

Comparative Economic Analysis of Indigenous and Exotic Vegetables in Ibadan Metropolis, Oyo State, Nigeria.

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ABSTRACT

This paper is designed to study the marketing of both the indigenous and exotic vegetables marketers in Ibadan, Oyo State, Nigeria. Four Local Government Areas (LGSs) were selected randomly from the five LGAs in Ibadan Metropolis. A total of 90 vegetable marketers were selected randomly from major vegetable markets in the LGAs. They were interviewed with the aid of structured questionnaires. The four LGAs and their respective markets surveyed are Iddo Local Government (Eleyele market, Apete, Ologun Eru, and Gbaremu), Ibadan North East (Ojee), Ibadan North West (Orita merin and Oopo), and Akinyele Local Government (Shasha).

The socio-economic profile of the sampled marketers showed that most of them have one form of education, even though their level of education is found to be mostly experience in the business which tends to compensate for what they lack in formal education. The study also revealed that the indigenous and exotic vegetable marketing are of high profitability during the rainy season. This could be attributed to a fall in the level of characteristics of vegetable production in the dry season which limits the supply of product.

(Keywords: indigenous, exotic, vegetable, produce, marketing, local markets, socio-economic, respondents)

INTRODUCTION

The growing of vegetables has been practiced for centuries in civilized countries. Some vegetables are classified as indigenous and some as exotic. Available literature has been given a long list of vegetable crops that are indigenous to West Africa (Nath and Denton, 1980). Some kinds of vegetables were used for medicinal purposes

long before they became important food crops after many years of plant improvement (McCullum, 1980).

Vegetable materials are basically any part of a plant that can be eaten. It is a plant that is palatable and non-poisonous. Many different parts of selected plants available for consumption include: flowers, flower buds, leaves (lettuce), short bud (cabbage), etc. There are also tubers, bulbs, and other storage organs that can be eaten.

Grebber (1977) described vegetables as plants which provide a source of food, often low in calories and dry matter content. They are consumed in addition to starchy basic foods in order to make them more palatable.

Vegetable matter is divided into two types. They are the Indigenous vegetables (local vegetables) such as; Amaranthus, Celocia, Corchorus, Okro, Tomato, etc. and the Exotic vegetables (those brought from abroad) such as; lettuce, cabbage, cucumber, carrot, etc. (www.naturalhub.com).

Some vegetables such as legumes are a source of cheap protein and some also prevent constipation and promote digestion. Some are sources of acid neutralizers (e.g. okro). Specifically vegetables are known as rich sources of iron, calcium, and ascorbic acid [Vitamin C] (Okigbo, 1975).

In recent years, exotic vegetables have taken prominence over the indigenous vegetables even though they have low nutritive values compared to indigenous vegetables. The availability of vegetables has declined drastically because of excessive cultivation of field crops and habitat change including deforestation. This has been compounded by a lack of research and extension work to improve these species. There is also

ignorance among young people about the experience of these nutritionally rich food plants (Ethan Quick, 2003).

Vegetables have many characteristics that are helpful to human beings and these include;

1. improving the nutrition of the people thus increasing the production and consumption of the nutritionally rich vegetables,
2. promoting food security and sufficiency through diversification and improvement of production practices of vegetable crops,
3. playing important roles in providing essential vitamins and minerals,
4. and also providing dietary fibers; feeding the population in both developed and developing countries (Rubaihayo, 2002, Chweya and Eyzaguirre, 1999, and Princewill, 1975).

METHODOLOGY

The market survey was carried out in Ibadan, Oyo State. Four local governments were selected out of the five local government in the metropolis whereby one major market per local government area known to have high concentration of vegetable marketers were selected and their corresponding markets are;

Iddo Local Government: (Eleyele market, Gbaremu market, Ologun eru market, Apete market),

Ibadan North West Local Government (Orita merin market),

Ibadan North East Local Government (Ojee market, Oopo market)

and Akinyele Local Government (Shasha market).

A total number of 90 respondents (45 for exotic vegetable marketers and 45 for indigenous vegetable marketers) were interviewed in the four local government areas.

Both primary and secondary data were used in the study. The primary data involved the use of structured questionnaire administered directly to the vegetable marketers and also interview

schedule for illiterates. The secondary data were sources from published materials.

Information sought from respondents was on sex, age, educational background, source of stock, vegetable species sold, channel of vegetable, stock prices of vegetable sold, revenue from marketing vegetables, marketing constraints and others. Questions were written in a simple clear and concise English later translated to respondents' local language (Yoruba) during the course of the interview. This was done to give room for a relaxed atmosphere and also to encourage the marketers to give the required information freely and to guide against information distortion.

MARKETING

Marketing is really a method of bringing the impersonal forces of demand and supply together irrespective of the location of the market. For example, one is involved in marketing whether one processes vegetables and sells the finished product in villages or town in the southern Nigeria (Adekanye, 1988). Marketing is also referred to as marketing machinery of the food distribution systems (Kohi and Ohla, 1980). Marketing systems provide effective distribution, organization for production supplies, and consumption requirements (Abbot and Makecham, 1979).

Olayemi (1973) indicated that traditionally food marketing in Nigeria has a highly complex organizational structure. It is now widely recognized that the organization and characteristics of food marketing in the country differs not only with geographical location but also with commodities. The fruit and vegetable sub section of the agricultural sector has not enjoyed much study especially in the areas of fresh vegetables like *Allum cepa*, *Hibiscus esculentus*, *Corchorus olitorus* and *Amaranthus*.

Olaosegba (1973) studied the marketing channels for fruits and vegetables from producers to the consumers in Nigeria. He concluded that the final price paid by the consumer is not only a function of availability of fruits and vegetables but also may be determined from profit margin set by wholesalers and retailers.

The need for efficient marketing is justified in the study because of the nature of vegetables which

are easily perishable and not produced in many areas where they are consumed.

RESULTS

The Age Distribution Of Respondents

Table 1 shows the frequency distribution of the age distribution of the marketers and majority of these marketers were selling indigenous vegetable fell between the ages 21-50 years and from the analysis, about 93.33% of the marketers were found to be between 21-50 years while about 6.67% of these indigenous marketers were found to be in the age range of 10-20 years of age. The calculated mean average was 33.20, standard deviation was 9.612 and the minimum and maximum were 17 and 50 respectively. From the mean value it could be inferred that indigenous vegetable marketers were of the average age, they were with strength and stability.

Also, from the analysis, Table 1 shows the frequency distribution of the age distribution of the marketers and majority of these marketers that were selling exotic vegetable fell between ages 31-50 years which was concluded to be 71.12% of the marketers while others fell between 21-30 which was concluded as 28.89% but 0% fell between 10-20 years ranges of ages.

The calculated mean was 37.3333, standard deviation was 7.2957 and minimum and maximum were 27.00 and 49.00 respectively.

From the mean value it could be inferred that indigenous vegetable marketers were of the average age. This variation in age was due to the fact that younger people were away to school. Also it was deducted that another reason was due to the fact that young people do not have access to capital for setting up the project and also because they are not the heads of the household.

Level of Education Distribution of Respondents

Data was collected on the level of education of the respondents. The percentage distribution was also collected and the results shown in Table 2. From Table 2, both the indigenous and exotic vegetable marketers obtained education whereby they either went to the primary school or proceeded to secondary school. Also from the table, the percentage of people that obtained education in indigenous vegetable marketers were 73.34% while that of the exotic vegetable sellers were 64.45%. The illiterate which are indigenous vegetable marketers were 26.67% while that of exotic vegetable marketers were 37.78%.

The calculated mean for indigenous marketers was 4.8000, standard deviation was 3.0045, minimum and maximum were 0.00 and 8.00, respectively.

The calculated mean for exotic marketers was 3.822, standard deviation was 3.0473, minimum and maximum were 0.00 and 8.00, respectively.

Table 1: Percentage Distribution of Age both Indigenous and Exotic Vegetables Marketers. (Respondents in Ibadan, Oyo State).

Age (years)	Indigenous		Exotic	
	Frequency	Percentage	Frequency	Percentage
10-20	3	6.67	--	--
21-30	19	42.22	13	28.88
31-40	8	17.78	16	35.56
41-50	15	33.33	16	35.56
Total	45	100	45	100

Source: Field Survey, 2013

Table 2: Percentage Distribution of Educational Levels of Respondents.
(Respondents in Ibadan, Oyo State).

Educational Level	Indigenous		Exotic	
	Frequency	Percentage	Frequency	Percentage
Illiterate	12	26.67	17	37.78
Primary	21	46.66	26	57.78
Secondary	12	26.67	2	4.44
Total	45	100	45	100

Source: Field Survey, 2013

Table 3: Percentage Distribution of Years of Experience of Respondents.
(Respondents in Ibadan, Oyo State).

Age (years)	Indigenous		Exotic	
	Frequency	Percentage	Frequency	Percentage
1-10	26	57.78	19	42.22
11-20	14	31.11	21	46.67
21-30	5	11.11	4	8.89
31-40	--	--	1	2.22
Total	45	100	45	100

Source: Field Survey, 2013

Experience Level of the Respondents

From the indigenous table, it was observed that those people whose level of experience range from 1-10 years are the majority and this may be due to the fact that when people start a new business, they put in all their best so as to make the business succeed but there were minority in the number of people that are more negligent towards their duty on the business.

In the table for exotic vegetable marketers, it was found that the majority falls between 1-20 years of experience while 21-40 years' experience falls under the minority and these problems may also be due to negligence of duty or old age which may be affecting decision making on how to achieve success in business. The calculated mean for indigenous marketers was 12.3556, standard deviation was 6.6166, the minimum and maximum were 5.00 and 30.00 respectively. The calculated mean for exotic marketers was 13.0667, standard deviation was 6.2392, the minimum and maximum were 5.00 and 32.00, respectively.

CONCLUSION

The study revealed that out of 90 respondents surveyed, 45 were indigenous vegetables sellers and the other 45 were exotic vegetable sellers. For indigenous sellers, 93.3% were between 21-50 years of age and 6.69 were below 21 years of age while for exotic sellers, 71.12% of them were age between 31-50 years while 28.88% were below 31 years of age. Vegetable marketing within the study area was found not to be stereotyped. Male and Female, married and single were free to market vegetables.

For indigenous sellers, 57.18% of the respondents had an experience of 1-10 years, 31.11% for 11-20 years, and 8.89% and 2.22% were for 21-30 years and 31-40 years, respectively.

For exotic sellers, 42.22% range between 1-10 years of experience, 46.67% for 11-20, 8.89% for 21-30 and 2.22% for 31-40 years of experience. An attempt has so far been made in the study to examine the marketing environment for indigenous and exotic vegetables in Ibadan metropolis, Oyo state.

From the analysis of the data gathered in the course of the study, it was concluded that when all the factors underlined in this work are put together, the profitability and method of both indigenous and exotic vegetables marketing are established. The study showed that the marketing of the indigenous and exotic vegetables are of high profitability during the rainy season.

Marketing of vegetables is said to be profitable to both indigenous and exotic sellers which can conclusively be said therefore since all respondents engaged in the vegetables marketing business in Ibadan metropolis made sufficient profits per week to allow them stay in the business; even attracting new entrants into the business and giving room for diversification during the off-season.

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