
Preservation Methods and Marketing Channels of Poultry Meat in Zing Local Government Area, Taraba State

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ABSTRACT

The study attempts to assess the preservation methods and marketing channels of poultry meat in Zing Local Government Area of Taraba State, where eight wards were randomly selected with 10 households selected from each ward. A total of 80 structured questionnaires were administered in all the selected households through random sampling techniques. The results shows that majority of the respondents are within the youthful ages (38.75% and 36.25%) respectively. Most of the respondents are males (61.25%) and most of them (48.75%) are married. The result shows that majority of them (48.75%) were secondary school leavers and most of them (47.50%) are applicants. Majority of them preserved their meat through frying (22.50%). The overall marketing channels are market place (33.75%) and the cooperative groups mostly (68.75%) sell their meat through credit and contact supply is mostly supplied to the restaurants (52.50%). It was concluded that more methods of preserving and marketing poultry meat should be explore to avert the issue of delay in selling the chickens when they have reached the market period which may increase the cost of producing the meat.

Keywords: Preservation, Poultry Meat, Marketing Channels.

Introduction

Fresh meat is a very rich and nutritive medium for microorganisms at it is not protected. In the living animals, skeletal and organ tissues are resistant to microbial attack but become defenseless immediately after slaughter (Aduku and Olukosi, 2000). The primary objective of poultry meat preservation is to inhibit microbial spoilage and arrest physico-chemical process which may bring about deterioration on the quality of the meat. This attracts the potential

consumer, by maintaining its good flavor, aroma, colour and thereby making its nutritive efficiency to be intact (Aduku *et al.*, 1992).

However, this tends to ensure that the poultry meat is presented to the consumer in an acceptable form; no doubt this can stabilize demand and supply and make the consumer to select their choice.

Similarly, poultry broiler farming and marketing dressed poultry is not popular in Nigeria except in cities and urban area. Though most of the poultry chickens are sold live and the live chickens are easily sold than the dressed one. Poultry meat production may not be complete unless the meat reaches the table of a consumer. The function of poultry marketing does not only lie in the grading and standardization, transporting and risk taking but it may also involve presentation and marketing outlets and/or channels.

However, during a dull season, it is usual for the poultry farmer to delay selling the chickens perhaps by 7-10 days. In order to avoid unnecessary keeping of the chickens over their required market period (age) the best alternative is to dress and preserve it.

This study was conducted to assess the different poultry meat preservation methods and the various marketing channels used by the selected people in Zing Local Government Area of Taraba State.

The specific objectives were to determine the socio-economic characteristics of the respondents, determine the various methods of preserving poultry meat in the area and find out the most used marketing channels of poultry meat in the area of study materials and methods.

Materials and Methods

Study Area

Zing local government area is among the sixteen (16) local government areas of Taraba State. It is bounded by Yorro LGA in the south and Adamawa State in the North-east and west respectively. The area lies between longitude 10° and 11°E and latitude 9° and 10°N of the equator with an estimated population of about 115,384 (NPC, 2006).

It has a good climate and is rich in agricultural opportunities with a temperature range from 28 – 34°C and a mean annual rainfall of 1500mm per annum (Taraba State, Diary, 2008).

Sources of Data and Sampling Procedure

Simple random sampling technique was used to select eight (8) wards and ten (10) householders were randomly selected in each of the eight (8) wards to give a total of eighty (80) householders (Respondents) as the sample size of the study. A structured questionnaire was used to generate data from the respondents. The data generated were analyzed using simple descriptive statistics such as frequency.

Result and Discussion

Socio-economic Features of the Respondents

Table 1 shows the socio-economic characteristics of the respondents. The result shows that most of the respondents 38.75% and 36.25% fall within the youthful ages of 18-25 and 26-45 years respectively. The remaining 25% of the respondents are adults hence they fall within the age bracket of 46 years and above. Among the 80 respondents that participated in the study 61.25% of them were males and 38.75% are females. The result of this study indicated that married people have taken the lead with 48.75% this may be due to the fact that they are married and there is need for them to embark on poultry farming that will help them take care of their family members. The single respondents have 38.75% which ranked them second and the third group was the divorced persons (12.50%) this may be attributed to them for may be not having much dependence. The results of the educational levels shows that 13.75% did not have formal education, while 17.50%, 48.75% and 20% attended primary, secondary and tertiary education levels respectively; majority of the respondents 47.50% are applicants this shows the level of unemployment in the area. The result also shows that only 25% are civil servants while 10%, 6.25% and 11.25% of them are crop farmers, livestock farmers and mixed farmers respectively.

Table 1: Socio-economic Characteristics of Respondents

Variable	Frequency	Percentage (%)
Age (years)		
18 – 25	31	38.75
26 – 45	29	36.25
46 and above	20	25
Total	80	100
Sex		
Male	49	61.25
Female	31	38.75
Total	80	100
Marital Status		
Single	31	38.75
Married	39	48.75
Divorced	10	12.50
Total	80	100
Educational Level		
No Formal education	11	13.75
Primary Level	14	17.50
Secondary level	39	48.75
Tertiary level	16	20
Total	80	100
Occupation		
Applicant	38	47.50
Civil Servant	20	25
Crop Farmer	8	10
Livestock farmer	5	6.25
Mixed farmer	9	11.25
Total	80	100

Source: Field Survey, 2013

Methods of Preserving and Presenting Poultry Meat

The results presented in Table 2 shows the different methods of preserving and presenting poultry meat by the respondents. Majority of the respondents (22.50%) fried their chickens before preserving it. This may be due to the availability and perhaps less cost of either groundnut oil and/or turkey oil. Only 13.75% used refrigeration as a method of preservation, while 16.25% 12.50%, 15% and 20% use freezing, salting, smoking and roasting respectively as means of preservation. The least percentage (12.50%) use salt and dried the meat, this could be due to the less cost of salt and its availability.

Also in Table 2, the prefer mode of selling poultry chicken/meat shows that only 23.75% sell their chickens alive, about 10% preserved their chickens in a dressed form and 12.50% of the respondents fried their chicken before selling it. The result in table 2 also indicated that 17.50% roast their chickens for better preservation. Also, only 11.25% preserved their meat by processing into pepper meat while 25% make pepper soup.

Table 2: Different Method of Preserving and Presenting Poultry Meat by the Respondents

Variable	Frequency	Percentage (%)
Method of Preservation		
Refrigeration	11	13.75
Freezing	13	16.25
Fried	18	22.50
Salting	10	12.50
Smoking	12	15
Roasting	12	15
Total	80	100
Prefer Mode of Selling Poultry Chicken/Meat		
Live poultry chicken	8	23.75
Dressed poultry carcass	19	10
Fried chicken	10	12.50
Roaster chicken	14	17.50
Pepper meat	9	11.25
Pepper soup	20	25
Total	80	100

Source: Field Survey, 2013

Marketing Channels of Poultry Meat

Table 3, present the various marketing channels of the poultry meat in the area of study. The results show that 21.25% of the differently processed and/or preserved poultry meats are taken around various public offices in the area for sell. About 16.25% of the respondents sell their meat in schools where staff and students were the consumers. The result also shows that 20% of the respondents sell their meat around motor park, while majority of them (33.75%) sell their meat in the market and least of them 8.75% take their products around cinema halls.

Also, in Table 3 most of the cooperative members about 68.75% sell their chickens on credit to their group members and only 31.25% of them sell on cash and carry bases. However marketing of poultry through contract supply shows that 25% of the respondents supplied to hotels only and majority of them supplied the meat to restaurants, only 22.50% that are been retailed directly to either individuals or groups.

Table 3: Marketing Channels of Poultry Meat by the Respondent

Variable	Frequency	Percentage
Public Places		
Public Office (s)	17	21.25
Schools	13	16.25
Motor Park	16	20
Market	27	33.75
Cinema Halls	7	8.75
Total	80	100
Through Cooperative Groups		
Cash and carry	25	31.25
Credit	55	68.75
Total	80	100
Contract Supply		
Hotels	20	25
Restaurants	42	52.50
Own retailing	18	22.50
Total	80	100

Source: Field Survey, 2013.

Conclusion

Study revealed that majority of the respondent are in their youthful age and are active because poultry production actually needs somebody that is active because of the laborious nature of the activities involved. However, most of them are applicants and only few of them embark on livestock farming. Similarly, the most used method of preserving poultry meat in the area is through frying while majority of the respondents prefer selling their chickens alive and very few of them dressed their chicken before disposing them. Also majority of the respondents sell their chickens/meat in the market than any other place but those in the cooperative groups prefer marketing their chicken on credit basis this give them the opportunity to double the price of the chickens. Those that supply the chickens on contract always and mostly supply to restaurants than hotels.

Therefore, more methods of preserving poultry meat and marketing outlets should be explored, advantage should be taken when many windows of disposing the chicken are open as this will reduce the delay in selling the chickens while it may invariably increase the cost of production by given more feeds to the chickens when already they have reached the market period (age).

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