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Editorial

Contents

Agricultural and Solid Minerals Marketing: Nigeria's Imperative

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Abstract
Nigeria is blessed with several natural resources that are widely distributed across the country as well as a vast and fertile land. However, the dominance of oil as a major foreign exchange earner has led to under-dependence on the agricultural and solid minerals sectors. Since the beginning of the oil boom, these sectors have been neglected as major sources of revenue by the government. Although some efforts have been made by establishing agencies like the Nigerian Mining Corporation, the Nigerian Coal Corporation, Solid Minerals Development Commission in the solid mineral sector, Agricultural Commercialization Programme and Agricultural Development Programme in the agricultural sector, the impact on Gross Domestic Product (GDP) has been insignificant. With the current nosedive in crude oil prices leading to a reduction in foreign exchange revenue, there is urgent need to diversify the revenue base of the country. To this end, this paper examined the agricultural and solid minerals sectors in Nigeria and provided some recommendations on how marketing concept and strategies can be applied to promote the sectors for economic growth and development.

Keywords: *Agriculture, Solid Minerals, Marketing Nigeria*

Introduction

Prior to the emergence of the petroleum sector, agriculture and solid minerals constituted the key sectors of the country's economy (Odularu, 2008). Solid minerals ranked second to agriculture as a source of export earnings (NTWG, 2009). The two sectors were the major sources of foreign exchange for the country and also the major sources of fund for implementing the first development plan of 1962-1968 (Umaru & Abdulrahman, 2012). Manyong, Ikpi, Olayemi, Yusuf, Omonona, Okoruwa, and Idachaba (2005) noted that before 1970, Nigeria was one of the foremost producers of palm oil, cocoa and groundnut which unfortunately have come to a decline level overtime. From the early 1930s up to about the late 1960s, coal and tin were mined and exported on a large scale (Olokesusi, 2010). When Nigeria began exporting oil in 1958 with crude oil production of 5000 barrels per day which increased to a peak of 2.3 million in 1979, the two sectors were neglected. With the oil boom of the 70s, Nigeria became the leading African crude oil producer and it accounted for about 24% of Africa and about 2.9% of total world crude oil production (Adegbulugbe, 2002).

Overtime, the Nigerian economy became mono-economy, having been transformed from a country that is dependent on fairly diversified portfolio of agricultural and solid minerals exports to a country dependent on crude oil (Akeem, 2011, Akpan, 2012). The need to correct the existing structural imbalance and put the economy on the path of sustainable growth has called for new thoughts and initiatives. This concern is motivated by the declining role of the sectors as well as by its perceived potentials for growth and development and the current dwindling of crude oil prices in the world market. To diversify the oil-based economy of Nigeria, government policies have continued to promote investment in agriculture and the exploration of solid minerals (FMTI, 2013). The Federal government has established agencies like the Nigerian Mining Corporation, the Nigerian Coal Corporation and Solid Minerals Development commission to develop some of the mineral resources in the country but the impact on Gross Domestic Product (GDP) has been insignificant. There has also been a renewed emphasis on agriculture with increased production of some cash crops like cassava, yam, livestock and soybean (Manyong *et al.*, 2005). However, it appears that these efforts are not yielding the desired results due to their inability to diversify the economy. Similarly, the National Bureau of Statistics (2015) indicated that agricultural related products imported into Nigeria in the fourth quarter of 2015 stood at over six billion naira (N6bn). If the sector is developed, the fund for the importation would have been conserved. Consequently, this paper examines the agricultural and solid minerals sectors in Nigeria in order to provide some recommendations on how marketing concepts and strategies can be applied to promote the sectors.

The Agricultural and Solid Minerals Sectors in Nigeria

Agriculture has been defined to include basically the management and business of cultivating plants and rearing animals for human needs and satisfaction. Bareja (2014) explained that agricultural practice aims at achieving food sustenance and other human needs such as clothing, shelter, medicines, weapons, tools, ornaments. As agriculture evolves overtime from strictly production agriculture into agribusiness, the scope and definition of agriculture has also expanded to include such parties as input suppliers, processors and marketers of agricultural commodities, garden supplies, wholesalers and retailers.

Nigeria as an economy has depended largely on agriculture as the cornerstone of economic growth especially at the beginning of independence (1960 – 1970) and according to Umaru and Abdulrahman (2012), prior to the emergence of the petroleum sector, agriculture constituted the major sources of foreign exchange for the country. It was also the major source of funds for implementing the first development plan, 1962-1968. According to Manyong *et al.* (2005) in the 1970s, Nigeria was one of the foremost producers of palm oil, cocoa and groundnut which unfortunately have come to a decline level overtime. However, there is a renewed growth trend in some crops like cassava roots, yam tubers, livestock and soybean production with Nigeria among the largest in Africa since 1996. The authors also suggested that a veritable path to poverty reduction, accelerated modernization, sustainable growth and development is the strategy for agricultural commercialization and investment.

On the other hand, solid mineral resources refer to a concentration of naturally occurring solid materials in or on the earth's crust in such form and amount that economic extraction from the concentration is currently or potentially feasible (Orazulike, 2002). The development and exploitation of mineral resources have been going on in the country since the colonial days. Mineral exploitation in Nigeria dates back to the geological expeditions by the British in the early 20th century (Adekeye, 1999; Taiwo and Nnabo, 2001). Organized mining activities in Nigeria began in 1903, with the creation of the Mineral Survey of the Northern Protectorate by the British colonial government. That of the Southern Protectorate began the following year. Four decades after, the mining industry witnessed the influx of British and German mining companies. These companies introduced mechanized mining which led to higher productivity of the mines. By 1940, Nigeria was a major producer of tin, columbite, and coal. The mining of tin, columbite, tantalite, gold, lead, zinc coal enjoyed a wide market until 1960 when petroleum became a major source of foreign exchange (Onoh, 2012).

The contributions of the sectors to Gross Domestic Product (GDP) at Current Basic Prices from 1960 to 2014 are shown below:

Table 1: Contribution of Agriculture and Solid Minerals to GDP (1960 -2014)

Period Covered	Total GDP (Million)	Contribution of Agriculture (Million)	%	Contribution of Solid Minerals (Million)	%
1960-1964	12,842.00	7,830.20	61	122.40	1.0
1965-1969	15,442.90	8,201.30	53.1	165.50	1.1
1970-1974	46,573.10	16,341.99	35.1	731.98	1.6
1975-1979	158,166.16	36,643.21	23.2	3,737.74	2.4
1980-1984	259,051.17	82,133.90	31.7	3,873.05	1.5

1985-1989	598,161.22	221,354.26	37.0	1,871.75	0.3
1990-1994	2,696,036.57	908,111.45	33.7	5,099.97	0.2
1995-1999	13,340,349.1	4,600,090.37	34.5	15,203.74	0.1
2000-2004	36,115,793.02	13,673,206.60	37.9	39,128.24	0.1
2005-2009	102,884,719.47	34,639,006.50	33.7	152,843.79	0.1
2010 - 2014	154,335,480.00	50,027,030.00	32.4	225,760.00	0.1

Source: CBN 2010 Statistical Bulletin and 2014 Statistical Bulletin

From table 1, the current contribution of the sectors to Gross Domestic Product (GDP) is not up to 50%. However, the table shows that agriculture had a dominant position (over 50%) in the determination of GDP for the first 10 years after independence. The evidence equally showed that the solid mineral sector contributed between 1% to 2.4% to GDP, over 20 years after independence. Thereafter, both sectors have been declining. To diversify the Nigerian economy, there is need to market these sectors.

Agricultural Marketing

Agricultural marketing involves decisions on marketing mix which constitute a set of controllable, tactical tools the agricultural marketer can use to generate the expected response from the target market within a given marketing environment (Kotler & Armstrong, 2008). The decision is based on the understanding of customer needs which can be categorized into four variables otherwise known as the "four Ps" namely: product, price, place and promotion.

Product Decisions in Agricultural Marketing

The core element in the marketing mix decisions is the product because it provides the functional requirements customers seek for. Areas of product decisions include branding which is meant to identify the firm's products in the marketplace, product line which specifies closely related goods especially in terms of functionality as well as the product mix decision which defines the total products produced and marketed by the firm. In agricultural marketing, decisions on branding agricultural products which are mostly commoditized is very important. Also, the decisions on specific groups of products to be produced and marketed as well as what will be the total categories to be produced and marketed should be determined. For example, a product line may include the production/marketing of a line of fruits, vegetables and nuts or a mix that comprises the totality of the three. In addition, distinctiveness in view of the competitive marketplace can involve developing strategies in the areas of grading, product categories, varieties and species, quality, packaging and processing to meet the specific needs of local and foreign customers.

Pricing Decisions in Agricultural Marketing

Price refers to the amount of money customers have to pay to obtain the product which is charged in view of competition and tends to indicate buyer's perception of the product's value (Kotler & Armstrong, 2008). Pricing decisions also include discounts, trade-in allowances and credit terms which are subject to negotiation between the seller and the buyer. Agricultural product pricing strategies have been based on the forces of supply and demand. This has made the prices of Agricultural products to be unstable. However, with modernized storage facilities and price control by the government, this problem can be addressed.

Place Decisions in Agricultural Marketing

According to Kotler and Armstrong (2008) the decision on place includes the firm's activities that make the product available and convenient to target consumers. The decisions in this area will involve a careful selection of channel members and to support them in order to carry out certain marketing activities such as price negotiation, demonstration and after-sales services. The distribution chain is strategic and involves necessary logistics from the farm to the table and this also entail issues regarding transportation, location, convenience and hygiene, storage and warehousing, barns and handling.

Promotion Decisions in Agricultural Marketing

Promotion involves the activities that communicate the benefits or merits of the product and is intended to persuade the target customers to buy (Kotler & Armstrong, 2008). Agricultural products primarily possess natural benefits as well as secondary benefits which are in the form of additives and processing. These forms of benefits can be communicated using a set of promotional mix tools such as advertising, personal selling and exhibition either in their natural state or in the processed form.

The study conducted by Manyong *et al.* (2005) which was aimed at identifying opportunities for increased commercialization and investment in agriculture in Nigeria, identified 34 commodities with potential economic comparative advantage at the domestic, regional and global markets. The commodities were further "grouped into five categories namely: staple crops (9 commodities), industrial crops (12 commodities), livestock (5 commodities), fishery (3 commodities) and forestry (5 commodities). The study also indicated priority commodities which are suitable for investment and marketing purposes. The commodities are Cassava, yam, maize, millet, groundnut, rice, sorghum, poultry, leafy vegetables, and cowpea, pepper, beef, oil palm, fish, melon, tomato, soybean, onion, rubber, cocoa, ginger, pork, goat, mutton, benniseed, and cashew nut.

For the purpose of marketing competitiveness in the marketplace, the present study considered the first twenty commodities as stated above and therefore suggested specific marketing strategies as shown in table 2 below. Marketing strategies suggested by the present study is focused in the area of product development as the existing crops are basically perceived as commodities and approaches to their marketability has been in the attitude of farm producers without any regard for differentiation. Product development strategies as suggested are intended to gear the agricultural sector in view of the findings by Manyong *et al.* (2005) for domestic, regional and global markets competitiveness and consequently to increase the contribution of agriculture to Nigeria's GDP.

Table 2: Agricultural Product Development Strategies for Selected Crops in Nigeria.

S/N	Types of Commodity	Suggested Product Development	Marketing Opportunity
1	Cassava	Packaging, grading, processing, and storage.	In domestic, regional and global markets for commercial and household consumption as raw material for food, drugs and drinks.
2	Yam	Grading, processing, preservation and storage	In domestic and regional markets for commercial and household consumption as food.
3	Maize	Storage, grading, preservation and storage	In domestic, regional and global markets for commercial and household consumption as raw material for drinks and food.
4	Millet	Processing, grading, and varieties.	In domestic, regional and global markets for commercial consumption as raw material for drinks.
5	Groundnut	Grading	In domestic, regional and global markets for commercial and household consumption as raw

			material for vegetable oil and snacks.
6	Rice	Processing, grading, and varieties.	In domestic market for commercial and household consumption as food and drink.
7	Sorghum	Grading and packaging.	In domestic, regional and global markets for commercial consumption as raw material for drinks.
8	Poultry	Product grading to categorize the product for easy pricing.	In domestic market for commercial and household consumption as food.
9	Vegetables	Storage and preservation to extend product life at least up to a week supply.	In domestic market for commercial and household consumption as food and drugs.
10	Cowpea	Processing, packaging, grading.	In domestic market for commercial and household consumption as food
11	Pepper	Processing, packaging, grading.	In domestic market for commercial and household consumption as food.
12	Beef	Processing and storage.	In domestic market for commercial and household consumption as food.
13	Oil palm	Processing and grading.	In domestic, regional and global markets for commercial and household consumption as food and raw material for lubricants.
14	Fish	Processing and storage.	In domestic market for commercial and household consumption as food.
15	Melon	Processing, packaging, grading, preservation and storage	In domestic and regional markets for commercial and household consumption as food and vegetable oil.
16	Tomato	Processing, packaging, grading, preservation and storage	In domestic market for commercial and household consumption as food.
17	Soybean	Processing, preservation and storage	In domestic and regional markets for commercial and household consumption as food and drink.
18	Onion	Processing, packaging, grading, preservation and storage	In domestic market for commercial and household consumption as food and spices.
19	Rubber	Processing, packaging and grading.	In domestic, regional and global market for commercial consumption as raw material for the production of rubber and plastic products.
20	Cocoa	Grading and preservation and storage.	In domestic, regional and global market for commercial consumption as raw material for beverages snacks and confectioneries.

Source: Adapted from: Manyong, Ikpi, Olayemi, Yusuf, Omonona, and Idachaba (2005).

Solid Minerals Marketing

The Nigerian government has been showing interest in the exploitation, development and marketing of Nigeria's solid minerals as a means of diversifying our economic base (Orazulike, 2002). The sector is one of the priority areas of development because of their linkage effects on other sectors and potential catalytic role in the overall growth on the industrial sector. As such, government over the years has initiated reforms aimed primarily at allowing the private sector to take a pivotal role in the growth of the sector (NTWG, 2009).

The Nigerian Extractive Industries Transparency Initiative was launched in February, 2004. The Sustainable Management of Mineral Resources Project (SMMRP) commenced in 2005 as part of efforts at developing non-oil sources of revenue with a credit of US$ 120 million from the World Bank/IDA. The federal government also declared 2007 the Year of Minerals and Mines. In addition, the 1999 Minerals and Mining Act was repealed in 2007 and replaced with the Minerals and Mining Act of 2007 (FGN, 2008). The government in 2008 promulgated the National Minerals and Metals Policy (Olukesusi, 2010). The focus of these programmes is the development of the solid mineral sector with a view to improving its economic importance relative to other sectors of the economy. They are designed also to facilitate favourable climate for foreign investors, however, the sector has not achieved the desired results.

Solid Mineral Resources in Nigeria

Nigeria is endowed with numerous mineral resources (Adekeye, 1999; Ibanga and Ikpatt, 2003; FMTI, 2013). The country has 34 solid minerals in commercial quantity in 500 locations across the country (MMSD, 2006; NTGW, 2009). These are depicted in table 3:

Table 3: Solid Minerals in Nigeria

S/N	Mineral	States where it can be Found
1	Tantalite	Cross River, Ekiti, Kogi, Kwara. Nasarawa.
2	Kaolin	Akwa Ibom, Anambra, Bauchi, Bayelsa, Ekiti, Imo, Katsina, Kebbi, Kogi, Ogun, Ondo, Plateau, Rivers.
3	Mica	Ekiti, Kogi, Kwara, Nasarawa, Oyo.
4	Barite	Benue, Cross River, Nasarawa, Plateau, Taraba, Zamfara.
5	Coal and Lignite	Abia, Adamawa, Anambra, Bauchi, Benue, Cross River, Delta, Ebonyi, Edo, Gombe, Imo, Kogi, Nasarawa, Plateau.
6	Rutile	Bauchi, Cross River, Kaduna, Plateau.
7	Talc	Ekiti, Kaduna, Kogi, Niger.
8	Bismuth	Kaduna.
9	Gypsum	Adamawa, Edo, Gombe, Ogun, Sokoto, Yobe.
10	Marble	Edo, FCT, Kogi, Kwara, Nasarawa, Oyo.
11	Gemstones	Bauchi, Kaduna, Kogi, Kwara, Nasarawa, Niger, Ogun, Oyo, Plateau, Taraba.
12	Feldspar	Bauchi, Borno, FCT, Kaduna, Kogi.
13	Gold	FCT, Kaduna, Kanu, Katsina, Kebbi, Kogi, Kwara, Niger, Osun, Zamfara.
14	Clay	In all States of the Federation.
15	Silver	Ebonyi, Kano.
16	Limonite	Benue, Cross River, Kaduna, Plateau.
17	Limestone	Benue, Cross River, Ebonyi, Edo, Gombe, Kogi, Ogun, Sokoto.
18	Columbite	Bauchi, Cross River, Kaduna, Kano, Kwara, Nasarawa, Plateau.
19	Cassiterite	Bauchi, Cross River, Kaduna, Kano, Kwara, Nasarawa, Plateau.
20	Diatomite	Borno, Yobe.
21	Phosphate	Ogun, Sokoto.
22	Manganese	Katsina, Kebbi, Zamfara.

23	Silica Sand	Delta, Jigawa, Kano, Lagos, Ondo, Rivers.
24	Fluorite	Bauchi, Ebonyi, Plateau, Taraba.
25	Bitumen	Edo, Lagos, Ondo, Ogun.
26	Lead	Cross River, Ebonyi, FCT, Plateau, Zamfara.
27	Zinc	Cross River, Ebonyi, FCT, Plateau, Zamfara.
28	Bentonite	Borno, Edo, Kogi, Ogun, Ondo.
29	Kyanite	Kaduna, Niger.
30	Iron Ore	Enugu, FCT, Kaduna, Kogi, Nasarawa, Zamfara.
31	Lithium	Kaduna, Nasarawa, Niger, Zamfara.
32	Wolframite	Bauchi, Kaduna, Kano, Kwara, Nasarawa, Niger, Zamfara
33	Molybdenite	Plateau.
34	Dolomite	Kogi, Oyo, Edo, Kwara, FCT,

Source: Vision 2020 National Technical Working Group (NTGW, 2009:20)

Majority of the solid minerals in table 3 have not been fully exploited as the level of exploitation of these minerals is very low in relation to the extent of deposits found in the country (Ibanga and Ikpatt, 2003; FMTI, 2013). In 2004, the federal government declared seven out of the thirty-four assorted solid minerals in the country as strategic minerals and these are Gold, Barites, Bitumen, Limestone, Lead/Zinc, Iron ore and Coal (Olukesusi, 2010). These minerals are regarded as economically viable and claimed to have the potential of contributing 80 percent of the sector's revenue to national Gross Domestic Product. Furthermore, the choice of these seven minerals according to the government is because they are world class and strategically important to Nigeria's economy in addition to their availability in quantities that are sufficient to sustain mining operations for several years (Olukesusi, 2010). When fully exploited, no part of the nation would have the feeling of been cheated because each part is endowed with abundant solid mineral resources that would contribute to the national purse.

Justification for Agricultural and Solid Minerals Marketing in Nigeria

Despite the abundant cash crops and solid minerals that are marketable, the sectors are under-exploited. Agriculture and mineral resources are the foundation upon which an industrialized economy is built and industrialization is essential if the country is to reduce over-dependence on the oil industry (Adekeye, 1999). The world development report (WDR, 2008) indicated that agriculture is a very credible instrument for reducing poverty and achieving sustainable growth if it potentials for development are harnessed and it should be a prominent part of countries development agenda. Mayong *et al.* (2005) also opined that a veritable path to poverty reduction, accelerated modernization, sustainable growth and development is the strategy for agricultural commercialization and investment.

Solid mineral has also been recognized as the most valuable sector of the industrialized economy. Their exploration and marketing exerts enormous capacity to support and catalyze growth in almost all economic sectors. It has the potential to contribute to the GDP of the country. Globally, the mining industry has enjoyed strong economic growth for the past decade. Demand for solid mineral resources from rapidly growing nations like China and India is on the rise. Nigeria is losing huge amounts of foreign exchange that it could have earned considering the tremendous growth in the demand for minerals in the global market.

Solid minerals marketing could also be used to ameliorate the economic challenges arising from the plunge in international oil prices which has resulted in insufficient revenue to pursue socioeconomic and infrastructural development in the country. Also, the committed search for bio fuels and other renewable sources by erstwhile major oil consuming nations as possible alternative to petroleum calls for diversification of the economy. The marketing and distribution of agricultural and solid minerals will enable profitable development of the sector and the implications for the economy include:

1. Generation of foreign exchange earnings.
2. Significant contribution to Gross Domestic Product (GDP).
3. Increased employment of Nigerians particularly in the rural areas where these minerals are found.
4. Increase in per capita income.
5. Reduction in over-dependence on oil revenue.
6. Provision of alternative sources of power generation.
7. Development and empowerment of host communities.
8. Provision of raw materials for local and foreign industries.

Based on the numerous benefits to be derived from agricultural and solid minerals marketing as indicated above, it is imperative to develop, exploit, process and utilize the vast resources in the country. To achieve this, the challenges facing the sectors need to be addressed.

Challenges Facing the Agricultural and Solid Minerals Sectors in Nigeria

There are a number of challenges facing the sectors and they include:

Agriculture

1. Low productivity and output due to the peasant nature of farming.
2. Poor distribution chain such as storage and transportation.
3. Poor management of production cycle to ensure continuous production and processing.
4. Weakness in the expected symbiotic relationship between the agricultural sector and industry especially in the area of raw material supply.
5. The absence of marketing research to supply relevant information.

Solid Minerals

1. Lack of autonomy in the administration of the mining system.
2. Lack of access to credit for potential investors or entrepreneurs.
3. Low institutional and human capacity across all segments of the minerals and metals sector.
4. Prevalence of unsustainable practices in mineral resource exploitation.
5. Limited revenue flows to mining communities and states from the industry.
6. Lack of incentives for Investors.

Conclusion and Recommendations

Nigeria is endowed with fertile land for agriculture and a variety of solid minerals but they have not been fully exploited. This is due to over-dependence on crude oil. To prepare for the future, there is need to look out for new opportunities and new alternatives in the two sectors. The paper examined the aspects of marketing decisions that can enhance increased agricultural output and efficiency for food security, poverty reduction through marketing opportunities and competitiveness in the marketplace. Twenty crops which were ranked in priority categories and thirty-four solid minerals were suggested for market development. Investment and commercialization opportunities exist in the agricultural and solid minerals sectors and so entrepreneurs and government should apply marketing strategies to achieve the benefits of food and mineral production in Nigeria. On that note, the following are recommended:

1. There is need to rekindle the Agricultural Commercialisation Programme to manage farming outputs and processing.

2. There should be a revamping of the Agricultural Development Programme whereby agricultural and industrial sectors of the economy would be more harnessed
3. Channels management system need to be put in place in order to monitor the flow of agricultural production and supply chain. This will aid logistics and distribution strategies from farm to the table.
4. Agricultural products lifecycle is perishable and may not match market need as and when needed leaving a glut of output along the cycle. Therefore, there is the need to determine a manageable lifecycle that will sustain agricultural production to smoothen out demand.
5. Most of the mining activities are carried out by artisanal and small-scale miners who lack appropriate technology and sufficient funds and are reluctant to imbibe best-practices in their operations. The government, both state and federal can enter into joint ventures with local and international mining companies to mine the solid minerals in the country.
6. Mineral deposits generally occur in remote areas with poor infrastructural facilities which often inhibit their optimum development. Government should therefore place emphasis on provision of infrastructure especially roads, electricity and water as well as safety and security measures in the mining communities.
7. There should be transparency in the granting of mining titles and permits and there should be prompt issuance of permits and licences on mining and quarrying activities.
8. Finally, there should be enforcement of all laws and regulations for the orderly and safe exploration of solid minerals in the country.

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