



ASSESSMENT OF BEE PRODUCTS MARKETING IN OSHIMILI NORTH LGA, DELTA STATE

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ABSTRACT

The study assessed the marketing of bee products in Oshimili North Local Government Area of Delta State. Very little attention, however, is placed on marketing of bee products than the production of bee products. It is therefore, the objective of this study to ascertain the channels of bee products marketing in the study area. Four villages in Oshimili North Local Government Area of Delta state were randomly chosen and a structured questionnaire was used in interviewing 119 respondents, statistical analysis employed was analysis of variance. The product marketing channel was observed to run thus: producer to consumers, producer to wholesaler to consumers and producer to retailer to consumers. It was also observed that there was no significant difference in the demand for bee products based on age educational qualification and occupation. It was recommended that our physical infrastructures be improved upon and financial support be given to producers. It was therefore, concluded that bee products such as honey needed by man should be produced massively since the Industries also need it.

KEYWORDS: Bee products marketing, Producers, Retailers, Consumers, Delta State.

INTRODUCTION

Apiculture in the wider context of agriculture is a valuable tool for enabling people to generate more food and more income from such an activity. (Mutsaers, 1993; Delaplane, 1993) Bees can operate in the most arid conditions. In areas with lack of water or seasonal lack of water; bee keeping may be the only form of agriculture available. Bee can forage the flowers of trees, trees have deep roots hence have access to deep ground water, for example, in the region of Tanzania during the dry season, when the land is too hard to cultivate, many of the farmers revert to Bee keeping for two or three months and work with traditional hives made from hollowed out logs. This enables them to earn much money even during the dry season (Olagunju, 2002; Adjare, 1990). For sustainable Bee keeping, the first step to be taken is to carefully observe the Bees and the way they organize themselves. The Bee keeper has to adopt the necessary inputs and techniques such as modern hives, good nectar forage areas, fresh drinking water, and carefully treated bees will produce healthy bees and high yielding quality bee products (Ayodele and Onyekuru, 1998; Artfield, 1967).

Starting a Bee keeping activity and business involves initially little money; colonies can be easily found in nature and bought at village markets. In many countries, most especially in African countries traditional hives are, very common, but instead more sophisticated Bee hives are built or bought by the keeper. All in all Bee keeping business is less capital intensive to start compared to other businesses in agriculture like poultry or fisheries? Other costs are incurred when honey is harvested, processed and bottled especially in the purchase of filter cloths, glass jars, glass or plastic bottles, setting up market stalls etc. This may be expensive, but many Bee keepers start by producing such Bee products as pollen, propolis and royal

jelly. The bee venom and derived products like honey beer and wine, honey soap and so on (Ayodele and Onyekuru, 1999; Mutsaer, 1991). The entire above named products have their economic uses and serve as food and as sweetener in drugs for children (Anonymous, 1990). Marketing is an important link in the movement of goods and services from the producer to the final consumer. To complete the channel of production and the overall success of marketing as an activity depends on the efficiency of the market, and this brings to question the market efficiency of bee products, how high or low is the demand for different bee products? Who are those that buy these products? What are their problems and how can they be solved? Lastly, what marketing channels do they use to market their hive products? In Delta state as a whole, the marketing of Bee products is common but the efficiency of the market is not known neither is the channel of distribution of the products clearly stated. Therefore, the general assessment of hive products marketing which is of great importance to national growth in apiculture is hereby attempted.

Objectives of the Study

In view of the research problems and justification highlighted, this study aims at determining the:

- (i) Marketing channels of bee products
- (ii) Demand for different bee products and
- (iii) Problems faced by marketers of bee products.

Hypothesis

Hypothesis tested are;

- i. **Ho₁:** There is no significant difference in the demand for bee product based on age.
- ii. **Ho₂:** There is no significant difference in the demand for bee products based on educational qualification.

iii. **Ho₃**: There is no significant difference in the demand for bee products based on occupation.

MATERIALS & METHODS

This research was carried out in Oshimii North Local Government Area of Delta state. The area is located in Delta North senatorial district of Delta State and has a mean temperature of 28.3⁰C with annual rainfall ranging from 1500mm to 1,849.3mm. Rainy season is between April and October (Delta State University Meteorological Stations, Asaba, 2011). Oshimili North lies between latitude 06° 14'N and longitude 6°49'N of the equator. The population is made up of beekeepers (manufacturers). Marketers (both petty traders and consumers) of the various products.

Sampling Procedure

Random sampling technique was used. The sampling size was 119 respondents drawn from four villages in the Local Government Area.

Method of Data Collection

The respondents who cut across producers, marketers and consumers were interviewed with the aid of structured questionnaires which was presented in English language. However, in a few cases where respondents could not fill in their questionnaire because of language barrier, the researcher would interpret the questionnaire in their native Anioma language and help fill in their response. The questionnaire effectively covered the following areas – the Personal data of producers, marketers and consumers including source of fund, their main reasons for honey or other bee products’ consumption, income per month, quantity of products bought, problems faced by both producers and marketers etc. Information was gathered through primary and secondary sources.

Method of Data Analysis

Data obtained at the end was subjected to Analysis of Variance (ANOVA) and significant means separated using the least Significant Difference (LSD).

RESULTS AND DISCUSSIONS

This deals with results got from the response of the respondents as shown in the table below.

TABLE 1: Category of handlers of bee products

	Frequency	Percent	Valid	Cumulative
Producers	12	10.1	10.1	10.1
Dealers	22	18.5	18.5	28.6
Consumers	85	71.4	71.4	100.0
Total	119	100.0	100.0	

Table 1 shows the different categories of handlers of bee products and from the result it shows that out of the 119 respondents 12 are producers, 22 dealers and 85 are

consumers this implies that majority of the respondents are consumers and that there are more consumers than producers and dealers put together.

TABLE 2: Age group of respondents according to gender and category of handler

Category of handler	20-29	30-39	40-49	50-59	Total
Producers Male	2	3	6		11
Female		1			1
Total	2	4	6		12
Dealers Male	3	7	3		13
Female	4	3	2		9
Total	7	10	5		22
Consumers Male	12	24	14	3	53
Female	15	13	4		32
Total	27	37	18	3	85

This table shows that more males (11) go into bee keeping, a good number of females are dealers (9) and more males (53) are consumers and that most of the handlers (37) fall

into the age category of 30-39. No producer or dealers are in the age category of 50-59 but some consumers (3) are in this group.

TABLE 3: Educational qualification of respondents according to gender and category of handler

Category of handler	No formal Education	PSLC	WASC	ND/NCE	HND B.Sc	HQ	Total
Producers Male		5	1	4		1	11
Female			1				1
Total		5	2	4		1	12
Dealers Male	1	1	7	4			13
Female	1	1	4	3			9
Total	2	2	11	7			22
Consumer Male	1	6	18	17	11		53
Female		7	10	6	8	1	32
Total	1	13	28	23	19	1	85

This table shows that all the producers of bee products have formal education (that is are literates) and a few had no formal education. This implies that the producers might

be using sophisticated hives and the dealers and consumers do not really require formal education.

TABLE 4: Occupation of respondents according to gender and category of handler

Category of handler	Civil Servant	Farmer	Business	Trader	Others	Total
Producers Male	2	6	1	2		11
Female		1				1
Total	2	7	1	2		12
Dealers Male	1	1	3	8		13
Female			2	7		9
Total	1	1	5	15		22
Consumer Male	11	14	15	8	5	53
Female	5	4	7	13	3	32
Total	16	18	22	21	8	85

Table 4 shows that apart from handling bee products, handlers also involve themselves in other activities. Handling bees and its products is seen to be a part-time job. For instance, out of the 12 producers 2 were civil servants, 7 were farmers, 1 was a business man and 2 were traders; and out of the 22 dealers 1 was a civil servant, 1 was a farmer, 5 were business men and 15 were traders

Out of the 8 manufacturers that use bee products for further production, 1 said he used it for the production of cosmetics, 6 as food supplements and 1 each for wine and other things. That is bee products can be used as raw materials for producing other products.

TABLE 5: Bee products most demanded in manufacturing other products

Products	Yes	No
Royal jelly	1	7
Propolis	0	8
Pollen	0	8
Bee venom	0	8
Honey	8	0

This table shows that honey is the most demanded of all bee products as 8 persons agreed that honey is used for manufacturing other products.

TABLE 6: Uses made of bee products other than direct consumption

Products	Yes	No
Cosmetics	1	7
Food supplements	6	2
Candle	0	8
Wine	1	7
Others	1	7

TABLE 7: Factors that affect the consumption of honey as a bee product

Factors	Yes	No
Gender	80	22
Educational qualification	58	44
Income	32	70
Price	10	92
Nutritional reason	54	48
Family size	11	91
Culture	9	93
Religion	67	35
Age	76	26

Table 7 shows the factors that affect the consumption of honey as a bee product. Gender (80) age (76) and religion (67) have been proved to be the major factors that affect the consumption of this product. Others include educational qualification (58) and nutritional reason (54). It was also shown that neither income, price, family size nor culture affected the consumption of honey.

TABLE 8: Consumers' source of products

Sources	Frequency
Bee keepers	32
Wholesalers	51
Retailers	2
Total	85

From this table 32 consumers get their product directly from bee keepers, 51 from wholesalers and 2 from retailers. This is consistent with the findings of David (2001) that indentified the marketing channel for the products as moving from producer to consumer, producer to wholesaler to consumer or from producer to retailers to consumers.

TABLE 9: Problems encountered by bee keepers and products dealers

Problems	Producers	Dealers	Total
Financial problem	3	12	15
Transportation	1	9	10
Storage	1	1	2
Socio-cultural	-	1	1
Finance & transport	4	-	4
Finance and storage	1	-	1
All the above problems	11	1	12

The table indicates that the producers (11) are affected by almost all the problems whereas the dealers (12) are affected mostly by financial problems.

CONCLUSION

From the study, there is no significant difference in the demand for bee product (honey) based on age, educational qualification and occupation and that most consumers get their products from wholesalers a few from retailers.

Bee product such as honey is a good source of the basic elements needed by man and is a sweetener used for the production of other products and most people use it for different reasons. Age, educational qualification and occupation do not affect their consumption. The various problem faced by beekeepers and dealers have been identified and solutions proffered.

RECOMMENDATION

1. Financial Support in loans from micro credit organizations or institutions should be given to the appropriate persons or groups who really need these facilities.

2. More work should be done on how to improve productivity in hive products and the other products other than honey should be put into efficient use.
3. Producers should be encouraged to produce and process the other bee products other than honey.

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