SOCIO-ECONOMIC CHARACTERISTICS OF SHEEP AND GOATS TRADERS IN BAUCHI STATE, NIGERIA

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ABSTRACT
The study analyzed socio-economic characteristics of sheep and goats traders in Bauchi State, Nigeria. Multi-stage sampling technique was used to select 321 sheep traders and 220 goats' traders. Data were collected with aid of structured questionnaire and analyzed using descriptive statistics and inferential statistics (mean score) were employed for the study. The result revealed that marketing of sheep and goats was dominated by married men with non-formal education and had marketing experience of 14 years to 18 years. However, the mean household size of sheep and goats traders was 9 persons and 7 persons, respectively. The mean current capital level of sheep and goats traders was ₦93,231.58 and ₦67,927.02, respectively. This shows that both sheep and goat's traders in the study area were small scale traders. The result further discloses that, 51.40% and 47.73% of sheep and goats traders sourced their capital through personal savings, which are non-institutional credit sources. Inadequate capital (1st), poor access to formal credit (2nd), lack of standard unit of measurement (3rd), lack of cooperative/association (4th), disease and physical risk (5th) as well as seasonality of demand and supply (6th) were the major constraints associated with marketing sheep and goats in the study area. The study concludes that socio-economic characteristics of traders play an important role in marketing of sheep and goats in the study area, which will also have effects on the level of profit margin. The study recommends that traders should improve their level of education. This should be seen as a step option for combating illiteracy among traders in the study area. Provision of mini credit facilities to the traders, formation of sheep and goats traders association or cooperatives should be given serious consideration so as to improve the effectiveness of sheep and goats marketing in the study area.

Keywords: Characteristics, Goats, Marketing, Sheep, Socio-economic, Traders.

INRODUCTION

An understanding of socio-economic factors influencing the decision of traders in marketing sheep and/or goats is crucial when formulating technologies and policies that support agribusiness. Livestock traders are characterized by cultural and economic orientation towards livestock. Families depend on production and marketing of livestock (cattle, sheep and goats) for a significant part of their income and food. Tanko *et al.* (2014) reported that household composition and the allocation of responsibilities to different family members affect production and marketing decisions. Umar and Kazaure (2012) states that small ruminants (sheep and goats), are marketed depending on the interaction between availability and access to markets. According to Wurzinger *et al.* (2008) large herds guarantee subsistence and income, confer status and it is regarded to provide insurance against impact of drought. Even the educated traders who are no longer dependent on marketing of small ruminants often tend

to continue to invest in livestock production (Banda, 2011). Reasons for selling animals are limited to subsistence cash needs to buy food, pay school fees and medical bills.

Mukasa *et al.* (2012) also stated that, the head of household is not always the main decision maker and that gender partially determines how resource allocation decisions are made. Udedibe (2010) further argues that in order to improve the welfare of resource-limited traders and farmers via technical innovations, these intra household differences vis-a`-vis gender roles in production and marketing need to be recognized. Empirical evidence shows that cattle marketing are a male dominated business and most of the men involved were young men and there was less participation in the venture by the elders in Ngazarma livestock market in Yobe State (Lawal *et al.,* 2016). In Benin, it was shown that traders household members such as husbands and wives have separate incomes that are not pooled together (LeMay, 2006).

In Ivory Coast, Duflo and Udry (2003) observed a similar scenario in which traders households' different sources of income are used differently depending on who earned it and the source. In such cases, individuals tend to make decisions with respect to their personal preferences and level of income and bargain over how much to contribute towards expenditures on shared household goods (Quisumbing and Maluccio, 2000). The age and gender of the traders are important factors to consider when examining livestock ownership and marketing patterns, particularly among African small scale traders (Mutuku *et al.,* 2009). In Gambia, Jaitner *et al.* (2001) found that small ruminants are non-pooled household resources and are independently owned and managed by household members who are often women.

Similar observations were made in Nigeria by Umar *et al.* (2014) where poor households are forced to sell immature livestock to generate cash for their subsistence requirements. Traders and Pastoralists strive to strike a balance between large and small household sizes. Large households mean high demand for economic goods and resources obtainable outside their economy that result in increased livestock sales (Umar and Kazuare, 2012). However, social and economic factors can be improved if enabling environment for sheep and goats marketing is provided. The broad objective of this paper was to analyze the socio-economic characteristics of sheep and goats traders in Bauchi State, Nigeria. In order to plan better marketing of sheep and goats, the study is essential taking into consideration in answering the following research quetions: what were the socio economic characteristics of sheep and goats' traders in the study area? What are the constraint associated with marketing of sheep and goats in the study area?

MATERIALS AND METHODS
The Study Area
Bauchi State is one of the States in the northern part of Nigeria located in the Sudan savannah and the Sahel savannah zones between latitudes 9° 3' and 12° 3' north and longitudes 8° 50' and 11° east of the Greenwich meridian. The Sudan savannah type of vegetation covers the southern part of the state. While The Sahel type of savannah, also known as semi-desert vegetation, becomes manifest from the middle of the State as one moves from the State's south to its north. The State occupies a land mass of about 49,119km^2 representing about 5.3% of Nigeria's total land mass (BSADP, 2015). Rainfall ranges between 1300 mm per annum in the south and 700 mm per annum in the extreme north. Therefore, there is progressive dryness toward north, culminating in the desert condition in the far north. Temperature ranges from a minimum of 9.11^{0}C in December/January to a maximum of 40.55^{0}C between April and May (BSADP, 2015). According to National Bureau of Statistics (NBS, 2017), Bauchi State has a

total estimated population of 4,826,112. This large peasant population of the state engages in crop and livestock production. The major crops grown include sorghum, millet, maize, rice, groundnuts, soya beans, cowpea, sesame etc. While the major livestock reared include cattle, sheep, goats and poultry. Most of the livestock are reared under extensive management system. The predominant small ruminants are goats (breeds includes Sokoto red, Sahel and West African Dwaft) and sheep (breeds include *Uda, Yankasa and Balami*) while few other breeds are also found. Rearing of Small ruminants, crop production and marketing form the major economic activities in the study area.

Sampling Techniques and Sample Size

The sampling technique was multi-stage. In the first stage, Bauchi State was clustered into three Agricultural zones comprising: central (Darazo, Ganjuwa, Ningi, and Warji), northern (Dambam, Gamawa, Giade, Itas-gadau, Jama,are, Katagum, Misau, Shira and Zaki) and western (Alkaleri, Bauchi, Bogoro, Dass, Kirfi, Tafawa Balewa and Toro). In the second stage, eight (8) urban livestock markets and six (6) local livestock markets was purposively selected (14 livestock markets). This was based on fact that, there are well established livestock markets in the selected LGAs and there was sufficient supply and concentration of sheep and goats traders. In the third stage, 321 sheep and 220 goats traders from each markets were selected using simple random sampling techniques based on proportional allocation technique making a total of 541 samples for the study.

Method of Data Collection

Reconnaissance survey was carried out in order to identify the existing system of marketing. Informal interviews were conducted using key informants such as *Sarkin Tike*, elders, popular and experienced traders. Data were collected with aid of structured questionnaire.

Analytical Techniques

Descriptive statistics was used to give description of the target population. Descriptive statistics summarize data on the socio-economic characteristics of the respondents. The purpose was to achieve the first objective of the study, which was to describe the socio economic characteristics of sheep and goat traders and the second objective which was to identify the major players in sheep and goat markets in the study area. The major tools include frequency, percentage, mean, range, variance and standard deviation. In addition, mean score was used to achieve seventh objective, which is to identify the constraints associated with sheep and goat marketing in the study area. This was developed by Rensis Likert. A five point Likert type of scale is specified as follows; strongly agreed (SA) 5 points, agree (A) 4 points, undecided (U) 3 points, disagree (D) 2 points and strongly disagreed (SD) 1 point. The average mean constraint score is computed using the following formula:

$$Y = \frac{\sum FX}{N} \qquad \qquad ...(1)$$

where;
Y = Means response summation,
F = Number of traders choosing a particular scale point,
X = Numerical value of the scale point and point and
N = Total number of traders.

Single percentage value from the opinion information derived from the Likert 5-point scale is calculated using the 'pooled' percentage. The pooled percentage is computed as follows.

PP = TS-N   x 100%   N(5-1)   ...(2)
where;

PP = Pooled Percentage,
TS = Total Score, obtained by multiplying scale be its corresponding score and then adding these together,
N = Number of traders.

The mean response to each item is interpreted using the concept of real limits of numbers. The numerical value of the scale points and their respective real limits are as follows: Strongly disagree (SD) = 1 point with real limits of 0.5-1.49, disagree (D) = 2 points with real limits of 1.50-2.49, undecided (U) = 3 points with real limits of 2.50-3.49, agree (A) = 4 points with real limits of 3.50-4.49 and strongly agree (SA) = 5 points with real limits of 4.50-49. Any constraint with a mean score of 3 and above is a major constraint.

RESULTS AND DISCUSSION
Socio-economic Characteristics of Sheep and Goats Traders

Socio-economic characteristics of sheep and goats traders for this study includes sex, age, marital status, household size, marketing experience, current level of capital, level of education and secondary occupation. The results of the analysis are presented in Table1 and Table 2 and this cover the first objective of the study.

Sex plays an important role in marketing and would therefore influence decision making among sheep and goats traders in carrying out marketing function. The result in Table 1 shows that male traders dominated (100%) all marketing functions of sheep and goats in the study area. The finding implies that domination of male in marketing of sheep and goats may be attributed to the marketing tasks involved, societal customs and norms in sub-Saharan African countries where males control household productive assets.

The result shows that 14.02% of sheep traders are within 20-30 year while, only 7.27% of goats traders are within 20-30 year. About 33.02% and 24.30% of the sheep traders are within age bracket of 31-40 years and 41-50 years, respectively. Similarly, 38.18% and 24.09% of goat traders are within age bracket of 31-40 years and 41-50 years, respectively. The mean age for sheep and goat traders was 48.12 years and 39.03 years, respectively. The implication is that sheep and goats marketing in the study area were dominated by middle age people and only few youths participated in sheep and goats marketing.

Marital status of a person determines the degree of responsibility of that person in the society and the manner in which he/she will judiciously allocate the scarce resources at his or her disposal. The result shows that 92.52% and 91.82% of sheep and goats traders were married only 7.48% and 8.18% of sheep and goats traders were single as presented in Table 1. A possible explanation for the dominance of married people in the trade implies that sheep and goats marketing are a source of livelihood for their families and availability of labor for marketing activities. This result agreed with findings of Tiri *et al.* (2015) who reported that all (100%) sweet potato traders in in Kano metropolis markets were found to be married which indicates the dominance of married marketers in the marketing of sweet orange, this result

conforms with the norms and values of the study area, where religion does not allow married women unnecessary movement and exposure.

The household is defined as a group of persons who make common provision of food, shelter and other essentials for living, is a fundamental socio-economic unit in human societies. The result in Table 1 revealed that 12.77% of sheep and 15.45% of goat's traders had household size of 1-5 persons, 39.25% and 40.91% of sheep and goats trader's lies within the household size of 6-10 persons. The mean household size for sheep and goats traders was 9 persons and 7 persons, respectively in the study area. This implies that traders' household size is large. This may be due to the polygamous system of marriage commonly practiced in the study area. The findings is in line with Nwibo and Okorie (2013) who reported that 53.33% of the traders had household size of 6-10 persons and the mean household size was 7 persons, he conclude that traders in the study area have a large household size.

Table 1: Socio-economic Characteristics of Sheep and Goats Traders

	Sheep traders (n = 321)		Goats traders (n = 220)	
Socio-economic variables	**Frequency**	**Percentage**	**Frequency**	**Percentage**
Sex				
Male	321	100	220	100
Age (years)				
20-30	45	14.02	16	7.27
31-40	106	33.02	84	38.18
41-50	78	24.30	53	24.09
51-60	55	17.13	24	10.91
61-70	37	11.53	43	19.55
Mean	**48.12**		**39.03**	
Marital status				
Single	24	7.48	18	8.18
Married	297	92.52	202	91.82
Household size (number of persons)				
1-5	41	12.77	34	15.45
6-10	126	39.25	90	40.91
11-15	95	29.60	54	24.55
16-20	38	11.84	24	10.91
20-30	21	6.54	18	8.18
Mean	**9.09**		**7.23**	
Experiences (years)				
1-5	22	6.85	19	8.64
6-10	76	23.68	47	21.36
11-15	80	24.92	78	35.45
16-20	99	30.84	53	24.09
20-30	44	13.71	23	10.45
Mean	**21.03**	**100.00**	**19.21**	**100.00**
Level of education				
Non- formal education	216	67.29	162	73.64
Primary school	72	22.43	46	20.91
Secondary school	21	6.54	10	4.55
Tertiary institution	12	3.74	2	0.91

Source: Field survey, 2017

Experience is a form of intrinsic motivation and was characterized as states of intense concentration, focus, and absolute absorption in challenging activity (Emam, 2011). The more years of marketing experience, the more knowledge and profits the marketers tends to get, as he will use his understanding of the marketing system, market condition, market trends and price. Table 1 revealed that only 6.85% of sheep traders and 8.64% of goat traders had marketing experience of 1-5 years. About 23.68% and 21.36% of sheep and goat's traders had 6-10 years of marketing experience. However, 13.17% and 10.45% of sheep and goats traders had marketing experience of 20-30 years. The mean marketing experience of sheep traders was 18 years and 14 years for goat's traders. This indicated that experience creates behavioural confidence in the business and increases buyers – sellers' engagement and stronger relationship as well as practical knowledge required to overcome marketing challenges associated with the business. However, the result disagreed with the findings of Shivakumara *et al.* (2017) who studied economic analysis of small ruminant marketing in Karnataka State of India reported a mean marketing experience of 21 years.

Education in its general sense is a form of learning in which the knowledge, skills, and habits are acquired over time. The result in Table 1 indicated that, majority of sheep traders (67.29%) and goats traders (73.64%) had non-formal education, 22.43% and 20.19% of sheep and goats traders had attached primary school. While only about 6.54% and 4.55% of sheep and goats traders attained secondary schools. Traders with tertiary education were very few with 3.74% sheep traders and 0.90% goat's traders. The implication of this high illiteracy among traders in the area may lead to poor management as education is a crucial factor to the quality and performance of any business.

Occupation is one of the important variables of socio-economic characteristics. According to Maikasuwa and Jabo (2014), occupation is any productive or economic activity (legitimate activity) carried out by an individual to create and procure goods and services from which he or she earns a living. The result in Table 2 shows that only 19.31% of sheep traders and 23.64% of goat's traders were in to full-time trading. A part from marketing sheep and goats about 48.91% and 47.73% of sheep and goats traders were engaged in farming, 16.51% of sheep traders and 14.09% of goats traders were engaged in tailoring, 7.79% of sheep traders and 5.91% of goats traders were engaged in hunting while 4.36% and 4.55% of sheep and goats traders were artisan, only 3.12% and 4.09% of sheep and goats traders engaged in civil service. The implication is there is marketing of sheep and goats are a part time business since traders are engaged in other economic activity as additional sources of income. Their involvement in different types of occupation was to augment household income.

Capital is an important factor in improving agricultural marketing and strengthening economic status of traders. According to Adegbite and Adeleye (2011), capital serves as a source of funds to marketers that can be utilized in the marketing process. The result in Table 2 shows that 51.40% and 47.73% of sheep and goats traders sourced their capital through personal savings, 25.23% and 26.36% of sheep and goats traders sourced their capital through friends, 10.59% and 6.36% of sheep and goats traders sourced their capital through relatives, 3.74% and 5.45% of sheep and goats traders sourced their capital through money lender and only 9.03% and 14.09% of sheep and goats traders sourced their capital through bank loan. The implication is that the major sources of credit among the traders were personal savings, friends and relatives, which are non-institutional credit sources. However, the findings is in line with the findings of Mohammed *et al.* (2013) who reported that 98.5% of cattle marketer financed

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their business from personal savings while only 1.5% sourced credit, through Bank of Agriculture.

The current level of sheep and goats trader's capital is presented in Table 2, which shows that 32.09% and 42.73% of sheep and goats traders, respectively current level of capital range between ₦10,000 - ₦50,000. About 35.51% of sheep traders and 27.27% of goats traders' current level of capital range between ₦50,001 - ₦150,000 and 17.76% of sheep traders and 15.45% of goats traders' current level of capital range between ₦ 150,001 - ₦ 200,000. In addition, 9.97% and 10.00% of sheep and goats traders, respectively current level of capital range between ₦200,001 - ₦250,000. While only 4.67% and 4.55% of sheep and goats traders, respectively current level of capital range between ₦250,001 - ₦300,000. The mean current capital level of sheep and goats traders was ₦93,231.58 and ₦67,927.02, respectively. This shows that both sheep and goat's traders in the study area were small scale traders.

Table 2 further shows the distribution of available infrastructure found in the markets. All sheep and goats traders reported that there is available assembly yard in all selected markets, 91.28% and 96.36% of sheep and goats traders reported there is available holding chutes and 96.88% and 90.91% of sheep and goats traders reported there is available Borehole/Well. Furthermore, 45.17% and 44.09% of sheep and goats traders reported that there are available watering troughs and 47.04% and 85.91% of sheep and goats traders reported that there is available feeding trough in the selected markets. However, only 19.00% and 38.64% of sheep and goats traders had access road to the market, 11.21% and 31.82% of sheep and goat's traders reported that there are available buildings (shade, toilet, and clinic) and 6.85% and 0.91% of sheep and goats traders reported that there is available electricity in the markets. This implies that, there are no enough market infrastructures facilitating marketing of sheep and goats in the study area.

Table 2: Distribution of Respondents according to Occupation, Sources of Capital, Current level of Capital and available Market Infrastructure

Socio-economic variables	Sheep traders (n = 321)		Goats traders (n = 220)	
	Frequency	Percentage	Frequency	Percentage
Occupational status				
Artisan	14	4.36	10	4.55
Tailoring	53	16.51	31	14.09
Farming	157	48.91	105	47.73
Trading	62	19.31	52	23.64
Hunting	25	7.79	13	5.91
Civil servant	10	3.12	9	4.09
Sources of capital				
Personal savings	165	51.41	105	47.73
Friends	81	25.23	58	26.36
Relatives	34	10.59	14	6.36
Money lender	12	3.74	12	5.45
Bank loan	29	9.03	31	14.1
Current level of capital (₦)				
10,000-50,000	103	32.09	94	42.73
50,001-150,000	114	35.51	60	27.27
151,001-200,000	57	17.76	34	15.45
200,001-250,000	32	9.97	22	10.00
250,001-300,000	15	4.67	10	4.55
Mean	**93,231.58**		**67,927.02**	
Available market infrastructure*				
Watering troughs	145	45.17	97	44.09
Assembly yards	321	100.00	220	100.00
Fence	84	26.17	5	2.27
Feeding trough	151	47.04	189	85.91
Holding chutes	293	91.28	212	96.36
Access road	61	19.00	85	38.64
Electricity	22	6.85	2	0.91
Buildings(shade, toilet, and clinic)	36	11.21	70	31.82
Borehole/Well	311	96.88	200	90.91
Total	***1,424**	**443.61**	***1,080**	**490.91**

*Multiple responses exist
Source: Field survey, 2017

Constraints Associated with Marketing of Sheep and Goat in the Study Area

Constraints generally refer to the bottlenecks, problems, impediments to the smooth conduct of any given marketing operation or activity. The major constraint experienced by sheep and goat traders in the study area were inadequate capital (4.964) and poor access (4.712) to credit as presented in Table 3. According to Maikasuwa and Jabo (2014), insufficient access to capital forces the traders to engage in less marketing activities. This suggests that, with availability of capital and its accessibility a good number of people would enter into sheep

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marketing activities and thus perform effectively being a profitable venture. Mahmud (2014) reported that credit is an important instrument for improving the welfare of the traders directly through consumption smoothening that reduces their vulnerability to short-term income. It also enhances marketing capacity of the traders through financing investment in their human and physical capital (Nwibo and Okorie, 2013). Access to credit is regarded as one of the key elements in raising agricultural productivity.

Another major constraint faced by sheep and goat traders was lack of standard unit of measurement (4.216). In the study area, sheep and goat were sold based on physical assessments made by buyers which sometimes do not reflect the true value of animal. Proper measurement of live body weight, which often is hard in the livestock's markets settings due to lack of weighing scales, is a prerequisite for achieving so many lofty goals that are always associated with either medical or economic status of the animals. According to Mahmud (2014) knowing the live bodyweight of sheep and goat is important for a number of reasons, such as for breeding, correct feeding, health and marketing. Furthermore, the ability of the producers and buyers to relate the live animal's measurement to growth characteristics is essential for optimum production and value-based trading system. This ability will also adequately reward livestock farmers rather than the middlemen that tend to gain more profit in Livestock production business.

Lack of cooperative and associations (3.311) was also among the challenges faced by sheep and goat traders in the study area. The result revealed no cooperative and associations working on sheep and goat marketing or other related livestock sales and purchasing activities. Most of the traders in the study area were not members of any cooperative/associations, so they were fragmented to help each other to overcome marketing problems. According to Okello *et al.* (2013), cooperatives can provide a range of benefits to members including delivering technological messages, sharing best practices, joint purchased, collective value-adding activities, product differentiation, risk reduction, securing higher prices and economies of scale through collective marketing and providing access to credit and savings mechanisms.

Disease and physical risk (3.087) was reported by traders constrained marketing sheep and goats in the study area. The presence of disease in a livestock population can have several major effects, including reduction in efficiency of production and marketing through death of animal and reduced reproductive rates. Furthermore, disease and physical risks will create barrier to trade, reducing the size of the market that can be accessed by producers and the price received for the product by producers. Chah *et al.* (2013) reported that cough, diarrhoea, scabies, fleas, and ticks were diseases and pests of small ruminants. Also, Ozung (2011) indicate that the major health problems limiting intensive small ruminants' production in Nigeria include pestes des petits ruminants (PPR), *pneumonia and helminthosis*. It is worth of note that the main causes of mortality in small ruminants is influenced by changes in the micro-environment of the animal, type of management and genetic variability both within and between breeds (Jaitner *et al.,* 2001). To compound the situation is the lack of veterinary services and drugs in the rural areas. According to Chah *et al.* (2013), small ruminants are largely in the hands of rural farmers who are scarcely aware of veterinary and improved management services. In some cases, many of those who are aware of the services cannot afford to pay for them because they are expensive.

Table 3: Distribution of Sheep and Goat Traders according to Marketing Constraints

Constraints	Mean score	Rank
Inadequate capital	4.964	1st
Poor access to formal credit	4.721	2nd
Lack of standard unit of measurement	4.216	3rd
Lack of cooperative/association	3.311	4th
Disease and physical risk	3.089	5th
Seasonality of demand and supply	3.017	6th
Problem of bargaining (hinging and haggling)	2.721	7th
High transport cost	2.041	8th
Poor road Network	2.001	9th
Inadequate market infrastructure	1.928	10th
Inadequate information	1.721	11th

Note: Mean score >3.00 is major constraint
Source: Field survey, 2017

Seasonality of demand and supply of sheep and goat (3.017) is often influenced by environmental conditions. In areas where a large proportion of the sheep and goats population is located, there is a large difference in the amount of feed available in the wet and dry seasons. Therefore, during the dry seasons and pursuant feed shortages, producers are forced to reduce the total number of animal units. This creates an excess supply that, in turn, causes a decrease in prices. Depending on the availability of feed on the farm, an environmentally induced herd reduction because of drought may change the mix of species. In some regions, during drought periods, cattle are sold off first, followed by other species. Goats or other hardy species are last to be reduced in number because of their better adaptation to harsh environmental conditions and in some cases may even increase (Okello *et al.,* 2013).

Other constraints include problem of haggling (2.721) that is bargaining to reach an agreed price takes longer time due to absence of standardization in livestock market. Traders most of the time do not offer single price, therefore buyers after pricing one animal, they have to go round the market to survey other similar animals and hear the price offered and then make comparison before they finally resolve on the animal to buy. Traders experienced problem of high cost of transportation (2.041) and poor access road (2.001) because traders mostly deal with few number of animals. The traders sometimes transport their sheep and goats on hoof (trekking) to the closest main road before moving them to the markets. Other factors which influenced the transport costs in the study area include the size of sheep and goats, the number carried by each vehicle (type of vehicle used) and distance covered. When there is fuel scarcity, prices also rise or frequency of movement is reduced. Furthermore, traders face the problem of inadequate market infrastructure (1.928) such as shades for both traders and the animals, watering points for animal consumption, veterinary service, space, office building for dispute settlement and security . There is also problem of inadequate information (1.721) about price and dishonesty of middlemen, respectively. Based on the information provided by the owner, the sheep owner fixes a minimum and a maximum fee for his livestock. The owner can decide to stay around or not. If a buyer comes, it is the *dillali* that negotiates the price and sells within or outside the price agreed by the owner.

CONCLUSION AND RECOMMENDATIONS

Based on the findings of the study, it is concluded that socio-economic characteristics traders such as age, household size, years of formal education, years of marketing experience, capital and number of animals sold per week play important role in marketing sheep and goats in the study area. However, inadequate capital and poor access to formal credit, lack of standard unit of measurement, lack of cooperative/association, disease and physical risk as well as seasonality of demand and supply were the major constraints associated with marketing sheep and goats in the study area. The study recommended that traders should improve their level of education. This should be seen as a step option for combating illiteracy among traders in the study area. Provision of mini credit facilities to the traders, formation of sheep and goats traders association or cooperatives should be given serious consideration so as to improve the effectiveness of sheep and goats marketing in the study area.

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