

## **Agricultural Marketing as a Tool To Solving Security Challenges Leading To National Development In Nigeria**

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**Abstract:** Nigeria is presently facing serious security challenges and instability that threaten our existence as people of one destiny. This article examines the important roles agriculture can play in ensuring our national security. Vocational agriculture is a skill acquisition training programme for youth to be self-employed and self-reliance in agricultural production for empowerment. In addition, democratic principles and rule of law must be enshrined in our political life for equity, fairness and justice. The roles of agriculture in ensuring national security are in the areas of reduction in rural-urban migration, youth unemployment and growth in industry. One major cause of insecurity and instability in a nation is the mass movement of unemployed youths to the urban Centre's in search of jobs. They easily become available tools for use in promoting insecurity. If these youths are well trained in vocational agriculture, with basic skills acquisition in the various disciplines of agriculture and given the necessary assistance, they can be self-reliant. This will drastically reduce rural-urban migration, thereby creating an enabling environment for effective participation in nation building and development: therefore security is guaranteed. The purpose of this article is to examine how agriculture can be used as a tool in solving the problem of insecurity in Nigeria which can bring about a lasting peace thereby leading to national development. Some of the ways agriculture can help in reducing insecurity challenges can be training the youths in modernized farming, farm produce processing, farm produce systemized storing, farm produce packaging and farm produce distribution. For this to be achieved the government must seriously look into the Fulani herdsmen activity and agricultural policies that are not favorable to the farmers. The SWOT Analysis of agriculture in Nigeria would be used for analyzing and discussing the strength, weakness, opportunities and threat of using agriculture as a tool for solving security challenges in Nigeria.

**Keywords:** Agricultural marketing activities, transportation, Packaging, storage, processing, warehousing, pricing, promotion.

### **INTRODUCTION**

Agriculture has been as old as man himself. Before the discovery of cured oil, Nigeria depended on agriculture and was known as giants in the exporting of red oil, redwood, cocoa, groundnuts, rubber, cotton and some more in those days Nigeria experience so much peace and stability in the country. Youths were largely gainfully employed in the agricultural sector. Much money was made from the agricultural sector which was used in the building of so many infrastructure projects, such as good roads, hospitals, markets, airports, railways, universities, museums, packs, industries, refineries just to mention but a few. Food was so much, everywhere and cheap that everybody could always afford food for their selves and their extended family members.

All was well with this country and its citizens

until the discovery of cured oil. Because of the kind of money that came with the oil, agriculture was abandon for the aged, Nigeria and Nigerians went after the huge money the oil brought. The discovery of the cured oil has brought so much problems to the citizens of Nigeria. This comes into force in the wake of the increasing terrorism, kidnapping, armed robbery, cultism, political thugery and above all, ethnic, Fulani herdsmen/farmers and religions clashes. The level of insecurity is on the increase despite the huge sums of money budgeted on yearly basis as security vote by the three tiers of government.

Returning back to agriculture is one sure way of reducing the problem of insecurity in our country Nigeria. For this to be achieved our youths must be made to become interested in farming. The youths should be trained in different aspects of agriculture such

as practical farming, food processing, food storage, packaging, advertisement and distribution etc. There should be policies made by the government to secure the farmers and their farms. The rural areas should be made safe for the youths as farms can only be cultivated in the rural area which has enough land for farming. The government should also put the social infrastructures in good and working condition, such as electricity, good road, government hospital, agriculture market etc. There should also be ready market created by the government for exportation of farm produce. Knowing that there is a ready market will motivate the youths the more.

### Background/problem description

In Nigeria, there are four major sectors that contribute to the country's economy, which are petroleum/oil, services, manufacturing and agriculture. The agricultural sector is then divided into crop production, forestry, livestock and fishing. The agricultural sector always has been the highest contributor to Nigeria GDP, followed by the petroleum industry. Service and manufacturing. In 2013 agriculture sector contributed about 22% of Nigeria GDP while crude oil 14% telecommunication 9% and manufacturing 7% [1] service, telecommunications, finance and construction contributes about 52% of the GDP, and at 2016 the agriculture sector contributed 24.18% of the GDP more than oil and manufacturing combined [2] This shows that agriculture is important and essential to the reviving and development of the Nigeria economy that is not doing well at present which is responsible for insecurity issues, and as well as improving the living standard of the people.

In the 1940s to 1950s over 75% of the Nigeria yearly merchandise export commodities were from the agriculture sector [3] During those times, the government was able to carry out important projects with the money earn from the export of the agricultural product. The Nigeria economy was dominated by the agricultural sector and foreign trades of agricultural product have greatly unproved the economy. Agricultural products being exported include rubber, palm oil, cocoa, coffee, groundnut and palm kernel. The exportation of these items played an important role in the development of the economy by providing capital needed for different projects. The reliance on the agriculture sector was the case during and just after the declaration of the Nigeria independence. However, the introduction of the petroleum into the export trade in Nigeria changed everything, the structure and composition of the export trade. The oil sector which was just a moderate contributor to the economy becomes very important in the 1970s. According to [4] That Nigeria is over dependant on the oil sector, it provides 95% of the foreign exchange earnings and 65% of the national budget revenues.

Agriculture must be revived so that the poverty and hunger in the rural areas, which is leading to kidnapping, arm rubbing, illegal buckers etc. can be reduce. If the agricultural sector is revisited properly, not only the youths will return to agriculture, but foreign investors will also be attracted back therefore improving the sector and the Nation's economy.

### Statement of the problem

Nigeria has abandon the agricultural sector that was contributing to the growth and development of the nation, both in its economy and manpower. The agricultural sector was abandoned for petroleum. Today that same petroleum has brought about increase in interest in politics; today winning election is now a do or die affair, so most of the unemployed youths have made their selves available for the use of the desperate politicians. This trend has brought this nation to where we are currently. Insecurity is now the order of the day. The research work seeks to find a lasting solution to security challenges in Nigeria using agriculture as a tool.

### Aim and objective of study

The objectives of this article are to find a lasting solution to hunger and poverty leading to insecurity. In Nigeria using agricultural marketing as a tool, this will lead to national development. Therefore, this work is aimed at how to

- Train the youths in agricultural marketing
- Create job opportunities for the youths using marketing activities

### Research Question

The following key questions have to be asked about Nigeria Agricultural sector, if it can be used as a tool in solving the problem of insecurity in Nigeria.

- Can our youths be trained in the agricultural marketing activities?
- Can job opportunities be created for the youths using agricultural marketing activities, which can lead Nigeria out of insecurity?

### LITERATURE REVIEW

This section of this article will be looking at different marketing activities that can help in solving the problem of insecurity using agricultural marketing. It will specifically look at

- Conceptual Review
- Summary /Conclusion

### Conceptual Review

In the discussion of agricultural marketing as a tool to solving the problem of insecurity in Nigeria, the following marketing concepts will be reviewed.

- Transportation of agricultural products
- Packaging and labeling
- Storage and ware housing

- Processing of agricultural products
- Pricing of agricultural products
- Advertising of agricultural products

**Concept of transportation means in Nigeria in rural areas**

The movements of farm produce from the farm to the market need good road and good means of transportation because of the fringe condition of agricultural produce. Ajiboye [5] in his work looked at the impact of transportation on agricultural production.

The respondents are kolanut farmers, either on full time or part-time basis as some of them produce kolanut along with other crops such as cocoa, cassava, coco yam, maize, melon and yam as well as some vegetable plants. The farmers said that they use motor cycle as a means of transportation since the introduction of motorcycle as a means of transportation in Nigeria especially in the rural areas. In the rural areas where vehicles are found and used, they only ply the roads on the market days and /or the periodic days while on ordinary days traffic is generally very light and the frequency of patronage is often reduced to zero during the rainy season. The distance covered by the kolanut farmers from their farms to the nearest motor able roads and their houses to farm and markets were also analyzed on the distance between their farms and the nearest motorable roads, 84% of the respondents have their farms within a radius of 0-3kms and above. The study show that the more the distance the farm is to the motor able road, the fewer the people who empower the farmers as well as having positive impact on productivity, increase income, employment level and reduce poverty level which has led to high level of criminality and problem of insecurity in Nigerian

finally, transport is also seen as a facilitating factor in the mobilization of the farmers and other allied workers in the overall national development of the nation.

**Concept of Packaging of Agricultural Products**

Packaging is the wrapping of agricultural products in attractive containers. This is to make it apparelling to buyers, makes it easier to carry and transport. Packaging of agricultural products is a whole lot of job, which has the capacity of employing hundreds of thousands of Nigerian youths in just one sector of agricultural marketing.

Today's most innovative packaging design focuses on the end-user, with increasingly customizable packaging, convenience and enhanced ergonomics, according to leaders gathered from around the world to serve as packaging innovation. Asked to cite the latest trend in packaging design, the budget reported securing sensitivity to environmental impact and a heightened consumer needs across all economies, improved functionality and smaller portions.

According to Tnau Agritech Portal [6] Packaging and labeling is a critical part of the packaging process for the produce and agricultural industry. Atlantic can incorporate labelers into your overall packaging system while our designated printing and graphics division can supply customized labels for individual produce items as well as trays, bags, boxes and crates. Label ling machines can significantly impact productivity and efficiency in produce packaging. Labeled produce is in would want such a land to farm and this is in consonance with the finding of Ogundang [7] and Ajiboye [8].

**Table-1: Available and most used means of transportation**

Type of trip	Lorries	Public transport	Taxis	Motor cycle	Bicycle	Head porterage	Total
Farm to farm	-	-	-	-	3	97	100
Farm to farmstead	-	-	-	1	7	97	100
Farm to village	-	-	-	3	12	85	100
Farmstead to village		1	2	5	15	77	100
Village to village	2	5	5	14	15	59	100
Village to town	3	15	10	20	12	40	100
Town to headquarters	1	21	18	32	10	18	100
Total	6	42	38	75	74	468	700
Percentage	1%	6%	5%	11%	10%	67%	100
Mean	1	6	5	11	10	67	

Ajiboye A.O and O.B Okogun [9] from this analysis we can see that see that Nigeria as a country is facing a serious challenge of, poor road condition. This has led to most of the products to remain in the rural areas and not get to the final consumers in the cities, where people who can pay good price for these farm produce. Oni [10] affirms to this when he stated, that even the few roads that are good in Nigeria crumbles

because of lack of maintenance. Agricultural product cannot get to areas where it will be valued and sold at a profiting price without good roads. This is to say that transportation plays a significant role in the structure of food production and marketing and that easy transport to market can make all the difference in the level of rural income [5].

From the analysis, it could be deduced that an improved transportation will encourage farmers to work harder in the rural areas for increased production, add value to their products, reduce spoilage and wastage, high demand from retail equipment can help farmers meet these demands.

If the youths in Nigeria are given the right skills needed for the packaging of agricultural products this will help in occupying the minds of the youths positively. This will greatly help to reduce the issues of insecurity in Nigeria.

### **Concepts of storage/ware housing of agricultural products**

Nigeria is vast in land and not just land but fertile land that gives its yield in quality and quantity: but we are seriously lacking behind in storing of the agricultural produce, so as to remain in good condition and quality until they are consumed up. This is another agricultural sector that has the capacity to gainfully employ our youths. If our food is stored using the right fertilities, this will not only reduce unemployment but help keep the produce in the market for a very long time. This will also help bring down food prices in Nigeria.

Tnau Agritech Portal [6] Stated that storage and warehousing are important marketing functions, which involves holding and preserving goods from the time of production until they are needed for consumption. The storage of goods, therefore, from the time of production to the time of consumption, ensures a continuous flow of goods in the market.

Storage protects the quality of perishable and semi perishable products from deterioration. Some of the goods for example woolen garments, have a seasonal demand. To cope with this demand, production on a continuous basis and storage become necessary. It helps in the stabilization of prices by adjusting demand and supply.

### **Storage means**

The phase of the post-harvest system during which the products are kept in such a way as to guarantee food security other than during periods of agricultural production.

### **The main objectives of storage can be summed up as follows**

- At the food level. To permit deferred use of agricultural products harvested
- At the agricultural level, to ensure availability of seeds for the crop cycles to come.
- At the agro-industrial level, to guarantee regular and continuous supplies of raw materials for processing industries
- At the marketing level to balance the supply and

the demand of agricultural products, thereby stabilizing market prices.

In other to attain these general objectives, it is obviously necessary to adopt measures aimed at preserving the quality and quantity of the stored products over time influences of environmental factors. Such as

- Temperature
- Moisture
- Oxygen content.

### **Storage methods**

There are basically two methods of storage: in bags and in bulks. Bags can be stored either in the open air or in warehouses; bulk grain is stored in bins or silos of various capacities.

The choice between these methods and the degree of technological sophistication of the storage buildings depend on many technical, economic and social-cultural consideration. Nigeria leaders can use storage of agricultural product as a means of keeping the ever increasing number of youths gainfully employed. Instead of empowering the youths with weapons of political war, let them equip them with gainful skills in storing of farm produce, which can lead to the exportation of well stored and packaged farm produce just as the develop countries are doing. If these youths who are taught to kill all political enemies are rechanneled into exportation of farm produce, then, insecurity will become a thing of the past, and then. Nigeria will experience rapid development.

Warehouses are scientific storage structure especially constructed for the protection of the quantity and quality of stored products.

### **Type of warehouse**

- Private warehouse
- Public warehouse
- Bonded warehouse
- General warehouse
- Refrigerated warehouse

### **Concept of processing and preservation of farm produce**

To process and preserve fresh produce successfully, the spoilage agents must be destroyed without ruining the nutritional value of palatability of produce itself. Unfortunately, fruit, vegetables and roots crops are the only natural sources of the essential vitamin C in our food. This vitamin is easily destroyed especially where processing makes use of heat. In order to retain the maximum amount of vitamin C in processed food, it:

- Should be used when freshly harvested
- Must not be subjected to long soaking or washing
- Must be processed immediately after preparation

- Should not be treated in copper, iron or chipped pans
- The best methods for small-scale processing are:
- Drying, Chemical, Preservation and heat processing

### **Drying**

All living materials require water for survival. Fresh produce contains up to 95 percent water and thus is sufficiently moist to support both enzyme activity and growth of micro-organisms. The aim in drying is to reduce the water content of the produce to a level insufficient for enzyme activity or the growth of micro-organisms produce can be dried by using solar or artificial heat. Solar (Sun) drying is cheap but not easily controlled as dehydration by more sophisticated means. In some countries, heat from burning agricultural waste is used for drying, as in copra driers, which have also been used for drying root crops.

### **Processing using chemicals**

Chemicals used in processing include Sugar, Salt, Vinegar and Chemical preservatives such as sodium metabisulphite.

### **Concept of pricing of agricultural produce**

Pricing is an important and complete element of the marketing Mix and generate the high-test level of external interference. It is a major determinant with volume of goods and service available for the consumer in any economy. Therefore, a firm, especially those in profit business has both external and internal pricing policies and technique which are available to achieve its organization objectives. Adirika Ebue and Nnolim [11] stated that which producers in the agricultural sector appear to be price takers, the middle men have considerable influence on the price of the product sold to consumers. This is over and above the necessary add-on for services and profit performed and is made possible in dealing with small scattered production units.

Edoga and Ani [12] noted that price is often used to indicate value when it is paired with the perceived quality of product or service specifically, value can be defined as the ration of perceived quality/price).

The relationship shows that for a given price as perceived quality increases, value increases. Also for a given price, value decreases.

### **Advertising and promotion concept of agricultural product**

With so many different advertising options out there for agricultural buyers and suppliers, we thought to take a look at some of them.

### **Print media**

Magazines and newspapers provide a very large often traditional, audience to get your products in front of, with a proven track record. Adverts can give you a huge amount of exposure, and are brilliant for new product launches where there is a concern about brand recognition or for mass marketing.

### **Face to face**

You can get your product right in front of the customer. If your products are something that needs to be demonstrated to be understood, this might be the best course of action. This relies on your ability to sell your product and you know immediately if your tactics have worked.

### **Internet**

The audience of your internet-based advertising can be as broad or specific as you would like. You can hit every farmer in the UK or just those in your local area. Spend can also be varied depending on your budget sum, no amount of money can be 100 little in regards to internet advertising. It also gives you measurable and quantifiable statistics from which you can learn about the most effective techniques.

### **Radio**

Radio is very broad- hitting advertising channel and as a result, is rarely used in UK Agriculture. Depending on how you spend your money. You could be hitting tens of thousands of people. But if you run a farm shop or petting farm, radio might be the right fit, if lots of people in the local area listen to a regional radio programme etc.

Alex B. [13], According to Europa news room [14] this Eu commission or for agriculture and rural development Phd Hogan said the 2016 round of calls has shown that the reformed promotion policy succeeded in opening the doors to new applicants as almost 50% of those programmes which received funding were submitted by applicant who have never benefited from promotion funding in the past. They have also allowed for higher than ever diversification in term of the number of third countries covered. This year's calls keep the emphasis on promotion outside the Eu, while providing for increased funding of multi programmes.

Zabla [15] stated that promotion of agricultural products is the priority for the annual work programme which submission process just opened on the 4<sup>th</sup> of February and will be closing on the forth coming 25<sup>th</sup> of April 2016. The work programme will be implemented through the publication of the calls for proposals, for simple and multi programmes in early 2016 with the aim to select promotion campaigns for Eu funding.

**Swot analysis of Nigeria agriculture**

In order to develop an effective plan to make the Nigeria agriculture competitive and back to its best, a SWOT analysis was carried out. Therefore, this part

of article will be discussing the strengths, weaknesses, opportunities and threats of the Nigeria agriculture. The table below shows the element use in this analysis.

**Table-2: SWOT Analysis of Nigeria Agriculture**

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
Great agro and ecological zones Native farming system Free trade (large domestic and international market) Low cost of labour Large numbers of farmer Large numbers of trained manpower in agriculture international organizational support e.g. World bank, FAO	Too much focus on crude oil Outdated equipment Unstable agricultural policies Unstable economic Lack of support Large numbers of small farmers (low skilled) Poor marketing Lack of current information
<b>OPPORTUNITIES</b>	<b>THREATS</b>
Free trade (large domestic and international market) Large income from crude oil Good telecommunication system Large numbers of trained manpower in agriculture Plenty of raw material e.g. fertilizer Improved and developed planting material	Climate change Unsustainable agricultural practices Pest and disease Religious and ethnic conflicts Unstable policies Unstable government

Nuga, B. O *et al.*, [16]

**Strengths**

One of the main strength of agriculture in Nigeria is the varied agro climate regions like the Niger delta area in the south with lots of rain and therefore has potential for aquatic farming and same goes with most of the southern part of Nigeria and also the northern part of Nigeria which is often dry has a potential for C4 crop production and livestock raring. The raining season in Nigeria last for over 6 months which is good for the cultivation of crops such as rubber, coffee, groundnut and cocoa in exportable quantities and cultivation of staple crops such as yam, rice, and maize can be grown in most areas. The native style of farming in Nigeria is easy and simple, and it's not capital intensive and is supported by large number of farmers whose main occupation is farming. The cost of farm labour in Nigeria is low since a day's wage is about \$20 [16]. The numbers of graduates from the department of agriculture have increase gradually over the years and therefore an increase of trained manpower in the agriculture industry. Nigeria has a free trade relationship with most countries in the world which has high demand for her agricultural produce. Base on the strengths mention above and including others not mention might be a reason why international organizations like the FAO and world bank are interested in Nigeria agriculture.

**Weaknesses**

Despite a very good natural strengths inherited by the Nigeria agriculture system, its contribution to the Nigeria economy have been hinder by many factors. Many and including the government have stated that the discovery of crude oil in Nigeria is the main reason for the country's slumbered growth and continue down sliding of the agricultural sector. The attention of the

government and the populace was diverted from the agricultural sector by the crude oil industry, because of the quick returns with excess funds gotten from oil trade. Due to the neglect of the agriculture system by the government, there was mass urban migration from the rural area. The oil exploration also came with pollution of the environment; rivers, lakes and agricultural lands. Machete and hoe are the main tools used by the average farmer in Nigeria, in today's world this is pretty bad as technology is well advance and no country using machete and hoes as main tools can compete effectively in today's world of agriculture.

Another major constrain in the Nigeria agricultural sector is the unstableness of the government policies as regard industrial development and socio economic. For example, a policy on rice and cassava production was abandoned halfway through and thus left many farmers with unsold product and therefore loss. The lack of infrastructure e.g. bad road, electricity, poor storage system etc. is making things worse for the agricultural system. In regards to marketing, farmers have not been encouraging or supported when it comes to adding value to their product through packaging, quality, marketing and processing, as this is making their product less competitive in the international market.

**Opportunities**

There are lots of opportunities for Nigeria to make a comeback in the agricultural sector. A few of these opportunities are; the money gotten from crude oil, some of this money can be invested into reviving the agricultural sector. The availability of a large domestic and international market, because of the free trade relationship with other nation, Nigeria has the

opportunities to export her by-products like palm oil, rubber, banana and cotton etc. The product from the petro-chemical industries can be used to enhance farm input like fertilizer, therefore bring down the cost of production by bringing down the cost of fertilizer. The telecommunication facilities in Nigeria have greatly improved, like the internet, telephone and TV; this can help the average farmers to get information easily. The above opportunities mention should be worked on and improved as it would help in the rejuvenating of the agricultural sector.

### Threats

One threat of agriculture everywhere is climate change, and it threatens the rejuvenating of the Nigeria agricultural sector. The effect is likely to be increase by the lack of good management technique and frequent pest and disease incident. As pointed out in Nuga [17], the effect of climate change can become more pronounce because of land degrading activities, like the decisions on land to be used which are made without or very little thought of the environment effect and the biophysical status of the soil because economic and political considerations are put first. Oil exploration and other related activities like mining is also a threat to the agricultural sector especially in the south-south region where there is plenty of oil, Rivers and land have been polluted by waste form mining activities. One of the major threat is the frequent change in government policies and administrators, these changes makes it difficult for potential investor to invest in the Nigeria agricultural sector. The northern part of the country has been face with religion and ethnic conflict, which is yet to be fully defused and thus is a threat to development in that region.

### CONCLUSION

Agriculture is the sure way out of security challenges. This means that agriculture has to be given the top most priority in terms of funding and man-power development.

### RECOMMENDATIONS

- The youths who are mostly used for political thugery should be reoriented in to agricultural marketing as there is a very huge profiting/gaining market going on all over the world.
- The government should take the issue of Fulani herdsmen very serious and bring it to an end as that is capable of throwing this country into unbearable hunger and starvation
- The road in the rural areas where we have our farms should be put in good and motor able condition so that farmers can move the produce out of the farm on time and in good condition
- The youths should be given skills in agricultural marketing so that they can make huge money without going unto criminality and distortion of life and property as that is the ongoing trend in Nigeria

today.

The old good days of agricultural boom can come back if only all hands will be on dark. And if this happens the problem of insecurity would be over

### Contribution of Knowledge to the Society

This research work found out that other articles on using agriculture as a tool in solving the problem of insecurity in Nigeria has not really looked at the Fulani's herdsmen activities and how it is leading to shortfall in agricultural marketing activities.

This research also found out that most articles has not really considered the movement of agricultural products to the cities where the rich who can pay very high are located.

This research work has also found out that, the possibility of the young man going into packaging and exportation of agricultural product has not really been considered by many articles.

And so this article has contributed to knowledge by looking at these important areas of suing agricultural marketing as a tool in solving the issue of insecurity in Nigeria.

- Transportation of agricultural products
- Packaging of agricultural products
- Storing of agricultural product and
- Processing of agricultural product by the very young men who are engage in creating insecurity in Nigeria.

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