Potential for Effective Development of Women’s Participation in the Kano Cowpea Subsector

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Outline

• Introduction
• Objectives
• Methodology
• Results of the study
  o Survey
  o Analysis
  o Recommendations
• Conclusions
Background
- Cowpea is key to the continued productivity of agriculture in Kano State, especially in the “Close Settled Zone.”
- Cowpea is essential to good nutrition in Kano State. It is consumed by almost everyone, but especially the poor.
- About 85% of area under cowpea production comes from the northern states especially Kano, Borno, Yobe, Bauchi, Katsina, Zamfara, Sokoto, Kebbi, Niger and Kaduna where production conditions are more favorable.
- 8% of cowpea production in Nigeria comes from Kano.

Background
- The study was commissioned by the GATE Project (Greater Access to Trade Expansion) to identify alternatives that enhance the participation of women in the USAID/Nigeria-funded Maximizing Agricultural Revenue and Key Enterprises in Targeted Sites (MARKETS) project.
General Objective

Identify strategies and opportunities for increasing the participation of and returns to the poor, particularly poor women, through a pro-poor and gender sensitive analysis of the cowpea value chain in Kano State, Nigeria

Specific Objectives:

- Describe the cowpea sub sector of Kano State with particular attention to the role of women,
- Identify cowpea sub sector business growth opportunities that can involve women
- Recommend strategies to promote opportunities for women. – focus on USAID/MARKETS
Methodology

- Literature review on production, marketing and consumption levels and linkages are detailed
- Key informant interviews with producers, institutional consumers, industrial food processors, formal sector retail food entrepreneurs, grain merchants,
- Sample survey of informal sector cowpea processors (62) and consumers (48)
- Analysis was descriptive statistics and LOGIT analysis of business decision-making by Kano informal sector cowpea processors

ACTORS OF THE VALUE-CHAIN

The key economic actors in the cowpea value chain include:

- Agricultural research organizations – genetic improvement, pest management, and storage technology development. (Government Institutions, International Center for Tropical Agriculture (IITA) and other research organizations.
- Input supply businesses – businesses that provide fertilizer, pesticides and other inputs to growers.
ACTORS OF THE VALUE-CHAIN

- Producers – Production occurs largely on small farms. Farmers control land and manage the production process, including soil preparation, planting, weeding, harvesting, threshing, and storage. Producers may or may not do the physical work of cowpea production.
- Farm workers, including family labor.
- Grain merchants – retail and wholesale
- Grain retailers – Buy grain from the farmer or merchants and resell to consumers

ACTORS OF THE VALUE-CHAIN

- Processors, Industrial and Informal – Buy cowpea grain and convert it into an intermediate or consumer product. Women, are much more numerous in the Informal sector.
- Commercial food preparation businesses– This includes formal sector restaurants as well as informal businesses such as street vendors (i.e. Maikossai).
- Institutional consumers – boarding schools, hospitals, prisons
- Household consumers – Purchase and consume cowpea-based foods in restaurants, on the street, as well as prepare them at home from raw ingredients.
Women in Cowpea Production:

- Some women farmers produce cowpea
- Other women are involved as landowners who hire men to do the planting, weeding and harvesting
- Many women are involved in cowpea storage because that takes place in the household compound. Women in Islamic seclusion are often responsible for cowpea storage.
GENDER ROLES IN GRAIN TRADE

- Few women in Kano State are involved in cowpea grain markets. Musa (2003) interviewed 175 cowpea sales agents (intermediaries between producers and merchants) in Lagos, Kano and Maiduguri, only 3% of the sales agents were women;
- Data on trading collected in 2007 by Musa show only seven women in over 100 observations.
- The Dawanau Market Association estimates that there are several thousand cowpea traders in the market. The number of women traders in the Association has increased to 42 in recent years.

COWPEA USE IN KANO STATE

<table>
<thead>
<tr>
<th>Category</th>
<th>% of Cowpea Consumed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Foods</td>
<td>3.3</td>
</tr>
<tr>
<td>Home consumption</td>
<td>80.9</td>
</tr>
<tr>
<td>Prisons</td>
<td>0.1</td>
</tr>
<tr>
<td>Schools</td>
<td>0.2</td>
</tr>
<tr>
<td>Hospitals</td>
<td>0.2</td>
</tr>
<tr>
<td>Seed</td>
<td>5.5</td>
</tr>
<tr>
<td>Other, including storage loss</td>
<td>10.0</td>
</tr>
</tbody>
</table>
Cowpea dishes prepared at home

<table>
<thead>
<tr>
<th>Dish</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rice &amp; Beans</td>
<td>56%</td>
</tr>
<tr>
<td>Moin-Moin</td>
<td>29%</td>
</tr>
<tr>
<td>Dan Wake</td>
<td>27%</td>
</tr>
<tr>
<td>Kulu Wake</td>
<td>31%</td>
</tr>
<tr>
<td>Kosai</td>
<td>20%</td>
</tr>
<tr>
<td>Cowpea Porridge</td>
<td>22%</td>
</tr>
<tr>
<td>Cowpea &amp; Yam</td>
<td>7%</td>
</tr>
</tbody>
</table>

Institutional Consumers:

- Boarding Schools: Population = 43,000, cowpea based meal 4 times/wk (54 tons in 2006)
- Prisons: population 2000, cowpea meals 4-5 times (5 tons per week)
- Hospitals: Bed space 12090, cowpea meal 2-3 times/wk (Expected to be 5 tons per week)
- Institutional consumers are not a major part of the overall cowpea consumption, but could be an important niche market.
Formal Processing

- Several entrepreneurs interested in processing cowpea, but little processed cowpea on the market.
- Potential initial products:
  - Cowpea flour
  - Milled cowpea for kossai or dan wake
  - Dan wake mix
- Scale of entrepreneurs ranges from mill owners to Dan Tata
- NAFDAC approval expensive and time consuming
- Maikossai may be the first market to be served

Kossai Vendors Characteristics

- Over 5000 women sell kossai in Kano municipal area.
- Their age varies from 18 to 70 (42 on average)
- 23 tons processed per day in the city for kossai
- 63% Married and use income in food, school, medical fees
- 25% Widow or divorced
- 22% Attended primary school
- Women rely on this activity for a large share of their income
Cowpea Street Food

Descriptive statistics on Maikossai

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Return to Labor and management (Naira/day)</td>
<td>2,057</td>
<td>-775</td>
<td>15,632</td>
</tr>
<tr>
<td>Years Selling Cowpea Products</td>
<td>11</td>
<td>0</td>
<td>40</td>
</tr>
<tr>
<td>Number of Employees</td>
<td>1</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>Quantity of Cowpeas/day</td>
<td>5.32</td>
<td>0.94</td>
<td>28.75</td>
</tr>
<tr>
<td>Entrepreneur hours/week</td>
<td>28</td>
<td>6</td>
<td>70</td>
</tr>
<tr>
<td>Ingredient Cost (Naira/day)</td>
<td>833</td>
<td>10</td>
<td>2,815</td>
</tr>
</tbody>
</table>
LOGIT analysis of the maikossai data indicates:

- Economies of Scale - Businesses operating at a greater scale, (more employees and processing more cowpea), earn more per unit of input and higher profits.
- Neither experience nor formal or Koranic education is a strong predictor of profitability.
- Having a Western education seems to be correlated with lower profitability, probably because maikossai with western educations are only selling street food temporarily until a better opportunity is available.

Recommendations

- The major opportunity for women in the Kano cowpea subsector is in increasing returns to informal cowpea processors and vendors.
- More profitable informal cowpea processing businesses could develop into formal business and industrial processing.
- To achieve their potential the maikossai need to develop more sophisticated business skills.
- Informal cowpea processors would benefit from networking organizations to help them access new technology, deal with common problems and surmount credit barriers.
RECOMMENDATIONS(suite)

Specific possibilities for the maikossai:

- The expansion of their product line to include a wider range of cowpea based foods (and other foods)
- Better production and sales facilities (i.e. a bench, a shed, a building).
- Vertical integration with cowpea processing (informal or industrial processing) could reduce labor requirements.
- Specifically, maikossai expressed a need for a dry milled cowpea “flour” that would reduce labor and allow more flexible production plans.

Other ideas:

- Training women landowners and women farmers in improved cowpea production.
- To reach women in Islamic seclusion cowpea storage messages should work with women’s groups.
- Female extension agents are important reaching women landowners, women farmers and women involved in cowpea storage.
- Women can be encouraged to enter into cowpea trade. To be competitive they need to develop business skills and have access to credit.
CONCLUSIONS:

- In the Kano State cowpea sub-sector women dominate cowpea processing, mostly with informal businesses.
- Kano municipality has about 5000 maikosai who process about 28 tons of cowpea per day.
- For 25% of the women cowpea street food vendors that business is the main source of family income.
- The maikosai have an opportunity to expand their businesses and earn higher profits by:
  - Expanding the range of food offered
  - Better facilities (e.g. a bench or shed)
  - Using a dry cowpea « flour » to benefit from economies of scale and improve production flexibility.

THANK YOU FOR YOUR ATTENTION

USAID, “A STUDY OF THE COWPEA VALUE CHAIN IN KANO STATE, NIGERIA, FROM A PRO-POOR AND GENDER PERSPECTIVE“, 