

**PROBLEMS AND PROSPECTS OF SMALL AND MEDIUM SCALE
POULTRY ENTERPRISES AND MARKETING
IN UZO-UWANI COUNCIL AREA, ENUGUSTATE, NIGERIA**

¹NNADOZIE, A.K.O,²KADURUMBA, C., NJOKU I.A.,¹OGBONNA,C.I. AND ¹ANYANWU E.K.

¹Department of Marketing, Federal College of Agriculture, Ishiagu

²Department of Business Administration & Management, Fed. College of Agric. Ishiagu.

Emails:(correspond)akonnadozie@yahoo.com; mezinokbe@yahoo.com;
charlesogbonna@gmail.com; kcesther79@yahoo.com

ABSTRACT

This study analyzed the problems and prospects of small - medium scale poultry enterprises(SMEs) and marketing in Uzo-uwani L.G.A, Enugu State, Nigeria. The identified problem is that recently , production and marketing by large scale poultry enterprises has been reduced immensely due to many associated reasons. The major purpose of the study is to find out the problems and prospects of small and medium scale poultry enterprises' production and marketing in the study area; while the specific objectives are to: (i)determine the factors that encourage small-medium scale poultry enterprises' production and marketing; (ii)evaluate the sources of funds for small - medium scale poultry enterprises' production and marketing ;(iii)isolate the constraints to small - medium scale poultry enterprises' production and marketing; (iv) and make recommendation for policy. The researchers used descriptive survey design while simple random sampling was employed to select 300 small and medium scale poultry farmer respondents out of 1000 registered poultry farmers in the study area. Data collection was achieved by use of structured questionnaire which were administered to the respondents. Data were analyzed using descriptive statistics and chi-square statistic. The study found the

following: that respondents engaged in poultry enterprises because they yield much protein, income, and can create jobs. Small and medium scale poultry enterprises supplied most (76.8%) of the poultry products needed in the area. The respondents sourced their funds from self help associations, cooperatives, friends and family members with only very few from commercial banks .The problems militating against small and medium poultry enterprises are: lack of capital, poor infrastructural facilities, inadequate social amenities, and associated problems of extensive production methods which include pests/ diseases attacks, high cost of veterinary services , drugs and vaccines. The researchers, concluded that the gap in supply chain of highly required protein products by dearth of large scale poultry entrepreneurs have engendered a high and brighter prospects for the small and medium holder poultry enterprises in the production and marketing of poultry products in the study area. The authors therefore, recommended that the three-tiers of government and NGOs should provide infrastructural facilities, social amenities, agricultural loans or subsidies to small and medium poultry farmers, farmers' cooperatives and associations.

Key words: *Small-medium scale poultry enterprises, marketing, problems & prospects & Uzo-uwani council of Enugu Nigeria.*

INTRODUCTION

Poultry enterprises and marketing in the past years in Uzo-uwani communities has been very encouraging until recently when diminishing returns set in their production and marketing (Ijere,1972; Nnadozie and Ugwu,2008). Poultry production is the major and a common source of protein needed by humans for several purposes but most especially for consumption (Dibu,2002) It is utilized by humans for healthy development of the body tissue. However, the rate at which large scale poultry production and marketing decreased is quite alarming. This has created worries to the citizens and poultry merchants, because large scale poultry farmers are militated against intensively in poultry production and marketing in the study area (Obidigbo, 1999). Nwokolo (1997) observed that indiscriminate poultry production activities without regulatory body has established that no rules, laws and regulations are made by the government to curtail the impunity and poor methods of poultry production in many Nigerian Local Government Areas . Large scale poultry producers are extinct and non-experts are now in poultry production activities. Scarcity of poultry products in the markets has created a space in the supply gap which the small and medium scale poultry enterprises have been grasping with to fill under heavy constraints (Nnadozie,2001).

The importance of poultry production

International Journal of Agriculture Management and Technology and marketing in the society are quite many and insurmountable. It contains large proportion of protein, a food substances which is needed for growth and body building. Further , poultry production and marketing play a very important role in the development of a Nation. Poultry product is one of the major sources of man's protein requirements. Proteins are also obtained from plants such as groundnuts, cowpea but poultry source is higher (Ofor,2000). The poultry mash is mixed with poultry droppings and used in feeding fish. The poultry by-products in this instance derived enough protein for healthy development and growth quality. This was supported by Ementa (1991), that poultry-bones can be prepared as poultry feeds or fish feedings.

Children normally take time to appreciate and entertain themselves by watching and playing with these poultry products through feeding them with some foods. From this view point, the development of the children's brain becomes acquainted with nature. Therefore, poultry products and by-products are very essential materials for industrial productive activities. Small and medium scale poultry farming has become the main occupation of many people in Uzo-uwani L.G.A, Enugu State and many rural communities across the nation. It is these SME poultry farmers that actually produced the poultry products consumed by non participants and the public. Poultry animals' oils are used for the manufacturing of solvents, paints, enamels and varnishes as well as in candle and soap making. It is used mechanically because of

its high content of vitamins (Iloegbunam ,1980).

Poultry production and marketing in the contemporary Nigerian society is very low when compared to other livestock. The low level of poultry production has been attributed to numerous factors militating against large scale poultry farmers. According to Nwankwo (2000), the modern times large scale poultry production and marketing requires a great deal of capital for feeds and equipment which the local farmers cannot afford. Poultry production and marketing is capital as well as labour intensive. Thus , the option is the efforts by small and medium scale poultry enterprises to gamble with available own supply , highly insufficient to fill the high demand. Small and medium scale poultry production and marketing is required for its effective bargain. Hence the critical role of small and medium(SME) scale poultry enterprises in Uzo-uwani local government area, Enugu state, Nigeria.

Statement of the problem :

Animal products are among the sources of protein, which aid the healthy development, and functioning of the body tissues. Among these varieties of products is poultry products, which the market women and men including other interested poultry merchants sell to consumers for the purpose of profit making, This is to enable them purchase other products and meet their family and personal needs. This enable one to understand that poultry enterprises serve multi-purpose needs for the generality of the public.

However, relatively recently ,in Uzo-

International Journal of Agriculture Management and Technology
uwani Local Government Area of Enugu state, large scale poultry enterprises and marketing has been reduced immensely. Many reasons are associated with the decreased large scale poultry enterprises and marketing such as insufficient freezing points, no alternative livestock feed source of protein, lack of funds for poultry production, perishable nature of poultry products, insufficient storage facilities for poultry products, diseases and pests which encourage reduction of poultry products in the study area (Nnadozie and Ugwu, 2008). These factors have militated against farmers going into large scale poultry production in the study area. Besides, these factors have created untold hardship stories on the public and government. They include low revenue generations, scarcity of poultry products in the markets, and low industrial uses of poultry products.

Nwokeabia (1998) remarked that because of the many constraints, poultry production and marketing has been low while the little revenue derived by the government is eroded. Further, the scarcity of poultry products in the markets has created untold disheartening stories to the populace who utilizes the animal products as the only common source of protein. There is no doubt that if adequate attention is not paid in the direction of arresting the factors militating against small and medium scale poultry enterprises and marketing in Uzo-uwani Local Government Area, there will be a critical shortage of protein in the study area . Furthermore, serious damages could be done to the rural dwellers and semi -urban communities whose income are dependent on

poultry products and its allied products.

Therefore, there is an urgent need to find out the constraints to small and medium scale poultry enterprises and marketing in Uzo-uwani Local Government Area, which in the final analysis will enable the researchers to suggest possible and alternative solutions in curbing the effects on the populace and government. These identified problems, therefore, have made the researchers to carry out this study on the problems and prospects of small and medium scale poultry enterprises and marketing in Uzo-uwani Local Government Area of Enugu State, Nigeria.

Objective of the Study:

The major purpose of the study is to find out the problems and prospects of small and medium scale poultry enterprises and marketing in Uzo-uwani Local Government Area of Enugu State, Nigeria while the specific objectives are to:

- I. determine the factors that encourage small and medium scale poultry enterprises and marketing.
- ii. evaluate the sources of funds for small and medium scale poultry enterprises and marketing.
- iii. isolate the constraints to small and medium scale poultry enterprises and marketing and make recommendation for policy.

Research Methods:

The design of this research is descriptive survey. It collected data from the opinions, comments and views of the farmers through

International Journal of Agriculture Management and Technology
questionnaire on the constraints to small and medium scale poultry enterprises and marketing. The headquarters of Uzo-uwani Local Government Area is Umulokpa. The local government area is composed of 17 communities which were sub-divided into four local development councils viz Adada, Igboano, Mbanabo and Ogboli. The communities are Abbi, Ugbene -Ajima, Nrobo, Nimbo, Adani, Asaba, Ojor, Igga, Ogurugu, Nkpologu, Nkpunato, Akpugo-ezedike, Uvuru-agada, Ukpata, Adaba, Nkuma, and Umulokpa .

Uzo-uwani local Government Area is bounded in the east by Udi and Ezeagu Local Government Areas of Enugu state, Nigeria. In the North by Nsukka Local Government Area of Enugu State, and North -West by Kogi State. However, Uzo-uwani Local Government Area is bounded in the South and South West by Ayamelum Local Government of Anambra state, Nigeria.

The population of Uzo-uwani Local Government Area is 2,998,694 people (NPC,2006). The people of Uzo-uwani communities are mostly farmers, artisans, traders, and civil servants with few of them in organized private sectors such as hospitals, banks, small and medium scale enterprises among road transport workers, etc.

The entire population of the study include all the over 10,000 poultry farmers in Uzo-uwani Local Government Area. A simple random sampling technique was employed to select farmer respondents. The researchers administered structured questionnaire to the selected subjects to find out their views on the

subject under discussion. A total of three hundred (300) respondents were selected from a list of 1,000 registered poultry farmers out of the 10,000 target farmers' population in Uzo-uwani local Government Area. The selected farmers' sample cut across ten communities(Abbi, Nrobo, Ugbene-ajima, Nimbo, Nkpunato, Nkpologu, Uvuru-agada, Adani, Asaba, and Ogurugu) in the study area and those selected were issued with the instrument of study for data collection. In each community 30 small and medium scale poultry enterprises/ farmers were selected which gave rise to a sample size of 300 farmer-respondents.

The instrument used for the collection of data by the researchers was structured questionnaire. The questionnaire was designed on the measurement scale of agree, strongly Agree, undecided, disagree and strongly disagree. The questionnaire was later given to an expert in education measurement and evaluation in Education Foundation Department , University of Nigeria ,Nsukka (UNN), who critically examined the questionnaire and made some corrections which were effected by the researchers. In terms of validity, face validation method was used to validate the questionnaire while test-retest method was used to establish the reliability of the questionnaire. The correlated scores gave a co-efficient of 0.78 for the internal consistency. This was reliable because 78 percent is high and reliable .

The researchers and 5 employed trained research assistants administered the questionnaire for two weeks(14 days). Data were analyzed using descriptive statistics and

chi-square statistic. Decision rule was accept chi-square as positive if calculated/ or observed value is greater than the tabulated value.

Results and Discussion:

The result on objective one of the study as can be seen in table 1 shows that there is a significant result at an alpha level of (P= 0.05). The table showed that 236 respondents that correspond to 78.6% agreed to the research question. This is supported by 110 and 126 respondents who strongly agreed and agreed respectively. The positive response of 78.6% is highly significant when compared with 21.4% that responded negatively. Also ,the calculated x^2 value of 4.32 is greater than the tabulated x^2 value of 2.09 and we therefore accept the result that there exist some factors or variables encouraging small and medium holder poultry production in the study area.

These respondents were of the view that some factors encourage small and medium scale poultry enterprises and marketing in the study area. Some of the factors as noted by the respondents include ; small space required for production than arable crop production. Poultry have a quick cycle of production of between 10-12 weeks, chicken is highly demanded especially by the vulnerable groups viz aged, pregnant, sick and children who shy away from red meat.

Table 1 : Factors that encourage small and medium scale poultry production in Uzo-uwani Local Government Area.

Respondents' options	SA	A	UD	SD	D	Total
smallholder producers	30	100	-	10	10	150
Medium holder producers	80	26	4	16	24	150
Total	110	126	4	26	34	300

$X^2_{cal} = 4.32$. Alpha level=0.05. df=3. $X^2_{Tab} = 2.09$.

Source: field data (2015).

Another reason is that with small cash outlay you can embark on poultry production from as low as 50 numbers for a start. Also poultry management is very easy and simple to adopt and practice by non educated farmers. These reasons therefore, made the enterprise very easy to be practiced by the small and medium scale poultry enterprises in the study

area..

Objective 2 sought to find out the sources of funds for small and medium scale poultry enterprises and marketing in the study area. The results in table 2 showed that there is positive response to the question with 110 and 114 respondents who strongly agreed and agreed respectively. This gave a total 224 positive response out of the 300 sample size.

Table 2: Sources of funds to small and medium scale poultry enterprises and marketing in Uzo-uwani Local Government Area

Respondents options	SA	A	UD	SD	D	Total
Smallholder producers	60	63	3	18	10	150
Medium holder producers	50	51	5	10	34	150
Total	110	114	8	26	44	300

$X^2_{cal} = 4.32$ Alpha level=0.05. df.=3. $X^2_{Tab} = 3.09$.

Source: Field Data(2015).

This result represent 74.6% positive response from the farmers respondents. The sources of fund for small and medium holder poultry enterprises in Uzo-uwani LGA, Enugu State based on the results are from family and friends, borrowing from Isusu or thrift societies, lending from banks and cooperatives. There are also those who re-plough back profit from the

previous sales to continue and from Fadama Users' groups (FUGs).

The results of objective three of the study are shown below. From table 3, it can also be seen that there is a significant result at alpha level 0.05($P \leq 0.05$). The results of the study as shown in table 3 indicated that majority of the respondents agreed to the research question. It showed that 234 respondents which correspond

to 78% agreed to the research question.

Table 3: Constraints to small and medium scale poultry enterprises and marketing in Uzo-uwani Local Government Area, Enugu State, Nigeria.

Respondents' options	SA	A	UD	SD	D	Total
smallholder Producers	80	31	2	7	30	150
Medium holder producers	62	61	6	8	17	150
Total	142	92	8	15	47	300

$X^2_{cal}=4.32$. Alpha level=0.05. df=3.

$X^2_{Tab.}=3.09$.

Source: field data(2015).

This showed 78 % as positive response which implied that there exist many constraints to small and medium scale poultry enterprises and marketing in uzo-uwani L.G.A. The result of table 3 have shown that there are positive response of 142 and 92 respondents who strongly agreed and agreed respectively. More so, the calculated x^2 value of 4.32 is greater than the tabulated x^2 value of 3.09.

The decision was therefore, to accept that there are numerous constraints to small and medium scale poultry enterprises and marketing in the study area which concurred with the following earlier studies: that poultry production and marketing in the contemporary Nigerian society is very low when compared to other animal production. The low level of poultry production has been attributed to numerous factors militating against large scale poultry production by farmers.

Nwankwo (2000) has apathy submitted that in the modern times large scale poultry production and marketing requires a great deal of capital for

feeds and equipment which the local farmers cannot afford. To raise and produce poultry products today in the current dispensation has not been an easy task. Poultry production and marketing is capital intensive as well as labour intensive. Poultry production and marketing are required for the effective bargain but equipment needed for large scale poultry farming cannot be produced by farmers whose capital capacity to produce the needed feeding material that are very expensive as well as the poultry feeding requires enough energy and time which most small and medium poultry farmers cannot effectively be involved in.

Broiler products easily decay if not preserved and when that happens it becomes a loss for the poultry farmers. Ikpeme (1999) has stated that poultry products' modern preservation equipment are quite expensive to procure when considering the income level of the farmers. It is quite true that local means of preserving poultry products exist but the modern technique is quite better than the local methods. These preservation materials are not within the reach of poultry farmers. A farmer who produces a large number of birds will loose with pest and disease infections. It is the preservation

materials that are quite expensive in nature because disease / pest control is cost intensive.

Nwankwo (2000) and Amua (2002) agreed that the factors constraining farmers in large scale poultry production and marketing include unprofessionalism in poultry farming which is contributing to very low income. Poultry production and marketing, whether unlicensed or unprofessional poultry farmers, they use unorthodox method in poultry production and thereby getting low returns from investment while Ibezim (1995) blamed the government seriously for contributing to the factors militating against farmers in large scale poultry production by not seriously backing the 1971 laws and regulations on poultry production. The Federal Government of Nigeria promulgated the poultry production Decree in 1971. In it were laws and regulations. These were merely a paper work without any serious means of checkmating the practical implementation of these decrees. This has constituted a set back to the large scale poultry

International Journal of Agriculture Management and Technology
production by farmers in many states and rural communities in Nigeria.

Others are high interest rate and late release of loan funds from commercial banks, poor rural infrastructure (electricity, roads and market storage – cold room, processing centers or abattoir, e.t.c .In most cases, the respondents with their families and hotels waste foods including green leaves, paw-paw, other fruits as well as peelings from yams, cassava and so on due to poor technological advancement in feed formulations.

Result of table 4 showed positive response to the research question on the ways to improve small and medium scale poultry enterprises and marketing in uzo-uwani L.G.A . There were 121 and 131 respondents who strongly agreed and agreed respectively. This gave a total positive response of 252 respondents out of 300 sample size. This represents 84% of the respondents which is highly significant.

Table 4: Ways to improve on the identified constraints to small and medium scale poultry enterprises and marketing in Uzo-uwani Local Government Area.

Respondents' options	SA	A	UD	SD	D	Total
Small holderproducers	52	60	-	12	20	150
Medium holder enterprises	69	71	2	6	2	150
Total ,	121	131	2	18	22	300

$X^2_{cal}=4.32$. Alpha level=0.05.df=3.

$X^2_{Tab}=3.66$.

Source: Field Data(2015)

The ways of improving small and medium holder poultry enterprises include: provision of loan or farm credits to small and medium holder poultry enterprises in uzo-uwani by

Thus, the calculated x^2 value of 4.32 is also greater than the tabulated x^2 value of 3.66.

Government agencies, commercial banks and the organized private sector including non-governmental organizations.

Other ways are provision of accessible roads, electricity, steady portable water supply, cold rooms, markets and assisting co-operatives. If these are implemented religiously, the problems facing small and medium holder poultry enterprises and marketing in the study area will be solved and production of poultry will increase. This will make more profit for the farmers and also increase chicken supply at lower prices.

Conclusion:

Based on the findings, the researchers concluded that despite the many constraints facing them, the small and medium holder poultry enterprises have greatly contributed to protein supply, job and wealth creation in the study area. The existing supply gap and high market demand for poultry products showed that there are high prospects for small and medium holder poultry enterprises and marketing in Uzo-uwani Local Government Area, Enugu state, Nigeria.

Recommendations:

The researchers made the following recommendations based on data results:

- i. Government at the three levels should assist poultry farmers in production of feeds and vaccines which cost very highly

REFERENCES

Adirika, E.U; Ebuo, A.O and Nnolim, D.(2010). Nigerian Indigenous Chicken- A valuable Genetic Resource for Meat & Egg Production: Proceeding of an International Conference on Rural

International Journal of Agriculture Management and Technology
Poultry Production. Obafemi Awolowo University, Ile-ife.p.28.

Amafor, F.O. (1987). Introduction to Agricultural Science. Isiala-Ngwa South: Network Publications Nigeria Limited.

Amua, U.A. (2002). Understanding poultry production Management. Aba: Olive publishers Nigeria Limited.

Dibu, E.O. (2002). Poultry production and Nigerian Economy. Unpublished B.Ed Thesis. Department of Education University of Calabar.

Eboh, E.C; Okoye, C.U & Ayichi, D(1995). Rural Development in Nigeria: Concepts, Processes and Prospects. Enugu. Auto century Pub. Co. Ltd

Ekpo, E .G and Olaniyi, J.C (1995). Impact of Credit on Poultry Productivity in South Western Nigeria. Proceedings of the 29th Conference of Agricultural Society of Nigeria. P.118

Eloka K.A. (2000). Managing Poultry production industry in Nigeria. Benin City: Ethiope publishers Nigeria Corporation.

Emente, T.A. (1991) New Techniques in Agriculture. Calabar: Edet press Nigeria Limited.

Ibezim, M.B. (1995). Method of Poultry Production and Farming. Awka: Kucena Publishers NCE Nigeria Limited.

Ijere. M..O. (1972). An Analysis of Poultry production and Marketing in ECS. Unpublished project Alvan Ikoku. College of Education.

Ikpeme, P.O. (1999). *Agricultural Science for Junior Secondary*. Isiala-Ngwa South: Network Publications Nigeria Limited.

Iloegbunam, A.B(1980). *Poultry Production in Warm-wet Climate*. First Edition. London. Macmillian.

Nnadozie, A.K.O.(2001). An evaluation of the problems and prospects of poultry production by youths in secondary schools in Isiala Ngwa south L.G.A, Abia state. 4 National Research Network, CIAP, Makurdi.p30-37.

Nnadozie, A.K.O & Ugwu, D.S (2008). The involvement of Small Holder Private farm Sector in Agriculture in Uzo-Uwani L.G.A, Enugu State; Nigeria, *Journal of Agricultural Research and Policies*. Vol 3 (2)(Pp 1-5).

National Population Commission (NPC,2006). *Statistical Bulletin of Nigeria Population Census*.

Nwankwo , M.O(2000). *Trends in the Funding of Agricultural Development in Nigeria: Case of Abia State Agricultural Development Programme,1992-1999*. An M.sc. Research Project, College of Agricultural and Veterinary Medicine, Abia State University, Uturu.

Nwokeabia, A.I(1998). *The Role of Extension Technology Development and Transfer: Proceedings of a Training Workshop on Rural Agricultural Extension*, National Root Crops Research Institute, Umudike, Nigeria. P18-19.

Nwokolo ,E(1990b). *Sweet Potato in Non-traditional Feed Sources for Use in Swine Production* (eds). Thacker and Kirk Wood, R.N. Butter Wort Publishers, USA.

Obidigbo, A.C(1999). *Role of Agricultural Credit in the Growth of the Livestock Sector: A Paper Presented at Workshop for Livestock Farmers*, Animal Science Department, University of Nigeria, Nsukka. P.12.

Ofor.F.O. (2000). *Practices and Principles of Poultry Production Management*. Owerri: KayBeeCee Publishers Nigeria Limited.

Ogodinma, M.A. (1986). *Guide to Agricultural Science Ideato North: Elites: Publishers Nigeria Limited*.

Okoli, L.O. (2001). *New techniques of Poultry Production in Nigeria*. Awka: Kucena Publishers Nigeria. Limited.

Udoh,E.J & Akpan,S.B (2007). *Measuring Technical Efficiency of Water leaf (talinum triangulae) Production in Akwa-ibom State,Nigeria*. *Journal of Agriculture and Environmental Science*. 2(55)p522-528.

Authors affiliates:

Dr . Nnadozie, A.K.O is Head and lecturer, Marketing Department, Federal college of Agriculture, Ishiagu..

Dr Kadurumba, C is Head and lecturer, Business Administration and Management, Federal college of Agriculture, Ishiagu.

Mr . Ogbonna ,C.I is a lecturer , Department of Marketing, Federal college of Agriculture, Ishiagu.

Mrs Anyanwu K.C is a lecturer, Department of Marketing, Federal college of Agriculture ,Ishiagu.