

## **Seed yam marketing in Nigeria: Determinants and constraints**

Asumugha G.N., Ugwu B.O., Aniedu O.C. and Orkwor G.C.

National Root Crops Research Institute, Umudike, PMB 7006, Umuahia 440001, Nigeria

**Abstract.** Seed yam marketing in Nigeria is gaining recognition not only as an income generating enterprise but also in replenishing the stock of planting materials among yam farmers. This study examines the seed yams marketing in Nigeria, its determinants and constraints. Data collected were analysed using descriptive techniques and ordinary least square regression framework to identify the determinants of the quantity of seed yam traded. Results showed that males and females are proportionately engaged in this business. About 55% of the marketing agents were males while 45% were females. Volume of seed yam traded is determined by literacy level, marketing experience and the manner of displaying seed yam in the market. Limited

capital endowment, high cost of transportation and limited storage facilities constitute major constraints in seed yam marketing in Nigeria. Provision of cheap and easily accessible sources of credit, and improvements in market access and storage facilities will enhance marketing efficiency and provide incentive to marketing agents.