

PrOpCom

Making Nigerian Agricultural Markets Work for the Poor

Monograph Series # 13

**Project Delicacy II:
Ofada Rice Demand Characteristics
And
Measurement Study**

Prepared by

Communication and Marketing Research Group Ltd.

(CMRG Ltd.)

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Communication and Marketing Research Group Limited

Project Delicacy II
*(Ofada Rice Demand Characteristics & Measurement
Study)*

CMRG JOB NO. 001/00207

Background

- ❖ Promoting Pro-Poor Opportunities in Commodity and Service Markets (PrOpCom) is an innovative project funded by the Department for International Development of the United Kingdom (DFID) to facilitate functionality and efficiency of Nigerian commodity and service markets in such a way as to assure these markets benefit the poor.
- ❖ PrOpCom's goal is to improve livelihoods by facilitating growth and pro-poor outcomes in commodity and service markets and to contribute to the overarching (DFID/Nigeria) goal of poverty alleviation in support of NEEDS and the attainment of the Millennium Development Goals (MDGs).
- ❖ PrOpCom will use a "Making Markets Work for the Poor" (M4P) approach to address the systemic reasons that prevent commodity and service markets from functioning effectively for the poor in Nigeria. In doing so, it will contribute to delivery of the vision for growth in the non-oil economy outlined in NEEDS.
- ❖ The project purpose is to support systemic change in markets on which the poor rely to produce pro-poor outcomes and opportunities such as:
 - ❖ Enhanced incomes;
 - ❖ Increased jobs;
 - ❖ Improved access to markets;
 - ❖ More options and choices; and
 - ❖ Reduced risks.
- ❖ PrOpCom would contribute to removing constraints to efficient market operations and linking market actors to work together and serve each other on a sustainable basis.
- ❖ The programme will address poor market functioning along selected commodity chains, with the objective of improving access and returns to the livelihood assets of the poor.
- ❖ Rather than directly support the poor, PrOpCom will play a catalytic role such that its programme activities will work with business associations, service providers and other intermediaries who already serve functions along market chains in which the rural poor have a stake. By facilitating fundamental changes in the functioning of markets and the rules of the game governing access by the poor, systemic change will be encouraged.

The Ofada Rice Demand Characteristics & Measurement Study

- ❖ Building on an earlier study (Definition of Ofada Rice qualities), PrOpCom now seeks to know the ethno-cultural dimension of Ofada Rice as well as the demand estimate for the product to enable it support a market –led development effort that is cost-effective and pro-poor
- ❖ In particular, PrOpCom requires an empirically-based estimate of the various aspects of demand for Ofada Rice
- ❖ Consequently, a Service Provider was required to undertake a study in selected markets in Nigeria
- ❖ This report by CMRG's presents findings from the study

Objectives

- The main objective of the study was to obtain an empirically-based estimate of the various aspects of demand for Ofada Rice.
- The specific objectives were:
 - To clearly define the dimension and scope of Ofada Rice ethnic and culturally-based demand in terms of :
 - The cultural and traditional basis of the use and appreciation of Ofada Rice
 - The form such ceremonies take
 - The time of the year that they occur
 - Any process of preparation of Ofada rice to meet these traditional characteristics
 - How widely based the ethnically-focused use and appreciation of Ofada Rice is
 - Whether there has been a long-term traditional use of Ofada Rice or its use is for a more recent event in which Ofada Rice plays an important role
 - To obtain an estimate of the size of demand (in metric tonnes) for Ofada Rice broken down by:
 - *Time*: whether the demand is constant or seasonal, and if seasonal, what is the season in which it is demanded?
 - *Location*: Where the demand is located? Urban areas and the specific districts and markets within each area (e.g. Lagos, Abeokuta, Ibadan, Abuja and potential other cities in the North and South-East where the demand occurs; local demand for Ofada Rice in the South-West; Other areas of the country where Ofada Rice is sold in significant quantities.

Objectives Contd.

- *Form*: Quantity of estimated demand for the various forms of Ofada Rice including aromatic and non-aromatic Ofada Rice,; quality differentials among these two types of Ofada Rice (in terms of colour, cleanliness, number of broken grains, grain size, etc), metric tonnage and price differentials among the various forms and quality differences over time
- *Markets*: Estimate of the quantity of Ofada Rice by types sold by various market channels such as institutional buyers, traders in local markets, local packagers, resellers and export markets.
- To obtain a flow chart of linkages between the source and various destinations (end-users) of Ofada Rice in terms of :
 - Estimated quantities of Ofada Rice by type flowing to each destination
 - Formal and informal barriers to the free flow of the product between the source and the various destinations

Action standard

- ❖ Results of the study will be used to design a market-led development strategy that can reduce costs and benefit the poor.

Research Method

- Quantitative research technique using semi-structured interviews approach amongst the following target groups:
 - ✓ Consumers/Housewives
 - ✓ Professionals (i.e. small/large catering outfits)
 - ✓ Trade (i.e. Retailers & Wholesalers of Ofada rice)
- In all, a total of 912 effective consumer's interviews, 77 Professionals and 123 Trade interviews, structured as follows was achieved across the following locations.
- Coverage: South-West and Abuja.

Location	Total	Consumers	Housewives	Professionals	Trade
Lagos	200	109	91	30	36
Abeokuta	150	75	75	10	35
Ibadan	150	90	60	10	23
Ado-Ekiti	152	100	52	10	10
Ilesa	150	88	62	5	9
Abuja	110	82	28	12	10
	912	544	368	77	123

Sampling Strategy

- ❖ Our sample selection strategy for the various categories of respondents is as shown below:
 - ❖ Consumers/Housewives: A modified multi-stage sampling technique was used. This involves random selection of primary sampling units, dwelling structures and households. Then either the house wife or a non housewife aged 18 years and above was selected from that household. Initial interview was conducted for every one so selected from that household irrespective of whether or not they consume Ofada rice. This enabled us estimate the penetration and size of the market for the product.
 - ❖ Professional Buyers: A purposive, non-random sampling method was used in selecting this group. This involves selecting any outfit that fits into either the category of large caterers (QSRs) or small neighbourhood restaurants offering local/traditional delicacies.
 - ❖ Middlemen/Distributors: The same process adopted for professional buyers was applied in the selection of dealers in Ofada Rice

Limitation

- Survey featured all the states except Ondo in the South-West sub-region. Interviews were limited to the urban areas.

Executive Summary

Scope of Consumption:

- Findings from this survey reveal a consumption incidence of 36% amongst the sampled households in the South-West region and Abuja.
- Abeokuta in Ogun State however, recorded a significantly higher than average consumption level with 58% mention, followed by Ilesa in Osun State (38%), Ado-Ekiti in Ekiti State (34%), Ibadan in Oyo State (34%) and Lagos (31%). Abuja generated only 18% score in this regard thus suggesting that prevalence of Ofada rice consumption is stronger in the South-West currently. Members of the trade and professional buyers also confirm the South-West as the dominant producing and consuming areas for Ofada Rice.
- About 6 out of 10 consumers take Ofada as a regular meal in their homes, particularly the 'AB' socio-economic class households (75%). 29% consider Ofada rice as both regular and special occasion meal whilst the proportion of households who consume it strictly on special occasions such as birthday parties, festive periods and burial ceremonies stands at 10%.
- Indications from the study established no linkage between Ofada rice consumption and any particular traditional/cultural practices. Only a few who eat Ofada rice at special periods do so at parties/commemorative events. Choice at such times was due mainly to the "natural" and "local" taste/flavour of the rice.
- While production is seasonal (during the rainy season from March to August), consumption of ofada rice takes place all the year round, a fact which is unconnected with the finding that ofada rice is largely consumed as a regular meal.
- For now ofada rice consumption is largely limited to the South-west markets. Only a deliberate effort aimed at creating awareness and promoting the peculiar values of the product will extend consumption to other areas.

Demand Patterns/Estimates:

- The average household consumer of Ofada rice buys 6.46kg of the product per month. Abeokuta (11.62kg) and Ibadan (7.04kg) again recorded remarkably higher household volume purchases compared with other locations. Retailers in the local markets account for the bulk (90%) of all purchases even though, average quantity bought from this source seldom exceeds 5.09kg. Wholesalers/Distributors and Farmers also emerged as sources of obtaining Ofada rice, albeit, with higher quantities (ranging between 12.5kg – 13.61kg) when patronised.
- Average monthly spends on Ofada rice stands at N871.70 per household. However, consumers in Lagos far exceeded this limit with average monthly spend of N1,264.00, followed by Ado-Ekiti and Abeokuta with N1,205.00 and N1,079.00 respectively.
- On the whole, indications from this survey suggest an aggregate market estimate of 8,763 metric Tonnes per month for Ofada rice in the South-West region and Abuja.
- This is going by the 36% consumption incidence amongst the sampled respondents and a monthly average volume of 6.46kg per household. This also translates to total annual estimated market size of 105,156 metric tonnes or Naira value of N1,183,091,386.5 for Ofada rice in this sub-region and Abuja.

Implications:

- ✓ *Ofada rice presently connects with consumers based largely on the “home food” and “linkage to the roots” platform. The bulk of demand is still generated by consumers going for the product, whilst with very little attempt exists by the industry itself to “reach out” or sell its offers/benefits to consumers.*
- ✓ *This clearly means that the industry stands to record yet significant growth through a co-ordinated programme of marketing that would profile the benefits of Ofada rice and deliver it to the market with an appropriate positioning platform. In this context, proper packaging, branding, point of sales merchandising, consumer education and promotions would go a long way.*
- ✓ *Essentially, growth prospects are anchored on the findings that apart from the 36% consumption incidence recorded amongst the randomly selected household, 21% of those who are not current consumers indicated positive intention to try the product in future.*
- ✓ *Ofada rice should be positioned as a regular meal in view of the preponderance of the consumers who claimed to eat ofada as a normal meal*

Aromatic and Non-Aromatic Types

- *Among consumers, the existence of these two varieties appears to be a subject of debate as no consensus of opinion was established.*
- *Also among professional buyers and the trade, there seems to be no such varietal differences*
- *However, the bulk of farmers recognized existence of the two varieties*

Where Ofada Rice Is Grown/Sold

- *Consumers strongly associated Ofada with Ogun State (62%). 19% and 7%, in fact, mentioned Abeokuta and Ifo respectively. At a lower level, 27% claimed Ofada rice is sourced from Ekiti State whilst 5% mentioned Osun State. This view is consistent with those of the trade and professional buyers*
- *The fact that other towns in Ekiti and Osun States are also noted for production of varieties of local rice perhaps means that some of the other local varieties are sometimes mistaken for Ofada rice.*

Major Markets From Where Consumers Obtain Ofada Rice

- *Lagos: Mushin, Ifo, Mile 12, Agege markets*
- *Abeokuta: Ofada village, Abeokuta, Kati markets*
- *Ibadan: Bodija, Oja-oba markets*
- *Ado-Ekiti: Ikere Ekiti, Afao Ekiti, Igbemo Ekiti markets.*
- *Ilesa: Owode, Monday markets*
- *Abuja: Kura, Lambata, Gwagwalada, Mpape markets*

*Problems Encountered:**Channel issues (by Professionals)*

- High cost of product transportation from the Farmers/Distributors and Wholesalers to outlets presents a major challenge as were non-availability of products in right quantity needed and expensive nature of products.

Preparation Issues (By Consumers and Professionals)

- Length of time required removing stones/chaffs/dirts prior to cooking and fairly longer time required to cook emerged as major disincentives to these target groups.

Pests & Insufficient rains (by Farmers)

- Pest attacks and lack or insufficient rains are major problems to the farmers.

Price instability/Low price (By Farmers & Trade)

- There is also the issue of unstable pricing and low price which the farmers and traders complained about.

Conclusion & Marketing Considerations

- More consumers are beginning to see Ofada rice as a regular meal that is consumed all the year round. The product should therefore be positioned not only as a special meal but also as a normal meal
- As a special meal, Ofada rice should be associated with commemorative events where a sense of bonding, caring and sharing is strong
- Ofada rice consumption is for now largely limited to the South-West area. There should be a deliberate effort to promote consumption beyond this region by creating awareness and promoting the unique values of the product
- There are serious bottlenecks against expanded production and distribution of Ofada rice which need to be combated. These include transportation difficulties, price instability, pest attacks, insufficient rains, etc. A well articulated stakeholder solution to ease these problems is imperative
- Ofada rice industry needs a corporate touch especially in the area of branding, packaging and general marketing to increase its equity. Partnering with a corporate organization that will help to add value to the commodity will make a great difference.
- The current market potentials in the Ofada rice value chain are such that would hold promise for an existing multi-national firm which already enjoys a measure of goodwill in the area of foods production. Co-ordinated brand marketing approach at this stage would not only benefit farmers through provision of guaranteed sales of farm produce/capacity building, it would also "sell" Ofada rice credibly to the larger populace using appropriate positioning platforms. To this end, companies such as UAC Foods, Nestle and CadburySchweppes and established food chains such as Mama Cass, Sweet Sensation, Tantalizers and so on may be considered as stakeholders in subsequent Ofada Rice value chain initiatives.

Detail of Findings

Ofada Rice Market Overview

- Incidence of Consumption: Proportion of random sample of rice consumers in the South-West and Abuja who currently consume Ofada rice in their households is 36%. Details by specific markets are given below:

Markets	% Incidence of Consumption
Total Market: South-West & Abuja	36
Lagos	31
Abeokuta	58
Ibadan	34
Ado-Ekiti	34
Ilesa	38
Abuja	18

Random sample Base: 872

The study generated 36% Ofada rice consumption incidence amongst sampled households in South-West and Abuja. Abeokuta recorded the leading mention with close to 60% currently taking Ofada rice in their homes. It is followed by Ilesa with 38% level. 34% of the households in Ibadan and Ado-Ekiti each consume Ofada rice compared with only 18% level in Abuja. This shows that Ofada rice is predominantly consumed in the South-West. Consumption outside the South-West is almost nil

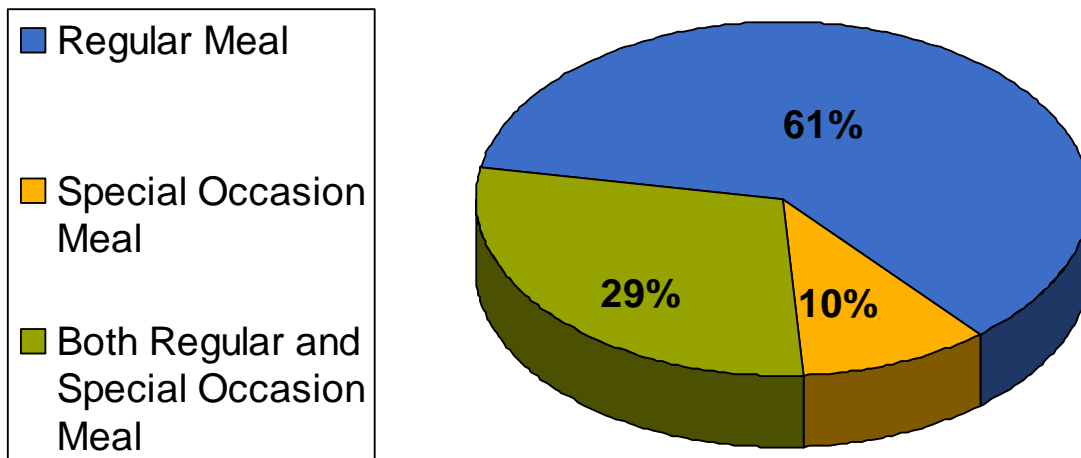
Ofada Rice Demand Estimates

Total Population (2006 Census)	140,003,542
Population of South-West & Abuja	28,987,193
% of Population in urban areas	65%
Urban population in South West/Abuja	$.65 \times 28,987,193 = 18,841,675$
Average no of persons per household (urban)	5
Estimated number of households	3,768,335
Incidence of Ofada Rice consumption	36%
Household average volume consumption per month	6.46kg
Proportion of household consuming Ofada Rice	$.36 \times 3,768,335 = 1,356,600.6$
Aggregate monthly consumption per household (South West & Abuja)	$6.46\text{kg} \times 1,356,600.6 = \mathbf{8,763,639.9\text{kg}}$ (or 8,763 MT)
Annual estimated demand (in volume: Metric Tonnes)	$12 \times 8,763 \text{ MT} = \mathbf{105,156 \text{ Metric Tonnes}}$
Annual estimated demand (in value @ N135*/kg)	$N135 \times 8,763,639.9\text{kg} = \mathbf{N1,183,091,386.5\text{billion}}$

* This price point which we obtained from the survey may be lower than current market rate given the price of N295 obtained by anecdotal evidence

Ofada Rice: Normal Vs Special Occasion Meal

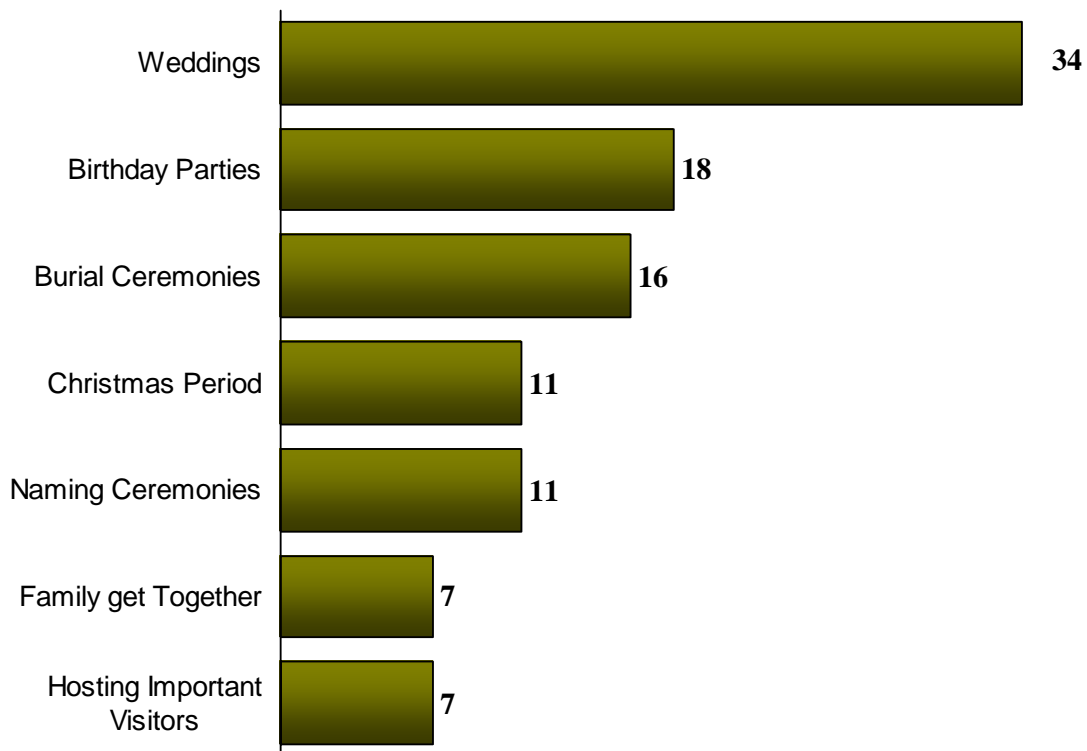
Base: 433 (All who consume Ofada: Random + Booster)



- Ofada rice is consumed essentially as a regular meal amongst the majority of our respondents. As high as 75% of 'AB' social class households, in fact, consider Ofada rice a regular meal. 10% however, identified it as a special occasion food item.
- The implication of this is that Ofada rice could be positioned as a regular meal and not meal for only special occasions

Special Occasions Ofada is Consumed

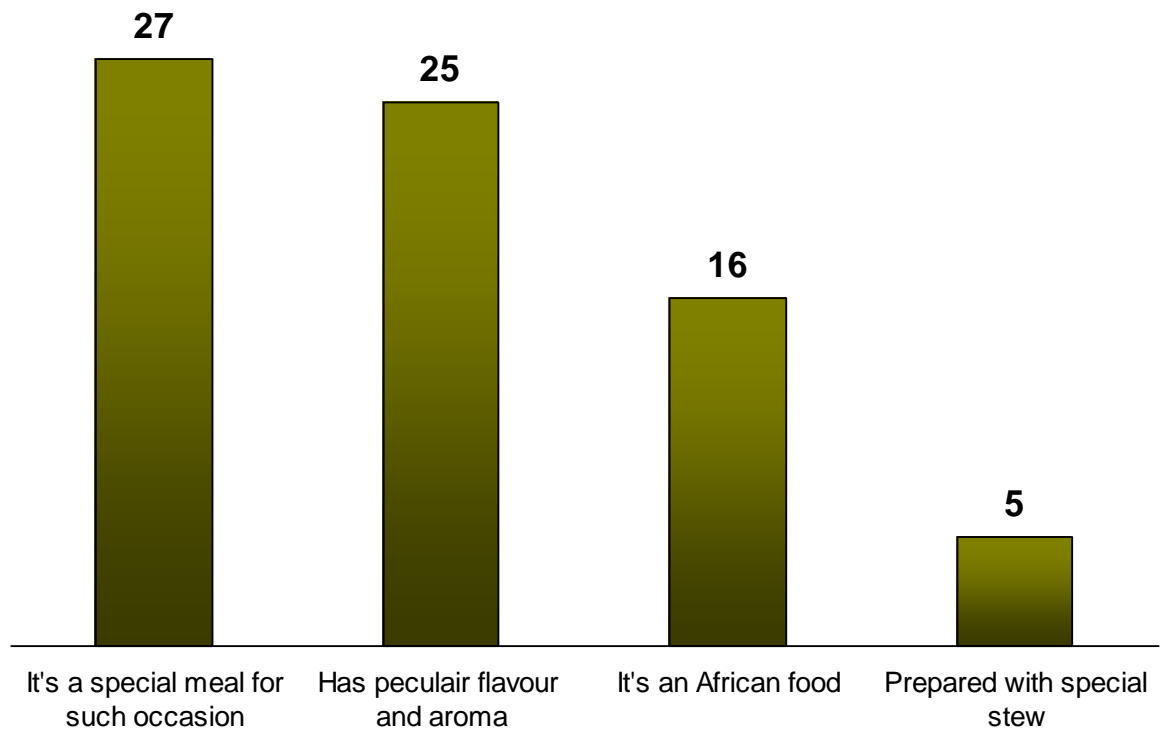
Base 44: (Those who consume Ofada on special occasion)



- Amongst the few who identified Ofada rice as a special occasion meal, commemorative events such as weddings, birthday parties and burial ceremonies topped the list of such special occasions.
- In the major consuming areas (South-West), ofada rice is a regular item when celebrating such commemorative events

Key Reasons for Serving Ofada Rice on these Occasions

Base: 44 (Those who consume Ofada on special occasions)

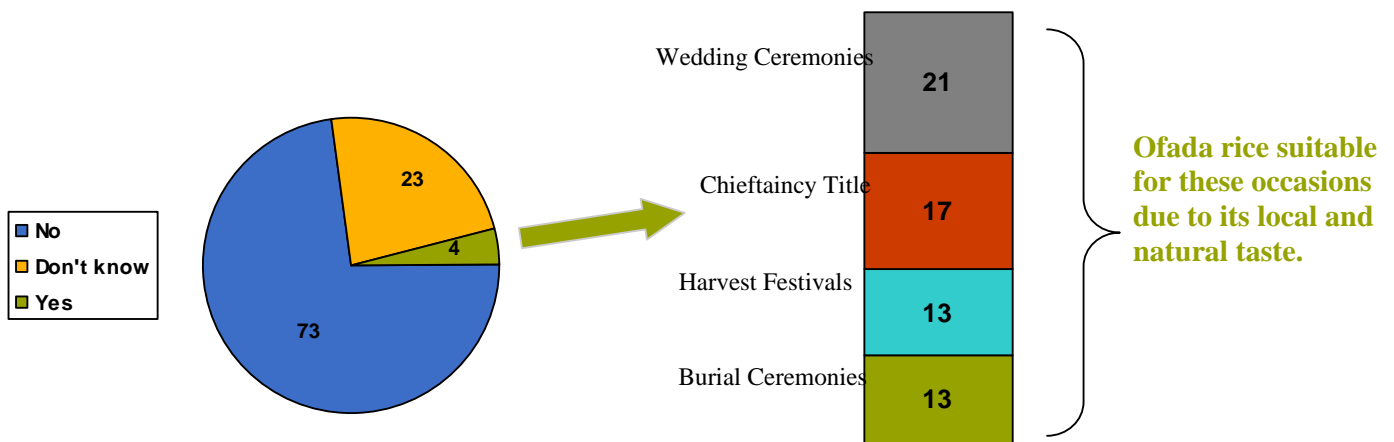


- The peculiar taste and flavour of Ofada rice particularly endear it to consumers at these occasions.

Cultural/Traditional Linkages

n=433 (All consumers of Ofada)

Any traditional/cultural linkage or association with Ofada rice?

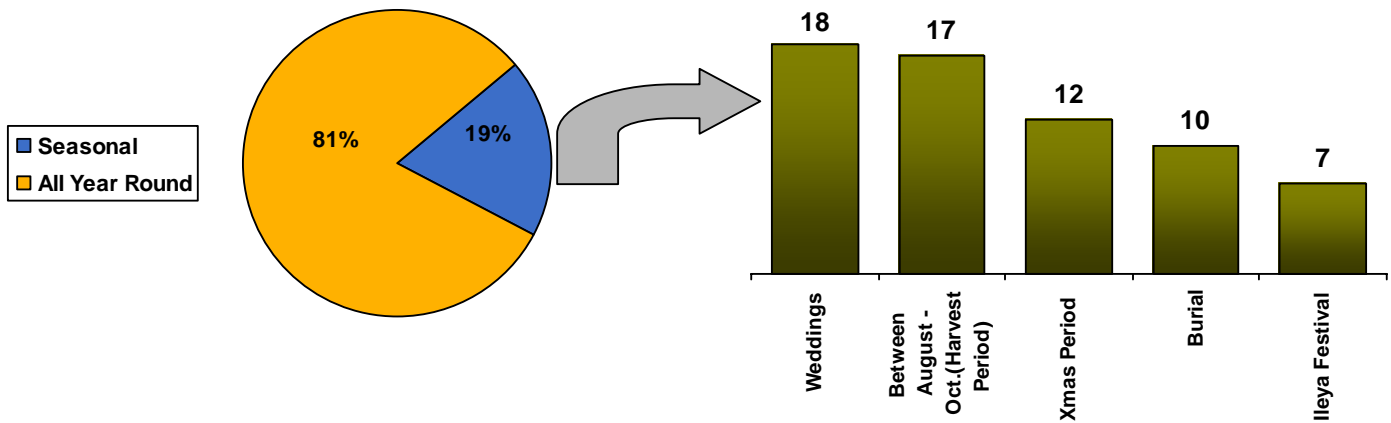


• The respondents did not associate Ofada rice consumption with any cultural/traditional practices or ceremonies. Rather, a linkage to festive periods and parties was established, due largely to Ofada’s natural taste.

Demand Pattern

Base: 433 (All consumers of Ofada Rice)

n=82



- Ofada rice consumption is not limited to any particular time or season. Thus, in addition to commemorative events and parties, the survey recorded an all year round demand pattern.

Average Quantity Bought Per Household (Monthly)**Base: 433 (All consumers of Ofada)**

Total market: South-West & Abuja	6.46kg
Lagos	5.32kg
Abuja	4.32kg
Ibadan	7.04 kg
Ado-Ekiti	3.10kg
Ilesa	5.89kg
Abeokuta	11.62kg *

- Average volume consumption per household per month stands at 6.46kg. However, study recorded more intense consumption patterns in Abeokuta (11.62kg), Ibadan (7.04kg), Ilesa (5.89kg) and Lagos (5.32kg).
- By inference, increased perception of Ofada as an all year round/every day meal portends strong prospects in volume increase for the food item amongst rice consumers in the South-West.

Average Monthly Spend

Base: 433 (Consumers of Ofada)

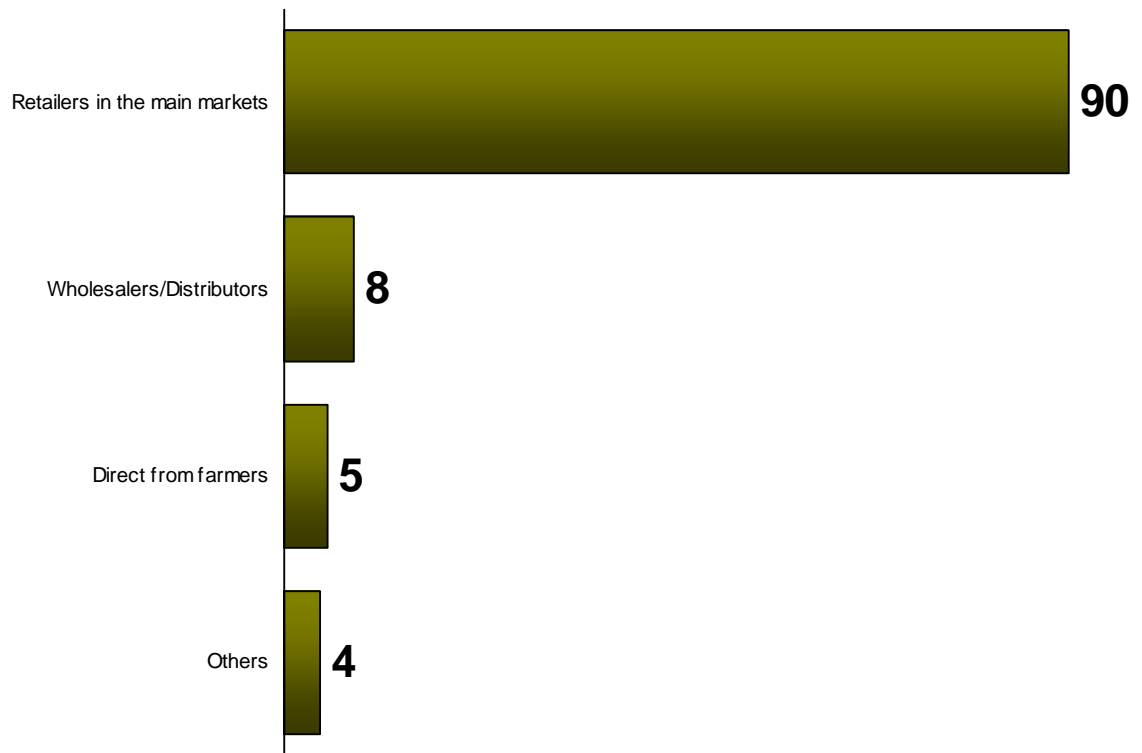
Amount Spent On Ofada in One Month

South-West & Abuja	871.70
Lagos	1,264.00
Abuja	839.50
Ibadan	679.50
Ado-Ekiti	1,205.00
Ilesa	452.20
Abeokuta	1,079.00

Even though, average spend per month on Ofada stands at N871.00, consumers in Lagos, Abeokuta and Ado-Ekiti recorded a higher monthly spend with N1,264:00, N1,079:00 and N1,205:00 respectively.

Purchase Outlets

n=278



- Retailers in the main markets (90%) play a key role in the Ofada rice distribution chain. At a much lower level, under one-tenth each further source from Wholesalers/Distributors and farmers directly.

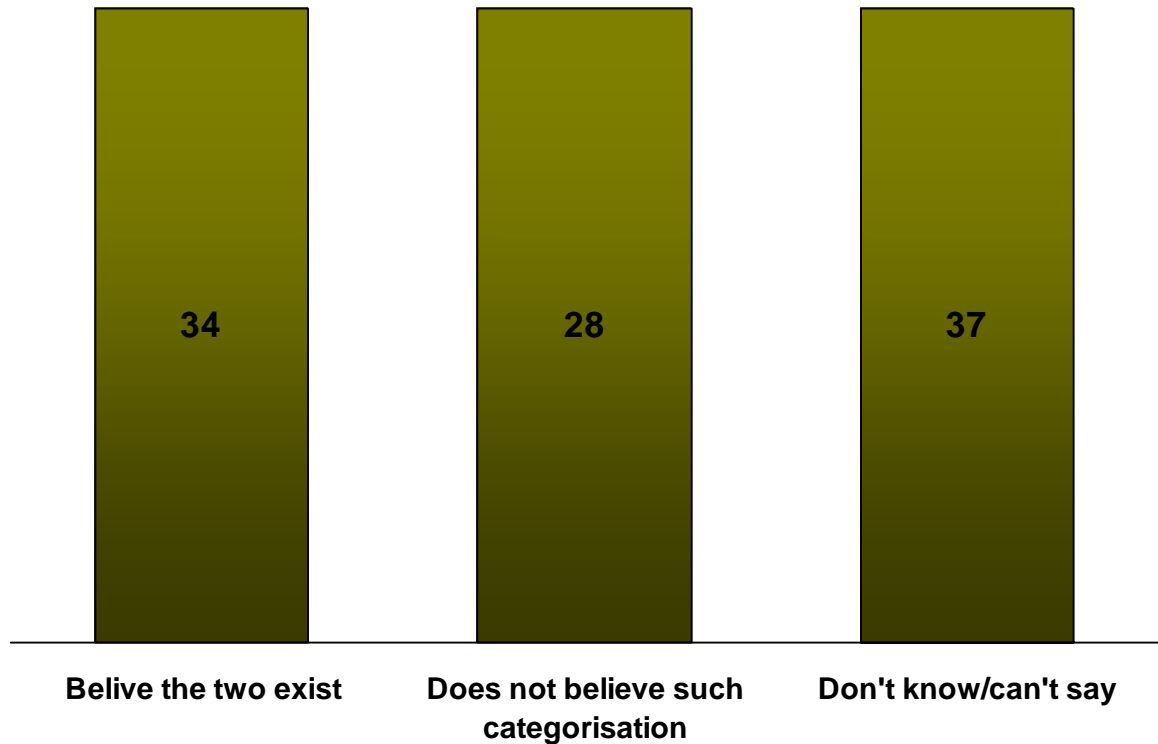
Quantity Bought From...

Source	Average Quantity in Kg
Farmers	12.5kg
Wholesalers/Distributors	13.6kg
Retailers in the main market	5.09kg

- Whilst the average quantity sourced from farmers and wholesalers is around 12.5kg to 14.00kg, consumers buy in smaller portions (5.09kg) from the open market retailers.

Existence of Aromatic & Non-Aromatic Types

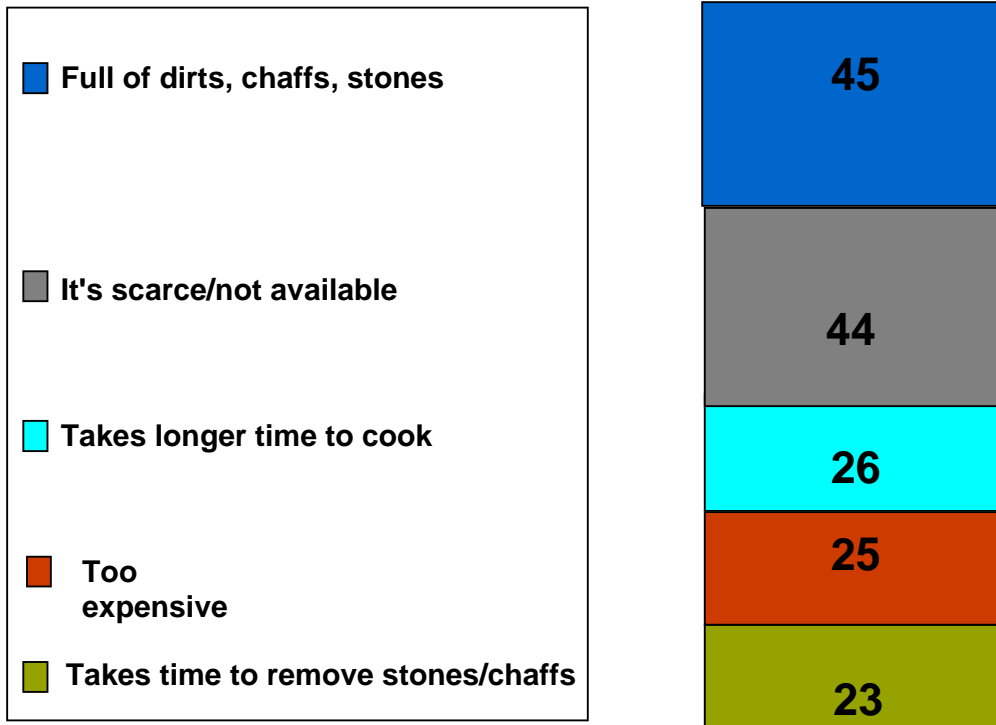
Base: 433 (All consumers of Ofada)



- Amongst current consumers, only about one-third claimed knowledge of having two types/variants of Ofada rice.
- This implies that varietals difference based on aroma is not strong among consumers

Major Problems Encountered (Buying/Consuming)

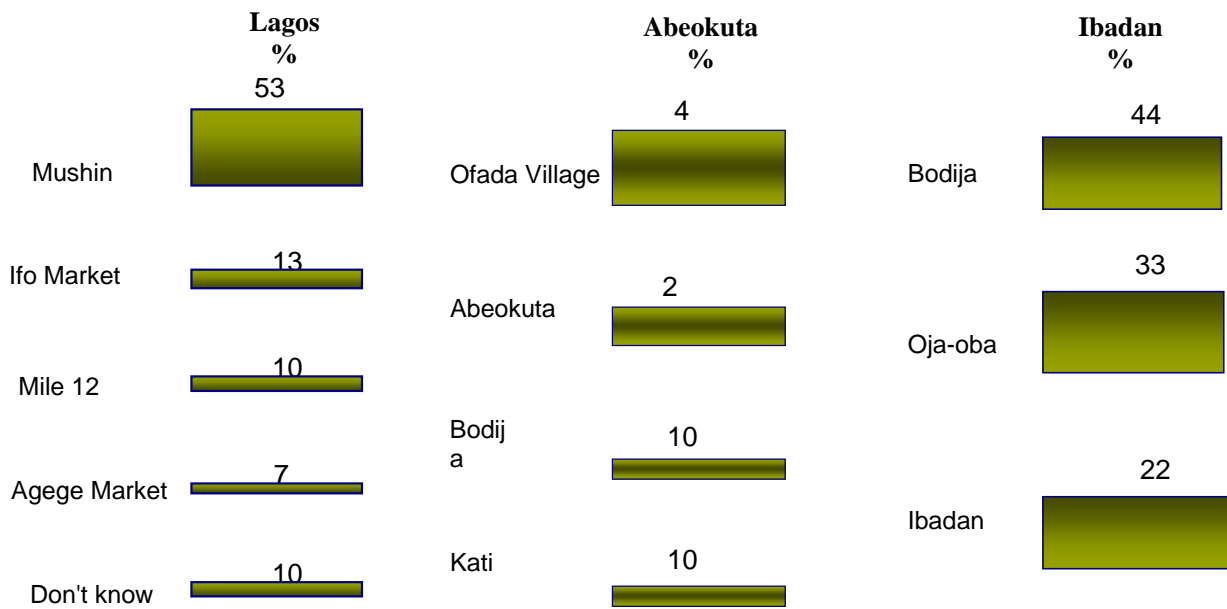
Base: 433 (All who consume Ofada Rice)



- Key disincentives to Ofada rice consumption centred on the high presence of stones/chaffs/dirts. Availability and costs were also identified as major problems by consumers.

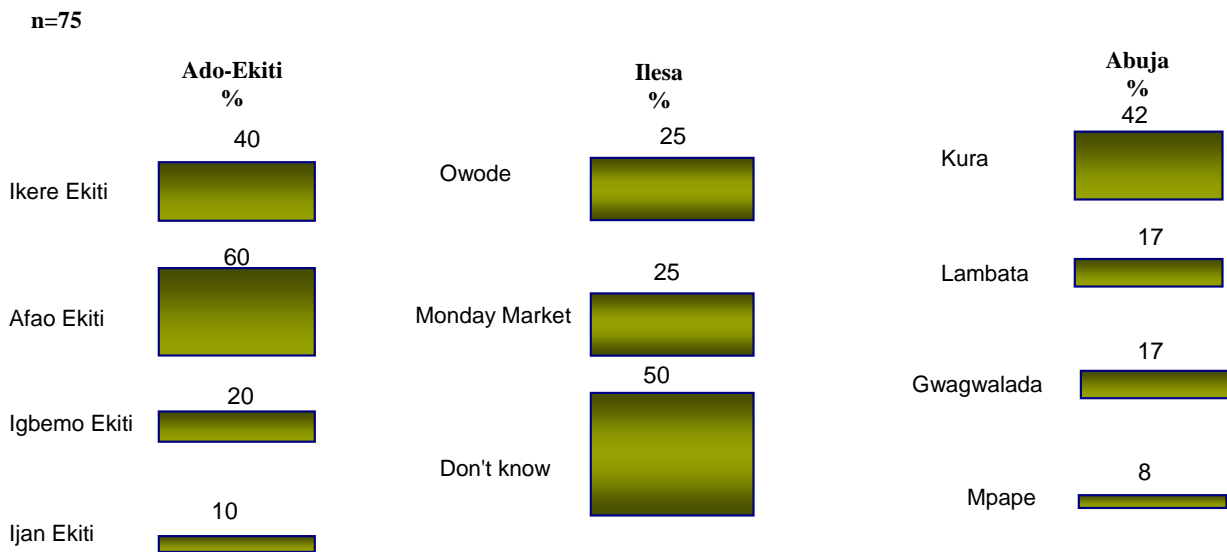
**Professionals Section:
Where Ofada Rice is Sold in Large Quantities**

n=75

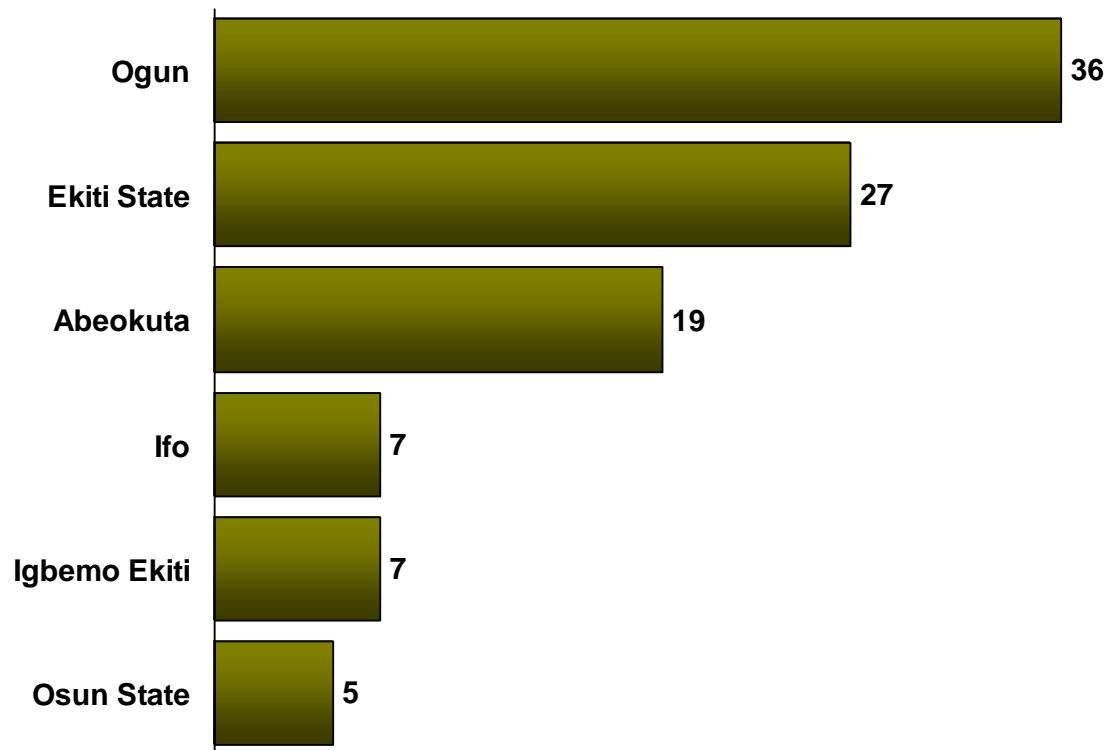


- The main selling/distribution points are Mushin in Lagos, Ofada village in Abeokuta and Bodija and Oja-oba in Ibadan

**Professionals Section:
Where Ofada Rice is Sold in Large Quantities**



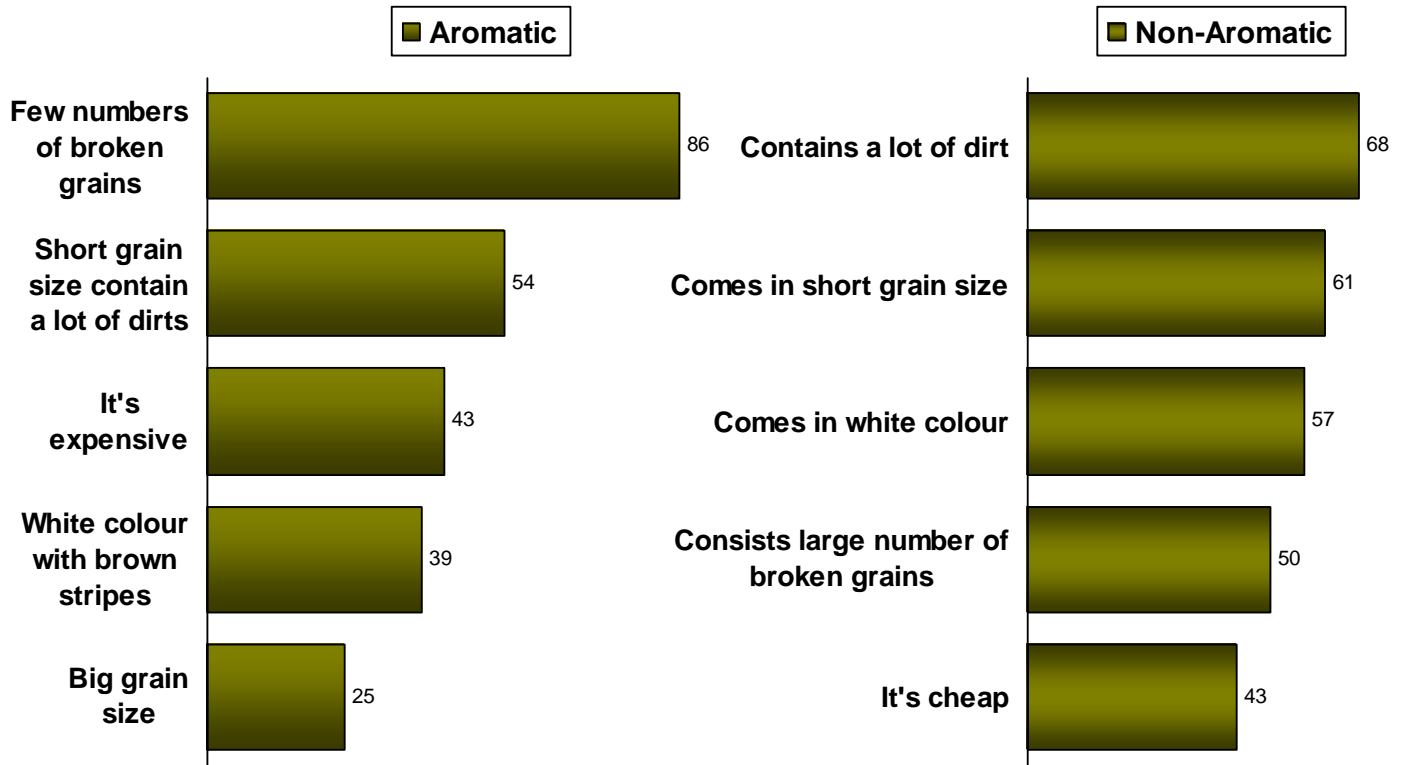
- Afao and Ikere towns supplied the stock of Ofada in Ado-Ekiti, whilst Owode market emerged the key selling point in Ilesa.
- Kura, Lambata and Gwagwalada recorded the leading mention as areas where Ofada rice is sold around the Abuja axis.

Place Where Ofada is Grown in Large Quantity**Base: 75 (Total No. of Professional's Interviewed)**

Ogun state including Abeokuta and Ifo (62%), is largely associated with Ofada rice production within the south- west region. At a lower level, Ekiti and Osun states are also mentioned as producing areas.

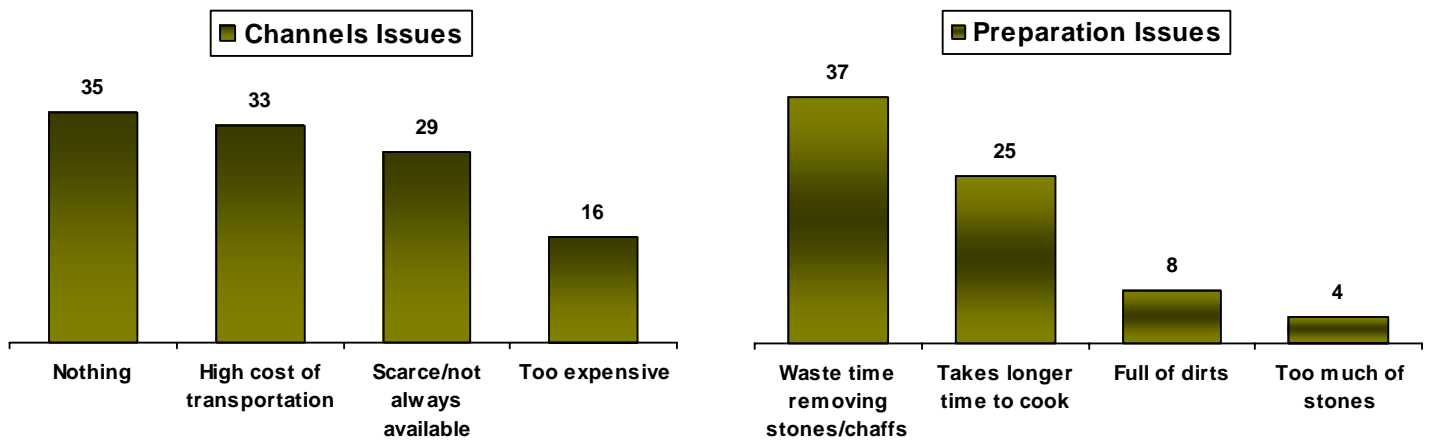
Distinguishing Features of Ofada Rice Apart From Aroma

n=28: Those who could differentiate between the two types



Problems Encountered:

n=75: Total no of Professionals interviewed



- High cost of transportation from sources of purchase viz; farms and local markets to the outlets and scarcity emerged as the leading areas of concern for professionals selling Ofada Rice. 16% also mentioned expensiveness of the product.

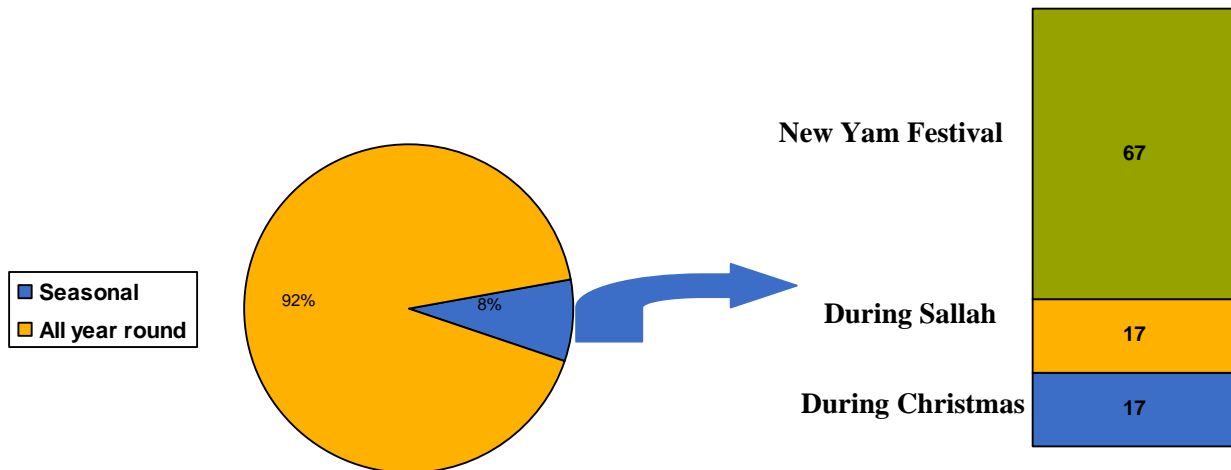
Organisation's Demand Pattern

n=75: (Total outlets interviewed)

Seasonal	8%
All year round	92%

=6 (Number saying Seasonal)
Caution low base

Which seasons?

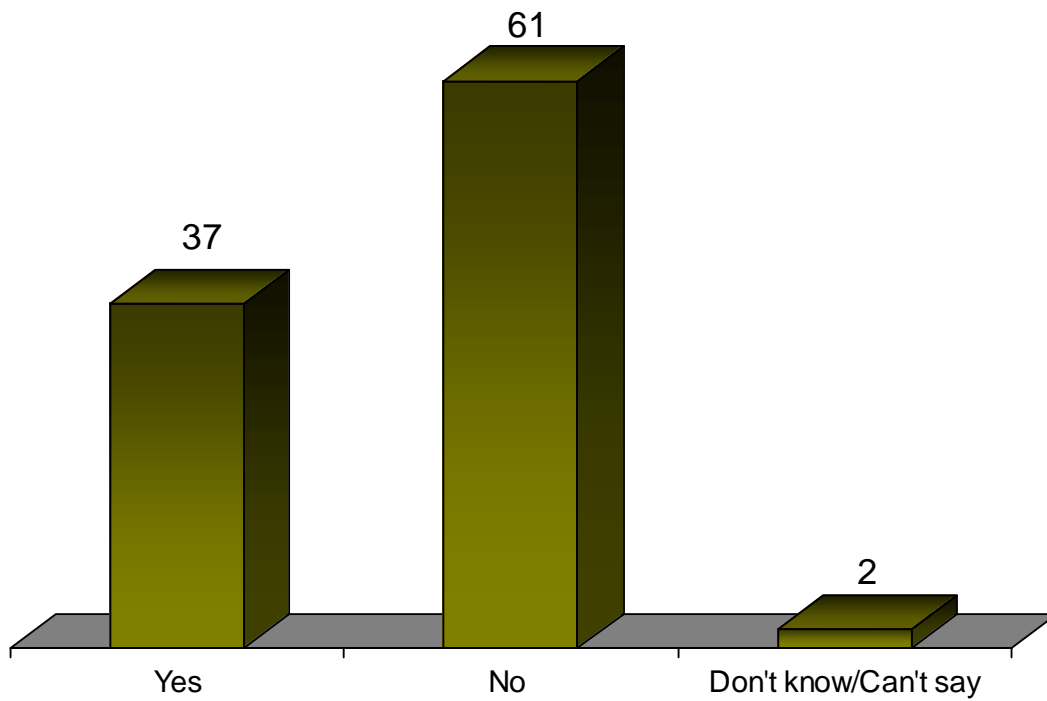


Average Quantity Bought Per Month**n=75: (Total outlets interviewed)**

	Total	154.9kg
Outlet Type	Large	187.8kg
	Small	129.0kg
Locations	Lagos	132.4kg
	Abeokuta	375.3kg
	Ibadan	158.6kg
	Ado-Ekiti	85.3kg
	Ilesa	71.93kg
	Abuja	110.3kg

Existence of Aromatic and Non-Aromatic Types

n=75: (Total outlets interviewed)



- Like consumers, professional buyers do not seem to recognize existence of aromatic and non-aromatic varieties of ofada rice.

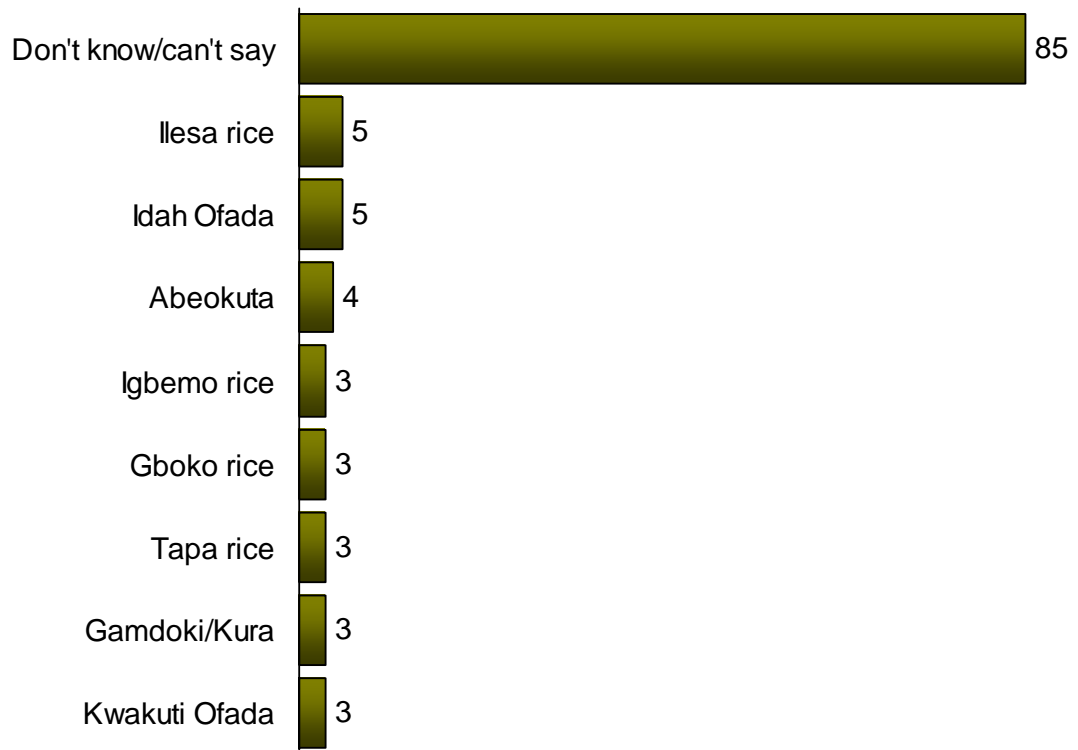
Average Quantity Bought Per Month**n=28: (No who could distinguish between Aromatic and Non-Aromatic Types)**

	Aromatic	Non-Aromatic
Total	162.6kg	151.9kg
Large Outlet	257.6kg	209.7kg
Small Outlet	89.5kg	82.47kg

- An almost equal quantity of each type is bought by the few professional buyers who recognize the existence of aromatic and non-aromatic varieties.

Other Varieties of Local Short Grain Rice Aware of ..

n=75: (Total outlets interviewed)



- Most professionals do not know of any other local varieties of rice in the areas

Purchase Outlets

	Total	Large Outlets	Small Outlets
	%	%	%
Direct from farmers	13	9	17
From major wholesalers/Distributors	56	73	43
From Retailers in the Open Market	39	24	50

- Most professionals buy from major wholesalers/distributors and farmers

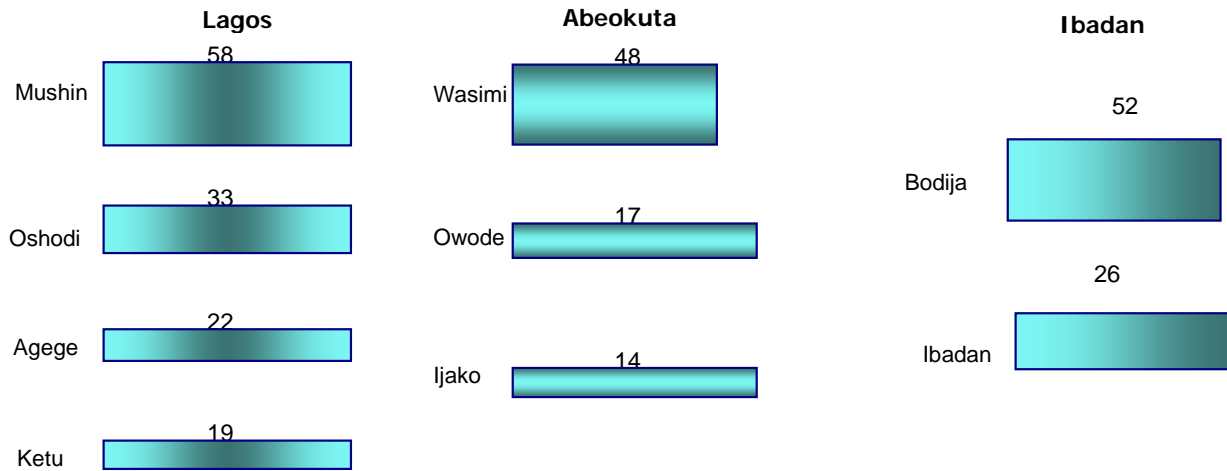
Quantities Bought

	Total	Large Outlets	Small Outlets
	%	%	%
Farmers	106kg	267kg	38kg
Wholesalers/Distributors	83kg	81kg	85kg
Retailers	75kg	120kg	59kg

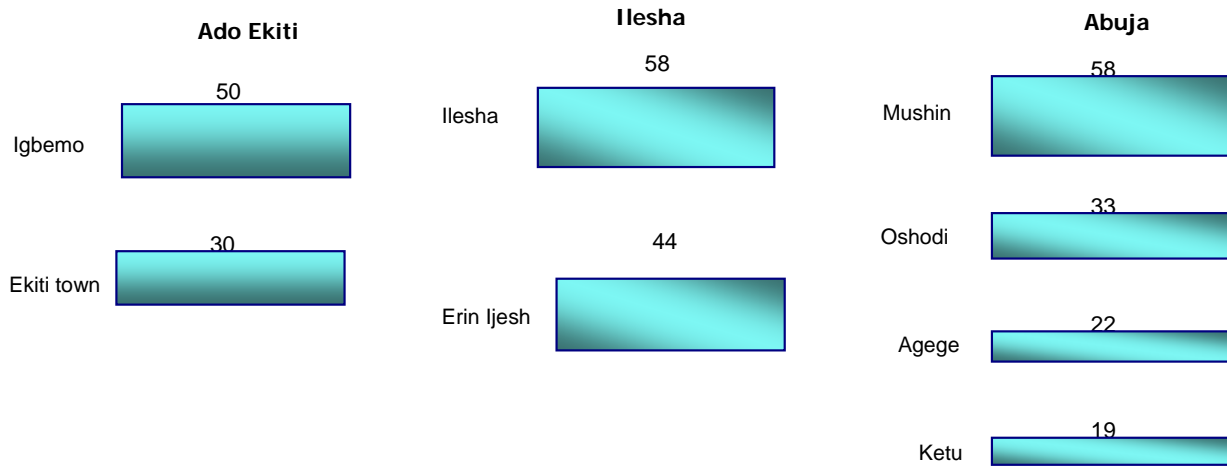
- Most of the large professionals buy from farmers, while most of the small professional buyers patronise wholesalers/distributors.

**Trade Section:
Where Ofada Rice is Sold in Large Quantity**

n=123



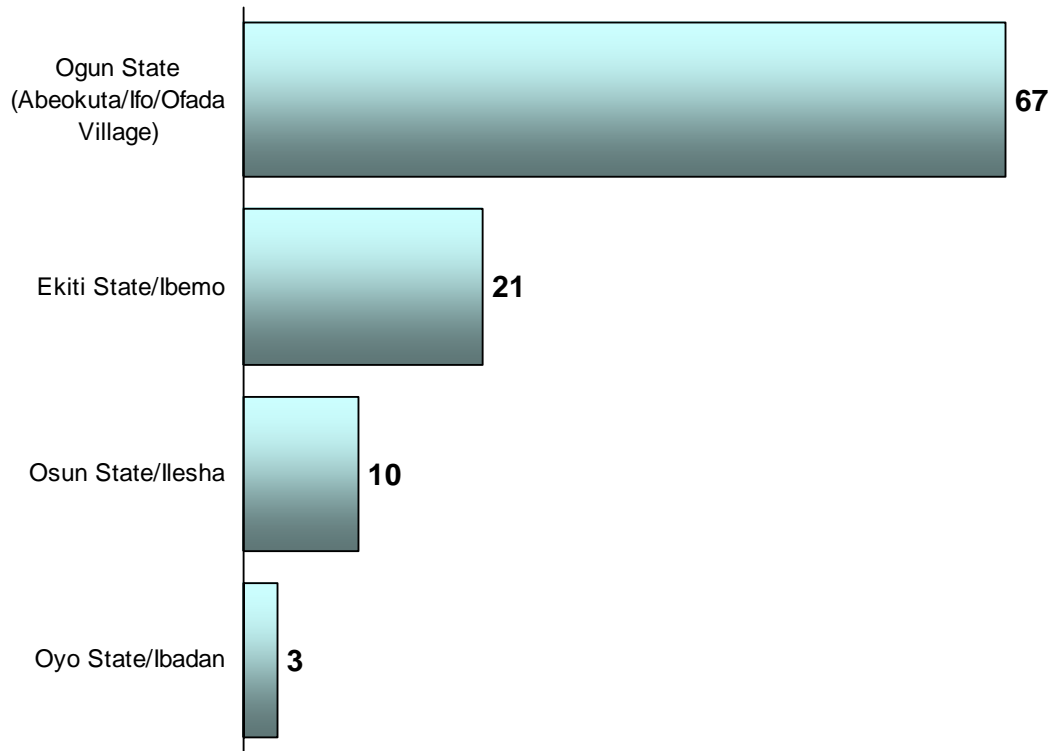
n=123



- Ofada rice is sold in large quantities in the following areas:
 - Mushin in Lagos
 - Wasimi in Abeokuta
 - Bodija in Ibadan
 - Igbemo in Ado Ekiti
 - Ilesha and Erin Ijesh in Ilesha

Where Ofada Rice is Grown in Large Quantity

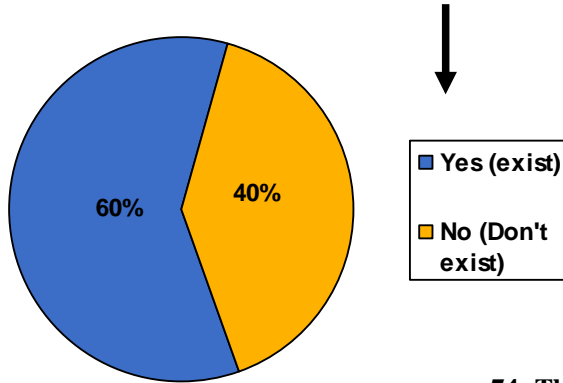
n=123



- Consistent with the views of professionals, traders believe that Ofada rice is grown largely in Ogun State followed by Ekiti State.

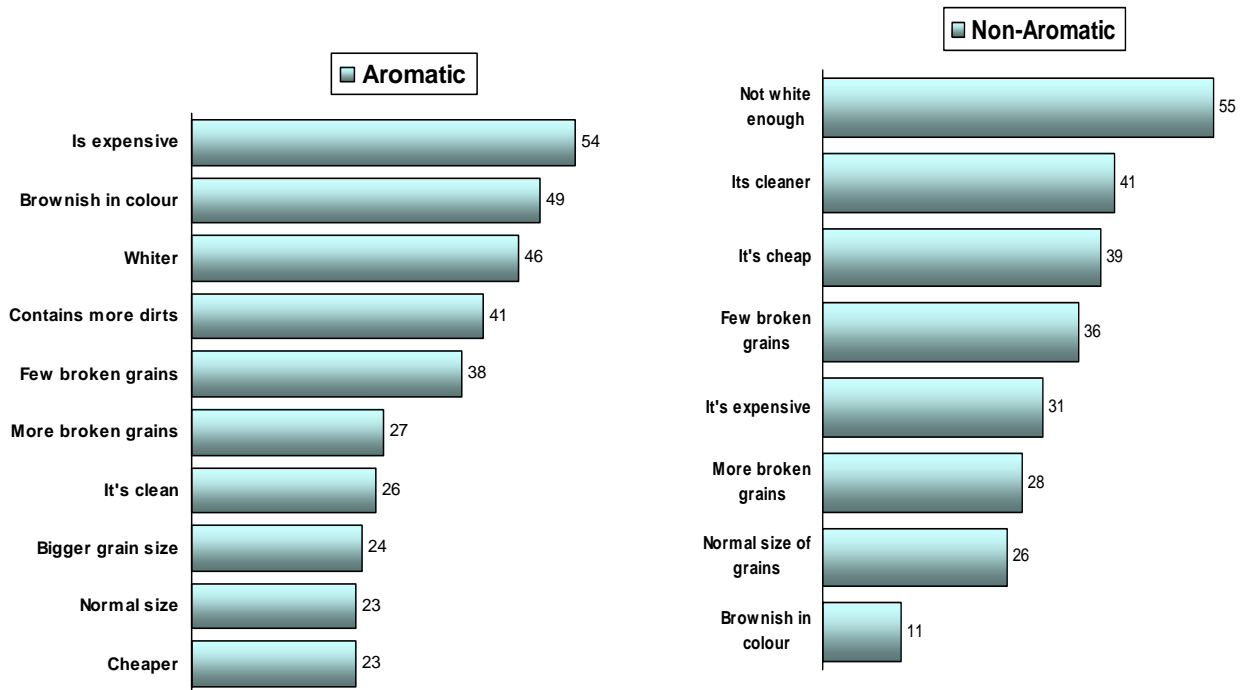
Distinguishing Features of Ofada Rice Apart From Aroma

Existence of Aromatic & Non-Aromatic Ofada Rice



- Even among the traders who claimed to be able to distinguish between aromatic and non-aromatic types of Ofada, there seems to be no major points of differences between the two except that aromatic Ofada appears to be more expensive, brownish in colour and cleaner.

n=74: Those who could differentiate between the two types



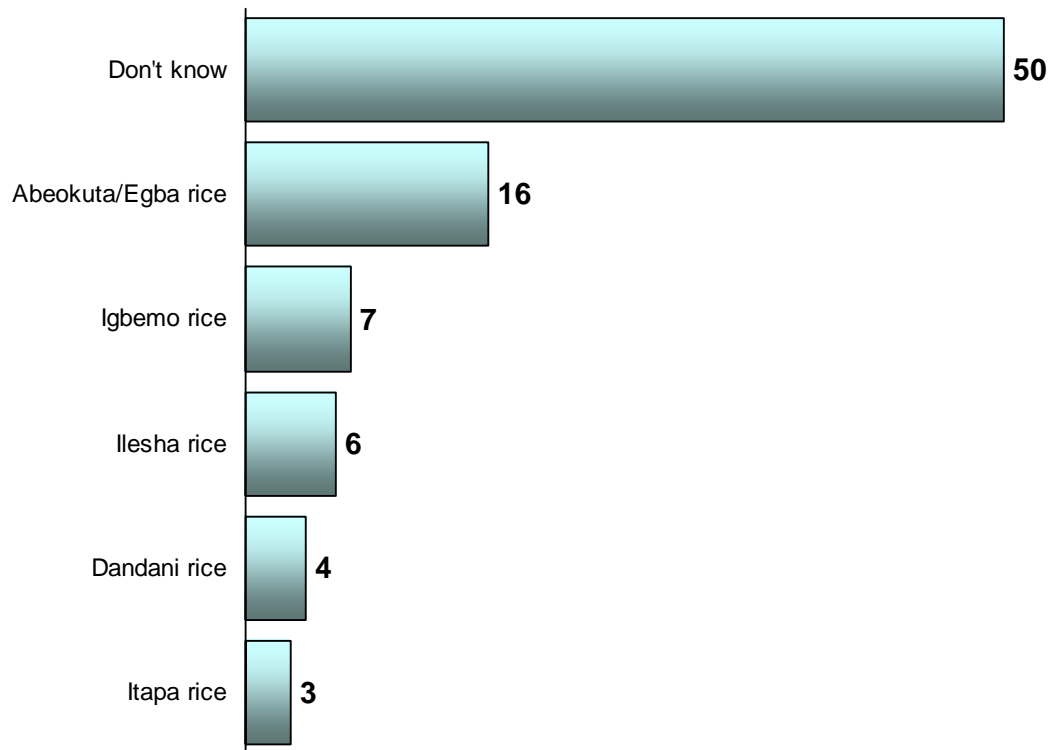
Average Quantity of Aromatic & Non-Aromatic Types Bought Per Month:**n=75: (No. who could distinguish between Aromatic and Non-Aromatic Types)**

	Aromatic	Non-Aromatic
Total	135.2kg	147.9kg
Retailers	111.7kg	101
Wholesalers/Distribute	195.3kg	206.6kg

- An almost equal level of stocking of the two Ofada types noticed among the trade, implying that both are reasonably in demand.

Other Varieties of Local Short Grain Rice Aware of

n=123: (All Trades' Interviewed)



- Other than Ofada, the trade know only a few other local varieties.

Purchase Outlet For Ofada

n=123: (Total outlets interviewed)

	%
Farmers	59
Major wholesalers	41
Retailers	8
Others	2

- Main sources of purchase for the trade are the farmers and major dealers.

Quantity Stocked Per Month

Retailers	96.13kg
Wholesalers/Distributors	211.9kg

- An average wholesaler/distributor stocks over three times the quantity stocked by the average retailer.

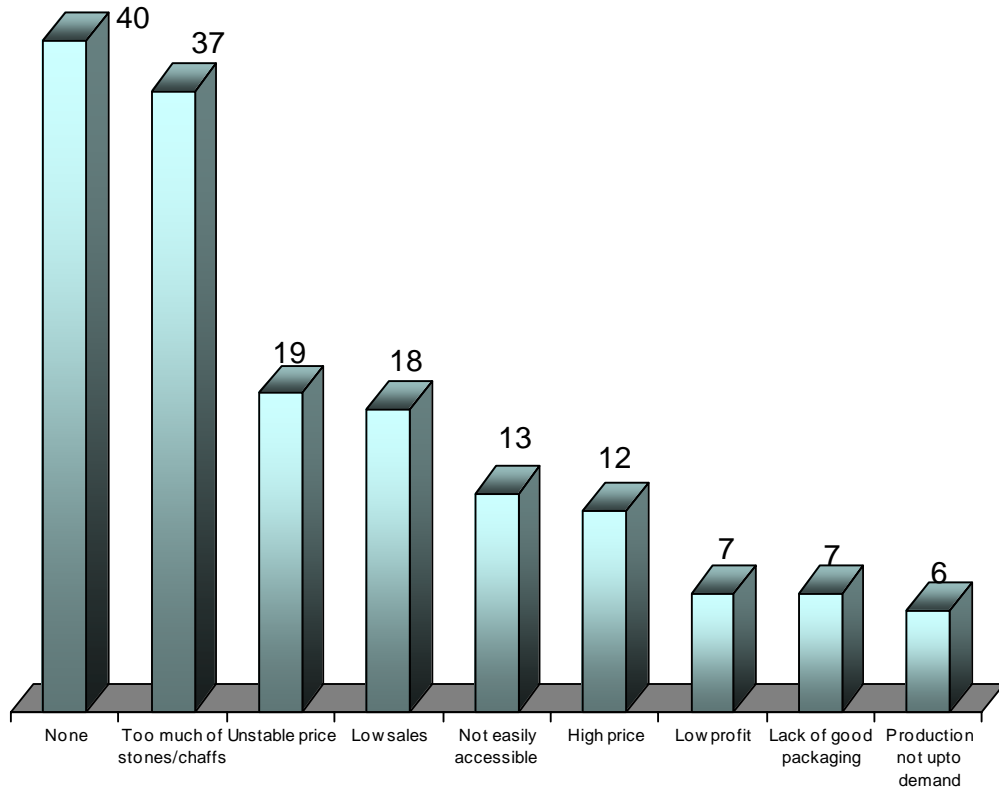
Quantity Bought from Various Sources

	Total	Retailers	Wholesalers/ Distributors
Farmers	223.1kg	74.1kg	384kg
Major wholesalers/distributors	70.8kg	69.0kg	86.9kg
Retailers	22.3kg	22.3kg	-

- Much of the Ofada rice stocked by the trade (particularly the major dealers) is purchased direct from farmers.

Problems Encountered in Ofada Rice Business

n=123



- Revelation from the trade indicate that Ofada rice business is faced with several problems which include: price instability, low sales, poor distribution and issue of presence of foreign matters.

**Farmers Section:
Ofada Rice Production Pattern**

n=41

Seasonal Production	95%
All year round Production	5%

- Ofada rice production occurs at specific times of the year.

n=39 (Those engaged in seasonal production)

	<u>Production Season</u>
March - Sept	36%
Onset of rainy season	31
April	23
July - Sept	23

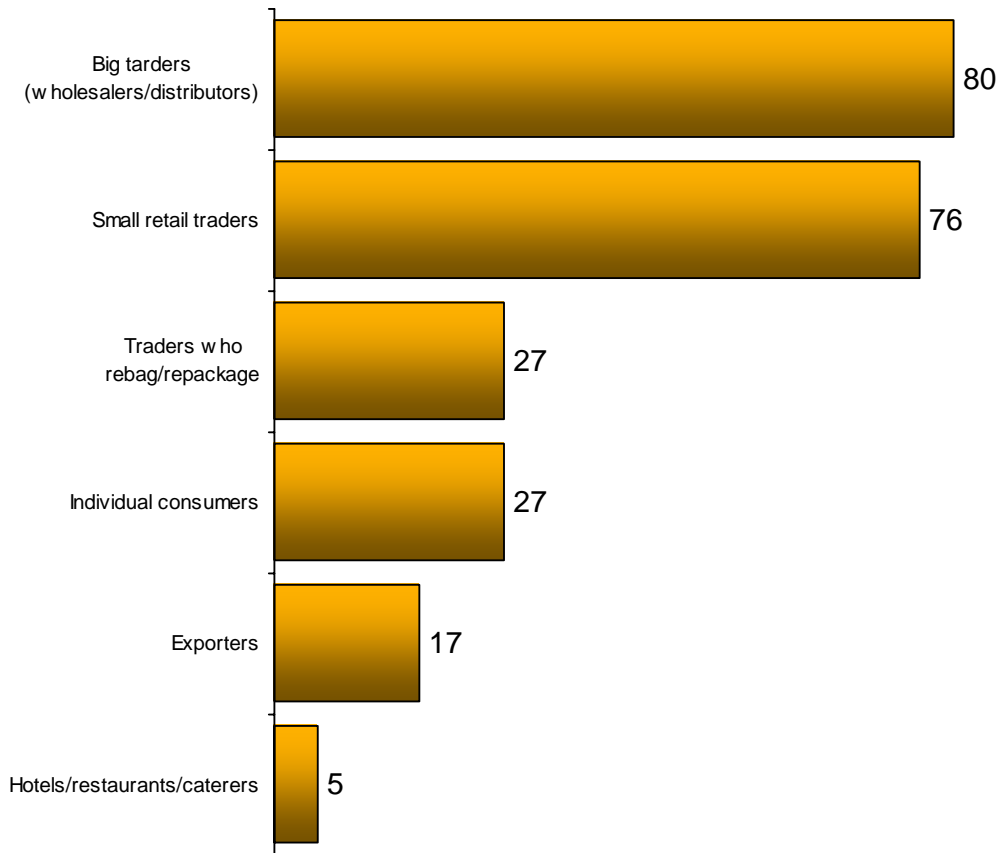
- Production takes place during the rainy reason, mostly from March to August.

Average Quantity Produced Per Period

Total	1152kg
Abeokuta	1,020kg
Ado Ekiti	1,623kg
Ilesha	6,909kg

- An average farmer produces 1152kg per production period/ season.

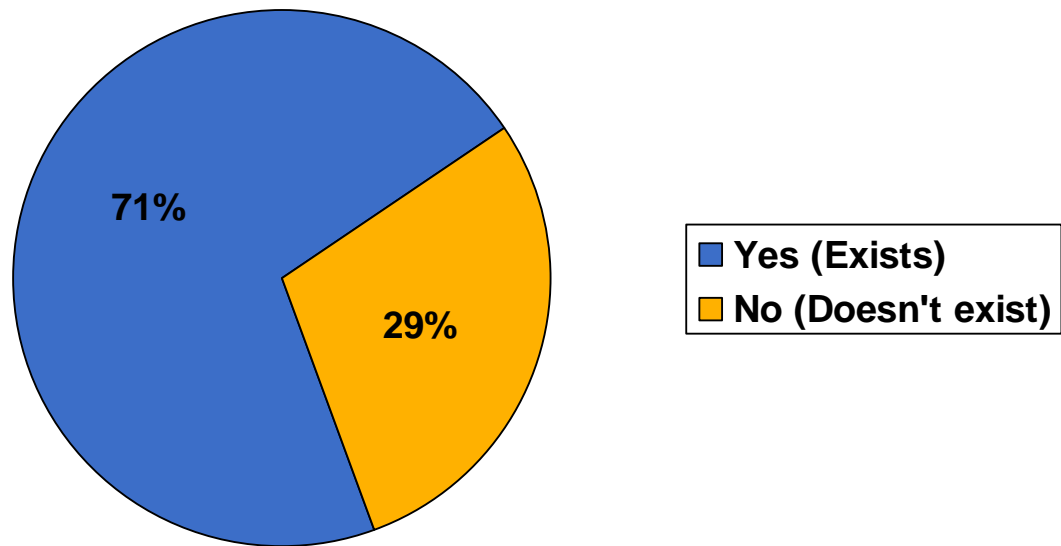
Customers Who Buy From The Farmers



- The major buyers who buy direct from farmers are wholesalers/distributors and retail traders.

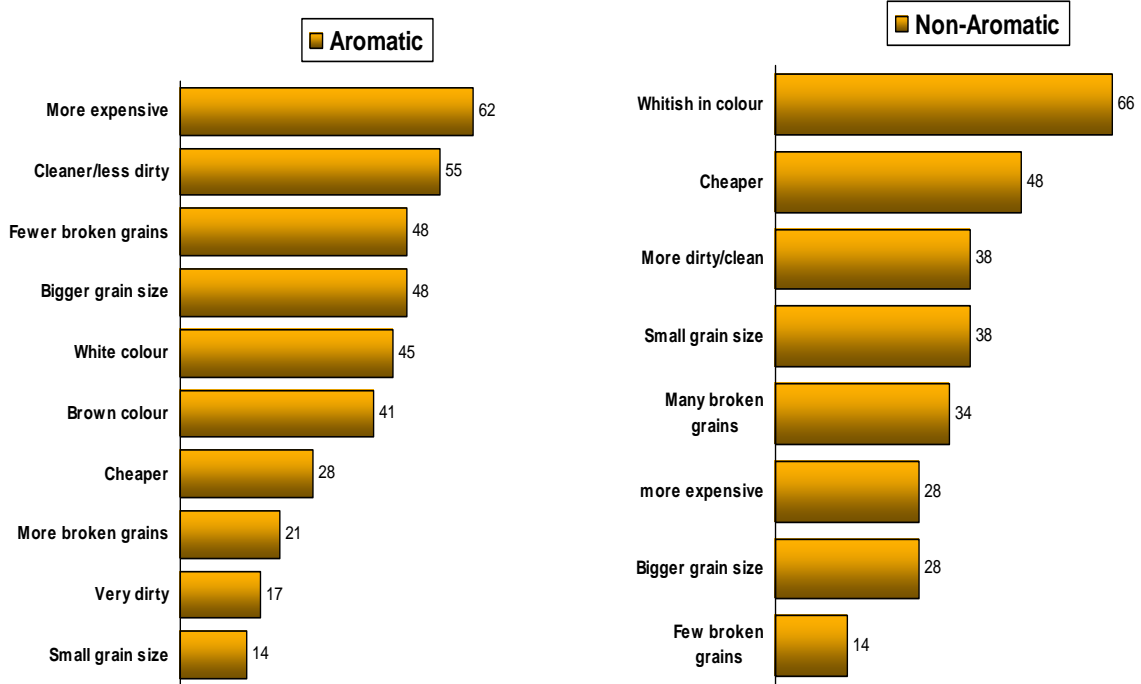
Existence of Aromatic & Non-Aromatic Ofada Rice

n=41 (All farmers)



- The bulk of farmers recognize the existence of aromatic and non-aromatic types of Ofada rice.

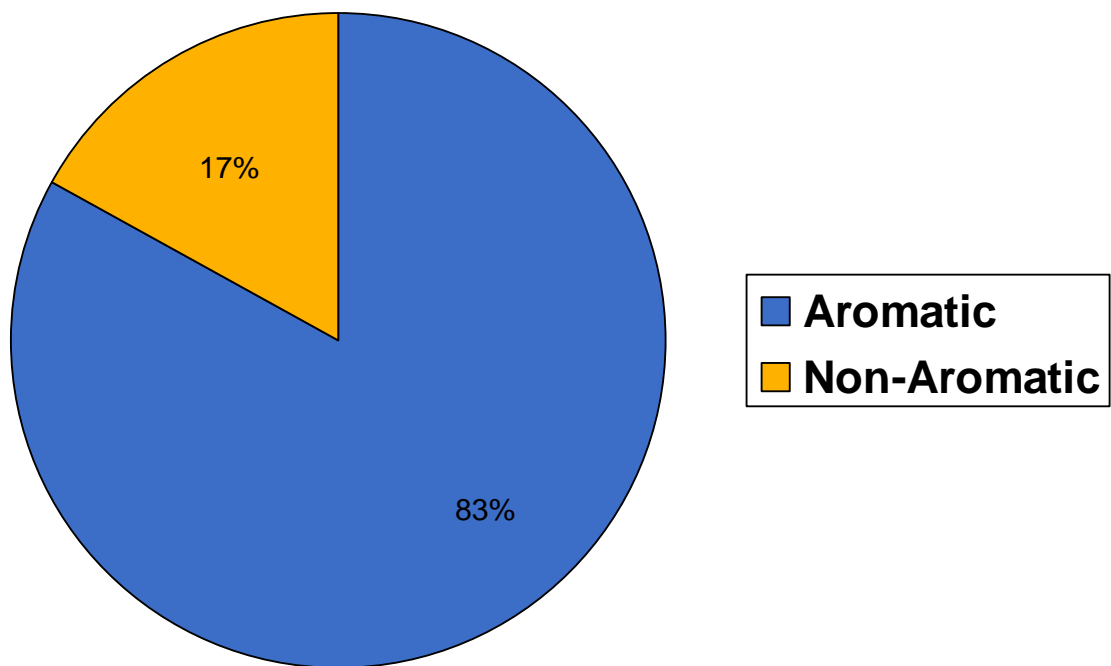
Distinguishing Features between Aromatic and Non-Aromatic Ofada Rice



- Generally, Aromatic type of Ofada rice is perceived as:
 - Cleaner
 - More expensive
 - Bigger in size
 - Having fewer broken grains
 - Less whitish in colour

Type Grown More: Aromatic or Non-Aromatic

n=29 (Those who admit existence of the two types)



- Aromatic type is produced more by farmers who recognize existence of the two types. The next slide indicates that average quantity of Aromatic Ofada produced per period is three times that of Non-Aromatic Ofada.

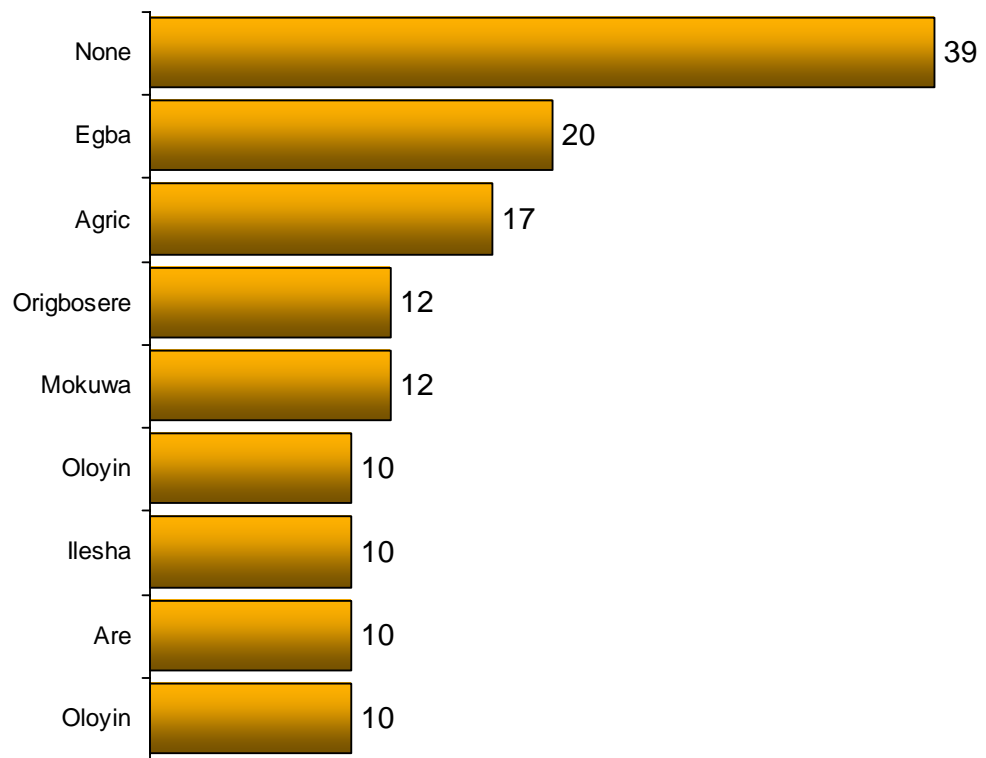
Average Quantity Of The Two Types Produced Per Period

n=29

Aromatic	679kg
Non-Aromatic	223kg

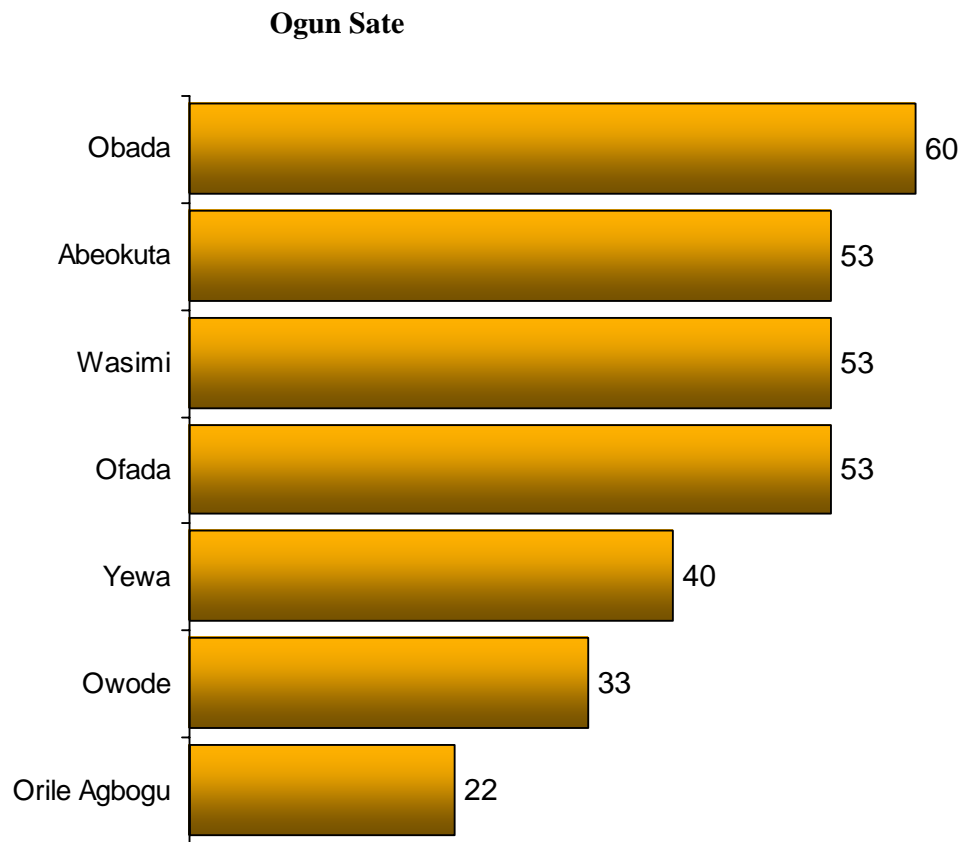
Other Varieties of Local Rice Aware Of

n=41



Areas Where Ofada Rice is Sold in Large Quantity

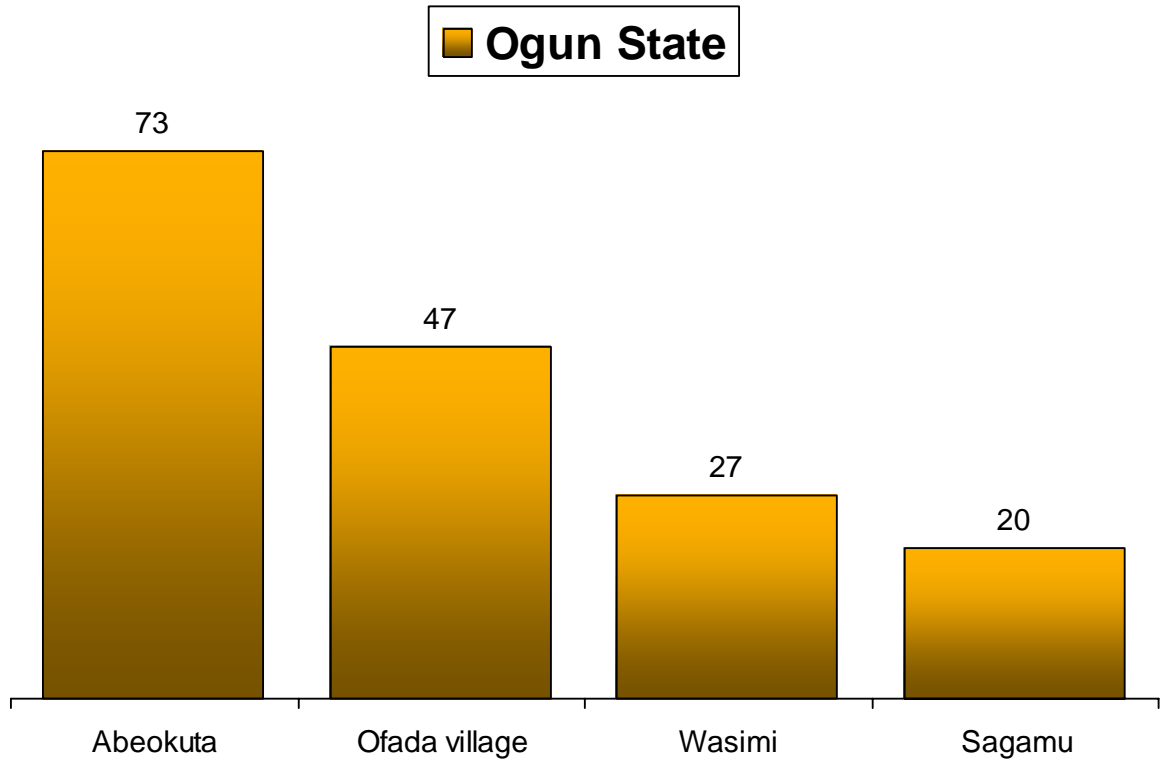
n=41



- Farmers affirm Ogun State as the main area where Ofada rice is sold in large quantity.

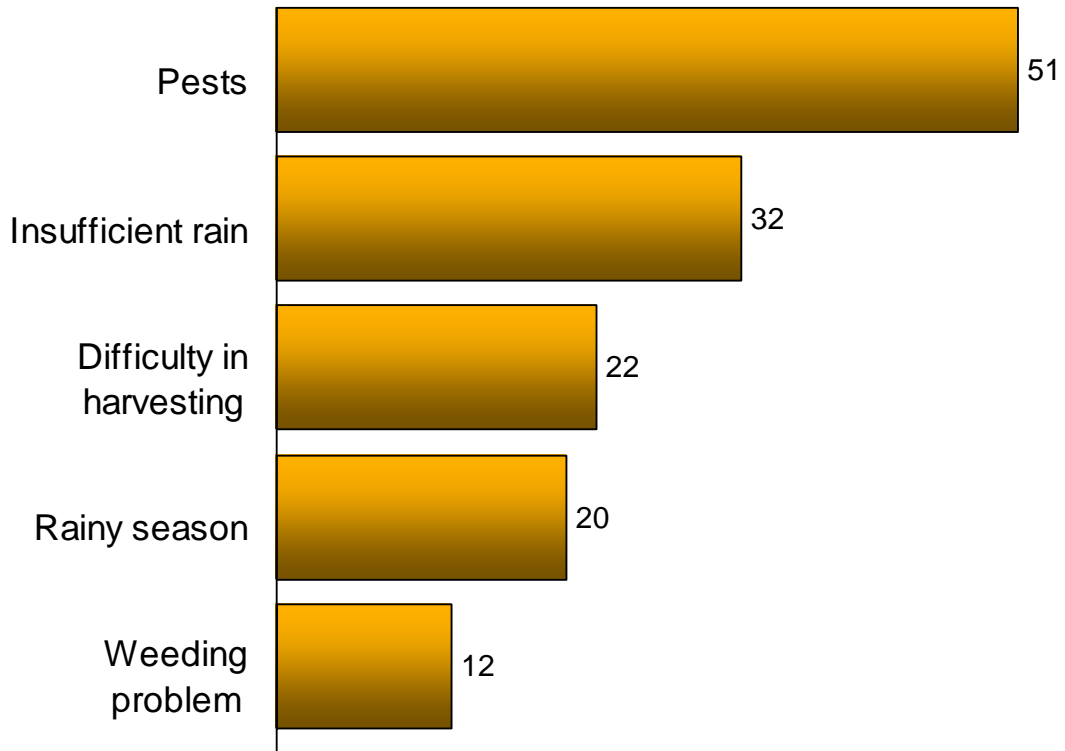
Areas Where Ofada Rice is Grown in Large Quantity

n=41



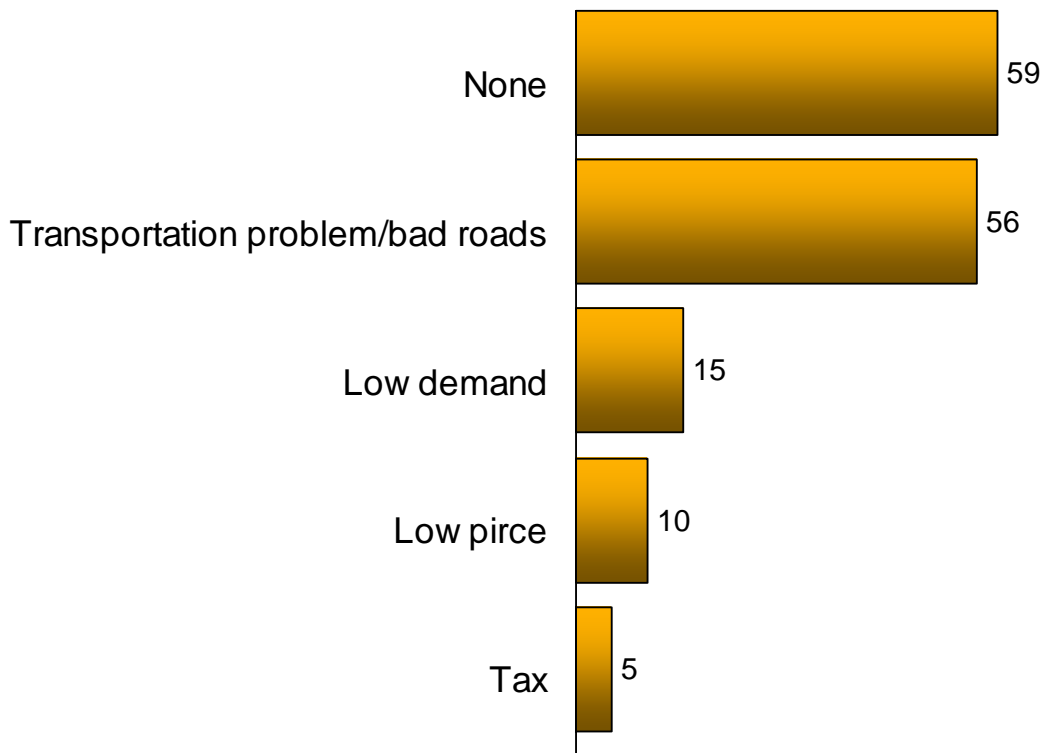
- Clearly, Ogun State is confirmed as the major producing area for Ofada rice.

Problems Encountered



- The biggest problem in the production of Ofada rice is attack by pests as well as insufficient rain.

Sales/Distribution Problems



- Transportation poses the most problem in the distribution of Ofada rice