



MARKETING OF POULTRY MEAT IN KUJE AND GWAGWALADA AREA COUNCILS OF THE FEDERAL CAPITAL TERRITORY, NIGERIA

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ABSTRACT

This study analyzed the marketing of poultry meat in Kuje and Gwagwalada Area Councils of Nigeria's Federal Capital Territory (FCT). The research aimed to estimate the costs and returns, identify marketing and examine constraints faced by poultry marketers. Data were collected from 80 respondents through structured questionnaires and analyzed using descriptive statistics, gross margin analysis, and Likert scale ranking. Results revealed that poultry meat marketing is profitable, with a total revenue of ₦3,308,291 and a gross margin of ₦2,474,277, yielding a return on investment (ROI) of 2.96. The marketing efficiency index was 105.72, indicating a viable enterprise. Major constraints identified include seasonality (mean = 4.36), exploitation by middlemen (3.95), high levies (3.95), poor road infrastructure (3.90), and inadequate storage facilities (3.65). The study concludes that although poultry marketing in the study area is profitable, structural inefficiencies limit its full potential. It recommends investment in cold storage, improved transport infrastructure, access to credit, and cooperative development to enhance efficiency and sustainability.

Keywords: Poultry marketing, efficiency, constraints, gross margin, profitability, Federal Capital Territory.

INTRODUCTION

Poultry production is a vital component of Nigeria's livestock sector, supplying affordable animal protein and generating income for rural households. In the Federal Capital Territory (FCT), Kuje and Gwagwalada Area Councils serve as major centers for poultry production and distribution, connecting rural farmers with urban consumers. However, poultry marketing is constrained by infrastructural deficiencies, high costs, and poor institutional support, which affect efficiency and profitability (Adesiyan et al., 2021; Suleiman & Abubakar, 2023).

Efficient marketing ensures fair returns to producers and affordable prices to consumers. Yet, challenges such as poor road networks, limited cold storage, and unreliable market information persist (FAO, 2018). These inefficiencies lead to post-harvest losses and restrict the contribution of poultry enterprises to food security and employment (Yunusa et al., 2021). This study was conducted to assess the profitability, marketing efficiency, and constraints of poultry meat marketing in Kuje and Gwagwalada, with the goal of identifying strategies for sustainable improvement.

Literature Review

Globally, poultry marketing plays a key role in food systems and rural livelihoods (Egbeadumah et al., 2022). In Nigeria, the poultry industry remains one of the fastest-growing agricultural subsectors (Onwuka et al., 2021), yet inefficiencies in marketing continue to limit its economic potential. Marketing channels ranging from farm gate to retailers and restaurants affect cost and profitability (Kassali et al., 2022). Transaction Cost Theory (Coase, 1937; Williamson, 1985) explains how poor infrastructure, information gaps, and middlemen increase costs and reduce efficiency. The Value Chain Theory (Porter, 1985) emphasizes the need for coordination among producers, wholesalers, and retailers to enhance value creation. Institutional Theory (North, 1990) underscores how weak policy support and credit access hinder market performance. Afolabi et al., 2021; Adebayo & Lawal, 2022 have shown that profitability in Nigerian poultry marketing is constrained by high feed prices, poor roads, and limited cold storage. Despite these challenges, the sector continues to expand due to rising urban demand.

Methodology

The study adopted a cross-sectional design to analyze poultry meat marketing in Kuje and Gwagwalada Area Councils of Federal Capital Territory, Nigeria. A total of 80 respondents were selected using a multistage sampling technique ensure good representation across the value chain. Primary data were obtained through structured questionnaires capturing socio-economic characteristics, marketing costs, returns, efficiency, and constraints. Gross Margin Analysis was used to estimate profitability, Descriptive Statistics summarized

socio-economic characteristics and Likert Scale Ranking measured the severity of constraints.

Results and Discussion

The results from table 1 showed that the marketers were mostly married (52.5%), also the Socio-economic analysis showed that poultry marketing was male-dominated (67.5%) and concentrated among respondents aged 26–35 years (52.5%). Most (50%) had secondary education, and 42.5% were retailers, 40% wholesalers.

Table 1: Socio-Economic Characteristics of Respondents

Variable	Frequency Percentage (%)	
Male	54	67.5
Female	26	32.5
Age (years)		
<25	12	15
26–35	42	52.5
36–45	17	21.3
>45	9	11.2
Single	10	12.5
Married	42	52.5
Divorced	16	20
Widowed	12	15
Primary	18	22.5
Secondary	40	50
Tertiary	14	17.5
No Education	8	10
Farmer	14	17.5
Wholesaler	32	40
Retailer	34	42.5
<1 year	23	28.75
1–5 years	21	26.25
6–10 years	30	37.5
>10 years	6	7.5

Source: Field Data, 2025

Costs and Returns

Profitability analysis indicated total revenue of ₦3,308,291 and variable costs of ₦834,014, yielding a gross margin of ₦2,474,277 and ROI of 2.96.

Table 2: Costs and Returns of Poultry Meat Marketers In The Study Areas

Variable Item	Value (?)
Total Revenue	3,308,291
Purchase price	283,143
Feed cost	101,538
Transportation	195,380
Processing & packaging	75,330
Market levies	38,500
Labour cost	100,738
Others	39,385
Total Variable Cost	834,014
Gross Margin (TR - TVC)	2,474,277
Return on Investment (ROI)	2.96

Source: Field Data, 2025

Constraints

Key constraints included seasonal variation (mean = 4.36), middlemen exploitation (3.95), high levies (3.95), poor road infrastructure (3.90), and inadequate storage facilities (3.65). These factors collectively reduce efficiency and limit profitability.

Constraints of Poultry Meat Marketing in The Study Areas

S/N	Constraint	Mean	Rank
1	High transport cost	2.98	12
2	Price fluctuations	3.48	7
3	Lack of access to credit	3.36	8
4	Poor road infrastructure	3.90	5
5	Middlemen exploitation	3.95	2
6	Inadequate storage facilities	3.65	6
7	High market levies/taxes	3.95	2
8	Limited market information	3.28	9
9	Market competition	3.20	10
10	Seasonality variation	4.36	1
11	Government policies	3.33	11
12	High cost of storage	3.94	4

Source: Field Data, 2025 (N = 80)

Conclusion

Poultry meat marketing in Kuje and Gwagwalada is profitable and contributes meaningfully to food supply and livelihoods in the FCT. However, infrastructural deficiencies, middlemen exploitation, and weak institutional support undermine its sustainability. Addressing these gaps will enhance profitability, market stability, and equitable value distribution.

Recommendations

The following were recommended;

1. government and private farm owners should develop

cold storage and preservation infrastructure to alleviate seasonal pressures and ensure marketers remain competitive throughout demand fluctuations

2. government and farmers should establish cooperatives to strengthen bargaining power and reduce dependence on middlemen.
3. there should be Standardize levies and market charges to improve fairness and reduce exploitation by government and the Upgrade of road networks and logistics infrastructure through public-private partnerships.

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