

1 **ECONOMICS OF MORINGAS MARKETING IN ENUGU METROPOLIS, ENUGU**  
2 **STATE, NIGERIA**

3 **ABSTRACT**

4 This study assessed the economics of Moringa marketing in Enugu metropolis. It is an obvious  
5 truth that agricultural production and other agricultural business are never completed without  
6 getting to the final consumers (the primary target) thus, the importance of marketing is to make  
7 these products available to the final consumers and improve access to food consumption. Thus  
8 study was carried out in Enugu Metropolis. Eighty (80) respondents were purposively selected  
9 from two local government areas of the study using descriptive sampling techniques. A  
10 questionnaire was used as an instrument for data collection. The result showed that majority  
11 (75%) of marketers of Moringa products in the areas were females,.About 47.5% were within the  
12 age of 31-40 years, 50% attended secondary Schools, 81.25% were married, 90% were  
13 Christians and 62.5% had 1-5 years of experience. The two intermediation in the marketing  
14 system are the wholesaler and retailer. The major forms in which moringa products are marketed  
15 are the Moringas powder, seeds, oil and herbal tea. The monthly costs and returns from  
16 moringamarketing showed gross margina to be N 43,400, net profit to be N 22,800 and benefits  
17 cost ration BCR) to be 1:16 indicating that moringas is profitable in the study area. Despite the  
18 profitability of Moringa,marketers identified their major constraint to be low demand as a result  
19 of difficulties in convincing people to buy. It is therefore recommended that extension agent  
20 should help in enlighteningpeople on the multifarious benefits of Moringa by organizing  
21 programmes on Moringa.

22  
23 Keywords; Moringa, Marketing Enugu metropolis, Distribution

24  
25 **INTRODUCTION**

26 Moringaoleifera originated from India. Today the tree is common to all landscape all over  
27 the tropics of the whole world, from South Asia to west African. It is mostly visible in Eastern

28 southern parts of African. Moringa plant species initially originated from the northern parts of  
29 India as far back as 500 years ago (1) (umbertor, 2000), it later moved into the southern parts of  
30 the country where it is known as “Munugalkeeran” meaning Moringa leaves.

31 MoringaOlefera is the most widely Known of about 13 species of Moringatrees in the family  
32 Moringaceae (2) (price 2000). It is a multipurpose plant cultivated for medical applications and  
33 used as food and feed (3) (Manh 2005).

34 Moringa is draught resistant growing best with rainfalls of 25-1500mm per annum. It requires a  
35 temperature of about 25-35c although it can tolerate 48<sup>0c</sup> for a short time. It prefers well drained  
36 sandy or loam soil and can be grown on a clay soil but not water logged (4) (price 2000).

37 Moringa has numerous uses: as a plant based mineral supplement in animal and human nutrition.  
38 it is rich in proteins, minerals, Vitamins, bata Carotene and trace elements (4) (Anjorin, 2010).  
39 Among rural dwellers it has been found useful in the treatment of diverse medical conditions (5)  
40 (Kasolo, 2010) and it is currently being considered as an immune stimulant for HIV people (6)  
41 (Burger 2012). Moringa extracts in 80% ethanol serves as an effective plant growth hormone (7)  
42 (Foildl 2001). Capable of increasing yields by 25-30% in several crops like maize, soya,  
43 sorghum, tea and melon (8) (RehmanBasra 2010) the seed which is about 40% oil with excellent  
44 quality (73% oleic acid) for cooking, contains approximately 13% saturated fatty acid and 82%  
45 unsaturated fatty acids (9) (Price, 2000; 2001) it goes to show therefore, that Moringa has the  
46 potential to significantly add to household income and improve quality of life in Nigeria (10)  
47 (Adikure, 2011). if it is grown and utilized for industrial development. This requires creation of  
48 Moringa value chain involving production, processing, marketing and investment.

49 Moringa Oleifera is one of the most useful multipurpose plants known to man. Virtually every  
50 part of the tree is beneficial in some way and both rural and urban people depend on it for their  
51 lively hood. Although the Moringa tree is widespread throughout the tropics, around farms and  
52 compounds and often used as fence especially in Northern Nigeria, not much has been done to  
53 enhance its large scale production, processing, marketing and investment as an industrial raw  
54 material in Nigeria.

55 Moringa is known worldwide for its multiple nutritional and an excellent source of many  
56 vitamins and minerals (13) (Asaolu MF, and Omatayo F. O, 2007).

57 Moringa has the following health benefits

- 58 1. Boosting of stamina
- 59 2. Control of Diabetes
- 60 3. Inclusion in livestock and fish feeds
- 61 4. Anti oxidants
- 62 5. Lowers cholesterol
- 63 6. Controls blood pressure
- 64 7. Detoxifier
- 65 8. Treat depression
- 66 9. Organic nature
- 67 10. Satisfies iron needs
- 68 11. Delays ageing process
- 69 12. Face and skin glowing
- 70 13. Heals wound
- 71 14. Hair growth

72 15. Keratin formation

73 16. Blood sugar level

74 **METHODOLOGY**

75 The study area is Enugu Metropolis. Enugu has an area of about 455,701km. national population  
76 Council (NPC 1991). It comprises of three Local Government Area Namely Enugu East, Enugu  
77 south and Enugu North. Enugu East is bounded by Nkanu East Local Government Area. Enugu  
78 North is bounded by Isi-Uzo Local Government Area while Enugu South is bounded by Nkanu  
79 West Local Government Area. The major markets in the study area are oyeemene, Abakpa,  
80 Nkwo Nike Mami, Gariki, Kenyeta, Ogbete, Artizanmarkets etc.

81 The study area is located between longitude  $6^{\circ}21^{0E}$  and  $6^{\circ}31^{0E}$  and latitude  $7^{\circ}26^1 N$  and  $7^{\circ}3^1 N$ . Enugu Metropolis was selected because moringa marketing is practiced in the area  
82 purposive sampling technique was employed to ensure a good spread of respondents for the  
83 study. The two LGA in Enugu metropolis were selected followed by selection of two districts  
84 (where Moringaproducts are marketed) from each of the local government areas making it 4  
85 districts for the research. It was followed by the selection of the respondents with purposive  
86 sampling techniques. From the selected districts, 20 respondents were selected from each of the  
87 districts. This gives a total of eighty (80) respondents. Primary data was collected using  
88 interview methods and well structured questionnaire. The data collected were on Scio economic  
89 characteristics, channels of distribution, forms in which the products are marketed, cost and  
90 returns and constraints faced by the marketers. Secondary data were collected from past works  
91 relevant to the study. Data that were collected were analyzed using relevant economic and other  
92 statistical tools in other to achieve specific objectives.

94 **RESULT**

95 **Table 1: Cost-returns analysis of moringa marketing (monthly).**

Items	Quantity	Unit cost	Total cost	Life span	Annual Depreciation
Blender	1	10,000	10000	4years	2500
Spoon	2	500	1000	2years	500
Scale	1	3000	3000	5 years	600
Sieve	2	1500	3000	2years	1500
Basin	2	3000	6000	2years	3000

Spreading sheet	1	1000	1000	1year	1000
Fan	1	6000	6000	4years	1500
Generator	1	30000	30000	3 years	10000
Total fixed cased					N 20,600

96

97 **Average Variable Cost**

Items	Unit	Unit price ₦	Quantity	Amount ₦
Moringa leaves bought	20kg	5000	3	1500
Moringa seeds bought	20kg	10000	1	10000
Moringa oil	1000ml	33,300	2	66,600
Labeling cost	-	10	300	3000
Containers for seeds	40g	40	80	3200
Containers for powder	40g	40	100	4000
Containers for powder	500g	200	10	2000
Containers for oil	30ml	66	100	6,600
Transportation fee	-	5000	-	5000
Marketing fee	Monthly	200	-	5,400
<b>Total Variable cost</b>				<b>₦ 120,800</b>

98

99 **Average revenue**

Items	Unit	Unit price ₦	Quantity	Amount ₦
Moringa powder	40g	300	100	30000
Moringa powder	500g	3500	10	35000
Moringa seeds	40g	250	80	20000
Moringa oil	30ml	1200	66	79200
<b>Total revenue</b>				<b>₦164,200</b>

100

101 **Cost of distribution(moringa marketing)**

102 Cost is defined as expenses incurred in organizing and carrying out marketing processes. Cost  
 103 involves variable cost and fixed costs. Variable costs are cost associated with factor input whose  
 104 quantity varies or changes in the short run within the marketing cycles. While fixed costs are  
 105 those cost corresponding to factor input whose quantities do not change throughout the  
 106 marketing cycle. They are cost associated with assets.

107 Total cost (TC)= Total variable cost(TVC)+Total fixed cost(TFC)

108 TVC= ₦120800

109 TFC= ~~₦~~20600

110 Total cost = ~~₦~~14 1400

111 Total revenue = ~~₦~~164200

112 Gross margin = Total revenue (TR) — Total variable cost(TVC)

113 Gross margin = ~~₦~~164200 — ~~₦~~120800

114 = ~~₦~~43400

115 Net profit = Total revenue — Total cost

116 Net profit = ~~₦~~164200 — ~~₦~~14 1400

117 ~~₦~~22800(monthly)

118 Benefit cost ratio (BCR) = TR/TC

119 BCR = ~~₦~~164200/ ~~₦~~141400

120 =1.16

121 Therefore the marketing of moringa leaves seeds and oil are profitable in Enugu metropolis.

122

## 123 CONCLUSION

124 This study examined the performance and structure of moringa marketing in Enugu metropolis  
125 with a view to bringing out the inefficiencies in the marketing system, which further reduce the  
126 money earned by traders. These shortcomings in return are caused by the problems facing the  
127 traders such as inadequate capital, transportation problems, low demand as a result of lack of

128 awareness of its benefits. If these problems are tackled holistically, moringa production  
129 marketing in Enugu metropolis will be much more profitable and the producer will earn higher  
130 returns for their production.

131 It is therefore recommended that Government at all levels should give attention to moringa  
132 production, processing and marketing. The extension agent should also create good awareness of  
133 the numerous benefits of moringa. Government and non governmental agencies should give the  
134 financial assistance which the processing and marketing of this product deserves. The marketers  
135 and processors should form cooperatives. Change agents, should also enlighten the moringa  
136 marketers on record keeping. so that problems and solutions can be traced easily.

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