

Perception of farmers on Cashew Nut Marketing in Selected Local Government Areas of Kwara State, Nigeria

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Abstract

The study focused on the perception of cashew farmers about cashew nut marketing in selected local government areas of Kwara state, Nigeria. The objectives of the study are to identify the sources of information as regards cashew nut marketing, determined the various marketing outlets available, and evaluated the contributions of cashew nut marketing to farmers' household among others. Questionnaire was used to obtain information from 120 respondents. Findings show that majority of the respondents were male (78.3%), married (86.7%) and had farming experience within the range of 21 years (60.0%). Many of the farmers had farm size below 5ha (56.7%). Major source of information to the marketers in the study area was through family and friends (71.7%) while major marketing outlets available to the farmers were the middle men (58.3%). The major challenge to cashew nut marketing was unstable prices (95%). Respondents' age ($r=0.484$), educational qualification ($r=0.568$), and farming experience ($r=0.356$) were significantly correlated to the contributions of cashew nut marketing to the farmers. The study concluded that the farmers derived a lot of benefits from cashew nuts marketing and uses in the household. Therefore, the study recommended that government should give priority to the establishment of a proper marketing channel and price control regulation for cashew farmers to prevent the extortion of middle men.

Keywords: Cashew nut, Cashew farmers, Cashew nut marketing, Farmers' perception

Introduction

Cashew (*A. occidentale*) is a fast growing, hardy and drought resistant multipurpose tree species cultivated in many tropical countries. It is one of the most well-known species for its nut in the world. Moreover, all parts of the tree are useful. It is an important tropical tree crop and in terms of international trade for major edible nuts it ranks second or third. It is also a well-known agro-forestry species. Currently, smallholder farmers carry out the majority (70%) of cashew production and exploitation in Nigeria in mono or mixed production system

particularly in small plots and in scattered farm holding (Oduwole *et al*, 2001). Marketing is one of the vital aspects of agriculture since agriculture entails the production of goods and services, and production is not completed until the commodity produced reaches the final consumer. Hence, there is need for efficient marketing channel and system. One of the major problems facing farmers/marketers in the developing world is lack of storage and processing facilities for the perishable and seasonal agricultural commodities (Bani, 1995). Cashew nuts when harvested prematurely or store without drying properly, could cause low quality nuts and eventually lead to poor pricing when taken to the market. Quality cashew nuts for efficient and effective marketing can be ensured by thoroughly drying and removal of the remains of apple when harvesting. There is a great exploitation by the middle men who buy the nut at cheaper rate from the farmers and then sold at multiple prices to the processors. Moreover, due to lack of processing facilities and market outlets most raw cashew nuts produced in Nigeria are exported to India for processing from where they may be taken to Europe and America for further consumptions (Andrighetti *et al*, 1989). Therefore, Adegeye *et al*, (1985) opined that an efficient marketing system is of importance to country under all conditions and at each stage of its development. The specific objectives of the study are as follow (a) examine the socio-economic characteristics of the cashew farmers in the study area; (b) identify the sources of information as regards cashew nut marketing; (c) find out the various marketing outlets available to the farmers; (d) evaluate the contributions of cashew nut marketing to the farmers; (e) identify the uses derived from cashew nut by the farmers and (f) investigate the challenges faced by the cashew farmers during marketing of cashew nuts in the study area

Hypothesis of the Study

H₀: There is no significant relationship between some selected socio-economic characteristics of the cashew farmers and contributions of cashew nut marketing.

Methodology

Study Area: Kwara State, with its state capital in Ilorin, is situated between 8° and 10° north latitudes and 3° and 6° East longitude. The state has boundaries with Niger State in the north, Kogi State in the east, Oyo, Ekiti, and Osun States in the south and an international boundary with the Republic of Benin in the west; The total population is 2,591,555 (NPC, 2006) and total land area of 36,825 km² (14,218 sqmi). Kwara state has 16 Local Government Areas (LGAs) which are Asa, Baruten, Edu, Ekiti, Ilorin south, Ilorin West, Ilorin East, Ifelodun, Irepodun, Isin, Kaiama, Moro, Offa, Oke-Ero, Oyun and Patigi. Population of the study comprises of all cashew famers in selected local government areas of Kwara State.

Sampling Procedure and Sample Size: Three stage sampling technique was used to select respondents for the study. The first stage involved the purposive selection of Ekiti, Ifelodun, Oyun and Irepodun Local Government Areas (LGAs). They are purposively selected based on the prominence of cashew farmers. The next stage involves the purposive selection of a community from each local government. The communities are Eruku for Ekiti LGA, Afin Ile-ire for Ifelodun LGA, Erinle for Oyun LGA, and Ijomu-oro for Irepodun LGA. Forty (40) cashew farmers were selected from Ekiti and Ifelodun LGA each, thirty (30) from Oyun LGA and ten (10) from Irepodun LGA in the third stage to give a total sample size of 120 respondents. The data collected were analysed using frequency distribution, percentage and mean. Pearson Product Moment Correlation was used to analyse the hypothesis for the study.

Results and Discussion

Socio-economic Characteristics of the Respondents

Table 1 shows that majority were male (78.3%), married (86.7%) and between the age range of 61 years and above (73.3%). This implies that most of the respondents in the study area were Old. This is contrary to Adesiji et al, (2012) that found that most cashew farmers are middle aged. The table further shows that 49.2% of the respondents have non-formal education. This indicates a low literacy level in the study area and this will affect their adoption of innovations negatively as Okunola (2006) states that education influences various management practices among farmers. Furthermore, the table shows that many (55.0%) of the respondents were Christians and majority (60.0%) had farming experience above 21 years which is an indication of several years of experience and commitment to their trade among the respondents. Agbongiarhuoyi et al., (2015), asserted that the cashew farmers were ageing and most of them had long years of farming experience. Also, among the respondents sampled, 56.7% of the respondents have a farm size of less than 5ha while 5.0% of the respondents have farm size of 16ha or greater than 16ha. This implies that the size of cashew farms in the study area being cultivated is relatively small and this does not agree with Adebisi et al, (2008) that reported that the sizes of farms cultivated by cashew farmers are becoming increasingly large. In the study area, majority (56.7%) of the respondents have a household size of less than 5 and 63.4% of the respondents engage in trading as their secondary occupation. The respondents planted other crops such as cassava, maize, millet among others. lastly, 35% of the respondents get a yield of below 500kg.

Table 1: Distribution of the Respondents by Socio-economic Characteristics (n=120)

Socioeconomic Status	Responses	Frequency	Percentage	Total
Age	—	8	6.7	120 (100.0)
	—	14	11.7	
	51 -60 years	10	8.3	
	61 years	88	73.3	
Gender	Male	94	78.3	120 (100.0)
	Female	26	21.7	
Marital Status	Single	4	3.3	120 (100.0)
	Married	104	86.7	
	Divorced	2	1.7	
	Widowed	10	8.3	
Religion	Islam	52	43.3	120 (100.0)
	Christianity	66	55.0	
	Traditional	02	1.7	
Educational Qualification	Non formal Education	59	49.2	120 (100.0)
	Primary Education	46	38.3	
	Secondary Education	10	8.3	
	Tertiary Education	5	4.2	
Farm Experience	≤ 5 years	2	1.7	120 (100.0)
	6 – 10 years	18	15.0	
	11- 20 years	28	23.3	
	≥ 21 years	72	60.0	
Farm Size	≤ 5 years	68	56.7	120 (100.0)
	6 – 10 years	44	36.7	
	11-15 years	2	1.7	
	≥ 16 years	6	5.0	
Household Size	≤ 5 years	68	56.7	120 (100.0)
	6 – 10 years	44	36.7	
	≥ 11 years	8	6.7	
Secondary Occupation	Trader	76	63.4	120 (100.0)
	Civil Servant	12	10.0	
	Hairdressing	4	3.3	
	Teacher	4	3.3	
	Others	24	20.0	
Other Crops Planted	Cassava	16	13.3	120 (100.0)
	Maize	10	8.3	
	Yam	6	5.0	
	Millet	7	5.8	
	Vegetables	8	6.8	
	Others	73	60.8	
Yields	≤ 500Kg	42	35.0	120 (100.0)
	600 – 1000Kg	24	20.0	
	1100-1500Kg	12	10.0	
	1600-2000Kg	14	11.7	
	≥ 2100Kg	28	23.3	

Source: Field Survey, 2019

Sources of Information Used by Respondents

Table 2 shows that all the respondents indicated to use all the identified sources of agricultural information. However, 79.2% of the respondents indicated to receive information about cashew nut marketing from family and friends regularly. This implies that getting information from family and friends is effective among cashew nut marketers probably because this information source cost them

less or nothing at all to access. Moreover, friends and family members may likely be in the same enterprise with the farmers and at close proximity with them. The finding is in line with Weijland, (1999) that noted that extended family networks are especially important when small-scale enterprises are all located in specific hamlets where certain families have been living for generations. Furthermore, Mommor, (2002) in his work on information needs and information seeking behaviour of rural dwellers in Nigeria discovered that informal networks are considered by users to be the best source for reliable and authentic information.

Table 2: Distribution of the respondents by sources of information and the level of usage (n=120)

Information	Yes	No	Level of Usage			Mean	Rank
			Regular	Often	Rarely		
Friends and Family	95 (79.2)	25 (20.8)	86 (71.7)	6 (5.0)	3 (2.5)	2.89	1 st
Extension Officer	75 (62.5)	45 (37.5)	47 (39.2)	11 (9.2)	17 (14.2)	2.683	2 nd
—	64 (53.3)	56 (46.7)	35 (29.2)	15 (12.5)	14 (11.7)	2.674	3 rd
Co-operatives	54 (45.0)	66 (55.0)	38 (31.7)	10 (8.3)	6 (5.0)	2.666	4 th
Mobile Phone	45 (37.5)	75 (62.5)	25 (20.8)	11 (9.2)	9 (7.5)	2.566	5 th
Radio	40 (33.3)	80 (66.7)	35 (29.2)	5 (4.2)	-	2.433	6 th
Newspaper	19 (15.8)	101 (84.2)	12 (10.0)	3 (2.5)	4 (3.3)	2.175	7 th
Television	14 (11.7)	106 (88.3)	9 (7.5)	5 (4.2)	-	2.116	8 th
Non-Governmental Organization (OLAM)	7 (5.8)	113 (94.2)	-	6 (5.0)	1 (0.8)	1.382	9 th
Research institutes (CRIN)	3 (2.5)	117 (97.5)	-	3 (2.5)	-	1.300	10 th

Source: Field Survey, 2019; Note: Multiple responses

Marketing Outlet available to Farmers

Table 3 shows that 58.3% of the respondents indicated to having middle men available to them as an outlet for marketing the cashew nut. This implies that the respondents sell their cashew nut to the middle men more frequently than other outlet. This may be because of inappropriate storage facilities and easy access they have to middle men. The result is in with the finding of Adebayo and Oladele (2012) that found out that the vegetable farmers sell their produce to retailers and middlemen. Furthermore, 45% of the respondents sell their cashew nut in the local markets which is ranked 2nd. This may be as a result of the easy access to the markets which is usually within their vicinity. This is in accordance with Ayodele and Adebola (2001) that raw cashew nuts that are not processed in Africa are currently exported to India and Vietnam. Furthermore, Akyoo and Mpenda, (2014) found that there is need to diversify the market to break overdependence on the Indian raw cashew export market by building internal processing capacity and exploring alternative markets globally.

Table 3: Distribution of Respondents by Marketing Outlet available (n=120)

Marketing Outlets	Yes	No	Level of Usage			Mean	Rank
			Regular	Often	Rarely		
Middle men	70 (58.3)	50 (41.7)	42 (35.0)	22 (18.3)	6 (5.0)	1.53	1 st
Local markets	54 (45.0)	66 (55.0)	36 (30.0)	16 (13.3)	2 (1.7)	1.50	2 nd
Local buying agents	52 (43.3)	68 (56.7)	32 (26.7)	14 (11.7)	6 (5.0)	1.47	3 rd
Processors	14 (11.7)	106 (88.3)	4 (3.3)	4 (3.3)	6 (5.0)	1.17	4 th
NGOs (OLAM)	2 (1.7)	118 (98.3)	-	-	2(1.7)	1.05	5 th

Source: Field Survey, 2019; Note: Multiple responses

Contributions of Cashew Nut Marketing to the Farmers

Table 4 shows that payment of children's education and welfare (87.5%), ranked 1st among the contributions of cashew marketing to the farmers which could be because the proceeds the farmers got from the sales of their cashew is enough to be used to pay their children's tuition. Cashew marketing has also helped the farmers improve their household nutritional status (20%) is ranked 2nd. This may be because the nut is proteinous. Pragnya et al, (2010) found that Cashew nut contains fat, protein and carbohydrate. 72.5% of the respondents strongly agreed that Cashew nut marketing as contributed to the creation of employment for the youths. This may be because youth have been involved in the bagging and processing of the nut. Furthermore, cashew nut marketing has contributed to the farmers by helping them to be able to purchase household furniture and other appliances, build or renovate their houses (41.7%).

Table 4: Contributions of Cashew Nut Marketing to the Household (n=120)

Contribution	SA	A	U	D	SD	Mean	Rank
Payment of children's education and welfare	105 (87.5)	6 (5.0)	1 (0.8)	-	-	1.92	1 st
Improve household nutritional status	75 (62.5)	24(20.0)	-	-	-	1.71	2 nd
Create employment opportunity for youths	87 (72.5)	12 (10.0)	-	-	-	1.56	3 rd
Purchase of farming equipment and tools	74 (61.7)	32 (26.7)	-	-	-	1.50	4 th
Purchase of storage facility with the proceed	72 (60.0)	28 (23.3)	6(5.0)	-	-	1.48	5 th
Savings for future purpose	71(59.2)	30 (25.0)	12(10.0)	-	-	1.38	6 th
Rearing of livestock with proceeds	57 (47.5)	38 (31.7)	6 (5.0)	-	-	1.30	7 th
Purchase of households furniture and other appliances	42 (35.0)	34 (28.3)	6 (5.0)	-	-	1.24	8 th
Building or renovation of house with the proceed	20 (16.7)	50 (41.7)	-	-	-	1.12	9 th
Payment of cooperatives fund with the proceed	22 (18.3)	14 (11.7)	14(11.7)	2(1.7)	-	1.00	10 th

Source: Field Survey, 2019; Note: Multiple responses

Uses of Cashew nut by the Farmers

Table 5 shows that majority of the respondents (70.8%) use cashew nut for their household consumption, while few of the respondents (28.3%) use cashew nut cake for their animal feed probably because they rear livestock and the cashew nut cake is a cheap source of feed for their livestock. Also, most of the respondents (56.7%) use cashew nut oil for cooking and majority (80.0%) use cashew leaves for herbs and medicinal purposes and this could be because of their awareness on the nutritional and health benefits of cashew nut oil and cashew leaves respectively. Cashew has several health's benefit which include source of vitamin C (Wongnaa, 2013) and used traditionally as a curative for scurvy and stomach ailments among others (Matthew et al., 2013). This is in consonance with Ugbajah, (2011) that many farmers use cashew and its products for household purposes including medicine.

Table 5: Distribution of respondents by uses of Cashew nut (n=120)

Use of cashew nut	Yes	No
Cashew nut pea for household consumption	85 (70.8%)	35 (29.2%)
Cashew nut cake for animal feed	34 (28.3%)	86 (71.7%)
Cashew nut oil for cooking	68 (56.7%)	52 (43.3%)
Cashew leaves for herbs and other medicinal purpose	96 (80.0%)	24 (20.0%)
Cashew nut shell liquid for making fungicide and insecticide	2 (1.7%)	118 (98.3%)
Cashew indelible ink for marking and printing linen and cotton	4 (3.3%)	116 (96.7)
Cashew nut shell liquid for treating leprosy	24 (20%)	96 (80.0%)
Cashew nut shell liquid for lubrication	6 (5.0%)	114 (95.0%)

Source: Field Survey, 2019; Note: *Multiple response

Challenges of Cashew Nut Marketing by the Farmers

Majority of the farmers identified that unstable prices of cashew nut (95.0%), exploitation by middle men (96.7%) and insect and pest attacks (96.7%) are the most common challenges they face in marketing their cashew nuts. Furthermore, just few of the respondents identified socio-economic factors (33.3%), poor storage facility (40.0%) and low yield (46.7%) as challenges in marketing their cashew nuts. Some of the farmers are challenged by poor weather condition (55.0%) and inadequate knowledge (53.3%) about cashew nut marketing. This is in accordance with Patrick and Roland, (2005) that unstable prices of cashew nut, exploitation by middlemen, insect and pest attacks, low quality of nuts supplied among others are major constraints affecting the cashew sub-sector in Nigeria. In addition, Azam-Ali and Judge (2004) reported that the yield in Nigeria is relatively low due to varied factors ranging from low yielding plantations to inadequate farm management, processing facilities and marketing problems.

Table 6: Distribution of Respondents by Challenges of Cashew Nut Marketing (n=120)

Challenges	Yes	No
Unstable price	114 (95.0%)	6 (5.0%)
Exploitation by middle men	116 (96.7%)	4 (3.3%)
Inadequate knowledge of storage technique	38 (31.7%)	82 (68.3%)
Poor weather condition	66 (55.0%)	54 (45.0%)
Theft	80 (66.7%)	20 (33.3%)
Poor storage facility	48 (40.0%)	72 (60.0%)
Insect and pest attack	116 (96.7%)	4 (3.3%)
Low yield	56 (46.7%)	64 (53.3%)
Socio-economic factors	40 (33.3%)	60 (66.7%)
Inadequate knowledge about cashew nut marketing	64 (53.3%)	56 (46.7%)

Source: Field Survey, 2019; Note: *Multiple response

Hypothesis

The result of the Pearson's product moment correlation shows that out of the socio-economic characteristics presented: educational qualification and farming experience are significantly correlated with the contributions of cashew nut marketing to the farmers. This implies that the higher the educational status of the farmer and the farming experience, the more the sales of the cashew nuts which will in turn contribute to the farmer's family.

Test of Hypothesis

Socio-economic Characteristics of Farmers	Contributions of Cashew Nut Marketing		
	r value	Sig.(p-value)	Remark
Age	0.484	0.070	Not Significant
Educational qualification	0.568	0.028	Significant
Farming experience	0.356	0.049	Significant
Farm size	0.054	0.081	Not significant
Household size	0.124	0.650	Not significant
Yield of cashew nut	0.022	0.783	Not significant

Source: Field Survey, 2019; $p \leq 0.05$

Conclusion and Recommendations

The study revealed that family and friends were the major source of information to the farmers on the marketing of cashew in the study area. Moreover, the middle men and the local markets were the major outlets the farmers sell their cashew nut. Major contributions of the sales of cashew nuts to farmers' household include the payment of children's education, welfare, and for household consumption. Majority of the farmers identified unstable prices of cashew nut,

exploitation by middle men as the most common challenges they face in marketing their cashew nuts. The study further shows that educational qualification and farming experience are significantly correlated with the contributions of cashew nut marketing to the farmers. It is therefore, recommended that government should give priority to the establishment of a proper marketing channel and price control regulation for agricultural produce including cashew nuts to prevent the middle men that extort the cashew nut marketers. This will enable the farmers to get better profit for cashew nut. Moreover, innovation and information on cashew nut should be disseminated through informal source like family, neighbour, friends among others since the farmers rely more on information received through this channels.

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