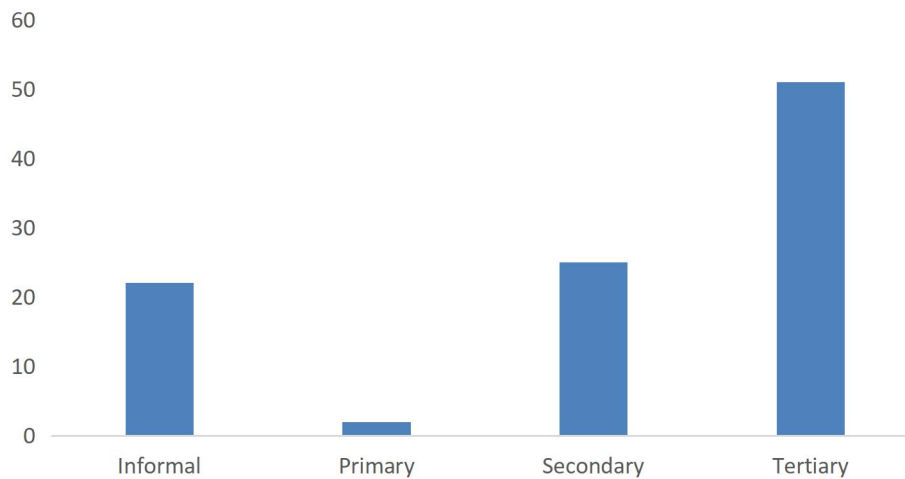


Figure 4.3: Education Distribution of Respondents

#### 4.1.4 Household Size

Figure 4.4 show the household size of the respondents. The result shows that 16 (16%) of the respondents had size of 1 – 2 members, 12 (12%) had 3 – 4 members, 31 (31%) had 5 – 6, 19 (19%) had 7 – 8 members and 22 respondents had above 8 people in their household.

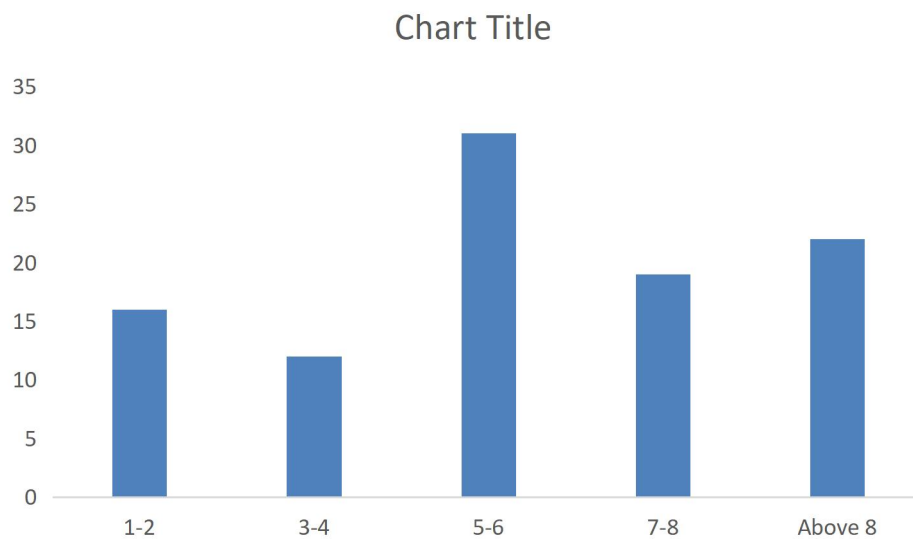


Figure 4.4: Household Distribution of Respondents

#### 4.1.5: Years of Experience

Figure 4.5 shows the respondents years of experience in pig/pork selling. The result showed that majority 48% of the respondents had 5 years of experience, 21% had 4 years, 13% had 3 years, 15% had 2 years and only 3% had 1 year of experience in pi/pork selling in the study area.

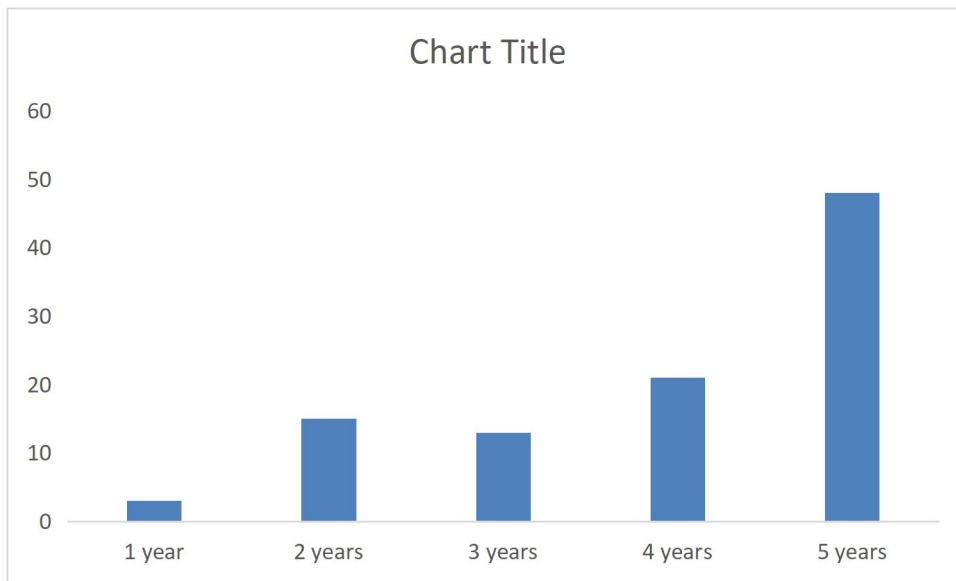


Figure 4.5: Years of Experience of Respondents

**Table 4.1: Characteristics of Respondents**

Variable	Frequency	Percentage
<b>Age</b>		
20 -25 years	7	7.0
26 - 30 years	23	23.0
31 - 35 years	21	21.0
36 - 40 years	38	38.0
above 40	11	11.0
Total	100	100.0
<b>Marital Status</b>		
Single	8	8.0
Married	80	80.0
Divorced	8	8.0
Widow/Widower	4	4.0
Total	100	100.0
<b>Educational Background</b>		
Informal	22	22.0
Primary	2	2.0
Secondary	25	25.0
Tertiary	51	51.0
Total	100	100.0
<b>Household size</b>		
1-2	16	16.0
3-4	12	12.0
5-6	31	31.0
7-8	19	19.0
Above 8	22	22.0
Total	100	100.0
<b>Years of Experience</b>		
1 year	3	3.0
2 years	15	15.0
3 years	13	13.0
4 years	21	21.0
5 years	48	48.0
Total	100	100.0

Source: Field Survey (2022)

## **4.2 Involvement of Respondents in Pig/Pork Selling**

This section presents the result of the respondents involvement in pig/pork selling in the Benin City Edo State and the result is presented in Table 4.2

The results showed that majority of the respondents obtained their meat sources as live pig 58 (58%) while 25 (25%) obtain their source as pork and only 17 (17%) get both. 70% of the respondents in the study area did not belong to any professional body with only 30% having affiliation to any known professional association. The result further shows that 95% of the respondents have business name and only 5% did not have any business name.

The result of the respondents to the form in which they sell their products showed that 12% sell their product as live pork, 69% sell as pork and 19% sell as either live pig or pork. 36% of the respondents said that they are wholesaler, 26% are retailers and 39% operates as both.

The result quantity of meat purchased by the respondents showed that 8% purchased below 100 kg of meat, 12% purchased between 100 – 200 kg and 80% purchased above 200 kg. The results in Table 4.2 also shows that 30% of the respondents sold below 30 kg of meat, 19% sold between 100 – 200 kg and majority (51%) sold over 200 kg.

**Table 4.2: Involvement in Pig/Pork Selling**

Variable	Frequency	Percentage
<b>Source of Meat</b>		
Live Pig	58	58.0
Pork	25	25.0
Both	17	17.0
Total	100	100.0
<b>Professional Body</b>		
Yes	30	30.0
No	70	70.0
Total	100	100.0
<b>Business Name</b>		
Yes	95	95.0
No	5	5.0
Total	100	100.0
<b>Form of meat sold</b>		
Live pig	12	12.0
Pork	69	69.0
Both	19	19.0
Total	100	100.0
<b>Level of Operation in Market</b>		
Wholesaler	35	35.0
Retail	26	26.0
Both	39	39.0
Total	100	100.0
<b>Quantity Purchased per day</b>		
Below 100 kg	8	8.0
100- 200 kg	12	12.0
Above 200 kg	80	80.0
Total	100	100.0
<b>Quantity Sold per day</b>		
Below 100 kg	30	30.0
100- 200 kg	19	19.0
Above 200 kg	51	51.0
Total	100	100.0

Source: Field Survey (2022)

### **4.3 Effect of pig and pork selling on the Respondents**

The result of the analysis of the effect of pig and pork selling on the respondents is presented in table 4.3 below. The result shows that majority of the respondents agreed that selling of pork is comparable to other meats sales ad with a mean score of 2.47, it can be concluded that the sale of pork is comparable to other meats sales in the study area.

Similar results were recorded for other variables: profit margin of pork sale is high (mean = 2.74), pork marketing can meet financial needs of the respondents (mean = 2.83), there is room for expansion in pork marketing (mean = 2.81) and being a woman offers additional advantage in the sales of pork (mean = 2.51) with all being significant

**Table 4.3: Effect of pig/pork selling on the respondents**

S/N	Question	A(%)	U(%)	D(%)	Mean Score	Standard Deviation
1.	Selling pork is comparable to other meats sales	54	39	7	2.47	0.627
2.	Profit margin of pork sales is high	81	12	7	2.74	0.579
3.	Pork marketing can meet financial needs	90	3	7	2.83	0.533
4.	Room for expansion in pork marketing	81	19	0	2.81	0.394
5.	Being a woman offers additional advantage	67	17	16	2.51	0.759

A= Agreed; U=Undecided; D=Disagreed

Source: Field Survey (2022)

#### **4.5 Constraints**

The result of the constraints faced by the respondents in the study area is presented in table 4.5. The constraints were ranked based on the mean scores. Lack of capital was the highest ranking constraint with a mean of 2.93 and was significant. This was followed by high cost of transportation (mean = 2.83) and this was also significant. Lack of cold room or storage facility (mean = 2.64, rank = 3<sup>rd</sup>), lack of standardization (mean = 2.53, rank 4<sup>th</sup>), lack of price information (mean = 2.51, rank 5<sup>th</sup>), lack of functioning abattoir (mean = 2.34, rank =6<sup>th</sup>) and association influence on price (mean = 2.03, rank = 7<sup>th</sup>) were all significant constraints. However, gender limitation and effect of pork marketing on respondents performance were not significant with means <2.00

**Table 4.5: Constraints**

<b>Constraint</b>	<b>Mean Score</b>	<b>Standard Deviation</b>	<b>Ranking</b>
Lack of capital	2.93	0.355	1st
High cost of transportation	2.83	0.451	2nd
Lack of standardization	2.53	0.643	4th
Lack of cold room or storage facility	2.64	0.612	3rd
Lack of functioning abattoir	2.34	0.755	6th
Lack of price information	2.51	0.703	5th
Association help influence the price	2.03	0.937	7th
Gender limits area environment	1.56	0.556	8th
Marketing of pork affects your performance	1.34	0.607	9th

Source: Field Survey (2022)

## CHAPTER FIVE

### DISCUSSION

This study was designed to examine the involvement of women in pig and pork selling in Benin City, Edo State Nigeria. The result of the study indicated that majority of the respondents were between the ages of 20 and 40 years. The fact that most of the respondents are within the active and youthful age may be due to the fact pig selling may be physically exerting and requires certain level of energy (Khanum *et al.*, 2018). Ajala (2003) was of the opinion that people between the age bracket of 21 – 30 years are young and can easily bear the risk of accepting new innovations. The findings of the study corroborates that of Ironkwe and Amefule (2008) who appraised the indigenous pig production and management practices in River State, Nigeria. It was further revealed that most of the women sellers were married and had tertiary education. Ajieh and Okwuolu (2015) also reported that majority of the pig sellers in Delta state are literate. Literacy can be seen as a tool that can be used in exploiting the opportunities that lie dormant in the pig sector as well as better position someone to easily adapt to new and improved technologies (Khanum *et al.*, 2018).

The result showed that the respondents obtained their meat majorly in form of live pig (58%) and pork (25%) and 17% will buy either of the two. The purchase of live pig is seen to be cheaper than getting already slaughtered pig. And since the main

aim of every business person is maximization of profit, live pig seems to be the reasonable choice. However, since the respondents are women, it may then mean that these women employ men to help them the slaughtering and processing of the meats, but this was beyond the scope of the study. Similarly, the respondents also indicated that they sell their product mainly as pork.

More than half of the respondents agreed to being either a wholesaler or retailer. Becoming a wholesaler demanded more money (operating capital) and risks than retailers. More than 26% of the traders interviewed indicated that they started the trade as retailers, about 29% of them were still operating as retailers while others (31%) operates as either wholesalers and retailer. This changing status in the marketing systems of pig is largely influenced by size of operating capital. This implies that most of the producers are also traders operating in the same market. The market could therefore be said to be integrated since majority of the respondents coordinate production and marketing decisions in the industry.

The result of the study further indicated that selling of pig and pork has positive impact on the respondents. There was general consensus among the respondents that sales of pig/pork is highly comparable with other meat sale with high profit margin and the money realized was enough to meet their needs. It has been noted earlier that pig production in Nigeria is relatively less in comparison with other livestock, but Nigeria has the second largest population of pig in Africa and it accounts for 4.5% of

the total meat supply in the country (Ajala, 2003; Aromolaran, 1999). Sale of pig and pork was shown to be able to sustain the women involved. According to the result of the study, the women interviewed agreed that the sales of pork is relatively comparable to other meat like chicken and beef and that the profit margin is high. Considering the services provided in the production and marketing of pigs, the contribution of the margin was considered high in comparison to costs of marketing and the percentage received by the farmers. This was further accentuated by the respondents' agreeing that their financial needs are been met by the sole pig/pork marketing enterprise. In addition, they felt that their gender as being women, may be a contribution factor to their overall sales.

Pig marketing in the study area are bedeviled by so many problems. Table 4.5 shows the basic problems confronting pig marketers in the study area. The most important marketing problems identified by the respondents were lack of capital, high cost of transportation, lack of standardization, lack of functioning abattoir, lack of storage facilities and lack of price information. The main difficulty of the traders is the high cost of transportation. This problem has been accentuated by the increase in the price of petroleum and spare parts of vehicles. Slaughtering facilities are grossly inadequate especially in the rural markets. The level of hygiene in the markets is very low and inadequate. There is also inadequate storage facilities in the markets. Meat is highly perishable, yet the pig markets in the study area lack cooling facilities where unsold products could be stored.

## **CHAPTER SIX**

### **CONCLUSION AND RECOMMENDATIONS**

#### **6.1 Conclusion**

The involvement of women in the sales of pig and pork in Benin City, Edo State was investigated. From the result of the study, it can be concluded that women involvement in the pig industry was high with majority of them being educated and married. The result also showed that most women traders obtained their input as either live pig or already slaughtered. The business was relative profitable and can cater for the immediate need of the traders.

#### **6.2 Recommendations**

Based on the result of this study, the followings are recommended:

1. Government should play more active role in the provision of physical infrastructure in the market such as modern abattoirs and slaughter slabs well supplied with portable water and drainage facilities.
2. The proper maintenance of the abattoirs and slaughter slabs should be the responsibility of market officials.
3. There is the need for the traders to form cooperatives to provide cold stores in the market where meat retailers could store their meat. Such cold storage services should be paid for, by the retailers (butchers). The development of the processing facilities such that vertical integration enhances value added,

not only in terms of value of the product but in terms of greater storability of pork at source. The expected effect is that more of the final products can be moved directly to the terminal markets thereby reducing links on the market chain.

4. Information about prices of produce should be widely disseminated by market officials through radio and television.