

**STATUS OF GOAT MARKETING IN ZAMBIA: THE CASE OF
LUSAKA URBAN SMALL LIVESTOCK MARKET**

**A Research Report to the Department of Agricultural Economics and Extension
Education of the University of Zambia**

BY

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TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	i
TABLE OF CONTENTS.....	ii
LIST OF TABLES.....	v
LIST OF FIGURES.....	vi
LIST OF ABBREVIATIONS.....	vii
ABSTRACT.....	viii
CHAPTER 1: INTRODUCTION.....	1
1.1 Introduction	1
1.2 Background.....	1
1.3 Problem Statement and Identification.....	4
1.4 Study Objectives.....	5
1.5 Rationale.....	6
1.6 Limitation of Study	6
1.7 Structure of the Report	6
CHAPTER 2: LITERATURE REVIEW.....	8
2.1 Introduction	8
2.2 Past Studies on Goat Marketing	8
2.3 Salient Features of Market and Demand Analysis.....	14
2.3.1 Purposes of Marketing Studies	16
2.4 Definitions of Theoretical Framework.....	16

CHAPTER 3: METHODOLOGY	19
3.1 Introduction	19
3.2 Study Area and Target Population.....	19
3.3 Sampling Design.....	19
3.4 Data Collection	19
3.5 Data Analysis.....	20
CHAPTER 4: RESEARCH RESULTS AND DISCUSSIONS	21
4.1 Introduction	21
4.2 Social Demographic Characteristics	21
4.2.1 Age	21
4.2.2 Gender	22
4.2.3 Marital Status.....	23
4.2.4 Education.....	23
4.2.5 Residential Area.....	24
4.3 Perception of Respondents on Price Determination	25
4.4 Factors Affecting Demand for Goats.....	26
4.5 Perceptions of Respondents (Traders)	27
4.6 Marketing Problems faced by Goat Traders and Producers.....	28
4.7 Number of years in trading by Traders and Producers	29
4.8 Consumption and Preferences for goat meat.....	30
4.8.1 Determinants of Goat Meat Consumption.....	30
4.8.2 Meat type Preferred.....	31
4.8.3 Ranking of Meat Preferences.....	32
4.8.4 Reasons for Meat Preferences.....	33

4.9 Incomes	34
4.9.1 Monthly Income	34
4.9.2 Goat Meat Purchases	35
4.10 Religious Affiliations	36
4.11 Source of Goats	36
4.12 Marketing Channels	36
4.12.1 Market Traders	36
4.12.2 Goat Farmers	37
4.12.3 Goat Marketing Channel	38
4.13 Suggestions to Improve Goat Business	39
4.14 Marketing Margins	39
4.15 Goat Exports	41
CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS	42
5.1 Introduction	42
5.2 Conclusions	42
5.2 Recommendations	43
REFERENCES	45
APPENDICES	46
Appendix 1: Questionnaire for Goat Producers	46
Appendix 2: Questionnaire for Goat Traders/Stock Agents	50
Appendix 3: Questionnaire for Goat Consumers	55

LIST OF TABLES

Table 1: Distribution of Respondent by Age Group.....	22
Table2: Distribution of Respondents.....	22
Table 3: Distribution of Respondents by Marital Status.....	23
Table 4: Distribution of Respondents by Education Attainment.....	24
Table 5: Distribution of Respondents by Residential Area.....	25
Table 6: Perception of Respondents on Goat Price Determination.....	26
Table 7: Perception of Respondents on Factors affecting Goat Marketing.....	27
Table 8: Problems faced by Goat Traders.....	28
Table 9: Distribution of Respondents by type of Problem faced.....	29
Table 10: Distribution of Producers and Traders by number of years in Trading	30
Table 11: Distribution of Respondents by type of determinants for goat meat.....	31
Table 12: Distribution of Respondents by meat Type Preferred.....	32
Table 13: Distribution of Respondents by reasons of Meat Preferences.....	34
Table 14: Respondents by Distribution of level of Monthly Income	35
Table 15: Did you buy Goat Meat from formal Outlets.....	35
Table 16: Respondents by Religious Affiliation.....	36
Table 17: Main Source of Goats.....	36
Table 18: Distribution of Market Traders by type of Activity.....	37
Table 19: Prominent Goat Buyers from Farmers.....	37
Table 20: Suggestions to Improve and Enhance Goat Meat Business.....	39
Table 21: Gross Margin Analysis.....	40
Table 22: Goat Export.....	41

LIST OF FIGURES

Figure 1: Ranking of Meat Types	33
Figure 2: Goat Marketing Channels	39

LIST OF ABBREVIATIONS

CSO	Central Statistical Office
DRC	Democratic Republic of Congo
FAO	Food and Agricultural Organisation
FNDP	First National Development Plan
GART	Golden Valley Agricultural Research Trust
GDP	Gross Domestic product
LUSLM	Lusaka Urban Small Livestock Market
MACO	Ministry of Agriculture and Co-operatives
NAP	National Agricultural Policy
SHEMP	Small-Holders Entrepreneurial Programme
SLAZ	Small Livestock Association of Zambia
SPSS	Statistical Package for Social Sciences
TLU	Total Livestock Unit
USA	United States of America

ABSTRACT

STATUS OF GOAT MARKETING IN ZAMBIA: THE CASE OF LUSAKA URBAN SMALL LIVESTOCK MARKET

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This study was an in-depth investigation of the status of goat marketing in Zambia: the case of Lusaka Urban Small Livestock Market. Therefore, the general objective was to study the status of goat marketing in Zambia. The general objective was simplified into specific objectives which were: to establish factors affecting goat marketing in Zambia; to identify goat marketing channels; to determine profitability of goat marketing in terms of gross margins for producers and traders; and to ascertain destination of goats in the export market.

The Central Statistical Office (CSO) has no data on goat marketing pattern and demand trends. Therefore, it was vital to study status of goat marketing in Zambia.

The rationale of the study was that information generated would be relevant for policy formulation, improving marketing and facilitating the manipulation of factors to the advantage of the goat agricultural sub-sector.

The study employed gross margin analysis theory that provided the theoretical framework and basis for studying goat marketing. Relevant literature was reviewed that showed knowledge gap.

The study was carried out at Lusaka Urban Small Livestock Market managed by Small Livestock Association of Zambia (SLAZ). Respondents were purposively randomly selected as goat producers, traders/stock agents and consumers. The data collected were coded and entered into and processed using Statistical Package for Social Sciences (SPSS) software. In addition gross margin analysis tool was also employed.

The analysis of data revealed that goat marketing faced numerous impediments such as lack of market information, disorganized market system, poor market infrastructure, distance to market, and live body weight and healthy influencing goat price. The study found that producers accrued higher gross margins than traders and that goats are exported to DRC. The majority of consumers preferred goat meat and reside in high density residential areas. The majority of consumers had monthly income between K250,000 to K500,000 followed by those earning less than K250,000. The source of goats is Southern province, and traders mostly sold goats to meat sellers.

It is recommended that promotion of goat production and marketing of goats and its products be increased; government to formulate deliberate policies to support goat business; and need for both public and private sector to mobilise and support production and marketing system of goats by establishing efficient networking at producer to marketers level i.e intervene in goat production and marketing thus eventually stimulating the promotion of goat meat marketing and consumption.

CHAPTER 1

INTRODUCTION

1.1 Introduction

This is chapter 1 which introduces the background information to the study problem. The chapter states the study problem, general and specific objectives, study hypotheses, and gives a study rationale. Further, the chapter notes the limitations of the study and then ends with the organization of the thesis.

1.2 Background

Marketing is defined as the performance of all business activities involved in the flow of goods and services from the point of initial production until they are in the hands of the ultimate consumer (Kohls and Uhl, 1985). Marketing involves the transformation of goods in space, time, and form from producers to consumers. We want these processes to be efficient, i.e. the transformations in space, time, and form should be accomplished at the lowest possible cost consistent with consumer preferences and incomes. Thus, the fundamental issue is economic efficiency in meeting consumer demand. The marketing system must provide information flows from the consumer back through the processing, transportation and storage functions to the producer. The producer responds to price signals producing commodities in relative quantities dictated by prices and costs. The efficient marketing system responds by providing goods and services over time and space and in the form consumers want at the lowest possible cost (FAO, 2006).

In Zambia livestock subsector contributes about 35 percent towards agricultural output and among them are goats, hence this sector is vital to national economic growth and development (FNDP, 2006). According to the Central Statistical Office report of 1997 shows that goats are the most widely distributed small livestock in Zambia and 60 percent of goats are found in the valley and semi-arid areas.

Globally, livestock contribute to the livelihood of approximately 70% of the world's poor. In Africa livestock are vital for the poor households and prediction of future global demand for livestock products indicate considerable opportunities for African producers. Increased demand for livestock commodities in growing urban and peri-urban areas could promote markets for small scale producers and consequently increase their incomes (LEISA: December, 2005).

goats from other provinces, and also investigate constraints and opportunities/potential of goat marketing at local, regional and international level thereby increasing farmers and middlemen income and Zambia's Gross Domestic Product. According to CSO, 2001 statistics show that 80 percent of the Total Livestock Units (TLU's) are kept under the traditional sector. Of these 82% (2.5million) are cattle, 94% (0.5million) are goats and about 72% (76000) are sheep. The other 20% of the TLU's are in the intermediate and commercial sectors. Yet the traditional sector has had a livestock off take of about 6% while the commercial sector about 17 to 18%. The CSO statistics indicated there was a decline of 2.5% in cattle population from 2,447,692 at the end of 1996 to about 2,385,359 in 2000, this decline was mainly attributed to diseases and drought conditions. During the same period, goat population increased by about 14 percent while sheep population dropped by 26.1 percent. Thus goats have been slowly gaining popularity as a source of income among the rural small scale farmers. Small scale livestock producers (e.g. goats) are among the poorest of the poor producers in Zambia. They are mainly mixed farmers, and only a few households (44%) in rural Zambia, keep cattle as source of draft power and for their livelihood. Unregulated marketing due to lack of good marketing policy and infrastructure has to great extent been cited to have affected the development of small livestock industry under the traditional sector

The CSO data for 1997/98 agricultural season show that there were about 861,775 goats, of these 32 percent were in Southern province, 24 percent were in the Eastern province, 17 percent were in the Northern Province, and 27 percent were in the rest of the provinces (Lusaka, Luapula, Western, Central and Northwestern). The latest statistics for the season of 2001/2002 indicates that they are now close to a total of 1,206,642 goats and 70,000 sheep in Zambia. Goat population has increased by almost 50 percent since 1995 whereas sheep has increased by only around 20 percent, compared to cattle population which has remained rather stable during the same period, at around 2.6 million.

Zambia is abundantly endowed with the required resources to stimulate agricultural and rural development. Presently, of the country's 752,000 square kilometers of landmass, 58 percent is suitable for arable use and of this, only about 14 percent is currently under cultivation. Prior to 1990, the agricultural policies were restrictive, distortionary and counterproductive due to heavy government intervention and participation, and the dominance of one crop (maize). However, since the early 1990's the government has been implementing institutional reforms aimed at

Over one-third of the world's goats are in tropical Africa and they are a substantial contributor to the economies of both rich and poor. Meat is by far the most important goat product in Africa. Despite the need for increased levels in human nutrition, and although it is produced on a daily basis, milk is generally a subsidiary objective. However, despite the goat being a major livestock component of food production in Africa, only recently has any substantial research effort been focused on them. Greater knowledge of nutritional needs and health care by extension workers and agricultural centres is helping in this development. A number of farmers and governments, more particularly in Eastern, Southern and Northern Africa, have imported productive temperate zone goat over many years. There is also increased awareness of the scale of potential market in the bigger centres. With the growth of a market which can justify higher inputs for nutrition, health and housing, the higher productivity will enable the market potential to be fully exploited. However, the valuable characteristics of the goat as a low-cost producer, a scavenger subsisting under difficult conditions will remain one of its most economically favorable assets. It is very unlikely that improved goat enterprises in Africa will ever find it viable to use the high-concentration rations on which goat industries in the industrialized world are based. But there is a considerable contribution which can be made in most of Africa from the more efficient utilization of farm by-products (African Farming May/June, 1990).

Goats are becoming one of the major sources of income for the rural farmers. It is important that this industry be given due attention as it has a direct impact in alleviating poverty levels in Zambia. Goat marketing in its present state has a number of challenges that needs to be taken care of if the industry is to grow (Small-Holders Entrepreneurial Programme- SHIEMP, 2006).

Prior to 1999, goat marketing was none existent, thus trading was conducted under a tree in Lusaka's Kamwala trading area and Chibolya compound. Despite Lusaka City Council's ban on the sale of livestock in unauthorized places, businesses in Chibolya compound has continued (Post News paper, 1999). Traders buy goats from the outskirts of Lusaka and resell them for K15, 000 to K25, 000. However, from the year 2000 Small Livestock Association of Zambia formerly Pig Dealers Association put in place small scale livestock marketing association with more than 2000 association members (mainly farmers from within and outside Lusaka, stock agents). The aim of the association was to mobilize small scale producers and middlemen so that only healthy animals are marketed in accordance with the Health Act and profitably to both producers and stock agents. (Zambia Daily Mail, 2000). Therefore it is of necessity to find out the status of goat marketing in Zambia focusing on Lusaka Goat Market as the recipient of all

liberalizing the agricultural markets and encouraging the private sector to take the lead in agricultural sector development (FNDP, 2006).

In addition, FNDP report, 2006 postulates that since the early 1990's, the agricultural sector's contribution to Gross Domestic Product has averaged 18 percent. However, real growth rates have significantly fluctuated in the past four decades mainly due to the sector's high dependence on rain-fed production, reduced investments, and failure to strategically position the sector in line with its comparative advantage. The livestock subsector is also economically important and it accounts for about 35 percent of total agricultural production. The main livestock produced are cattle, goats, pigs and poultry. However, livestock production remains far below its potential due to several factors that include outbreaks of diseases such as corridor and foot and mouth.

The Golden Valley Agricultural Research Trust - Livestock Development Centre Batoka imported 85 Boer goats from Zimbabwe in November, 1999 for multiplication and maintenance of breeding stock and initially sale of males to farmers to promote graded goat multiplication and ensure household food security. Due to increasing demand of this type of goat and successful establishment of goat breeding unit at LDC, the GART imported another 76 goats from South Africa to strengthen its breeding unit to meet the demand of small scale farming community and maintain a breeding stock in the country. A lot of farmers enquire about the Boer goat when they visit the centre. The breed is valuable for meat, milk and skin production. The dressing percentage of the carcass in a healthy adult varies from 50 - 58% and dressed weight varies from 20 - 28kg. (GART, 2002). Therefore, growth and sustainability in goat marketing will be in line with the overall objective of agricultural sector being to facilitate and support the development of a sustainable and competitive agricultural sector in order to ensure food security and income generation at household and national levels and maximize the sector's contribution to gross domestic product (GDP) (National Agricultural Policy, 2004-2015).

1.3 Problem Statement and Identification

Goats provide a good cheap source of protein, an income as well as social security to the majority of family households in the major goat producing areas in Zambia. The problem of goat marketing is that goat production depends not only on technical and biological efficiency, but on market factors. Thus goat market is a neglected area and this limits goat development in both rural and urban areas (Lovelace et al, 1998). The market is highly unorganized and leads to the exploitation of the primary producers who market the goats on their own at high cost but low

productivity. The players in goat marketing are too many and are involved in marketing of live animals without value addition resulting in lost incomes. Lack of marketing research, poor product pricing, lack of promotion and unorganized market is predominant. The involvement of many players within the marketing chain shows lack of innovativeness in goat marketing leading to poor market performance.

The goat marketing involves the farmers who are the main goat producers and suppliers, consumers, market traders and stock agents but the latter are the major beneficiaries. Therefore, a well informed and organized market system is indispensable. It is also important to note that goats are not readily available and affordable to the urban consumer due to low productivity and uncoordinated marketing chain. Enhancement of the marketing strategies and network to ensure that farmers will always have adequate stocks for their use and for sale to sustain the urban markets is lacking hence deliberate intervention efforts lacks in ensuring increased productivity and good health of goats at the source. Currently there is lack of knowledge about goat market information and level of goat demand and potential benefits to all stakeholders in form of income. Goat marketing in its present state is not competitive and undeveloped due to lack of information in its structure, conduct and performance.

1.4 Study Objectives

1.4.1 General Objective

- To establish status of goat marketing in Zambia focusing on Lusaka urban small livestock market.

1.4.2 Specific Objectives

- To determine factors affecting goat marketing in Zambia.
- To identify goat marketing channels.
- To determine profitability of goat marketing in terms of gross margins for producers and market traders.
- To ascertain destination of goats in the export market.

1.5 Rationale

Goats are becoming one of the major sources of income for the poor rural farmers. Therefore, it is important that this industry be given due attention as it has a direct impact in alleviating poverty levels in Zambia. Even though a goat is viewed as a poor man's 'cow', it provides meat, hides, milk and manure. The Central Statistics Office (CSO) - living conditions in Zambia of 2003 indicates that about 50 – 80% of the Zambians, especially in rural areas, are living below poverty datum line. For a long time now, the government of Zambia has had its emphasis on crop production (in particular maize which has received enormous subsidies and market infrastructure) yet this initiative has not alleviated hunger and poverty among the rural communities. This failure could be attributed to the fact that crop farming is seasonal and depends largely on rainfall patterns which in most cases are unpredictable. The change in attitude towards goats in Zambia is inevitable due to the effect of recurrent devastating drought and disease outbreaks, which mainly affect cattle more than goats although being kept in the same areas. In fact according to Lovelace et al, 1998, goats are able to survive the devastating effects of trypanosomosis, theileriosis (corridor disease) and other Tick Bone Diseases hence making this proposed project relevant in giving government and policy makers some new insights in alleviating poverty and food insecurity through promotion of goat enterprises thereby increasing incomes at both household and national level by implementing policies supporting goat market growth and sustainability.

1.6 Limitation of Study

The study is a descriptive one and, like any other study, is not without limitations. It describes various aspects of the status of goat marketing in Zambia. The study does identify factors affecting goat marketing, factors influencing goat price, problems of goat marketing, marketing channels and gross margin analysis of producers and consumers. A questionnaire which was employed has a disadvantage in that analysis of the data depends on the written record only.

1.7 Structure of the Report

The report opens with chapter 1, which presents the introduction and background information to the study problem. The chapter makes mention of the general and specific objectives, and gives study rationale as well as the study limitations.

Thus, chapter 2 is the literature review and theoretical framework. Literature review focuses on past researches relevant to the study problem, highlighting areas that had a knowledge gap and

needed further investigation. Theoretical framework provides and explains the theoretical basis for investigating the problem.

Chapter 3 provides information about the methodology used in the study embracing the study area, target population, sampling design, data collection and analysis.

Chapter 4 is concerned with the results and discussion of the study. Therefore, the report ends with chapter 5 which makes conclusions about the research findings and consequently recommends accordingly.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter reviews the past research work that is relevant to the study problem. Thus, it highlights areas that had knowledge gaps hence the need of bridging the gap by researching further. It reviews past studies on goat marketing, salient features of market demand analysis and ends with definitions of theoretical framework.

2.2 Past Studies on Goat Marketing

Kaulung'ombe (2004) in her study on Small Ruminant Marketing in Lusaka urban observed that the structure of the goat industry was informal, with no registered firms. In fact she observed, further, that there was need for traders to form associations to secure loans as a group and be able to supply to large buyers both domestically and internationally.

According to a study on Market Analysis of Goat Meat in Ohio (1999), it was found that, even though the industry in Ohio was fledgling, there existed great demand for goat meat in ethnic groups because of growing ethnic population, the increasing income of the ethnic group, and continued trend of buying fresh local products. Thus, as long as sound marketing efforts were made to make goat meat more readily available and closer to consumers, there exists a market for goats. Marketing and processing in groups was found to reduce costs and efforts in marketing, transportation, grading, processing, distribution, and research and development, while reducing the costs of an individual grower.

In the study by L.H. Dossa et al (2008) entitled market potential for the local Djallonké goat in Southern Benin: empirical evidence from two rural markets. A market study was undertaken to examine the effects of selected qualitative and quantitative traits of goats on their market price. Data on breed type, sex, coat colour, age, health and live bodyweight were recorded from 288 goats traded in two rural markets in Southern Benin. Buyers were questioned about the purpose for which each animal was bought. A double logarithmic hedonic model was applied to link prices to the animal's physical attributes.

The results indicated that live weight and sex were significant ($p < 0.001$) characteristics affecting prices. The estimated elasticity of demand for goats with respect to live weight was 0.99. Given the significant premium associated with these characteristics, goat keepers could significantly

improve their profitability through the adoption of appropriate management and marketing practices. The results provide an empirical evidence of the high market potential of the local Djallonké goat.

Goats are kept in smallholdings in almost all rural households in Southern Benin. They are mainly regarded as a valuable and quick source of cash, security and insurance against crop failure and hardship. These official figures provide a striking evidence of the growing local demand for small ruminants, especially goats. Therefore, arguably small-scale farmers form the vital core of the production system that will meet the growing demand for livestock and livestock products in urban centers in developing countries. Thus, this increased market demand for small ruminants in Southern Benin offers local smallholders with opportunities for raising their incomes and may stimulate them to more actively seek productivity increases. However, these farmers, especially those geographically marginalised, face many challenges in seizing these opportunities.

The access to reliable markets for outputs across the year is one of the most important factors that affect the decision of small farmers to undertake production and to adopt improved production systems practices. Drawing from studies conducted in Asia, it was argued that the lack of knowledge of markets and marketing systems combined with the neglect of linking the production of small ruminant to their marketing have resulted in reduced revenue from small ruminants to farmers and made them unable to respond to demand and supply forces.

A clear understanding of markets and marketing systems including a better knowledge of the preferences of consumers for particular physical characteristics of the animals should ensure technological improvements that are affordable to small scale farmers, can enable them to respond to the demand of local market and give them better remuneration opportunities. The conclusion of the study was that:

- In Benin, there is a paucity of marketing studies on livestock, especially on small stock such as goats and sheep. The objective of this study was to examine the traits of goats that are important for buyers and how these characteristics affect goat prices in the local markets. Heavier and castrated goats were more valuable regardless of the breed and the color of coat. These traits could be controlled by the producers. In addition, prices vary according to the purposes for which the animal was purchased.

- The results suggest the existence of an important market potential for small-scale local goat production in Southern Benin.
- A proper flock management including feeding, health and selection; combined with effective marketing can significantly contribute to increase overall returns from small-scale goat production.

H. Chitambo et al (1998) in their research on Feasibility and Sustainability of the urban goat market in Lusaka reveals that there is an apparent popularity and high demand for goat meat in Lusaka urban market. This demand for goat meat is clearly evident by the numerous goat meat braais at drinking places and by the evolving vending of goat meat cuts and the establishing of goat meat butcheries in certain high density areas. Goat meat seemed to be more affordable and therefore people bought it even when their eating preference for it is low. There has been for long time lack of promotion of goat meat production and goat marketing in Zambia. Further, they states that there is need of intervention in goat meat marketing which should eventually stimulate the promotion of goat meat marketing and consumption.

Oludimu and owokade (1995), in their studies on goat trading in Nigeria indicated that poor market information and transport problems were some of the major constraints in the goat industry development. While Mahmood and Rodinquez (1993) also observed that little knowledge about goat market forces and livestock quality were some of the constraints goats producers had in Pakistan. However, promotion of the goat industry in Tanzania has led to exports of goats to the Gulf States with very encouraging results (FAO, 1998).

The economics of goat production is important to most people who raise goats. The price of market animals dictates what can be spent on the practices associated with production. Meat goat production is one of the oldest and most widespread of the animal enterprises in the world. At this point, it is the fastest-growing animal enterprise in the United States of America (Dairy and Animal Science at Penn state.htm). Namibia is one of the largest producers of goat meat and venison in southern Africa but income derived thereof remains small compared to cattle and sheep. Namibia has about 2.06 million goats and it exports 260,000 goats on average every year mainly to South Africa where the goats are used for ceremonial purposes. While mark-ups

locally are around 21 percent, 45.47 percent is added on small goats, 33.17 percent on medium and 26.1 percent is added on large goats in South Africa (allAfrica.com.Namibia).

The study was carried out by Jay Lillywhite, Southwest State University agribusiness professor (2000). It examines several breeds of meat goats, including the Boer, “a new breed that grows a little more rapidly and has a better constitution for meat than dairy goats do”. “They are known for their reproductive capacity and may be able to kid three times every two years.” The report compares production methods, including intensive grazing, feedlot and range systems, and includes a detailed analysis of production costs and returns. Capital requirements for breeding stock, housing and equipment; fixed costs, including depreciation, maintenance and interest; and variable costs, including average per-animal outlays for feed, health care, supplies, transportation, marketing and interest on operating capital are included in the report.

Marketing is a main feature of the study, which summarizes historical market prices on both live weight and carcass bases. Goat prices vary widely by season, location and product quality, the study found. Markets spike around the time of religious holidays such as Ramadan and Easter, then drop in late summer when supplies are greatest.

Minnesota goat producers will likely face strong price competition from imported meat, the study warns. In Australia, they just run in the wild and they round them up ... so there's not a lot of management. And producers who market directly to consumers report substantial price premiums.

According to H. A. Glimp (1995) production opportunities, management strategies, and marketing options for meat goats in the United States are reviewed in this manuscript. The basis for any expansion must be goat production systems that are biologically and economically sustainable, meeting both producer and consumer needs. Meat goats historically have been kept for bush control. Their use to control noxious plants and in vegetation management will continue to be their primary role in the future. Meat goats are rarely the primary animal production enterprise in the United States, but they are becoming increasingly important contributors to the income of many producers. Meat goat marketing is highly unstructured in the United States, yet prices are generally higher on per unit of weight basis than other red meat-producing species. Efforts to organize marketing have had only limited success. Over 90% of the world's goats are in developing countries. Goats are increasingly important in these countries as subsistence food producers. Production systems range from goats being a part of nomadic multispecies herds on

arid desert rangelands, in agro pastoral production systems, to goats being the primary animal enterprise in smallholder farming systems.

In the study entitled 'Marketing slaughter goats and goat meat products' by T.L. Stanton (2004) shows that the survivability of the US meat goat industry is dependent on improving its accessibility and desirability to our consumer base. Goat meat consumption in the US has grown sharply in the last 10 years. The goat slaughter rate at US inspected facilities climbed from 207,893 goats in 1991 to 595,500 goats in 2002. Increased consumption is driven by the popularity of goat meat with the diverse ethnic groups that immigrate yearly to the US and also the popularity of heart-friendly, ethnic foods. However, desired goat meat products need to be readily available year round to encourage consumers and processors to continue these dietary preferences. It is counterproductive if goat meat is available only sporadically, specific carcass preferences are ignored, people are made to feel unwelcome when seeking out goat meat through established channels, or if our marketing infrastructure collapses in on itself and offers all of us fewer marketing choices.

The study by Wezi Tjamidi entitled Namibia Goat Industry urged to Explore New Markets (2007) show that Namibian goat producers may experience a decline if they do not embrace changes taking place in the industry.

A market study report on goats/goat products and venison commissioned by the Meat Board of Namibia (2007) said while the Government's intention to close borders for live goat exports would bring an end to an industry from which many farmers derive an income, the traditional market for goats in South Africa is also changing. It showed that unless Namibian producers join the new drive for the demand of goat meat, they could face a gradual decline of the demand for their products. "It has been proven convincingly, that the current market for live goats is changing with a change in consumer preferences, and that this demand is declining over time, subjecting the Namibian producer to potentially a smaller part of this market," it said. The Namibian Government in 2003 introduced a 15 percent levy on the export of live goats, which was extended until a suitable market for goat meat was found.

Namibia is one of the largest producers of goat meat and venison in Southern Africa but income derived thereof remains small compared to cattle and sheep. Namibia has about 2.06

million goats and it exports 260,000 goats on average every year mainly to South Africa where the goats are used for ceremonial purposes.

The objective of the study was to assess and evaluate the local, regional and international markets for Namibian goat and goat meat markets to improve the sector contribution to national agricultural output. The study also aimed at investigating possible opportunities and challenges in the marketing of conservancy venison at local, regional, and international level. The study found that producers and prospective goat producers were without relevant market and accurate market information and were seriously disadvantaged in basic decision-making concerning the production opportunities and marketing options.

On the other hand, Namibia has potential markets in Angola, DRC, Tanzania, and Mauritius, which import goat meat from Argentina, Brazil, the Netherlands, United Arab Emirates and Australia. The study recommends that since Namibia already has experience in exporting other meats, the county could build on the same experience to market goat meat to its selected markets. But when promoting goat meat, the report recommended that Namibia consider establishing an exclusive Namibian brand with a standardisation logo, packaging and labeling especially for processed and prepared products. However, due to negative perceptions in some circles about goats, the report devised that goat meat be marked as chevon, caprine, chevrec, Capricorn, capretto and cabrito. Prime cuts from small goats could be destined for restaurant markets in Italy, France, Spain, Portugal, Switzerland, Germany, Canada and the United States, while medium goats have a market as live exports in Natal, and frozen carcasses in the Middle East markets, Oman, United Arab Emirates, Qatar and Saudi Arabia. (allAfrica.com.Namibia).

According to Bank of Namibia – Research Department called *Unleashing the Potential of the Agriculture Sector in Namibia* by Mihe Gaomab et al (2008) show that small stock production is the key agricultural activity in the arid southern parts of Namibia. Goats also show a great potential for growth and value addition within the economy. Accordingly, goats are the third largest animal species produced in Namibia after sheep and cattle. To unleash the potential of goats, concerted efforts be directed to the processing of goat meat and finding new markets. In this vein, great emphasis must be placed on the accessing of the newly opened market for goat meat in the USA.

The above researches have shown that focus on how goats are marketed in Zambia is inadequate in that even the CSO does not or have scanty time series data which can be employed in examining demand and consumer preference for goat meat. This study will show impediments in goat marketing and how to improve this sector to the benefit of all stakeholders by making goat market information available to all, goat marketing and processing improvements.

Further, a study by Mukata et al (1998) on Sustainability of the Urban Goat Market in Lusaka simply focused on how to formalize the two goat illegal markets in Kamwala and Chibolya areas so that goat business is sustainable and formalised. Hence, since that time no other study has taken place ever since marketing of goats was formalized at Lusaka Urban Small Livestock Market under the auspices of SLAZ in the year 2000. It is now of necessity to know the status (performance, profitability, market efficiency, impediments and challenges in this liberalized dispensation from the time goat business was formalised) of goat business in Zambia with a focus on Lusaka urban market.

2.3 Salient Features of Market and Demand Analysis

The general justification for marketing studies is to determine whether or not the marketing system is functioning efficiently. It is thought that efficiently functioning markets benefit both producers and consumers. Marketing research can range from studies of aggregate demand to those addressing the questions of how items are placed on the grocery store shelf. Such a broad range of issues requires different approaches to research. Kohls and Uhl (1985) present the following main approaches: (1) market functions, (2) market organization (structure, conduct and performance), and (3) participating institutions and organizations.

Market functions are classified as:

- a) physical functions of transportation (space utility), storage (time utility), and processing (form utility);
- b) facilitative functions including standardization, financing, risk bearing, and market intelligence (or information); and
- c) exchange functions including buying (assembling) and selling.

Market organization is analysed in the following terms:

- a) structure - number and size of firms, product differentiation, and conditions of entry;
- b) conduct - firm's price, product and promotional strategies; and
- c) performance - trends in food prices, stability of prices, margins, profits, trends in marketing costs etc.

In analysing the institutions of marketing, the concern is with the nature and character of the various intermediaries and related agencies and the place in the marketing process the intermediaries occupy. These can be classified as follows:

- a) Merchants which comprise retailers and wholesalers;
- b) Agents including brokers and commission agents;
- c) Speculators;
- d) Processors and manufacturers; and
- e) Facilitative organizations such as grain exchanges, livestock auctions, and stockyards.

Demand and supply relationships are also of interest in market studies. In demand analysis, the main parameters of interest are the relationships between consumption and product price (price elasticity) and the relationship between consumption and income (income elasticity). The price elasticity of demand measures the percent change in consumption expected from a one percent change in price. Income elasticity measures the expected change in consumption from a one percent change in per caput income. The location of demand, quality of product demanded, the form of the commodities (or product mix, especially for perishables) and accompanying services are also important in connection with consumption/demand analysis.

Both the price and income elasticities are useful in projecting the future levels of demand. Price elasticities are also useful in assessing the probable impact of government policies affecting commodity prices or the probable impact on consumption of increased marketing efficiency. Demand analysis including the patterns of consumption are also useful in product promotion. Consumption patterns can be affected by demographics (e.g. family income, size, age composition, religion, urbanization, ethnicity, education), commodity price levels, availability and prices of substitutes, etc.

2.3.1 Purposes of Marketing Studies

Marketing studies are thus undertaken for various reasons, including the following:

- i. To understand the efficiency of the existing marketing system and of alternative marketing systems. This may help in developing lower cost or more effective marketing which may, through lower marketing margins, result in both higher prices for producers and lower cost for consumers. The higher producer prices may stimulate production, while the lower consumer prices will stimulate demand. This should not be construed to mean that traditional marketing systems are inefficient. As will be mentioned later, many studies have found existing traditional systems to be efficient in the context of the infrastructures of their economy.
- ii. To learn how the marketing system links with the whole production system. This will help in understanding and minimizing marketing constraints to increased agricultural output.
- iii. To learn how government pricing policies will affect consumption and production of certain commodities and estimate the potentials for stimulating or inhibiting output through price policy.
- iv. To study how consumption patterns are affected by demographics, ethnicity, urbanization, etc. This may be especially useful in identifying niches in terms of consumer groups and commodity forms.

2.4 Definitions of Theoretical Framework

Marketing has been defined and described by many authors. Thus, Agricultural marketing will be defined as the “performance of all business activities in the flow of goods and services from the point of initial agricultural production until they are in the hands of the ultimate consumer” (Kohls 1967).

It might be thought that the performance of a marketing system could be evaluated in terms of how well the agricultural and food marketing system performs and what society and the market participants expect it. However, it soon becomes evident that marketing systems have multiple and often conflicting goals. Compromises and trade offs will be necessary if the various participants in the marketing system are to be satisfied. One of the several contrasting measures which is commonly used in assessing the performance of marketing system is:

- The gross marketing margin or farm-retail price spread

Marketing margins refer to the difference between prices at different levels of the marketing system. It is the difference between the farm price (Pf) and the retail price (Pr) Dale (1977). In relative terms, it is the percentage of the final weighted average selling price taken by each stage of the marketing chains. This margin must cover the costs involved in transferring produce from one stage to the next and provide a reasonable return to those doing it.

Where the product essentially retains its identity from the farm to the consumer, the measurement of marketing margins is rather straightforward. Prices and cost at each stage of the marketing system will be noted and their averages estimated.

However, to know whether margins are reasonable, it is necessary to understand the nature and composition of the marketing costs. Marketing costs in this study will be defined as the expenses incurred when the goats move from the farm to the final consumer. These include: transport, marketing levies, storage cost and feeding costs. So the profit margin will be calculated as the difference between the marketing margin and marketing cost.

Total margins depend on the length of the marketing chain and the extent to which the produce is stored or processed. For this study, goats lack processing facilities and have poor storage facilities. Thus, goats are sold live. The basis for grading is usually weight only. According to Hill and Ingersent (1977) grading is defined as the process of sorting a product into its lots according to specified quality characteristics.

A distribution channel may be defined as “the set of firms and individuals that take title, or assist in transferring title, to a good or service as it moves from the producer to the final consumer or industrial user”. The importance of channel decision has not always been recognized. For a long time, marketers only gave thought to appropriate channels of distribution after the product had been developed.

There are many functions to be carried out in moving the product from producer to consumer. Those functions each require funding and often specialist knowledge and expertise. Few producers have either the resources or the expertise to carry out all the necessary functions to get a product from source to ultimate consumer. A middleman’s remuneration should depend upon the number of marketing functions he/she performs.

Storage is carried out in order to extend the period of availability of a product to a consumer with regard to more perishable products, storage can be used to extend what is often a very short period of availability. However, this is only viable when the produce can be sold after storage at a price higher than the into-store price, with the difference fully covering the costs of storage as well as offering an incentive to take the risk that a loss may result.

Storage costs fall in four categories:

- Costs associated with the physical operation of the store.
- Cost associated with the maintenance of the product quality while it is in store.
- Costs associated with the loss of quality and quantity while the produce is in store.
- The financial costs to the owner or the product while it is in store.

The above theoretical framework will be the basis of describing the marketing of goat and comparing the margins between farmer and retailer.

CHAPTER 3

METHODOLOGY

3.1 Introduction

The chapter presents research methodology that was used in the study. It begins with the definition of the study area and target population followed by sampling design. In addition, the chapter reveals tools to be used for data when collection and analysis.

3.2 Study Area and Target Population

Lusaka has a population of about 2 million inhabitants and is situated centrally to all provincial capitals of Southern, Eastern, Central, Luapula, Northwestern, Copperbelt, Western, Northern and Lusaka provinces. Lusaka is a potential market for various commodities and that includes goat meat. Lusaka urban goat market managed by Small Livestock Association of Zambia (SLAZ) was captured to get data from goat producers, stock agents and consumers.

The sample size was 102 respondents comprising of 36 goat producers, 36 goat traders and 30 consumers respectively at Lusaka Urban Small Livestock Market.

3.3 Sampling Design

Purposive random sampling was employed on goat producers, stock agents, and consumers found at Lusaka Urban Small Livestock Market opposite COMESA market. Also commercial butcheries will be purposively selected.

3.4 Data Collection

In this study, primary data was generated by the use of 102 structured questionnaires targeting goat producers, stock agents or traders, and consumers. The questionnaire was administered as an interview because most of the target population is either illiterate or semi-illiterate. The questionnaire as a tool for data collection has the advantage of high response rate and it is flexible hence can be applied in most surveys. Also questionnaires are user friendly therefore, inexperienced researchers easily use them. The questionnaires are attached hereto in the appendix.

3.5 Data Analysis

The data collected were coded to ease data processing. The coded data were entered into computer software called Statistical Package for Social Sciences (SPSS) and data was analysed statistically. In addition Gross Margin Analysis and Excel were used. Further, in data interpretation, descriptive and qualitative information in form of tables, frequencies were used. Gross margins as performance indicators were also used.

CHAPTER 4

RESEARCH RESULTS AND DISCUSSIONS

4.1 Introduction

This section presents and discusses the results obtained. Following the processing of the primary data that were collected from the field: Lusaka Urban Small Livestock Market in particular on goats, this chapter therefore gives research results. It gives a description of the demographic characteristics of the target group, goat farmers, traders and consumers. Thus, each of the target group is discussed below.

4.2 Social Demographic Characteristics

4.2.1 Age

The table below gives the distribution of respondents by age group. The majority of the producers were aged between 30 and 39 while the minority of respondents were aged above 40. This age group (30 to 39) owns most of the productive assets hence it is the most productive group.

Among the traders 30.6% were aged between 20 and 29years, 61.1% were aged between 30 and 39. and 8.3% were aged above 40. The highest response was aged between 30 and 39 while the minority respondents were aged above 40. The age group of 30 to 39 is the most productive and energetic hence owns most productive assets.

The table shows that that 30% of consumers were aged between 20 and 29, 50% were aged between 30 and 39, and 20% were aged above 40. The majority of the respondents were aged between 30 and 39 while the lowest response was aged above 40. The majority of population is youthful thus aged between 30 and 39 years.

Table 1: Distribution of Respondents by Age Group

Age	PRODUCERS		TRADERS		CONSUMERS	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
20 to 29yrs	10	27.78	11	30.56	9	30
30 to 39 yrs	19	52.78	22	61.11	15	50
40 yrs and above	7	19.44	3	8.33	6	20
Total	36	100	36	100	30	100

Source: Own Field Data (2008)

4.2.2 Gender

The distribution of the respondents by sex revealed that producers had the highest number of men being 77.8% and 22.2% as female folk. For traders 66.7% were men while 33.3% of the respondents were females. The consumers consisted of 60% men and 40% female respondents respectively. Thus in all categories men are the major participants because they own most of the productive assets/resources.

Table 2: Distribution of Respondents by Sex

Sex	PRODUCERS		TRADERS		CONSUMERS	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
male	28	77.78	24	66.67	18	60
female	8	22.22	12	33.33	12	40
Total	36	100	36	100	30	100

Source: Own Field Data (2008)

4.2.3 Marital Status

The research results on marital status showed that: among producers 19.4% were single, 63.9% were married, 5.6% were widowed and 11.1% were divorced. The results also show that of the traders 25% were single, 66.7% were married, 5.6% were widows and 2.8% were divorced. Among the consumers 20% were single, 60% were married, 6.7% were widows and 13.3% of the respondents were divorced.

Table 3: Distribution of Respondents by Marital Status

Marital Status	PRODUCERS		TRADERS		CONSUMERS	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
single	7	19.44	9	25	6	20
married	23	63.89	24	66.67	18	60
widow	2	5.56	2	5.56	2	6.67
divorced	4	11.11	1	2.78	4	13.33
Total	36	100	36	100	30	100

Source: Own Field Data (2008)

4.2.4 Education

The distribution of the respondents by education attainment revealed that among producers 52.8% had attained primary level education, 47.2% had reached secondary school and none attained tertiary education. The results for traders show that 27.8% attained primary education, 66.7% reached secondary school and 5.6% attained tertiary education. However, among goat consumers had 13.3% that never attended any formal education, 36.7% reached primary school, 40% went up to secondary level and 5.6% attained tertiary education. The consumers accounted for 13.3% who never attained any formal education, 36.7% went up to primary level, 40% went as far as secondary school and 10% acquired tertiary education. Thus, level of education positively correlates with the growth and efficiency operations of the goat market.

Table 4: Distribution of Respondents by Education Attainment

Education Level	PRODUCERS		TRADERS		CONSUMERS	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
none					4	13.33
primary	19	52.78	10	27.78	11	36.67
secondary	17	47.22	24	66.67	12	40
university/college			2	5.56	3	10
Total	36	100	36	100	30	100

Source: Own Field Data (2008)

4.2.5 Residential Area

Table 5 shows that all goat farmers were based in rural areas. However, for the traders, 22.2% were from medium density area and 77.8% were from high density area. Among the goat consumers 6.7% came from low density area, 10% were from medium density area and 83.3% lived in high density area. Therefore, majority of both traders and consumers come from high density residential areas because goat trading and consumption requires low levels of capital hence high density areas is characterised with low income levels among the population.

Table 5: Distribution of Respondents by Residential Area

Residential Area		PRODUCER		TRADERS		CONSUMERS	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
	Rural	36	100				
Town:	Low Density					2	6.67
Town:	Medium Density			8	22.22	3	10
Town:	High Density			28	77.78	25	83.33
	Total			36	100	30	100

Source: Own Field Data (2008)

4.3 Perception of Respondents on Price Determination

According to the findings the producers, perceived the following as the factors determining price of goats: breed type accounts for 13.9%, sex (2.8%), coat colour (2.8%), age (16.7%), health (25.0%), and live body weight (38.9%). Therefore, the majority of respondents perceive that live body weight (38.9%) has the major influence in determining the price of a goat. The health of the goat (25%) is the second major influence in goat price determination. Thus, the heavier the goat, the higher the price of that goat leading to high profit margins per goat.

Table 6: Perception of Respondents on Goat Price Determination

Factors/variables	Frequency	Percent	Valid Percent	Cumulative Percent
Breed Type	5	13.9	13.9	13.9
Sex	1	2.8	2.8	16.7
Coat Colour	1	2.8	2.8	19.4
Age	6	16.7	16.7	36.1
Health	9	25.0	25.0	61.1
Live body weight	14	38.9	38.9	100.0
Total	36	100.0	100.0	

Source: Own Field Data (2008)

4.4 Factors Affecting Demand for Goats

The following are the factors that traders perceive to be affecting goat marketing in Zambia. Thus, 13.9% indicated that distance to the market influences market price; income (11.1%), population (5.6%), meat preferences (13.9%), lack of marketing information (38.9%), goat prices (13.9%), and price of substitutes (2.8%) are the other perceived factors. Therefore, the lack of marketing information (38.9%) is a major factor and price of substitutes (2.8%) is the minor factor affecting goat marketing.

Therefore, availability of goat market information is cardinal and indispensable in the efficiency operations and growth at every level of the marketing system.

Table 7: Perception of Respondents on Factors affecting Goat Marketing

Factors	Frequency	Percent	Valid Percent	Cumulative Percent
Distance to the Market	5	13.9	13.9	13.9
Income	4	11.1	11.1	25.0
Population	2	5.6	5.6	30.6
Preferences	5	13.9	13.9	44.4
Lack of Marketing Information	14	38.9	38.9	83.3
Goat Prices	5	13.9	13.9	97.2
Price of Substitutes	1	2.8	2.8	100.0
Total	36	100.0	100.0	

Source: Own Field Data (2008)

4.5 Perceptions of Respondents (Traders)

Thus, 30.6% of the respondents indicated that there was lack of policy with regard to improving goat business, 16.7% said goat meat was considered inferior meat type by consumers, 8.3% cited that viability of business has not been realised, 38.9% attributed this to lack of marketing information, and 2% said all the above were problems faced by traders. Therefore, lack of market information concerning goats is the major problem faced traders and stock agents.

The main problem perceived by market traders is lack of marketing information and lack of government policy to improve goat business which act as impediments in marketing of goats.

Table 8: Problems faced by Goat Traders

Problems	Frequency	Percent	Valid Percent	Cumulative Percent
Lack of Policy to Improve Goat Business	11	30.6	30.6	30.6
Goat meat considered inferior meat by consumers	6	16.7	16.7	47.2
Viability of Business has not been realised	3	8.3	8.3	55.6
Lack of Marketing Information	14	38.9	38.9	94.4
All the above	2	5.6	5.6	100.0
Total	36	100.0	100.0	

Source: Own Field Data (2008)

4.6 Marketing Problems faced by Goat Traders and Producers

With regards to problems that are faced by respondents 19.4% of them thought that transport cost was high and lack of market, 61.1% said transport cost was high and market was unorganised, 19.4% thought that transport cost was high. They also observed that there was no market information on prices and demand of goats. Therefore, high transport costs and market being unorganised are the major problems faced by goat farmers.

Table 9: Distribution of Respondents by type of Problem faced

Problems	Frequency	Percent	Valid Percent	Cumulative Percent
Transport cost is high and lack of market	7	19.4	19.4	19.4
Transport cost is high and market is unorganised	22	61.1	61.1	80.6
Transport cost is high and no market information	7	19.4	19.4	100.0
Total	36	100.0	100.0	

Source: Own Field Data (2008)

4.7 Number of years in trading by Traders and Producers

The producers and traders interviewed showed the number of years they have been in goat marketing as followings: 33.3% and 16.7 for 1 year, 11.1% and 16.7% for 2 years, 19.5% and 25% for 3 years, 11.1% and 13.9% for 4 years, 5.6% and 8.3% for 5 years, 19.4% and 19.4% for above 5 years respectively. Therefore, the majority being 33.3% were in goat business for one year only because goat production and marketing in Zambia has just began being appreciated by all stakeholders as a viable business.

Table 10: Distribution of Producers and Traders by number of years in Trading

Years in Trading	PRODUCERS		TRADERS	
	Frequency	Percent	Frequency	Percent
1yr	12	33.33	6	16.67
2yrs	4	11.11	6	16.67
3yrs	7	19.44	9	25
4yrs	4	11.11	5	13.89
5yrs	2	5.56	3	8.33
above 5yrs	7	19.44	7	19.44
Total	36	100	36	100

Source: Own Field Data (2008)

4.8 Consumption and Preferences for goat meat

4.8.1 Determinants of Goat Meat Consumption

The table 11 below shows the distribution of consumers by the demand of goat meat. About 13.3% indicated that family income is a determinant factor for the demand of goat meat, while 20% said that it was family size. Others are religion (10%), urbanization (3.3%), education (6.7%), and price of substitutes (13.3%). The most important factor was goat price representing 33.3% followed by family size at 20% respectively.

Therefore, goat price is the major factor that contributes to the demand of goat meat. This is in conformity with the law of demand and supply which states that the demand and supply of a normal commodity is inversely related. The higher the price of goat meat results in lower demand. But the lower the goat price leads to corresponding higher demand.

Table 11: Distribution of Respondents by type of Determinant for goat meat

	Frequency	Percent	Valid Percent	Cumulative Percent
Family income	4	13.3	13.3	13.3
Family size	6	20.0	20.0	33.3
Religion	3	10.0	10.0	43.3
Urbanisation	1	3.3	3.3	46.7
Education	2	6.7	6.7	53.3
Goat price	10	33.3	33.3	86.7
Prices of substitutes	4	13.3	13.3	100.0
Total	30	100.0	100.0	

Source: Own Field Data (2008)

4.8.2 Meat type Preferred

All the respondents knew about the different types of meat that are on the market such as pork, goat meat, fish, and that at least each one of them consumed one of them. Of the meat type preferred to be consumed, 50% consumers preferred goat meat, 3.3% preferred beef, 10% preferred pork, 20% preferred chicken and 16.7% preferred consuming fish. It was observed that majority preferred to consume goat meat and minority favour beef.

Goat meat is apparently popular among the consumers accounting for 50% but it is not readily available because goat meat is only found in few places such as the goat market and a few small butchers located in high density areas and constant goat supply on the market is not assured.

Table 12: Distribution of Respondents by Meat type Preferred

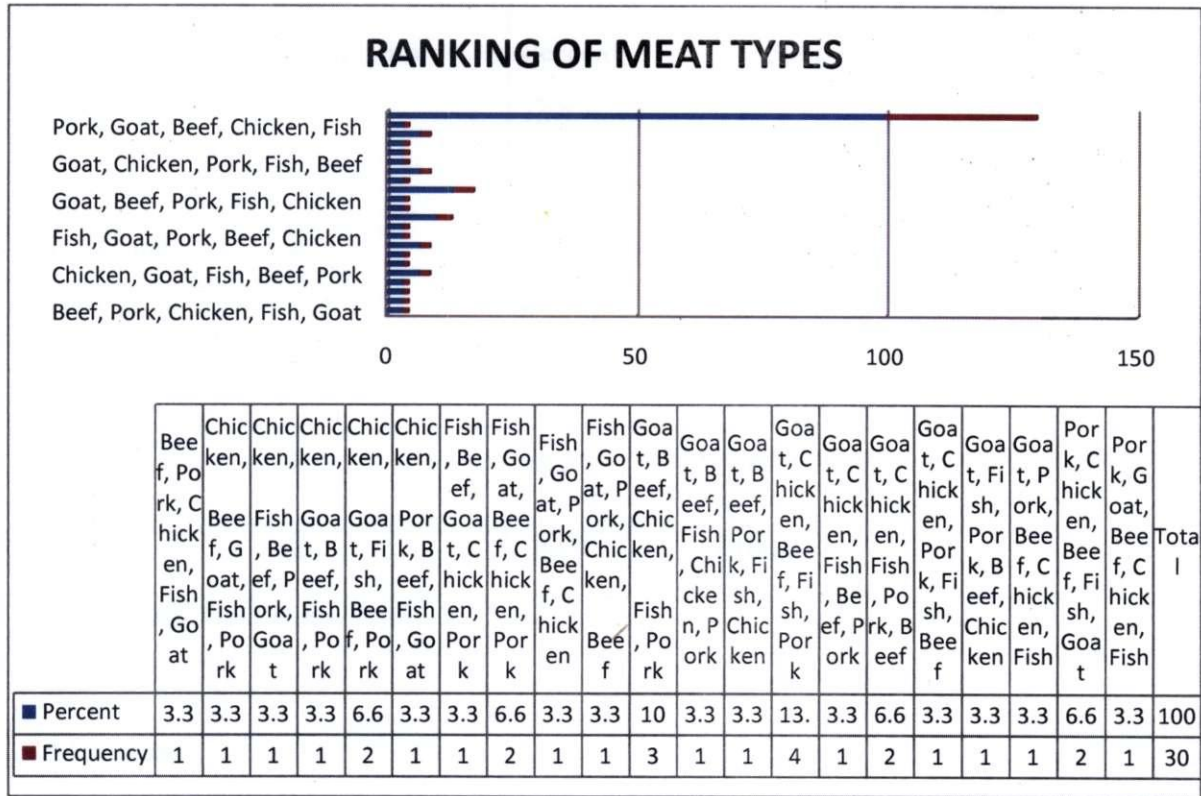
	Frequency	Percent	Valid Percent	Cumulative Percent
Goat meat	15	50.0	50.0	50.0
Beef	1	3.3	3.3	53.3
Pork	3	10.0	10.0	63.3
Chicken	6	20.0	20.0	83.3
Fish	5	16.7	16.7	100.0
Total	30	100.0	100.0	

Source: Own Field Data

4.8.3 Ranking of Meat Preferences

The table 13 below shows ranking of meat (goat, pork, beef, chicken and fish) by each consumer in terms of their preferences of consumption. However, the findings were that 3.3% ranked beef as first preference while 20% ranked chicken as most preferred, 16.7% ranked fish as first preferred and 50% ranked goat meat as most preferred, and 10% ranked pork as first in order of meat preferences respectively. Therefore, goat meat was ranked as the most preferred meat type to be consumed by the majority of the respondents because it is affordable relative to other meat types.

Figure 1: Ranking of Meat Preferences



Source: Own Field Data (2008)

4.8.4 Reasons for Meat Preferences

The table 14 below showed distribution of respondents by type of reason for meat preference. The table shows that preferences were influenced by cheap goat price (16.7%), availability (16.7%), affordability (13.3%), religious beliefs (6.7%), taste (30%), and goat meat has fewer diseases (16.7%).

However 30% indicated taste as the most important reason for preferring goat. Thus, good taste was identified as the main reason of consuming goat meat.

Table 13: Distribution of Respondents by Reasons for Meat Preferences

Reasons	Frequency	Percent	Valid Percent	Cumulative Percent
Cheap	5	16.7	16.7	16.7
Available	5	16.7	16.7	33.3
Affordable	4	13.3	13.3	46.7
Religious beliefs	2	6.7	6.7	53.3
Taste	9	30.0	30.0	83.3
Has fewer diseases	5	16.7	16.7	100.0
Total	30	100.0	100.0	

Source: Own Field Data (2008)

4.9 Incomes

4.9.1 Monthly Income

The study shows that 40% earned less than K250,000, 43.3% earned between K250,000 and K500,000, 10% got between K500,000 and K750,000, and 6.7% earned above K750,000. It is clear from table 15 that the majority of respondents earned between K250,000 and K500,000 and the minority earned above K750,000. This clearly shows that majority of consumers earn less than K500,000 thus goat meat is affordable by many resource poor persons.

Table 14: Respondents by Distribution of level of Monthly Income

Monthly Income	Frequency	Percent	Valid Percent	Cumulative Percent
Less than K250,000	12	40.0	40.0	40.0
Between K250,000 and K500,000	13	43.3	43.3	83.3
Between K500,000 and K750,000	3	10.0	10.0	93.3
Above K750,000	2	6.7	6.7	100.0
Total	30	100.0	100.0	

Source: Own Field Data (2008)

4.9.2 Goat Meat Purchases

With reference to whether consumers of meat bought goat meat from formal shops, 10% said they had bought goat meat from formal outlets (Kembe, and Halaal butcheries) whilst 90% did not buy from formal outlets but sourced their meat from Lusaka Urban Small Livestock Market. There is a small number of consumers who buy goat meat from formal shops because goat prices are too high ranging from K7000 to K9000 per kilogram and there are very few butchers who sell goat meat.

Table 15: Did you buy Goat Meat from Formal Outlet

Response	Frequency	Percent	Valid Percent	Cumulative Percent
yes	3	10.0	10.0	10.0
no	27	90.0	90.0	100.0
Total	30	100.0	100.0	

Source: Own Field Data (2008)

4.10 Religious Affiliations

As regards the distribution of respondents based on their religious affiliation the results showed that 90% were affiliated to the Christian faith and 3% were of Islamic faith. It is clear that goat meat consumption is not influenced by religious affiliations because even though Zambia is predominantly Christian consumption is high.

Table 16: Respondents by Religious Affiliation

Religion	Frequency	Percent	Valid Percent	Cumulative Percent
Christianity	27	90.0	90.0	90.0
Islam	3	10.0	10.0	100.0
Total	30	100.0	100.0	

Source: Own Field Data (2008)

4.11 Source of Goats

According to the findings it was discovered that the main source of goats is the Southern province of Zambia being the Zambezi valley.

Table 17: Main Sources of Goats

Province	Frequency	Percent	Valid Percent	Cumulative Percent
Southern	36	100.0	100.0	100.0

Source: Own Field Data (2008)

4.12 Marketing Channels

4.12.1 Market Traders

The main buyers of goats from market traders/stock agents are as follows: meat seller constituted 63.9%, 27.8% comprised of home consumers and 8.3% were restaurants owners. Therefore the major buyers of goats are meat sellers and restaurant owners are the minority buyers. This is so

because meat sellers are more than restaurants owners and are easily mobile from place to place selling goat meat.

Table18: Distribution of Market Traders by Type of Activity

	Frequency	Percent	Valid Percent	Cumulative Percent
Meat Sellers.	23	63.9	63.9	63.9
Home Consumers.	10	27.8	27.8	91.7
Restaurant Owners.	3	8.3	8.3	100.0
Total	36	100.0	100.0	

Source: Own Field Data (2008)

4.12.2 Goat Farmers

The prominent goat buyers from farmers are as follows: urban butcheries (2.8%), market traders (91.7%) and stock agents constituted 5.6%. Thus, market traders are the major buyers and urban butchers and the minority buyers. Therefore, market traders are the major buyers of goats from farmers because they constitute a major part of this category.

Table 19: Prominent Goat Buyers from Farmers

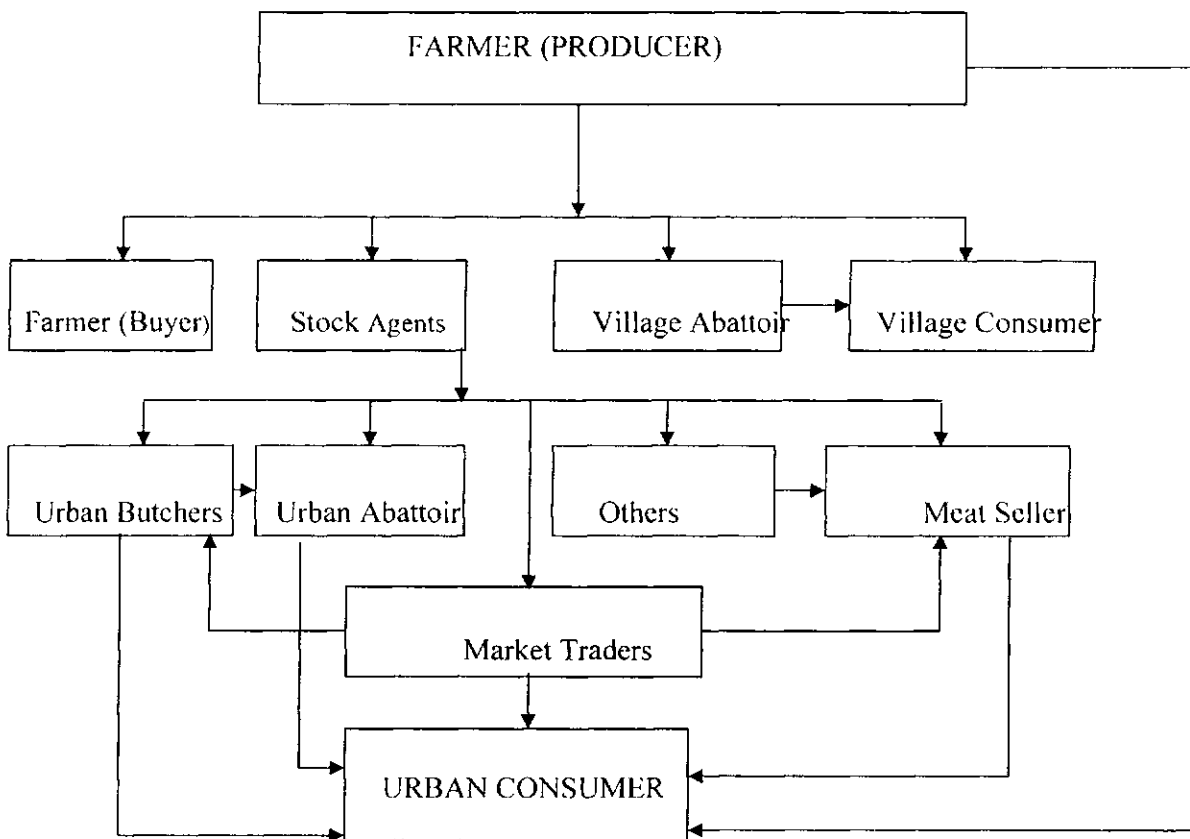
	Frequency	Percent	Valid Percent	Cumulative Percent
Urban Butcheries	1	2.8	2.8	2.8
Market Traders	33	91.7	91.7	94.4
Stock Agents	2	5.6	5.6	100.0
Total	36	100.0	100.0	

Source: Own Field Data (2008)

4.12.3 Goat Marketing Channel

The illustration on Figure 1 highlights marketing channel of goats from the producer up to consumers as the ultimate target. It was observed that the goats traded at Lusaka Urban Small Livestock Market were brought both by farmers and stock agents. Thus, at the market, market traders can buy goats from either producers or stock agents at competitive prices according to the forces of demand and supply prevailing on the market. The stock agents buy goats from goat farmers. The market traders in turn sell to consumers. Consumers can also get their goat meat from the urban butchers, urban abattoirs and through the various other urban goat meat sellers. Nonetheless, farmers can sell directly to consumers (home consumers, meat sellers, restaurant owners), (Figure 1).

Figure 2: Marketing Channel of Goats



Source: Own Field Data (2008)

4.13 Suggestions to Improve Goat Business

In order to improve and enhance the goat meat business: 19.4% suggested establishment of formal suppliers of goat meat, 58.3% were of the opinion of increasing awareness of goat meat, 19.4% suggested the need for goat subsidies, and 2.8% were of the view that a blend of these would help improve and enhance goat business. The majority of the traders suggested that awareness of the goat meat be increased and the minority said the combination of suggestions will be indispensable. The frequency distribution table 21 shows this information.

Table 20: Suggestions to Improve and Enhance Goat Meat Business

Suggestions	Frequency	Percent	Valid Percent	Cumulative Percent
Establish formal suppliers of goat meat	7	19.4	19.4	19.4
Increase awareness of goat meat or products.	21	58.3	58.3	77.8
Need for subsidies from government.	7	19.4	19.4	97.2
All the above.	1	2.8	2.8	100.0
Total	36	100.0	100.0	

Source: Own Field Data (2008)

4.14 Marketing Margins

The gross margin analysis for goat producers and traders in table 22 is as follows:

The 36 producers interviewed showed that the minimum gross margin was K15,000 and the maximum gross margin was K120,000. However, the mean gross margin was K65,041.67.

The 36 traders interviewed showed that the minimum gross margin was K10,000 and the maximum gross margin was K85,000. But the mean gross margin was K43,194.44.

Therefore, on average each producer gets K65,041.67 as gross margin and traders on average gets K43,194.44 as gross margin. Thus, goat producers have a higher mean gross margin than traders, consequently farmers make higher gross margins than producers.

Gross Margin is a model used to calculate the profit margins for the producers and market traders. Marketing Margins refer to the difference between prices at different levels of the marketing system. Therefore, Gross Margin Analysis Model was used to calculate Gross Margins for goat producers and Market traders as shown below:

Producers Gross Margin = MM less (TC + FC + PC + ML)

Where: MM = marketing margin

TC = transport cost

FC = feed cost

PC = permit cost (police, local council and veterinary levies)

ML = market levy

Traders Gross Margin = SP less (TC + FC + ML)

Where: SP = selling price

TC = transport cost

FC = fixed cost

ML = marketing levy

Table 21: Gross margin Analysis

Gross Margin	N	Minimum	Maximum	Mean	Std. Deviation
(PRODUCERS) Gross Margin = Marketing Margin less Marketing Cost	36	15000	120000	65041.67	25187.97
(TRADERS) Gross Margin = Selling price less Purchase price	36	10000	85000	43194.44	17894.64

Source: Own Field Data (2008)

4.15 Goat Exports

The frequency distribution table 23 of goat producers and traders showed none of them is engaged in exporting of goats to other countries. However, even though these producers and traders were not engaged in goat export, they categorically said they were aware some traders buy goats from Southern Province and export to the Democratic Republic of the Congo via Kasumbalesa border post.

Table 22: Goat Exports

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
PRODUCERS	no	36	100	100	100
TRADERS	no	36	100	100	100

Source: Own Field Data (2008)

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents conclusions of the study. It further points out recommendations according to the conclusions made.

5.2 Conclusions

The results show an apparent popularity and high demand for goat meat in the Lusaka urban market but there is lack of promotion of goat marketing, production and consumption.

A number of factors were identified from the information generated from the field data. They included distance to the market, income, population, meat preferences, lack of marketing information, goat price and price of substitutes, (table 7). The health of a goat and its live body weight are the major determinant of goat price (table 6). However, the major factors affecting goat marketing in Zambia are due to lack of market information and high transport costs (table 9).

The study revealed that goat producers brought goats directly to Lusaka and sold to urban consumers or to the market traders who in turn sold to urban consumers, urban butchers and meat sellers respectively. Also the stock agents bought from farmers and brought goats to Lusaka market and sold to market traders. However, farmers also sold goats to village consumers through village abattoirs respectively. Consumers can also get their goat meat from a few urban butchers. However, in Lusaka city, LUSLM is the only official market where one can buy goats and acts as a central place for trading in goats from within and outside Lusaka city, (tables 17, 18, 19 and figure 2). Therefore, the producers, traders and stock agents are the core stakeholders who form the goat marketing chain in Zambia.

The following gross margin analysis information as shown in table 21 was generated: the producers minimum gross margin was K15,000 and maximum was K120,000, and the mean gross margin was K65,041.67 respectively; the traders minimum gross margin was K10,000 and maximum was K85,000, and the mean gross margin was K43,194.44 respectively. Following this analysis, it is clear that goat producers on average accrue a higher gross margin than goat traders, (table 21).

Goats contribute significantly to social-economic wellbeing of producers, traders and consumers in that goats: easily yield high returns per unit area (often give twins or triplets if well selected), they require a low capital investment, have a very high drought and disease tolerance, adapt very well to poor feeding regimes and demand easy husbandry practices.

Nonetheless, it is interesting to note here that none of these goat producers or traders were involved in exporting of goats to outside Zambia, (table 22). However, some goat traders buy goats directly in Southern province or from middlemen and export to Democratic Republic of Congo via Kasumbalesa.

5.2 Recommendations

Having found that goat marketing faces numerous impediments such as lack of market information, high transport cost and unorganised market, and lack of promotion, it is of a necessity that policy measures be instituted and effected by government to realize the potential and viability of this lucrative business. This would lead to improvement in goat business and compete favourably thereby contributing significantly to Zambia's agricultural livestock sector development. In fact goat meat seems to be more affordable and its preference is quite high among consumers from high density areas.

Further, it is recommended that awareness of goat marketing and its products be increased. This may help in developing lower cost or more effective marketing which may, through lower marketing margins, result in both higher prices for producers and lower cost for consumers. The higher producer prices may stimulate production, while the lower consumer prices will stimulate demand.

Also, there must be a deliberate government policy to support goat business just like other livestock such as cattle which receive due attention and consideration by the government. Lack of promotion of goats and goat meat was evident and needs intervention to help improve productivity at the source and consumption of goat meat in general. This would help empower farmers and shorten the marketing chain by eliminating middlemen hence increased returns being realized by producers and consumer satisfaction at affordable prices.

Hence government need to prioritize goat sub-sector to enhance socio-economic wellbeing of all stakeholders through increased goat market information and awareness i.e improve management

and control of goat nutrition, health, breeding and marketing be addressed to ensure improved performance.

There is need for both public and private sector to mobilise, support production and marketing system of goats by establishing efficient networking at producer to marketers' level i.e intervene in goat production and marketing thus stimulating the promotion of goat meat marketing and consumption.

Further, it is recommended that government need to intervene at production and marketing levels by enhancing disease control and breeding management at all levels of marketing system thereby increasing goat production and marketing. This will lead to increased goat exports especially to the Democratic Republic of Congo resulting in increased foreign exchange earnings.

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APPENDICES

Appendix 1: Questionnaire for Goat Producers

Questionnaire serial number:

SURVEY QUESTIONNAIRE

THE UNIVERSITY OF ZAMBIA

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION EDUCATION

Dear Respondent,

I am pleased to inform you that you have been chosen as one of the respondents.

I am a student at the University of Zambia in the School of Agricultural Sciences, carrying out a research; the topic being Status of Goat Marketing in Zambia: the case of Lusaka Urban Small Livestock Market.

I kindly ask that you help me by answering this questionnaire to the best of your abilities and knowledge. I must hasten to mention that the information from you given is confidential and will be used strictly for academic purposes.

I look forward to your cooperation and assistance.

Yours faithfully,

LUKUBI HAMBOTE MILIMO WINFORD

QUESTIONNAIRE FOR GOAT PRODUCERS/FARMERS

INSTRUCTION

- a) Kindly tick the given box [] for the appropriate answer and
- b) Fill in the blanks for the appropriate answers.

SECTION A

- 1. Date of interview []
- 2. Name of producer []
- 3. Age between 20 and 29 [] Between 30 and 39 [] Above 40 [] []
- 4. Gender Male [] Female [] []
- 5. Marital Status: Single [] Married [] Widow [] Divorced [] []
- 6. Residential []
 - Rural Rural area []
 - Town (i) Low density [] []
 - (ii) Medium density [] []
 - (iii) High density [] []
- 7. Educational level (i) None []
 - (ii) Primary []
 - (iii) Secondary []
 - (iv) University/college []
- 8. In which province is your farm situated?..... []

SECTION B

FACTORS AFFECTING GOAT MARKETING

9. Do you sell goats?

Yes [] No []

[]

10. How long have you been trading in goats?

One year [] Two years [] Three years [] Four years [] five years [] More than five years [] Not applicable []

[]

11. Does price fluctuate greatly sometimes?

Yes [] No []

[]

12. If yes to Q11, why?

[]

13. What do you think are the factors that influence price of goats?

Breed type [] Sex [] Coat colour [] Age [] Health [] Live body weight []

Others (specify) []

[]

14. What are the main problems you encounter in marketing of goats?.....

[]

SECTION C

MARKETING CHANNELS

15. Who are your main buyers?

Urban Butchers [] Urban abattoirs [] Market traders []

Stock agents [] Others (specify) []

[]

16. How do you sell goats?

Wholesale [] Per goat [] Others (specify).....

[]

SECTION D

GROSS MARGINS PROFITABILITY

- 17. How much do you sell a goat? []
- 18. How many goats do you sell per day on average? []
- 19. What costs do you incur per goat? []
 - Transport []
 - Feed []
 - Permits []
 - Any other (specify) []

SECTION E

GOAT EXPORT MARKET

- 20. Do you sometimes sell goats outside Zambia?
 Yes [] No [] []
- 21. If yes to Q26, which country (s)?
 []

Appendix 2: Questionnaire for Goat Traders/Stock Agents

Questionnaire serial number:

SURVEY QUESTIONNAIRE

THE UNIVERSITY OF ZAMBIA

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION EDUCATION

Dear Respondent,

I am pleased to inform you that you have been chosen as one of the respondents.

I am a student at the University of Zambia in the School of Agricultural Sciences, carrying out a research; the topic being **Status of Goat Marketing in Zambia: the case of Lusaka Urban Small Livestock Market.**

I kindly ask that you help me by answering this questionnaire to the best of your abilities and knowledge. I must hasten to mention that the information from you given is confidential and will be used strictly for academic purposes.

I look forward to your cooperation and assistance.

Yours faithfully,

LUKUBI HAMBOTE MILIMO WINFORD

QUESTIONNAIRE FOR GOAT MARKET TRADERS/STOCK AGENTS

OFFICIAL
USE

INSTRUCTION

- a) Kindly tick the given box [] for the appropriate answer and
- b) Fill in the blanks for the appropriate answers.

SECTION A

- 1. Date of interview []
- 2. Name of trader []
- 3. Age between 20 and 29 [] Between 30 and 39 [] Above 40 [] []
- 4. Gender Male [] Female [] []
- 5. Marital Status: Single [] Married [] Widow [] Divorced [] []
- 6. Residential
 - Rural Rural area []
 - Town (i) Low density []
(ii) Medium density [] []
(iii) High density []
- 7. Educational level (i) None
(ii) Primary []
(iii) Secondary []
(iv) University/college

SECTION B

FACTORS AFFECTING GOAT MARKETING

OFFICIAL
USE

8. Do you sell goats?

Yes [] No []

[]

9. How long have you been trading in goats?

One year [] Two years [] Three years [] Four years [] five years [] More than five years [] Not applicable []

[]

10. What affects goat marketing?

Distance to market [] Income [] population [] Preferences []

[]

Lack of marketing information [] Goat price [] Price of substitutes [] Others (specify)

.....
11. What is the price range for an average goat?
.....

[]

12. Do your suppliers meet your quantity demanded?

Yes [] No [] Not applicable []

[]

13. Most customers ask for goat meat?

Strongly agree [] Agree [] Disagree [] Strongly disagree []

Do not know []

[]

14. How do you rate their knowledge or awareness of goat meat?

Very high [] High [] moderate [] Low [] very Low []

[]

15. What other problems are encountered by the goat traders?

There is no deliberate policy to improve the goat business []

It is considered inferior a meat type or product by consumers []

Viability of the business has not been realized []

Lacking marketing information [] All the above [] Don't know []

[]

16. What do you think should be done to improve and enhance the goat meat business?

Establish formal suppliers of goat meat []

Increase awareness of goat meat or products []

Need for subsidies from the government []

All the above []

[]

SECTION C

MARKETING CHANNELS

17. Which places are the main sources of goats?

Southern province [] Eastern province [] others
(specify).....

[]

18. Who are your main suppliers?

Farmer [] Stock Agent [] Formal dealer [] informal dealer []

[]

19. How do you sell the goat meat?

Per goat [] Meat cuts [] Others
(specify).....

[]

20. Who are your main buyers?

Urban Butchers [] Urban abattoirs [] Meat sellers [] Home consumers []

Restaurants owners []

[]

SECTION D

GROSS MARGINS PROFITABILITY

- 21. How much do you buy a goat? []
- 22. How much do you sell a goat? []
- 23. How many goats do you sell per day on average? []
- 24. What costs do you incur per goat? []
 - Transport []
 - Feed []
 - Permits []
 - Any other (specify) []

SECTION E

GOAT EXPORT MARKET

- 25. Do you sometimes sell goats outside Zambia?
Yes [] No [] []
- 26. If yes to Q26, which country (s)?
..... []
- 27. How is the export market potential?
Bad [] Good [] moderate good [] excellent [] []

SURVEY QUESTIONNAIRE
THE UNIVERSITY OF ZAMBIA
SCHOOL OF AGRICULTURAL SCIENCES
DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION EDUCATION

Dear Respondent,

I am pleased to inform you that you have been chosen as one of the respondents.

I am a student at the University of Zambia in the School of Agricultural Sciences, carrying out a research; the topic being Status of Goat Marketing in Zambia: the case of Lusaka Urban Small Livestock Market.

I kindly ask that you help me by answering this questionnaire to the best of your abilities and knowledge. I must hasten to mention that the information from you given is confidential and will be used strictly for academic purposes.

I look forward to your cooperation and assistance.

Yours faithfully,

LUKUBI HAMBOTE MILIMO WINFORD

QUESTIONNAIRE FOR GOAT CONSUMERS

INSTRUCTION

- a) Kindly tick the given box [] for the appropriate answer and
- b) Fill in the blanks for the appropriate answers.

OFFICIAL
USE

SECTION A

- 1. Date of interview []
- 2. Name of consumer..... []
- 3. Age between 20 and 29 [] Between 30 and 39 [] Above 40 [] []
- 4. Gender Male [] Female [] []
- 5. Marital Status: Single [] Married [] Widow [] Divorced [] []
- 6. Residential
 - Rural Rural area []
 - Town (i) Low density []
 - (ii) Medium density [] []
 - (iii) High density []
- 7. Educational level (i) None
- (ii) Primary []
- (iii) Secondary []
- (iv) University/college

SECTION B

FACTORS AFFECTING GOAT MARKETING

8. What is your religious affiliation?

Christianity [] Hinduism [] Islam [] Baha'i [] Buddhism [] Any other (specify) []

[]

9. What influences goat meat consumption?

Family income [] Family size [] Age composition [] Religion [] Urbanization [] Ethnicity [] Education [] Goat price [] Prices of substitute []

[]

10. Which meat do you prefer to consume?

Goat meat [] Beef [] Pork [] Chicken [] Fish []

[]

11. How do you rank your meat preferences as mentioned in Q11?

(i.e Which is your first, second, third, fourth, fifth preferred meat).

[]

12. What reason do you have for your meat preferences in Q11?

Cheap [] Available [] Affordable [] Religious beliefs [] Taste []
Has fewer diseases []

[]

13. What is your monthly income?

Less than K250, 000 []
Between K250, 000 and K500, 000 []
Between K500, 000 and K750, 000 []
Above K750, 000 []
Unknown []

[]

14. Is goat meat accepted as food in your local community?

[]

Yes [] No [] I do not know []

15. Have you ever bought goat meat from any of the formal meat outlets in Lusaka?

[]

Yes [] No []

16. If yes, which outlet?

[]

Zambeef [] Halaal butchery [] Kembe butchery [] shoprite [] Not applicable []

17. What are your intentions of the levels of the quantities you will purchase for consumption in the future?

[]

Decrease [] Increase [] Maintain [] Do no know []

18. What are your reasons for your answer in Q18?

Need for marketing information []

Not different from other meat types []

Hygiene standards []

[]

If income increases []

Nutritional reasons []

Increase in family size []

14. Is goat meat accepted as food in your local community?

[]

Yes [] No [] I do not know []

15. Have you ever bought goat meat from any of the formal meat outlets in Lusaka?

[]

Yes [] No []

16. If yes, which outlet?

[]

Zambeef [] Halaal butchery [] Kembe butchery [] shoprite [] Not applicable []

17. What are your intentions of the levels of the quantities you will purchase for consumption in the future?

[]

Decrease [] Increase [] Maintain [] Do no know []

18. What are your reasons for your answer in Q18?

[]

Need for marketing information []

Not different from other meat types []

Hygiene standards []

If income increases []

Nutritional reasons []

Increase in family size []