

Analysis of Mint Leaves Marketing in Potiskum Local Government Area of Yobe State, Nigeria

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Abstract: *The study analyzed mint leaves marketing in Potiskum local government area of Yobe state, Nigeria, with respect to the market actors' profits and distribution channels. Multistage sampling procedure was used to select 50 respondents from 3 markets in the study area comprising mint wholesalers and retailers. Primary data were obtained from the structured questionnaire administered to the respondents. Descriptive statistical tools such as frequencies, percentages, charts, and Marketing Margin analysis were used to analyse the data collected. The result of the Marketing Margin analysis showed that mint leaves marketing is profitable in the study area with a market Margin of 57.14% and 57.5% for wholesalers and retailers respectively. Wholesalers sold a mudu which is a unit of measure for ₦350 while it retailed at ₦400 per mudu across the markets. The study identified four distributional channels for mint leaves and reported channel 1 as the most common channel which moved 38% of produce from the producer to the consumer through the assembler and retailer. The study recommended that marketers should use the resources at their disposal to form cooperatives through which they can pool resources together to meet up the overwhelming demand. Also, the production of mint leaves in the study area should be encouraged as it has been proven feasible to grow mint in commercial quantities in order to meet up the demand.*

Keywords: *Distribution Channel, Leaves, Marketing, Profit.*

INTRODUCTION

Mint leaves (*mentha spicata*) are perennial herbs that belong to the family *lamiaceae*. They contain medicinal and aromatic properties which provide raw materials needed in medicinal, cosmetics, and pharmaceutical companies. Several species of the plant exist but five are known to be cultivated on a commercial basis. These are spearmint, peppermint, scotch spearmint, and bergamot mint. The leaves are consumed raw, cooked, or in dried form. Among other herbs,

mint leaves contain high amounts of antioxidants and an anti-inflammatory agent called rosmarinic acid which helps in the management of ailments such as Irritable Bowel Syndrome, (IBS), indigestion and gas, common cold, allergies, gastric ulcers and pain relief (Bill and Sylvia 1995).

Worldwide, the two major producers of mint leaves are India and China, who account for about forty percent of the medicinal and aromatic mint species globally. The U.S. and India produce the largest supplies of mint essential oil in chewing gum, toothpaste, mouthwash and several other products. The United states alone produce more than 70% of the world's supply of peppermint and spearmint which are derived from mint leaves.

In Nigeria, the major *mint* producing states are Enugu, Imo, Ebonyi and Anambra which are located in the southern part of the country. Mint leaves thrive well in climatic conditions which require ample sunshine and rainfall of 900-105mm and average temperature of 30⁰c (Dittoh, 1994).

As with all other agricultural products, herbs, and leaves are also marketed for economic returns. Marketing is an economic activity that gives form, time and place utility to products and services (Asogwa and Okwoche, 2012). Mint leaves produced in farms reach consumers through the marketing system. Therefore efficient marketing would enhance the provision of more and better products at low prices to an increased number of people which would enable marketers to generate more income and increased welfare.

Mint leaves are produced in both rural and urban areas of Nigeria. Potiskum local government area is a potential market for mint leaves due to its strategic position as a trade centre. People from neighboring Borno, Jigawa, Kano, Bauchi, and Gombe States, and numerous others from Niger, Chad republic have stakes in the cattle market which is one of the largest markets in the area making it a commercial hub. The consumption of mint leaves has gained popularity in the area as people have become aware of its health benefits. The leaves are highly sought after by tea vendors and herbalists. Although marketers of mint leaves in potiskum sourced larger quantities of the leaves both in dried and fresh form from Plateau and Kano states, a small amount is produced in backyards in potiskum.

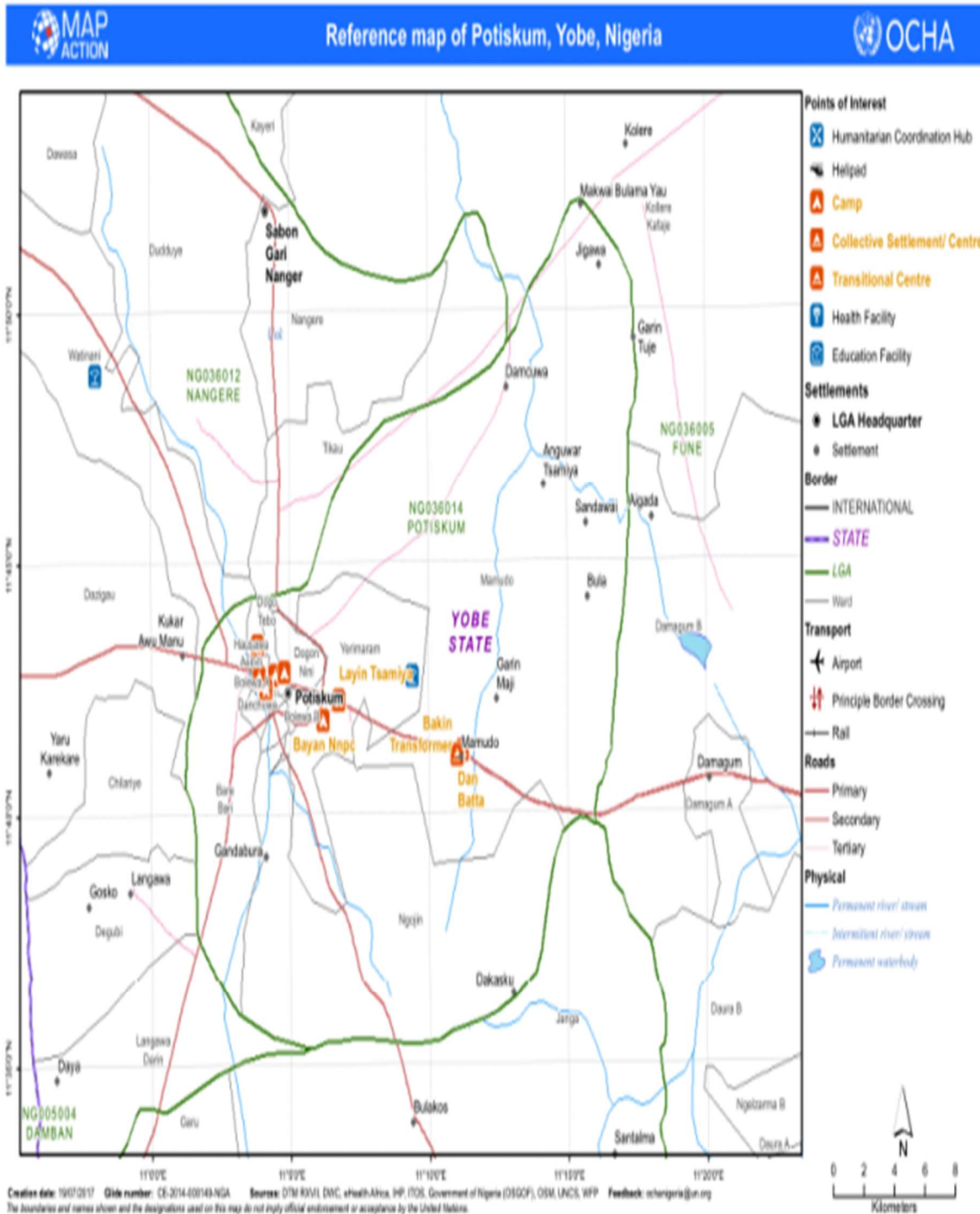
However, market prospects showed that despite its potential, marketers of mint leaves experience lots of problems in trying to meet demand and supply for the leaves. A good marketing system is thus needed to ensure steady supply of mint leaves from the producers to the consumers in time through the market actors, one which would bring forth fair prices for all through good marketing channels.

Therefore, this study analyzed the marketing of mint leaves to determine the profitability and its distribution channels in order to improve the incomes of mint leaves marketers in the study area.

METHODOLOGY

The study was conducted in Potiskum Local Government Area of Yobe State, Nigeria, which is located on longitude 11°43'N -11°71'N and 11°4'E - 11°67'E latitude respectively. Potiskum has an area of 599 square kilometre (216sq mi).

Its vegetation is the Sahel savannah. The soil types of this area are generally sandy loam. Its climate is typically dry. Annual rainfall ranges from 600mm to 750mm. The temperature typically varies from 57°F to 104°F. The ethnic groups found are Ngizim, karai-karai, Bolewa, Fulani and others. Hausa language is widely used for commercial and social interaction. The primary occupation in the area is trading and farming with civil service. The people in the study area also engaged in art and craft such as dyeing, metal work and tailoring. Main crops and fruits produced and sold are millet, guinea corn, rice, wheat, mango and cashew. The recent popularity of mint leaves have attracted the attention of marketers who source for this herb from neighboring towns.



Sampling procedure and data collection

Multi-stage sampling procedure was employed for the study. In the first stage, purposive sampling technique was used to select three (3) markets where majority of mint leaves marketers are found. These markets are *Babban kasuwa*, *kasuwan NPN* and *kasuwan yan nono*. In the second stage, proportionate sampling was done to select 10% of mint leave marketers from each of the market. Sampling frame was obtained from the association of tea and herbs sellers from each market. A total of fifty marketers were used for the study. Data were collected using a well-structured questionnaire which captured information on the market actors (wholesalers and retailers) profits and distributional channels. Secondary information was obtained from journals, internet, past research projects.

Analytical Techniques

Data collected were analyzed using descriptive statistics, tables, charts and marketing margin analysis to determine the profitability of the market actors along the marketing channels.

Marketing Margin is all purchasing price subtracted from the selling price or is the all sources of revenue less the cost of funds and operating expenses. It was calculated for the wholesalers and retailers of mint leaves.

It's expressed as;

$$MM = \frac{SP - PP}{SP} \times 100$$

Where;

MM= Marketing margin

SP= Sales price

PP= Purchasing price

Source: Amir and Knipscher, 1989

RESULTS AND DISCUSSION

Mint leaves marketing channels

Four marketing channels have been identified for mint leaves in the study area. The intermediaries along the channel included assemblers, wholesalers and retailers.

Channel 1: The most common channel was that which moved mint leaves from producers to assembler then to the retailers and final consumer (38%).

Channel 2: The Producer-commission agent- retailer -consumer channel accounted for 24% of produce in the area.

Channel 3: Producer-wholesaler-retailer-consumer channel moved 24% of produce also.

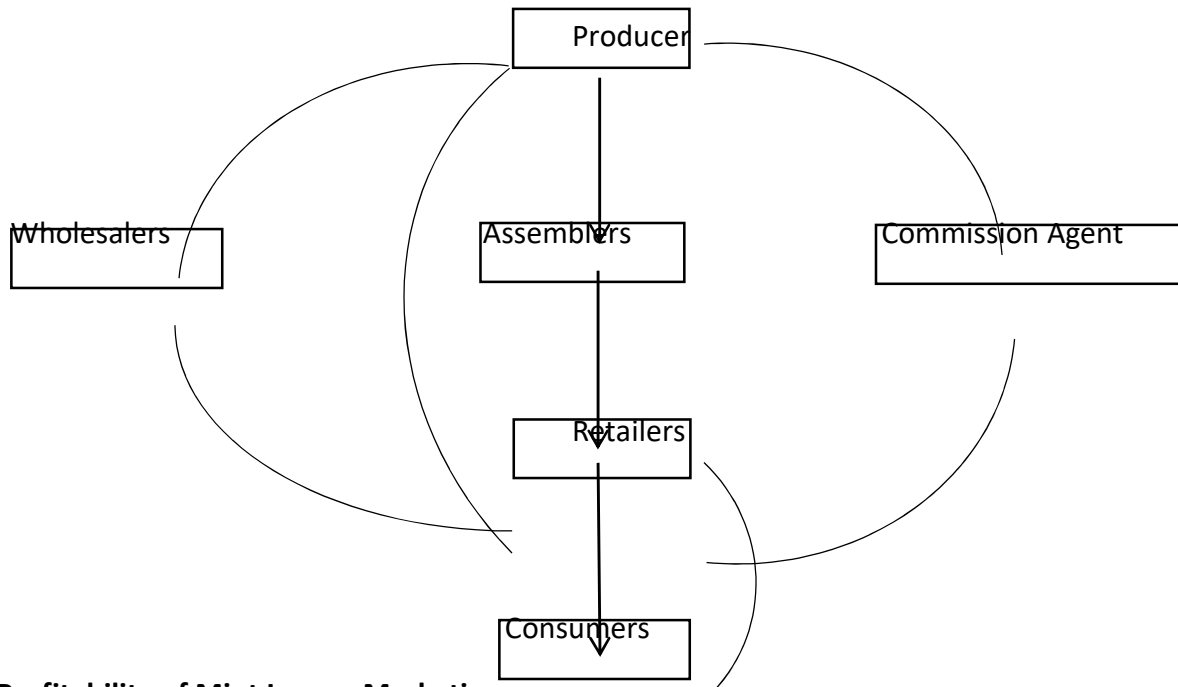
Channel 4: The study showed that movement of mint leaves from producer to consumer through retailer is un-usual in the marketing channel of mint leave, with only 7%. The reason might be that those using this channel are the marketers that source their produce within the study area and sell it in fresh form.

TABLE 1

S/N	CHANNELS	FREQUENCY	PERCENTAGE
1	Producer-assembler-retailer-consumer	19	38
2	Producer- Comission agent-retailer- consumer	12	24
3	Producer-wholesaler-retailer-consumer	12	24
4	Producer- retailer-consumer	7	14
	Total	50	100

Source; field survey 2021

Marketing channel of mint leaves



Profitability of Mint Leaves Marketing

Performance of the market actors were analyzed using the marketing margin analysis. The market actors considered were the wholesalers and retailers. The mudu which is a unit of measure commonly used in the markets was used. The results showed that wholesalers bought a mudu from the producers at N150 and sold it at N350. The retailers bought at N170 and sold at N400 as shown in table 2 below.

TABLE 2: Marketing Margin Analysis of Mint Leaves

Actors	Selling price	Buying price	Marketing margin
Wholesalers	N 350	N 150	57.14%
Retailers	N 400	N 170	57.5%

Source; field survey 2021

For wholesalers per mudu

$$\begin{aligned} \text{MM} &= \frac{\text{SP}-\text{PP}}{\text{SP}} \times 100 \\ &= \frac{350-150}{350} \times 100 \\ &= 57.14\% \end{aligned}$$

For retailers per mudu

$$\begin{aligned} \text{MM} &= \frac{\text{SP}-\text{PP}}{\text{SP}} \times 100 \\ &= \frac{400-170}{400} \times 100 \\ &= 57.5\% \end{aligned}$$

From the information gathered from wholesalers and retailers in the study area, the average selling price of wholesaler for mudu of mint leaves was ~~N~~350 and the average buying price was ~~N~~150, for the retailers per mudu the average selling price was ~~N~~ 400 and the average buying price was ~~N~~ 170 respectively in all the three markets. Therefore, the marketing margin for both wholesaler and retailer are high by (57.14%) for the wholesalers and (57.5%) for the retailers respectively.

Conclusion

It is evident from the study that potential market for mint leaves exists in the study area. The wholesalers and retailers made profits in marketing of mint leaves. This was as a result of high prices they charged due to demand which is in their favour.

Recommendations

In view of the findings of the study the following recommendations were made to help mint leaves marketers in the study area.:

1. It is recommended that marketers should use the resources at their disposal to form cooperatives through which they can pool resources together to meet up the overwhelming demand.
2. Provision of adequate facilities and equipment for easy supply of product from rural to urban area. Encourage the production of mint leaves in the study area as it has been proven feasible to grow mint in commercial quantities in order to meet up demand.
3. Adequate dissemination of information on benefit of mint leaves and makes them aware of the availability of products in the markets through extension agents and other information sources such as radio.
4. Providing loans and other machineries to farmers that help them to increase productivity as well as increasing adequate supply, which lead to increase aggregate demand of the produce.

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