FACULTY OF AGRICULTURE AND ANIMAL SCIENCES

DEPARTMENT OF ANIMAL PRODUCTION AND MANAGEMENT

FINAL YEAR PROJECT REPORT

ANALYSIS OF MARKETING CHANNELS OF GOATS AND TRADERS' PRACTICES IN ARAPAI SUB COUNTY, SOROTI DISTRICT

By

LOTYANG FREDRICK

BU/UP/2020/2855

fredricklotyang@gmail.com
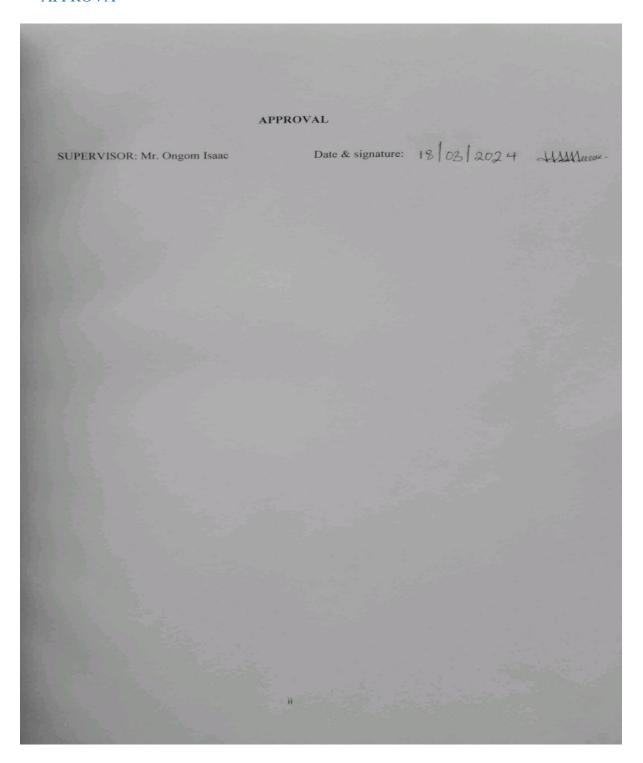
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A FINAL YEAR RESEARCH DISSERTATION SUBMITTED TO THE FACULTY OF AGRICULTURE AND ANIMAL SCIENCES IN PARTIAL FULLFILMENT OF REQUIREMENTS FOR AWARD OF THE DEGREE AF BACHELOR OF ANIMAL PRODUCTION AND MANAGEMENT OF BUSITEMA UNIVERSITY

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DECLARATION

I, Lotyang Fredrick, affirm that the research is my original work. All information, ideas, and sources used are properly cited. I take full responsibility for the content's authenticity and declare that it has not been submitted elsewhere.

APPROVA

APPROVAL

SUPERVISOR: Mr. Ongom Isaac   Date & signature: 18/03/2024 [signature]

DEDICATION

I dedicate this research Dissertation to Mr. Angura John Bosco and Nachiam Laura (Parents), FAWEU/MASTERCARD FOUNDATION (Sponsor) Special thanks to my Mr. Ongom Isaac (supervisor) and the Department of Animal and Management of Busitema University.

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ABSTRACT

The study involved analyzing the marketing channels of goats and trader's practices in Arapai Sub County, Soroti District. The sample size was 60 respondents both goats' traders at community level and Arapai market. The specific objectives of the study are: to identify the goat marketing channels of goats, evaluate access to market information among goat traders, examine pricing practices in the goat Market, and identify the challenges faced by goat's traders in Arapai Sub County. This was analyzed using descriptive statistics with 60.0% of the respondents are aware of the marketing channels involved in the goat's trade, 28.3% have access to market information through local visits to the markets, and goats' traders 46.6% indicated that pricing of goats depends on characteristics like age, weight, body score and to sum up challenges were identified as competition (40%), changing consumer preference (23.3%), disease burden at (18.3%), limited market facilities (11.6%). Based on the findings, the following are the general recommendations: to involve others market actors to make the marketing system advance and function efficiently, establishment of market infrastructure and facilities to ensure profitable business for both farmers and goat's traders, further research on economics and profitability of goats trade in Arapai sub county, empowering of women to participate in the goats trade.

Key words: Goats trade, Marketing Channels, Goat Trader practices

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<center>**CHAPTER ONE**</center>

1.1.   Introduction

The majority of systems are involved in goat farming, which plays a crucial role, in supporting the economic status of many small scale farmers (Oladejo Joana Adefemi, 2014). The goat industry has witnessed growth due to increasing demand for goat products in both local and international markets. A unique increase in popularity could be the perception that goat meat is a substitute to other types of meat (Lohani & Bhandari, 2021). Turkey stands out as the leading country in goat production with 10 million goats being raised compared to other countries where crossbreeding is more common (Daskiran *et al.,* 2018). Goat farming is widely practiced globally. Has garnered attention for its contributions to food security, income generation and poverty reduction, particularly in rural areas (Nyakwawa *et al.,* 2022). Goats are highly valued for their ability to adapt to conditions their high reproductive rate and their multiple uses such, as meat production, milk production and fiber harvesting (Benson *et al.,* 2017). Marketing goats is a part of the industry especially, for small scale farmers. These farmers typically sell their goats at markets or through intermediaries who then transport them to areas (Zanou *et al.*, 2023). While there may not be an abundance of goat markets, both people, from urban areas frequently participate in buying, selling, processing and consuming goats (Khowa *et al*., 2023). Numerous merchants indicate that there are usually shortages in the local markets, and prices for goat meat are frequently comparable to those for beef. Goat farming has always played a significant role in the local agricultural system (Ogunniyi, 2010). The potential growth and profitability of goat farming in the area is hampered by a clear knowledge gap regarding the marketing strategies used by farmers in Arapai Sub County. Recognizing the marketing strategies used by farmers can help them identify areas for improvement and enable them to successfully promote their products to a wider market.

1.2.   Statement of the problem

 Goat farming plays a very important role among the farming communities of Teso (Gül *et al*., 2016). This is because they are highly adapted and suitable to the environment. Therefore, they are very productive, resistant to diseases, have high fertility returns and hence improving the livelihood of farmers in the region (Thornton, 2010). However, despite the fact that goat marketing mechanisms have been in place for some time, there is insufficient information , (Edlund & Geiger, 2020). Additional to that, other researchers have also indicated that goat's dealers are affected with inadequate marketing knowledge along the goat business chain, this situation hinders the

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