



ECONOMICS OF SHEEP MARKETING IN DAMBAM LOCAL GOVERNMENT AREA OF BAUCHI STATE, NIGERIA

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ABSTRACT

The study examined economics of sheep marketing in Dambam Local Government Area of Bauchi State, Nigeria. Multi-stage sampling technique, which consists of purposive and random sampling, was used to collect data from 1890 respondents for the period of 37 weeks. Data were analyzed using descriptive statistics, linear multiple regression and marketing margin techniques. The marketing margins were ₦ 3,142 (mean), ₦ 3,000 (minimum) and ₦ 13,000 (maximum) per head. The respective traders net income were ₦ 1,453(mean), ₦ 2,650(minimum) and ₦ 10,380(maximum) per head. The result of linear multiple regression analysis revealed that 65% variation in the selling price of sheep was accounted for by the included independent variables. The major constraints to sheep marketing in the study area were insecurity, poor road, lack of access to credit and lack of standard unit of measurement. The study concluded that sheep marketing was profitable in the study area. The study recommended that government should encourage youth to venture into the business. This should be seen as a policy option for combating unemployment among youth in Nigeria.

Keywords: Average, Insecurity, Measurement, Price, Sheep.