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Commercialization of Urban Vegetable Farming

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ABSTRACT

Markets and improved market access are critical for improving urban incomes, particularly in Africa. Despite this, participation of farmers in domestic and regional markets in southwest Nigeria remains low due to a range of constraints. One of the limiting constraints faced by farmers is linked to poor market access. Determinants of commercialization of urban vegetable farming in southwest Nigeria were analyzed. Two hundred and thirty vegetable farmers were randomly selected from Oyo and Lagos states. Data were analyzed using descriptive statistics and the Tobit model. The Tobit regression indicated that age, farm size, membership in associations, years of education, distance to market, heterogeneity index, cost of fertilizer, cost of chemicals, and decision-making index influenced extent of commercialization. With diminishing land area it would be more prudent to focus on improving productivity. Social capital enhanced commercialization and it becomes necessary to improve farmer business skills.

KEYWORDS

Market participation; social capital; smallholder farmer; southwest Nigeria

Agriculture has been subject to government interest and intervention perhaps more than any economic sector (Gardner, 1990). Agriculture continues to be a strategic sector in development of most low-income nations. It employs about 40% of the active labor force globally. In sub-Saharan Africa, Asia, and the Pacific, the agriculture-dependent population is over 60%; in Latin America and high-income economies, proportions are estimated at 18 and 4%, respectively (World Bank, 2006). Close to two thirds of the natural wealth in low-income countries is tied to crop and pasture land. The agricultural sector employs the majority of the labor force in developing nations through forward and backward industrial linkages and provides food and income.

In Nigeria the agricultural sector has been growing at a very low rate. Less than 50% of the country's arable land is under cultivation. Most of the land is cultivated by smallholder and traditional farmers who use rudimentary production techniques, with resultant low yields. Smallholder farmers are constrained by poor access to modern inputs and credit, poor infrastructure,

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inadequate access to markets, land and environmental degradation, and inadequate research and extension services. In response to the dwindling performance of agriculture in the country, governments have initiated policies and programs aimed at restoring the agricultural sector to its place in the economy. However, no significant success has been achieved due to several persistent constraints inhibiting performance (Manyong et al., 2005).

Rapid population growth and urbanization in Nigeria produce a high demand for food and require answers to problems to prevent famine, especially among low-income consumers (Pingali et al., 2006). Urban farming is the growing of plants and raising of animals for food and other uses within cities and peri-urban areas and includes activities like delivery of inputs and processing and marketing of products (Mougeot, 2000). The benefit of urban farming is associated with availability of productive land and water resources.

Vegetables are important for their contribution as income support to a large proportion of rural households. However, allowing vegetable farmers to reach markets and actively engage in the markets is a challenge influencing vegetable production in many African countries (Bongiwe and Masuku, 2012; Heinemann, 2002). A very effective way of enhancing urban consumers' food security is to improve the efficiency of all activities that bring food into cities. These activities are assembling, handling, sorting, packaging, storing, transporting, processing, wholesaling, retailing, and cooking for sale within urban areas. In southwest Nigeria (Lagos and Ibadan), local authorities enhancing market participation of low-income urban consumers can support development of efficient private sector food marketing system.

Commercialization is the movement from a subsistence production to a market-based system of production. It involves raising earnings of small-scale agricultural-related enterprises. Increasing units of output, raising the value added, and producing for domestic and foreign markets leads to commercialization. It can be conceptualized from both input and outputs. According to von Braun and Immink (1994), the degree of participation in the output market is a conventional way to measure commercialization. Commercialization is contingent upon the availability of input and output markets, agro-climatic conditions and risks, infrastructure, community and household resource and asset endowments; development of local commodities, input, laws, and institutions (Pender et al., 2006). It is a complex, dynamic process involving several dimensions related to technology, markets, finance, institutions, infrastructure, and social structure. Nonetheless, past efforts to improve smallholder farmer access to markets through market reforms have largely been ineffective. Consequently, the majority of African smallholder farmers still produce largely at subsistence levels, with small marketable surpluses. The markets they sell to are characterized by low activity, low volumes, and noncompetitiveness (Obare et al., 2006). Farmers face difficulties in transporting produce to markets, which often forces them to sell at the farm

gate. Similarly, lack of coordination among smallholder farmers limits their ability to bargain for higher prices, have access to information and credit, and have low incentives to commercialize and expand production (Dorward et al., 2009; Kydd and Dorward, 2003; Makhura et al., 2001; Pender and Alemu, 2007; Poulton et al., 2006; World Bank, 2002).

Marketing of vegetables requires care in harvesting, processing, sorting, packaging, packing, transportation, and sale of the commodity to ensure quality. It is necessary to improve information on marketing of vegetables and how collective action could influence market participation. The study was undertaken to analyze determinants of commercialization among urban vegetable farmers.

Materials and methods

The southwestern part of Nigeria lies between 40–60° N and 40° W and 60° E latitude and is composed of the states Ekiti, Oyo, Osun, Ogun, Ondo, and Lagos. Agriculture is the dominant economic activity and main source of employment. The people are predominantly farmers. Women engage in food processing and trading in addition to farming. The region has distinct wet and dry seasons, which characterize the humid tropical climate, with the dry season extending from November to March. Mean annual rainfall is 1480 mm with a mean monthly temperature range of 18–24°C during the rainy season and 30–35°C during the dry season. The climate favors cultivation of vegetables (National Population Commission, 2006).

Sources of data and sampling procedure

Primary data were collected using a structured questionnaire. Data were collected on socioeconomic characteristics, membership of associations, participation in the local-level institution activities, vegetable production and marketing, and costs and returns to vegetable production. The three prominent vegetable crops planted by these vegetable farmers are Amaranth (*Amaranthus cruentus* Thell), jute mallow (*Corchorus olitorus* Blanco), and Okra [*Abelmoschus esculentus* (L.) Moench].

A multistage sampling technique was used in selecting respondents in Oyo and Lagos states. There was random selection of two urban local governmental areas from each state. A total of 230 vegetable farmers were randomly selected.

Analytical tools and models

Frequencies, means, and percentages were used to determine socioeconomic and social capital variables.

Tobit model

The Tobit model (1958) was used to determine factors influencing the degree of commercialization among vegetable farmers in southwest Nigeria.

Explanatory variables

The variables examined were gender; age of household head; years of formal education of household head; marital status; household size; farm size; costs of planting materials, fertilizer, labor, and chemicals; distance to the nearest market; price in the nearest market; membership in associations; meeting attendance index of households to associations; decision-making index; and heterogeneity index of associations. The dependent variable in the model, the commercialization index, is defined as the summation of the proportion of the value of crop sales to total value of crop production.

Definition of some variables used in the empirical models

- *Meeting attendance index*: Measured by the number of times members of the association actually met as a group over time. This was obtained by summing attendance of household members at meetings divided by the number of scheduled meetings of the association multiplied by 100.
- *Decision making index*: It has been argued that associations, which follow a democratic pattern of decision making, are more effective than others (Okunmadewa et al., 2007). The questionnaire asked association members to evaluate subjectively whether they were “very active,” “active,” “not very active,” “passive,” “very passive,” or “not participating” in group decision making. The response was averaged across the three most important groups in each household. The sum was calculated from subjective responses from household members on the rating of participation in decision making in three associations important to them. Responses were averaged across the three associations and multiplied by 100 for each household.
- *Heterogeneity index*: The questionnaire identified the three most important associations for each household. For those associations, a number of supplementary questions were asked about the internal homogeneity of the group. This was rated according to the criteria—neighborhood, kin group, occupation, economic status, religion, political ideas, gender, age, education level, cultural practices, beliefs, and trust—and coded following Lawal et al. (2009). A maximum score of 24 for each association represents the highest level of heterogeneity. The scores of the three associations were averaged for each household by dividing by a maximum score 72 to obtain the index and multiplied by 100; a zero value

Table 1. Expectation of exogenous variables affecting extent of participation of urban vegetable farmers.

Variable	Description	Expected sign	Reference
Sex	Dummy	+	Cunningham et al. (2008)
Age of household head	Continuous	-	Ehui et al. (2009)
Age of household head squared	Continuous	+	Ehui et al. (2009)
Year of education	Continuous	+	Gebremedhin and Jaleta (2010); Makhura et al. (2001)
Marital status	Dummy	±	Makhura et al. (2001)
Household size	Continuous	-	Alene et al. (2008)
Farm size	Continuous	+	Straberg et al. (1999); Gebremedhin and Jaleta (2010); Martey et al. (2012)
Cost of planting materials	Continuous	-	
Fertilizer cost	Continuous	-	
Labor cost	Continuous	-	Dyer et al. (2006)
Chemical cost	Continuous	-	
Membership of association	Dummy	+	Wambugu et al. (2009)
Meeting attendance index of households to associations	Continuous	+	Wambugu et al. (2009)
Decision-making index	Continuous	+	Grootaert (1999); Wambugu et al. (2009)
Heterogeneity index of associations	Continuous	-	Nagarajan et al. (1999)

represents complete homogeneity and 100 corresponds to the highest heterogeneity.

Results and discussion

Socioeconomic/demographic characteristics of respondents

Socioeconomic characteristics affect commercialization, social capital, and welfare of households. Descriptive analysis of selected socioeconomic and demographic variables varied (Table 2). Male respondents constitute the larger percentage in vegetable farming. Age of household heads was below 51 years and the mean age was younger (42 years), indicating that the population was active and able to be productive. Average household size was six. Most respondents were married. Average farm size indicated that vegetable farmers are smallholders. Not quite half of household heads had secondary education; the remainder had no formal, primary, or tertiary education. Mean commercialization index implies that participation is very high among urban vegetable farmers. Almost all farmers sold the output at the farm gate.

Social capital dimensions of the respondents

Activities of households in local-level institutions varied (Table 3). The majority belong to farmer associations. A great majority had a heterogeneity index of

Table 2. Socioeconomic characteristics of respondents.

Variable	Frequency	Percentage
Gender		
Male	150	
Female	80	34.78
Age		
0–30	48	20.87
31–40	70	30.43
41–50	64	27.83
51–60	28	12.17
>60	20	8.70
Mean 41.9		
SD 12.46		
Marital status		
Married	183	79.57
Single	47	20.43
Level of education		
No formal	46	20.00
Primary	59	25.65
Secondary	103	44.78
Postsecondary	22	9.57
Household size		
1–5	110	47.83
6–10	100	43.48
>10	20	8.70
Mean 5.86		
SD 2.57		
Farm size (ha)		
<0.01	40	17.39
0.01–0.09	157	68.26
>0.09	33	14.35
Mean 0.053524		
SD 0.036146		
Commercialization^a index		
Mean	0.73	
SD	0.32	
Output market type		
Farm gate	219	95.22
Urban market	11	4.78
Regional market	0	0

^aIn the Tobit model, the commercialization index is defined as the proportion of the value of crop sales to total value of crop production; s_{ik} is quantity of output k sold by household i evaluated at an average price (P_k), Q_{ik} is total quantity of output k produced by household i (von Braun and Immink, 1994); β_i is the vector of parameters to be estimated; X_i is the set of explanatory variables; and μ is the error term. A zero value of Y_{i^*} is observed when a household has no surplus to sell but has excess demand on the commodity. See note to Table 4.

household in associations and fell within the 21%–40% heterogeneity subgroup; 8.70%, 6.96%, and 25.22% were in 41%–60%, 61%–80% and greater than 80% subgroups, respectively. The average heterogeneity index was 50.96%, implying that associations are moderately diverse. Most households had 1%–20% meeting attendance and lower values for 21%–40%, 41%–60%,

Table 3. Social capital dimensions of respondents.

Social capital variable	Frequency	Percentage
Membership of association		
Member	176	76.5
Not a member	54	23.5
Heterogeneity index (%)		
21–40	20	8.70
41–60	16	6.96
61–80	136	59.13
>80	58	25.22
Mean	50.96	
SD	15.50	
Meeting index (%)		
1–20	21	9.13
21–40	14	6.09
41–60	48	20.87
>60	147	63.91
Mean	80.29	
SD	27.05	
Decision-making index (%)		
1–20	22	9.57
21–40	67	29.13
41–60	71	30.87
61–80	54	23.48
>80	16	6.96
Mean	50.44	
SD	21.97	

and 61%–80% meeting attendance. Mean meeting attendance indicated that farmers attend meetings frequently.

Decision-making index was moderate among vegetable farming households. This implies that farmers participate in one of two decisions affecting associations. Distribution of households into various decision-making categories that 7% to ~31% of households were within the 1%–20%, 21%–40%, 41%–60%, and greater than 60% decision-making index.

Determinants of commercialization of urban vegetable farming

The determinants of level of commercialization by vegetable farming households varied (Table 4). The Tobit regression model indicated that the log likelihood is significant, indicating that the model has a good fit to the data. Of 16 explanatory variables included in the model, age, sex, years of education, farm size, costs of fertilizer and chemicals, distance to market, membership of association, heterogeneity index, and decision-making index influenced the level of commercialization.

The regression indicated that the coefficient was significant and positive for age. At intermediate ages, market participation increases with age. An additional year of age of the household head increases likelihood of

Table 4. Estimates of Tobit^a regression for determinants of level of commercialization.

Variable	Coefficient	Standard error	T-Value	Marginal effect
Age	0.2693	0.1521	1.77*	0.26925
Sex	0.16764	0.0388	4.33***	0.16764
Marital status	0.05967	0.04510	1.32	0.05998
Household size	-0.00314	0.00708	-0.44	-0.00313
Years of education	-0.40766	0.21637	1.88*	0.40766
Farm size	0.65558	0.06956	9.42***	0.65558
Cost of planting material	0.00248	0.00651	0.38	0.00248
Cost of labor	0.00331	0.00829	0.40	0.00331
Cost of fertilizer	-0.00006	0.000017	3.50***	-0.00006
Cost of chemical	-0.22152	0.05262	4.21***	-0.22152
Price in the nearest market	0.00299	0.00518	0.58	0.002993
Distance to nearest market	-0.0396	0.0127	-3.12***	-0.00396
Membership of association	-0.16784	0.040997	-4.09***	-0.167844
Heterogeneity index	-0.001394	0.000419	3.3***	-0.00139
Meeting index	0.000891	0.000616	1.45	0.00089
Decision index	-0.00176	0.000780	2.26*	-0.00176
Constant	0.15844	0.121006	1.31	
Sigma	0.2337	0.012281		
Prob > χ^2	0.0000			
Pseudo R^2	0.7798			
Log likelihood	-28.107			

^aThe Tobit model is $Y^* = \beta_i X_i + \mu_i$, where, $Y_p = CI = \frac{\sum_{k=1}^k \bar{P}_k S_{ik}}{\sum_{k=1}^k \bar{P}_k Q_{ik}}$.

commercialization by 0.26%. It could be that older households may have acquired better experience in crop selection and market interactions. According to Simonyan et al. (2010) education significantly enhances farmers' abilities to make accurate and meaningful decisions. Years of education positively influenced market participation. A unit increase in years of education of vegetable farmers increased commercialization of their farm produce. The implication is that as household head increases years of education, participation in markets increases, which invariably increases commercialization. Educated urban vegetable farmers are in a better position to know different market channels where their produce can be sold at a better price to increase income. Gebremedhin and Jaleta (2010) and Ogbe (2009) stated that level of education raises human capital and increases level of managerial abilities, which is an incentive for commercialization.

Farm size affected level of commercialization. As urban vegetable households increased farm holdings, level of commercialization increased. A unit increase in farm size increased the level of commercialization. Martey et al. (2012) stated that farm size influences level of agricultural commercialization. Distance of the urban vegetable farm to the market significantly but negatively influenced level of commercialization (Gani and Adeoti, 2011; Gebremedhin and Jaleta, 2010). With a unit increase in distance, the

probability to sell or participate in the market is reduced. A 1% increase in market distance reduces commercialization by 0.03%.

The influence of social capital indices on market participation is both negative and positive. Membership in farmer organizations/groups positively and significantly affected commercialization. Farmers who are members of a local institution had a small increase in commercialization. A unit increase in index of diversity of producer organization decreased the level of commercialization by a small amount. The heterogeneity index of the urban farming household heads had a small likelihood of market participation. Nagarajan et al. (1999) found that homogeneous producer organizations were more likely to perform better. Membership heterogeneity increases information problems which can lead to members having conflict of interest. A unit increase in household participation in decision making in their association increases commercialization. Active participation in decision making increases commercialization (Grootaert, 1999; Shiferaw et al., 2006; Wambugu et al., 2009). Cost of chemical and fertilizer negatively and significantly affected commercialization. The low levels of adoption of productivity enhancing inputs of fertilizers and chemicals and improving seed limits the ability to produce surpluses for the market.

Although market participation of respondents was high, quantity of outputs in urban areas was low. Because land plays a significant role in commercialization, with diminishing land area it would be more prudent to focus on improving productivity of land. Social capital affected how well urban farmers participate in markets. It appears that it is necessary to enhance farmers' business skills by training and encouraging them to sell vegetables in organized groups. This would provide them with economies of scale for better access to markets, reduce operational costs, and increase profit.

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