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Snail marketing among Youths in Ogun state, Nigeria: Implications for Employment Generation.

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### **Abstract**

*The study assessed marketing of snail and determined the profitability of the enterprise in Ogun State, Nigeria. Snowball sampling technique was used to select 120 respondents for the study. Data were collected using a structured questionnaire. Result revealed that 45.83% of respondents were within the age range of 26-30 years with a mean age of 28.0 years. There are more female (69.83%) than male (30.17%), and 92.50% of the respondents had various levels of formal education. Their mean market experience of snail marketer was 8 years. The findings showed that snail marketing with return on investment of 80.15% is profitable, and the Calkin's index of 1.8 showed that marketing of snail was efficient. Inadequate supply of snail and poor transportation were the common constraints that hindered effective snail marketing. The findings concluded that snail marketing was slightly profitable among the youths and recommended that youths should develop interest in snailry enterprise for self-employment.*

**Key words:** Snail, marketing youths and employment.

### **Introduction**

Nigeria's population is said to have reached about 195.87 million people in 2018 (National Bureau of Statistics, 2019) and statistics from the National Population Commission (NPC, 2013) stated that about half of the population is made up of youth (between 15 and 34 years of age). The Labour statistics report of Nigeria in 2017 has shown that there is 7.9 million Nigerian youth aged 15-34 that are unemployed. Also 61.6% of Nigerian Youth are unemployed (National Bureau of Statistics (NBS) 2017). Even Daud (2017) reported that the Director-General, Nigerian Building and Road Research Institute (NBRRI), Danladi Matawal, stated that over 30 million youth were unemployed in Nigeria and do not have means of livelihood. And in 2018 rate was 38 percent (Trading economics, 2019).

Youth unemployment is a global trend, but occurs mostly in developing countries of the world, with attendant social, economic, political, and psychological consequences.

Thus, massive youth unemployment in any country is an indication of far more complex problems and an opportunity for youths to be actively mobilized by politicians, warlords, criminal gangs, illegal migration syndicates. They are readily available for anti-social criminal activities that undermine the stability of societies; especially in the area of internet usage, manipulations and other social vices. In fact they stand a bigger risk of falling prey to armed and rebel conflicts (Tony, 2016).

Youth's unemployment in rural and urban areas in Nigeria is rapidly growing; from 2010 to 2011, the share of unemployed youths in rural areas increased from 47.59 percent to 59.95 percent. The population of unemployed youths in rural areas rose from 2.9 million in 2008 to about 5.9 million in 2012, and over half of the unemployed youth did not have an education past primary school, and about 20 percent of unemployed youth are graduates of tertiary institutions (NISER, 2013). As reported by

(Asajuet *al.*, 2014 and Iwayemi, 2013), unemployment data are very hard to obtain, even from statutory institutions and agencies established for gathering socio-economic data, where unemployment registers exist at all, they are limited to urban areas, and, in fact, not all those searching for employment attempt to register. This lack of data makes it difficult for policymakers to understand the nature of the employment challenge and make informed decisions on how to support young people in the labour market. Policies that have worked in addressing unemployment in Nigeria is rather difficult, this is due to incredibly high and rising unemployment rate where at least 1.8 million youths are entering the labour market every year (Falusi, 2014).

However, the federal, state and local government having realised the consequence of youth unemployment since independence have introduced various programs to address it, Such programs are Operation Feed the Nation (OFN), Structural adjustment programme (SAP), and the Directorate of Food, Road and Rural Infrastructure (DIFRRI), which provided immediate and direct jobs to participants interested in agriculture, the National Accelerated Poverty Reduction Program (NAPEP), National Directorate of Employment (NDE), the Youth Enterprise With Innovation in Nigeria (YOU-WIN), Subsidy Reinvestment and Empowerment Programme (SURE-P), was introduced in February 2012 as an efforts to provide job opportunities to graduates of tertiary institutions. It is more or less a whole range of activities and programmatic schemes, including the Graduate Internship Scheme (GIS), Community Services Scheme (CSS), Vocational Training Scheme (VTS), and Community Services, Women and Youth Empowerment (CSWYE), among others. N-power was introduced in 2016 targeted to

provide short- term employment for young graduate in form of poverty alleviation for two years.

Despite all these programs, public policies directed at addressing youths unemployment have faced different challenges including finance, the absence of good administration and implementation, inconsistent policies, unimpressive responses from would-be trainees, and unqualified resource personnel handling the training programs (Tony, 2016).

While many programs have targeted creating opportunities for youth's employment, the outcomes have been greatly limited by a host of factors, including, that training is not supplemented with loans and not targeted appropriately: According to a survey by the Nigerian Institute of Social and Economic Research (NISER, 2013), youth unemployment programs have concentrated more on training than on other activities that actually provide openings for immediate employment in white-collar jobs or jobs in the small and medium-scale industries.

To mitigate against this problem, there is need for the youths to find ways of living through self-employment with little capital. One of such business which is readily available and which promise good return is snail marketing. Snail meat has been consumed by humans worldwide since prehistoric times, it is a flourishing business in Europe and North America, and considerable foreign and local demand, but commercial snail farms hardly is very few in Africa. This could be as a result of Africans ignorance of the money making potential in snail rearing business.

Snailmeat is rich source of vitamins E, A, K and B12, Baba and Adeleke (2006) and Okpeze *et al.* (2007) reported that snails

have good quality protein and are rich problems in potassium, phosphorus, essential amino acid and vitamins B and C. The low cholesterol level of snails makes them useful in the treatment of arteriosclerosis and other heart-related diseases (Afolabi, 2013). Other curable ailments by snails include whooping cough, anemia, ulcer, asthma, age, hypertension and rheumatism (Abere and Lameed, 2008). Snail slurries are useful industrially for zymolyze enzyme production and can be used in the treatment of arteriosclerosis, anemia, hypertension, high blood pressure and asthma (Solomon, 2013). Snail market in Nigeria is expanding due to the acceptance of snail meat, which has been on the increase. The nutritional, medicinal and economic importance of snail meat has encouraged its acceptability in Nigeria (Maxiphro, 2018).

However, despite the situation above youths have not taking snail business as a niche for employment generation, therefore, there is the need to analyze the economics of snail marketing with a view to stimulate youths to take it as a means of livelihood upliftment in Nigeria. Hence, this study considered snail marketing among youths with a view to ascertaining the profitability status of the enterprise in the study area.

## METHODOLOGY

**The Study Area:** The study was carried out in Ogun State in South West Nigeria. The state is located in the forest region of the country. Ogun State has a landmass of about 16,369.40 Km<sup>2</sup> (Ogun State Central Department of Statistics, 2008). It lies approximately within latitude 7<sup>o</sup> and 8<sup>o</sup>N and longitude 3<sup>o</sup>2 and 3<sup>o</sup>27'E. It falls within the humid tropical lowland region with 2 distinct seasons. The shorter dry season lasts for 4 months from November to February. Average annual rainfall ranges from

1,200mm in the Northern part of the study area to 1,472mm in the southern part. The mean monthly daily sunshine hours ranges between 3.8 and 6.8. The relative humidity ranges between 76% and 95% coinciding with dry and wet seasons respectively. The state is endowed with fertile soils which is good for arable and cash crops. The major food crops include rice, maize, cassava, yam and banana. The main cash crops include cocoa, kolanut, rubber, palm oil and palm kernels.

The choice of this state was based on the fact that snails are naturally abundant in their forest also there is high consumption and trading of snails around major markets in the region.

### Sampling procedure and sample size

Since there was no sample frame due to absence of list of snail marketers in the study area, snowball sampling was employed to elicit information from 120 respondents.

**Method of Data Collection:** Primary data were collected from the snail marketers with the aid of structured questionnaire. This was done by visiting them at their respective homes and places where they process the snail for marketing.

### Method of Data analysis

Budgetary techniques was used to determine the gross margin and net income obtained from marketing in the study area.

$$\begin{aligned} \text{GM} &= \text{TR} - \text{TVC} \dots\dots\dots(1) \\ \text{Profit} &= \text{TR} - \text{TC} \dots\dots\dots(2) \end{aligned}$$

Where GM = Gross Margin

TR = Total revenue

TVC = Total Variable Cost

TFC=Total fixed cost

TC= Total cost (Total fixed cost + total variable cost)

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Rate of Return on Investment (ROI) =  $\frac{\text{Net Income}}{\text{Total cost}} \times 100$ .....(3)

Marketing efficiency was estimated using Calkin's index; as used by Prakash and Paramasivam (2013). The Calkin's index for marketing efficiency is expressed as follows. Marketing efficiency =  $1 + \frac{\text{sum of profit or margin}}{\text{marketing cost}}$ .....(4)

**Results and Discussion**

The result of the study from table 1 revealed that the mean age of the marketers is 28.00 years where majority (45.83%) of the farmers fall within the age range of 26-30 years, (10.00%) of them are 15-20 years, 17.50% are within the age of 21-25, 23.33 % are within the age of 30-35 and 3.33% are within the age of 36-40. Majority (69.83%) of them are female; most of them (66.67%) are married couples. The educational qualification of the farmers revealed that 92.50% of the marketers have formal education, where 61.00% had primary education, those with secondary education is 28.00% and 2.00% with tertiary education, this showed that youths that completed their courses from tertiary institutions did not show interest in snail marketing in the area. The mean marketing experience is 8 years, this means that majority of the snail marketers in the study area have an appreciable years of experience in snail business.

**Marketing margin of snail**

From table 2: Profit = total revenue – total cost = (₦1270,450 - ₦705,200) = ₦565,250. The net profit margin of ₦565,250 reveals that the snail marketing is profitable. Gross margin = TVC = (Cost of purchase + processing + transportation) = (₦420,000.00 + ₦200,000.00 + ₦55,000.00 = 675,200.00)

= ₦1270,459.00 – 675,200.00 = ₦595,250.00

The return on marketing of snail is =  $\frac{TR}{TC} = \frac{₦1,270,450}{₦705,200} = 1.80$

This shows that one naira investment on snail processing and marketing will yield a return of one naira eighty kobo (₦1.80), this give a gain of eighty kobo (80 kobo) on every one naira invested in snail marketing.

Rate of Return on Investment (ROI) =  $\frac{1270450-705200}{705200} \times 100 = 80.15\%$

This showed that on every one naira investment in snail marketing will yield about 80 kobo profit as evidence with ROI of 80.15%, therefore it is a profitable business that is worthy of investment by prospective investors.

Marketing efficiency using Calkin's index;

$ME = \frac{₦565,250}{₦705,200} = 1.80$

The value of 1.80 showed that snail markers in the study area are efficient, therefore youths should learn from them and invest in it.

**Constraint to snail marketing**

Result in Table 3 showed that insufficient fund (91.67%), high mortality rate (83.33 %), irregular supply of snail (79.17 %), were the major constraints to the marketing of snail in the study area. Lack of market information (74.17 percent), this is in line

with Awoyinka (2009) and Musa, Reuben, and Magaji (2012) who observed that agricultural marketing information is scarce in Nigeria. Theft (16.67 percent), inadequate supply of snail from those that rear them or those who search and gather them from the bush was witnessed by most of the respondents during dry season. Transportation was seen as one of the impediments faced by them with complain that they experienced a lot of difficulties to reach snail farmers and gatherers in the rural villages because most of the roads are in deplorable conditions, most especially during rainy season, this made them to pay high cost to secure. There is hardly shortage of demand for snail in the study area this is an evidence that snail marketing.

### **Conclusion and recommendations**

Snail marketing is a lucrative business that requires little initial capital to take off; It does not require large land size and its production also did not call for long duration of training. Based on the result of the study, it was concluded that snail business is a profitable agricultural enterprise. It had 80.15 % returns on investment, with marketing efficiency of 1.8. It was therefore concluded that snail marketing was slightly profitable business. It was then recommended that youths should develop interest in snailry as an enterprise with a view to be self-employed. Also there should be good rural road for easy transportation of snail from rural areas to urban centre.

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**Table 1: Socio-economic characteristics of snail marketers.**

Variable	Frequency	Percentage
Age (year)		
21-25	33	27.50
26-30	55	45.83
31-35	28	23.33
36-40	4	3.33
Mean : 28		
Sex		
Male	35	29.17
Female	85	69.83
Marital status		
Single	35	29.17
Married	80	66.66
Divorced	3	2.50
Widow	2	1.67
Family size		
1-3	75	62.50
4-6	38	31.67

7-9	6	5.00
Above 9	1	0.83
Educational qualification (Years)		
Non-formal	9	7.50
Primary	61	50.83
Secondary	48	40.00
Tertiary	2	1.67
Marketing experience (Years)		
1-10	76	63.33
11-20	42	35.00
21-30	2	1.67
Mean: 8		

Source: Field Survey, 2019.

**Table 2; Marketing margin of snail**

Cost	Value (₦)
Purchasing	420,000.00
Cost of processing (Purchase of oil, firewood or gas etc)	200,000.00
Cost of transportation	55,000.00
Depreciation of fixed inputs (snail house, pot, gas cylinder etc)	30,000.00
<b>Total cost</b>	<b>705,200.00</b>
<b>Total income realized (sales)</b>	<b>1,270,450.00</b>

Source: Field Survey, 2019.

**Table 3: Constraint to snail marketing**

Problems	frequency	Percentage	Rank
Insufficient capital	110	91.67	1
Mortality of snail due to poor storage	100	83.33	2
Irregular supply of snail	95	79.17	3
Lack of market information	89	74.17	4
Poor rural roads	77	64.16	5
Theft	20	16.67	6
Inadequate demand (surplus)	01	0.05	7

Source: field survey, 2019.