

Marketing, Distribution and Consumption of Sea Food in Anyigba, North Central Nigeria

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Abstract

The study was carried out in Anyigba, North central Nigeria to analyze the distribution, marketing and consumption of sea food. It specifically sought to describe the socio-economic characters of the fish marketers and consumers, identify the distribution channel of fish, the species of fish sold and consumed, and preferences in the study area.

Factors that determine the rate of fish consumption, profitability of fish marketing and those militating against marketing and distribution of sea food were also investigated. The five wholesalers available in the study area were interviewed and in addition, 20 retailers and 60 consumers were randomly selected for questionnaire administration.

Descriptive statistics, the gross margin approach and regression analysis were used in analyzing the sourced data. Findings revealed that fish marketing were dominated by young women while most consumers preferred *Ethmalosa fimbriata* (bonger fish) on account of its low price. Increase in factors like amount spent on meat, price income and transportation cost reduced the level of fish consumption while increase in education, family size and age are positively related to fish consumption. Patronage of fish in the area promises to be high judging from the profitability level of the trade. Problems identified to be militating against the trade include; poor power supply, poor road networking, improved power supply, adult education and increase in workers' salaries. Key words: fish, frozen, marketers, consumption.