

Bean Sourcing Methods by Gender Among Nigerian Cocoa Marketers

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ABSTRACT This paper analyses the methods of sourcing for cocoa beans by marketers in Nigeria. Data were obtained from a study carried out in Idanre, a town in Ondo state of Nigeria between April 2000 and April 2001. Stratified random sampling technique was used in selecting 150 respondents. The study reveals that marketers who got their beans by planting some and complementing some by other purchases have the highest overall mean gross profit (N2, 079,314) but the difference in the mean gross profit of marketers using any of the sourcing methods is not significant at the ten percent level. The study also reveals that female cocoa marketers were more efficient than their male counterparts in terms of efficient utilization of resources whether mindful or regardless of sourcing methods used. It was concluded that the mostly patronized source of cocoa beans was from farmers, which were achieved by granting loans or supplying some inputs to farmers during the planting season, and collecting dried cocoa beans later in return. It is therefore recommended that male marketers should make more use of “see and buy” method to prevent them from falling victim of fraudsters, female marketers should increase the volume of cocoa they market because dealing with low volume limits their total profits, and finally, cocoa marketers are advised to use any of the cocoa sourcing methods, hence there is a dare need to increase cocoa production.

INTRODUCTION

Sourcing methods for any particular product can affect performance especially profitability; this is truer in agricultural products. Unfortunately, there is dearth of work done in this area; this is the gap this paper is trying to fill.

Cocoa (*theobroma cacao*) is one of the most important commodities traded internationally and it is a crop that plays a strategic role in the economies of many developing countries. Olatunbosun and Olayide (1972) have shown statistically that Cocoa exports have been and will continue to be a significant factor in the economic growth of Nigeria. As at 1993, according to Titilola (1997), Nigeria was the fourth largest producer of Cocoa in the world, ranking after Ivory Coast, Brazil and Ghana. Prior to the oil boom of the mid- 70s, Cocoa was the highest foreign exchange earner in Nigeria.

Titilola (1997) said Cocoa, as one of the non-oil export commodities accounted for over 90 percent of non-oil exports in 1985. Producers’ price tripled between the 1985 and 1986 harvest and the 1986 main harvest after the Cocoa Board had previously set prices close to world prices at the official exchange rate. The new interest in Cocoa led to intense competition among private

traders for exports and previously abandoned healthy trees were back in production. In terms of total value, Cocoa ranked first among Nigeria’s agricultural export products with the total export value of Cocoa averaging about N200million for the period 1981-1983 (Titilola, 1997).

Problem

According to Oyinloye (1999), the introduction of the Structural Adjustment Programme (SAP), which included the dissolution of commodity Boards and the introduction of free market pricing policy has had a great impact on the Cocoa industry. The higher pricing for Cocoa produce resulting from this policy encouraged the maintenance and rehabilitation of old and abandoned plantations and establishment of new farms on one hand. On the other hand, with the abolition of Nigeria Cocoa Board, the initial and the immediate rush to cocoa trade nearly brought existing orderly cocoa marketing to a stop leading to ever increasing number of people marketing cocoa than are producers.

As a result of increased number of Cocoa marketers, Cocoa marketers made use of various methods for sourcing cocoa beans used in their cocoa business. The present study investigated

among other things, the possibility of various cocoa sourcing methods affecting the profitability of cocoa marketers. Two, it investigated who is better among cocoa marketers in terms of efficient utilization of resources, male or female cocoa marketers. Finally, the study investigated the impact of Cocoa sourcing methods on the profitability of marketers.

Literature Review

It must be noted from the onset that, in general there is no existing literature on the concept of cocoa bean sourcing methods as implied in this paper. Thus, the literature review here is essentially intended to highlight the pivotal role of cocoa in the economic development of Nigeria.

In fact, the role of agriculture in the economic development of Nigeria has been very crucial and cocoa has probably made a more important contribution than any other agricultural commodity since 1892 when it was first exported (Lewis, 1955).

Cocoa served as an agent for the transformation of the structure of society during the period. According to Helleiner (1966), as the area of land under Cocoa expanded, two basic changes in the traditional structure occurred. The first was the change in the Yoruba custom of land tenure and cultivation. Farmers tended to have fixed attachment to land instead of shifting from one farm to the other. The permanent cropping necessary for Cocoa production “forced tenure arrangements to begin to alter from communal forms of ownership towards those of individual property rights adjustable through purchase and sale”. Secondly, the spread of Cocoa also led to changes in the pre-existing patterns of labour employment. The increasing demand for labour in the Cocoa belt area contributed to the overall development of a different pattern of labour migration in Nigeria. The flow of those seeking employment gradually turned to the “Cocoa belt”, and Cocoa farmers were able to find new methods of deploying and rewarding labour for the seasonal needs (Ajayi and Oyejide, 1974).

Cocoa served as a source of income for farmers. Another important role of Cocoa has been the provision of rising incomes for farmers, most of which came through the rising trend in world prices. The boom years for Cocoa came after the Second World War. The year 1947 was in particular popular for its very high prices. This

was due to the rising demand for Cocoa with virtually unchanged world supply. Though the marketing boards withheld a substantial sum, the amounts passed on to the farmers were substantial. The increased income of the farmers led them to be interested in other related activities. Prosperous Cocoa farmers became interested in investing their savings in income-earning assets such as lorries and buildings in towns. It is not surprising that during the “good” years between 1947 and 1957 – a period of high expectations, rising commodity prices and increasing acreage response – the number of lorries plying between the farms or villages to the towns increased (Ajayi and Oyejide, 1974).

These lorries made an important contribution in taking people to their place of work, thus easing the labour shortage that might have arisen in the Cocoa producing area. Apart from these individual undertakings, Cocoa farmers were also very active in promoting public investment in transportation facilities. When government did begin to construct motor-able roads into major Cocoa areas in the 1920s, some enterprising villagers built spur roads to connect their farms and markets to the good roads.

Cocoa served as source of foreign exchange. The export sector of the economy had provided the means of financing developments in Nigeria. Before the discovery and importance of Petroleum, agricultural commodities, of which Cocoa formed an important part, played this role. Although Petroleum entered the export list in 1958, it did not become the most important sector in terms of foreign exchange earlier till 1965 (Ajayi and Oyejide, 1974). At the inception of the Civil war between 1966 and 1967, the value of the exports of all agricultural export commodities, with the exception of Cocoa and groundnuts, dropped drastically, these two commodities helped in financing the war expenditures.

Cocoa served as an important component of Gross Domestic Product (National Income). For years, the relationship between export growth and the national income has been asserted. It has been shown in the case of Nigeria that a positive relationship exists between exports and the growth of the Gross Domestic Product (GDP). It was found by Olatunbosun and Olayide (1971), that all exports accounts for 91-96 percent of the variability of GDP, with the main commodities Cocoa, Palm products, groundnuts, accounting for about 64-81 percent of the variability in the

value of all exports. Since Cocoa is an important component of this group, its contribution to Nigeria's economic growth has been very substantial (Ajayi and Oyejide, 1974).

Cocoa served as a source of Government Revenue. Cocoa was for a long time served as an important source of revenue from the then Western State of Nigeria. The percentage of revenue derived from produce sales tax and export duty – most of which were derived from Cocoa was substantial. The importance of the above had declined from the peak of 42 percent in 1960/61 to as low as 21 percent in 1966/67. For each year, Cocoa contributed more than 70 percent of the total revenue from produce sales tax. Cocoa made an important contribution to Nigeria's economic growth, as a major source of government revenue.

The proceeds from direct taxes on Cocoa and other agricultural exports in the absence of alternative major sources of government revenue in the earlier years provided the then Western State Government with a lot of liquid capital with which were built the foundations of a modern society. The Marketing Board era witnessed a situation whereby profit accruing from Cocoa marketing was usually revealed to the government of the state of origin, but a complete deviation arose with the establishment of the commodity Boards.

Other areas in which cocoa has been very useful were in: the development of infrastructure - construction of roads, hospitals and schools (particularly in the then Western State), the growth and extension of banking services which has aided the mobilization of savings for further economic development, provision of pipe borne water or treated bore holes, electricity, rural feeder roads and farm inputs (chemicals, cocoa seedlings, fertilizer) for development and upliftment of the living standard of the farming population (Ajayi and Oyejide, 1974; Idowu, 1986); its role as source of raw material for Agro-based industries led to the establishment of a number of cocoa processing plants between 1964 and 1975 (Olayide and Falusi, 1975); finally the industries provide employment for a large number of Nigerians.

METHODS

Data were obtained from a study carried out

in Idanre town and villages of Ondo State, Nigeria. This area (henceforth called *Idanre*) has the largest volume of cocoa marketed from the state yearly. As at 2000, for example, 38.26 percent of Ondo State total cocoa output came from Idanre while 16.25 percent of the total cocoa National production came from Ondo State (Ondo State Ministry of Agriculture and Rural Development (MARD); Produce department annual grading chart, 2001).

The research focused on cocoa marketers from the farm to the last set of marketers who transport the collected beans out of Idanre. Data collection was undertaken between April 2000 and April 2001. The stratified random sampling technique was used. The number and locations of cocoa farmers and marketers in Idanre towns and villages were collected from the produce office in Idanre. The registered marketers so obtained and a list of unregistered marketers, obtained from interactions with marketers in "Alade", a market in Idanre, were divided into three existing political/administrative zones in the area based on their addresses. They were then divided into two parts using gender classification.

A sampling fraction of 30 percent reflective of the gender distribution in the parent population was utilized which made the sample size to be one hundred and fifty. The numbers in each class were chosen using random sampling. Out of 150 questionnaires administered, 138 (92 percent) were recovered. The presentation, analysis and interpretation of the primary data are based on the 138 respondents. Of the 138 cocoa marketers, 85 are males while 53 are females, with a mean age of 45 years.

The various cost elements in the study were identified as wages, transportation, labour, equipment, association fee, grading fee, and other miscellaneous items. They are called cost tracing variables. Lack of adequate record keeping by the marketers affected the collection of accurate data on these. The only items of cost for which adequate records were available for some of the marketers were wages, transportation, association fee, and grading fee. The others were based on the respondents' recall. That was why the marketers were asked of the total amount spent in marketing their products (that is Total Marketing cost) to take care of some inadequacies in record keeping of some cost tracing variables.

From this exercise was estimated each firm's unit marketing cost (UMC), which was calculated by dividing the total marketing cost by the volume of output handled. The unit marketing margin (UMM) for each firm was obtained by subtracting the selling price of the commodity from its purchase price. Multiplying this value by the quantity marketed resulted in the total marketing margin. Total Profit for each firm was determined by subtracting Total Marketing Cost (TMC) from the total Marketing Margin (TMM).

RESULTS

Methods of Sourcing the Cocoa Beans Marketed: Table 1 summaries how the cocoa beans marketed were sourced. The table conveys that majority of the marketers (54%) obtained their marketed cocoa beans by buying only from either farmers, brokers or Local Buyers Agents; majority of female marketers (77%) also obtained their marketed cocoa beans from this same source while largest percentage of male marketers (52%) got their beans by planting some and complementing them by other purchases.

Sources of Cocoa Beans for Market: Table 2 summarises the findings on the sources of marketed cocoa beans by gender. The findings revealed that majority of the cocoa marketers (91percent; out of which 63 percent were males) bought some or all of their cocoa beans from farmers. No female marketer obtained their cocoa beans either from land inherited or land hired on which certain pledge is paid, they only constitute

19 percent of those that obtained from land purchased. This could be linked with the problems Berar-Awad (1989: 6-11) said women do have with respect to land ownership.

Women constitute about 70.5 percent of those who use the "See and buy" purchase method, the reasons for this feature according to them, was that the method does not require too much capital and prevents one from fraudsters. They are also very good at measuring with pan. Majority of female cocoa marketers (87 percent) and majority of male cocoa marketers (93 percent) obtained some or all of their cocoa beans from farmers; meaning that the mostly patronized source of cocoa beans is from farmers.

Method of Sourcing Marketable Cocoa Beans: Majority of all cocoa marketers (51 percent; 57percent of which were females) sourced their cocoa beans by granting loans to farmers during the planting season and collecting dried cocoa beans in return (Table 3). The next prominent method of sourcing, utilized by 46.4 percent of the marketers was through supplying farmers some inputs. The other methods as displayed in Table 3 are use of Local Buying Agents (LBAs), the see and buy method and the method of augmenting transportation of farmers' products.

Profits By Manner of Beans Sourcing and Gender: Table 4 summarizes the mean profit by activity and gender groups. Here it is tested whether there is significant difference between the profits of those (males, females, all) who

Table 1: Manner of sourcing cocoa beans marketed by gender. Ondo State of Nigeria, 2000/2001 season.

Manner of Sourcing		Gender Group		
		Male	Female	Total
Buy only:	Number	34	41	75
	Percentage Within manner of sourcing	45.30	54.70	100.00
	Percentage Within GENDER GROUP	40	77.40	54.30
	Percentage Within Total Respondents	24.60	29.70	54.30
Plant only:	Number	7	2	9
	Percentage Within manner of sourcing	77.80	22.20	100.00
	Percentage Within GENDER GROUP	8.20	3.80	6.50
	Percentage Within Total Respondents	5.10	1.40	6.50
Plant and Buy only:	Number	44	10	54
	Percentage Within manner of sourcing	81.50	18.50	100.00
	Percentage Within GENDER GROUP	51.80	18.9	39.10
	Percentage Within Total Respondents	31.90	7.20	39.10
Total :	Number	85	53	138
	Percentage Within manner of sourcing	61.60	38.40	100.00
	Percentage Within GENDER GROUP	100	100	100.00
	Percentage Within Total Respondents	61.60	38.40	100.00

Source: Field Survey, 2002

Table 2: Sources of marketed cocoa beans by marketers by gender; Idanre: Ondo State of Nigeria

Source of Cocoa Beans		Gender group		
		Male	Female	Total
<i>From land inherited:</i>	<i>Number</i>	24	00	24
	Percentage Within COCOA SOURCE	100	00	100.00
	Percentage Within GENDER GROUP	28.2	00	17.40
	Percentage Within Total Respondents	17.40	00	17.40
<i>From land purchase:</i>	<i>Number</i>	35	08	43
	Percentage Within COCOA SOURCE	81.40	18.6	100.00
	Percentage Within GENDER GROUP	41.2	15.1	31.2
	Percentage Within Total Respondents	25.4	5.8	31.2
<i>From land hired on which certain pledge is paid:</i>	<i>Number</i>	05	00	05
	Percentage Within COCOA SOURCE	100	00	100.00
	Percentage Within GENDER GROUP	5.90	00	3.60
	Percentage Within Total Respondents	3.60	0.0	3.60
<i>Bought from farmers:</i>	<i>Number</i>	79	46.0	125
	Percentage Within COCOA SOURCE	63.20	36.8	100.00
	Percentage Within GENDER GROUP	92.9	86.8	90.60
	Percentage Within Total Respondents	57.20	33.3	90.60
<i>From Brokers/See and Buy:</i>	<i>Number</i>	14	31.0	45
	Percentage Within COCOA SOURCE	31.8	70.5	100
	Percentage Within GENDER GROUP	16.5	66.0	32.6
	Percentage Within Total Respondents	10.1	22.5	32.6

Source: Field Survey, 2002.

Table 3: Methods of sourcing marketable cocoa beans: Ondo state of Nigeria 2000/2001 season.

Method		Gender group		
		Male	Female	Total
<i>Buyers residing in the farm (LBAs):</i>	<i>Number</i>	43	04	47
	Percentage Within METHOD	91.50	8.5	100.00
	Percentage Within GENDER GROUP	50.6	7.5	34.10
	Percentage Within Total Respondents	31.20	2.9	34.10
<i>By supplying farmers some input:</i>	<i>Number</i>	24	40	64
	Percentage Within METHOD	37.50	62.50	100.00
	Percentage Within GENDER GROUP	28.2	75.5	46.4
	Percentage Within Total Respondents	17.4	29	46.4
<i>By granting farmers loans during planting season and collecting dried cocoa beans in return.</i>	<i>Number</i>	30	40	70
	Percentage Within METHOD	42.90	57.1	100
	Percentage Within GENDER GROUP	35.3	75.5	50.7
	Percentage Within Total Respondents	21.7	29	50.7
<i>See and Buy:</i>	<i>Number</i>	12	31	43
	Percentage Within METHOD	27.90	72.1	100.00
	Percentage Within GENDER GROUP	14.1	58.5	31.20
	Percentage Within Total Respondents	8.7	22.5	31.20
<i>Augmenting transportation of producers' products:</i>	<i>Number</i>	10	00	10
	Percentage Within METHOD	100	00	100.00
	Percentage Within GENDER GROUP	11.8	00	7.2
	Percentage Within Total Respondents	7.2	00	7.2
<i>No Response :</i>	<i>Number</i>	5	00	5
	Percentage Within METHOD	100	00	100
	Percentage Within GENDER GROUP	5.9	00	3.6
	Percentage Within Total Respondents	3.6	00	3.6

Source: Field Survey, 2002.

operate in the following groups; “buy their cocoa beans only”, “plant all their beans only” and “plant some and buy some”.

From table 4, it can be observed, among others, that the marketers who get their beans by

planting some and complementing some by other purchases have the highest overall mean gross profit (N2, 079,314) followed by the marketers who obtained their marketed cocoa beans by buying their beans only (N282, 284.80); and

Table 4: The mean profit by activity and gender groups, Ondo State of Nigeria, (2000/2001) season

Activity	Sex	Location	Mean	Standard deviation	Minimum	Maximum	Median	
Buy	Male	Alade	-51941.05	348628.5888	-1040000	660000	16000	
		Atoshin	492958.57	1170392.35	-1537500	2200000	680000	
		Odoode	1719875.0	2630285.288	-1120000	6000000	1250000	
		Total	477142.06	1522666.628	-1537500	6000000	20200	
	Female	Alade	52290.096	105311.5043	-320000	304000	35900	
		Atoshin	27000.000	7549.834435	20000	35000	26000	
		Odoode	292332.08	653399.0105	-73600	2162000	33995	
		Total	120695.79	369970.184	-320000	2162000	35000	
	Total	Alade	8281.3889	242350.2784	-1040000	660000	28000	
		Atoshin	353171.00	981776.7364	-1537500	2200000	30500	
		Odoode	863349.25	1819584.336	-1120000	6000000	45250	
		Total	282284.77	1067629.209	-1537500	6000000	30000	
Plant	Male	Atoshin	37481.429	71089.915	-83000	117500	52500	
		Total	37481.429	71089.915	-83000	117500	52500	
		Female	Alade	233162.50	37953.95648	206325	260000	233162.5
	Female	Total	233162.50	37953.95648	206325	260000	233162.5	
		Total	Alade	233162.50	37953.95648	206325	260000	233162.5
		Atoshin	37481.429	71089.915	-83000	117500	52500	
	Total	Total	80966.111	106845.1355	-83000	260000	82500	
		Alade	602483.33	1266380.788	-1875000	4249500	505070	
		Atoshin	-363125.0	2051123.041	-3000000	1787500	-120000	
	Buy and Plant	Male	Odoode	4657706.8	16928738.4	-3145000	77835100	71725
			Total	2542312.5	12063839.11	-3145000	77835100	332500
			Female	Alade	38457.143	165041.9528	-136000	353200
Odoode			50666.667	50806.82369	-8000	80000	80000	
Total		Total	42120.000	136995.051	-136000	353200	35750	
		Alade	444556.00	1099811.175	-1875000	4249500	300000	
		Atoshin	-363125.0	2051123.041	-3000000	1787500	-120000	
		Odoode	4104862.0	15908939.5	-3145000	77835100	80000	
Total		Male	Total	2079313.9	10910579.85	-3145000	77835100	156500
			Alade	266427.57	963350.8469	-1875000	4249500	85000
			Atoshin	125587.78	1158725.93	-3000000	2200000	67500
			Odoode	3874285.0	14523808.06	-3145000	77835100	216500
	Female	Total	1509964.1	8751147.643	-3145000	77835100	85000	
		Alade	59859.071	122101.7394	-320000	353200	36650	
		Atoshin	27000.000	7549.834435	20000	35000	26000	
		Odoode	243999.00	588069.5306	-73600	2162000	35000	
	Total	Total	110114.20	331852.94	-320000	2162000	35000	
		Alade	166012.33	698932.7102	-1875000	4249500	38075	
		Atoshin	111503.81	1068879.914	-3000000	2200000	36940	
		Odoode	2664189.7	11922019.68	-3145000	77835100	55500	
Total	Total	972340.60	6889447.161	-3145000	77835100	38220		

Source: Field Survey, 2002.

followed lastly by those who obtained their marketed cocoa beans by planting only (N80, 966.11).

The analysis of profit performance contained in Table 4 brings out the followings:

- i. At the 10 percent level of significance, though male marketers have higher mean profit (N1, 509,964) than their female counterparts (N110, 114) there is however no statistically significant difference in the arithmetic mean profit by gender in Idanre.
- ii. Cocoa marketers who bought and planted what they marketed had the highest profit

when compared with cocoa marketers using the other marketing source concentration activities but the difference in the mean profit of marketers who got their cocoa beans using any of the activities is not significant at the ten percent level.

Table 5 on the other hand shows the mean profit per tonne (unit profit) of the marketers. This table shows that the mean unit profit of female cocoa marketers was higher than that of male marketers for the three activities as well as the overall marketers. This implies that in terms of efficient utilization of resources, female cocoa

Table 5: Mean profit per tonne (Unit Profit) of cocoa marketers by activity and gender: Ondo State of Nigerian, 2000/2001 season.

Activity	Sex	Mean Unit Profit	Number	Standard Deviation
Buy only	Male	5,696.94	34	21, 821.81853
	Female	22, 386.34	41	29, 986.24651
	Total	14,820.48	75	27,719.25
Plant only	Male	16,434.63	7	24,938.53
	Female	56,491.28	2	12,033.15
	Total	25,336.10	9	28,223.05
Buy and Plant Only	Male	8,387.35	44	23,229.22
	Female	20,949.70	10	34,071.67
	Total	10,713.71	54	25,674.47
Total	Male	7,973.90	85	22,712.87
	Female	23,402.25	53	30,650.62
	Total	13,899.28	138	27,011.22

Source: Field Survey, 2002.

marketers were more efficient than their male counterparts: they got the highest Naira out of every Naira they had committed to cocoa marketing. One of the major things that limited their total profits is the volume of tonnes they were able to market. It is, in fact, revealed that no matter the sourcing activity they (the females) utilized, they were more efficient than their male counterparts.

It can also be seen that profit per unit decreased in the following order of bean sourcing activity; “plant only”, “buy only”, and “plant and buy only”. The explanation on this can also be found in economies of size. If the quantity of cocoa sales that came from “plant and buy only” was lower than the one coming from “buy only” which in itself was lower than the one coming from “plant only”, the increase in unit profit along this movement would be explained by economies of size continuing and moving towards the highest unit profit but not being there yet. Should the arrangement be otherwise, it could mean that the system had moved up from the most efficient, scale economy, to an area of diseconomies of scale.

CONCLUSION AND RECOMMENDATIONS

One can conclude from the study that majority of the marketers (54%) obtained their cocoa beans by buying only from either farmers, brokers or Local Buying Agents. It can also be concluded that no female marketer obtained their cocoa beans either from land inherited or land hired on which certain pledge is paid, they only constitute 19 percent of those that obtained from land purchased: meaning that females do not have adequate access to land as their male

counterparts. The mostly patronized source of cocoa beans was from farmers, which were achieved by granting loans, or supplying some inputs to farmers during the planting season, and collecting dried cocoa beans in return.

From the above conclusions, it is therefore recommended that male marketers should make more use of “see and buy” method to prevent them from falling victim of fraudsters. Another recommendation is that female marketers should increase the volume of cocoa they market because dealing with low volume limits their total profits. Finally, cocoa marketers are advised to use any of the cocoa sourcing methods, hence there is a dare need to increase cocoa production.

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