PALGO JOURNAL OF AGRICULTURE

ISSN 2476-8359
Volume 4 Issue 1,February 2017.Page 225-234
http://www.palgojournals.org/PJA/Index.htm
Corresponding Authors Email:jteshale@yahoo.com

ASSESSMENT OF CEREAL CROPS (TEFF, WHEAT AND BARLEY) MARKET CONSTRAINTS IN DANDI, AMBO AND TOKE KUTAYE DISTRICTS OF OROMIA REGION, ETHIOPIA.

Jifara Teshale* and Amsalu Solomon

Ambo University, College of Agriculture and Veterinary Science, Department of Agribusiness and Value Chain Management, Ambo, Ethiopia.

Accepted 28 February, 2017

Agricultural marketing is a very important factor in economic development and lack of a well-functioning agricultural market and marketing system severely hinders the increase of social welfare, income distribution, and food security of developing countries. In Ethiopia there is a great market fluctuation from time to time. However, production increased from year 2009 to 2016. From within agriculture, staple crops have stronger growth linkage resulting from more than proportionate increase in total Growth Domestic product (GDP). Therefore, the aim of this study was assessing market constraints of cereal crops in Dandi, Toke Kutaye and Ambo districts of Oromia Region, Ethiopia to know whether there is limiting factors related to market of cereal crops in the study area. Among 70 sample size of the study, 20, 22, 28 of the respondents were from Dandi, Toke Kutaye and Ambo districts respectively. Primary data were collected through questionnaire, interview and focus group discussion while secondary data were obtained from internet and relevant documents. Descriptive statistics like graphs, charts, arthimetic mean, standard deviation and frequency distribution were used by utilizing SPSS, version 20 to anlyse the collected data. The finding identified that the factors which inhibit the development of market of cereal crops were lack of infrastructures, lack of transparency, lack of willing for feedback and practice after sale, and absence of government participation in any aspect. It was concluded by this study that healthy market can exist if stakeholders are willing, all the actors are transparent, producers focused on trade and consumers, and government facilitation.

Keywords: Market, Cereal, and Constraint.

1.INTRODUCTION

Balasubramanian and Palaniappan (2007) said that “cereals are the most important food crop of the world and it provides the world with a majority of its food calories and about half its protein. They are staple foods in the diets of most population. In the year 2007, 2029 million metric tons of cereals were produced globally from 658.5 million hectares of land with an average productivity of 30.83 quintals per hectares”. According to FAO (2007), the world cereal production in the year 2007 was increased by 4.8% from previous year production.

In the same year Africa’s contribution to the world output was 6.35% (about 133.1 million tons). In Ethiopia, cereal production and marketing are the means of livelihood for millions of small holder households and it constitutes the single largest sub-sector in economy. Cereal accounts for roughly 60% of rural employment, 80% of total cultivated land, more than 40% of a typical household’s food expenditure, and more than 60% of total caloric intake. The contribution of cereals to national income is also large. According to available estimate, cereal production represents about 30% of gross domestic product (GDP). This calculation follows from the fact that agriculture is 48% of the nation’s GDP (World Bank, 2007), and that cereals’ contribute to agricultural GDP is 65% (Diao *et al.*, 2007).

Agriculture employs more than two thirds of Ethiopia’s population and is the backbone of the country's economy. While Ethiopia is one of the world’s most vulnerable countries to drought and other natural calamities, it exhibits strong prospects for economic growth. With a population of more than 84.3 million people, it is the second most populous country in Sub-Saharan Africa. Currently, over 12.8 million hectares of land are under cultivation making it the largest producer of food grain in Africa. However, Ethiopia is still considered a food deficit country. The major grain crops grown in the country are Teff (a gluten-free small grain), Wheat, Corn, Barley, Sorghum, and Millet (Abu and Teddy,2014).

(CSA, 2007) reported that “in the country, cereals are also the major stable food crops taking a significant share of area cultivated and volume of production obtained. Out of the total grain crop area, 79.69% (8.7 million hectares) was covered by cereals. Teff and Wheat covered up 23.42% (about 2.6 million hectares) and 13.01% (1.4 million hectares) of grain crops area respectively. Cereals also contributed to 85.11% (about 137.1 million quintals) of the total grain production. The contribution of Teff and Wheat was 18.57% (29.9 million quintals) and 14.36% (23.1 million quintals) of the total Meher cereals produced in the same order”.

Teff *(Eragrostis Teff)* is a major staple food crop in Ethiopia. Teff is grown at middle elevations between 1,800 and 2,200 meters above sea level and in regions that have adequate rainfall. Compared to other cereals, Teff is considered a lower risk crop as it can withstand adverse weather conditions. While research on improved Teff varieties has been done since the mid-1950s, investments have been limited and only a small number of improved varieties have been released, i.e. about 20 in total (Fufa *et al*., 2011). Its grain is mainly used for making *Enjera*, a spongy flatbread, the main national dish in Ethiopia (as well as Eritrea). Teff is also valued for its fine straw, which is used for animal feed as well as mixed with mud for building purposes.

Teff is the most important crop in Ethiopia, as measured by a number of indicators. In 2011/12, it was estimated that Teff made up 20 percent of all the cultivated area in Ethiopia, covering about 2.7 million hectares and grown by 6.3 million farmers. The second most important crop was Maize at 15 percent of all cultivated area. However, given the relatively low yields of Teff, the total national production of Teff (3.5 million ton) was lower than Maize (6.1 million ton) and Sorghum. The importance of teff area-wise has increased absolutely but stayed relatively the same over time. In 2003, Teff made up 20 percent of all cultivated area as well while Maize was making up 18 percent.

On the consumption side, Teff is more readily eaten by urban households than by rural households. Berhane et al. (2011) show, relying on national household consumption data, that urban consumption per capita is as high as 61 kg per year. This compares to 20 kg per capita per year for rural areas. They further illustrate the high income elasticity for Teff, evaluated at 1.10 in urban areas and 1.20 in rural areas. Teff is therefore an economically superior good that is relatively more consumed by the rich than by the poor. The lower consumption by the poor is also partly explained by the high prices of Teff which are typically twice as high as the cheapest cereal, i.e. Maize (Minten et al., 2012).

Ethiopia is the second largest wheat (Triticum aestivum L.) producing country in Africa behind South Africa. Most Wheat production in Ethiopia comes from small holder farmers. Wheat is mainly grown in the central and southeastern highlands during the main (Meher) rainy season (June to September) and harvested in October-November. Arsi, Bale, and parts of Shoa are considered the Wheat growing belt. Ethiopia's Wheat production self-sufficiency is only 75 percent and the remaining 25 percent of Wheat has to be imported commercially and through food aid. The Oromia and Amhara regions produce 59 percent and 28 percent of the country’s Wheat, respectively, with an additional 10 percent coming from the Southern Nations, Nationalities, and Peoples Region (SNNPR) and 3 percent coming from other regions (Abu and Teddy, 2014).

World production of barley (Hordeum vulgare L.) has remained stable since the 1970s. Consumption has also remained stable. World trade in barley has been around 16 million tones; this is much less than production, as most of the cereal is consumed locally. Barley holds a unique place in farming in Ethiopia, and various sources agree that it has been in cultivation for at least the past 5000 years in the country. The first Ethiopians to have ever cultivated barley are believed to be the Agew people, in about 3000 BC as cited by Bahey and Grando (2011).

Ethiopia is ranked twenty-first in the world in Barley production with a share of 1.2 percent of the world’s total production. Barley cultivation is widely distributed across the country on over one million hectares of land and by more than four million small holder farmers. Currently, it is grown exclusively for the domestic market and is neither imported nor exported. It is the fifth most important cereal crop in Ethiopia after Teff, Wheat, Corn, and Sorghum. There are two varieties of barley in Ethiopia: food Barley for human consumption and malt Barley which can be converted into malt, a key ingredient in beer making (Abu and Teddy, 2014).

2.REASON OF THE STUDY

Agricultural marketing is a very important factor in economic development and lack of a well-functioning agricultural market and marketing system severely hinders the increase of social welfare, income distribution, and food security of developing countries. Moreover, markets and marketing system do not develop simultaneously with economic growth. Markets and marketing system should be organized deliberately to enable economic development (Wolday, 1994).

Improved information and marketing facility enables farmers to plan their production more in line with market demand, to schedule their harvest at the most profitable time, to decide which market to sell their produce to and negotiate on a more even footing with traders and it also enables traders to move their produce profitably from a surplus to deficit market and to make decisions about the economics of storage, where technically possible. Thus the market information is critical to the law of one price and to the price discovery process (Khols and Uhl, 2002). Undoubtedly, one of the major drawbacks of food aid to rural markets is that it may depress market prices. This is because the amount of grain that recipient households may have otherwise purchased in the market is reduced (thus reducing demand), and the potential

sales of food aid onto markets (thus increasing supplies). Subsidized sale of imported staples, therefore, has a direct impact on producers by lowering market prices (FAO, 2014).

The efforts of increasing agricultural production and productivity have to be accompanied by a well-performing marketing system which satisfies consumer demands with the minimum margin between producers and consumer prices. Higher prices for producer can encourage farmers to adopt new technologies, increase production, (Woldy, 1994). However, there are external and internal problems that influence the marketing efficiency in Ethiopia. This has to do with lack of pertinent market information, development of marketing institutions and marketing infrastructure such as storage, transportation, etc.

Despite the grain market liberalization policy in 1991, Ethiopian grain markets remain poorly integrated and are characterized by significant price volatility. Only 28 percent of total cereal production reaches the market, suggesting considerable scope for expanding the volume of the grain market. The grain marketing chain in Ethiopia is relatively short, primarily due to the low level of commercial grain processing and a lack of specialization from grain wholesalers, who are often engaged in retail and other types of trade. This is also true for Wheat in Ethiopia as reviewed by FAO (2014).

Uncertainty about government intervention in grain markets is a major source of risk for private traders and a key reason they are reluctant to invest in grain trading. The GOE (Government of Ethiopia) estimates that over 4.5 million households are involved annually in Wheat production, but that still does not satisfy the country's annual domestic demand. Hence, a large quantity of Wheat is imported every year to meet the rising domestic consumption demand (Abu and Teddy, 2014).

As study conducted by Bedada *et al*. (2014) shows, many farmers are responded that problem of good market facilities is one of the major constraints of Barley production. The outsiders and brokers are the beneficiary of their products on behalf of the producers. Occasionally no product collectors and farmers are forced to sell with low price to local small traders. In Ethiopia, agricultural growth induces higher overall growth than non-agricultural sectors. This leads to faster poverty reduction since it generates proportionately more income for farm households who represent the bulk of the poor. From within agriculture, staple crops have stronger growth linkage resulting from more than proportionate increase in total GDP.

Moreover, such growth linkage becomes stronger overtime (Diao *et al.,* 2007). As a result, no study has been carried out in those districts on market of Teff, Wheat and Barley cereal crops. Therefore, this study was stand in assessing market constraints of cereal crops (Teff, Wheat and Barley) in the specified area to address the prevailing information gap on the subject and contribute to proper understanding of the challenges and help in developing improved market development strategies to benefit smallholder farmers, consumers, traders, and other market participants.

3.OBJECTIVE OF THE STUDY

The objective of this study was to assess market constraints of cereal crops (Teff, Wheat and Barley) in the specified area.

4. IMPORTANCE OF THE STUDY

This agricultural market profile study may help to assess the possibility of increasing market development by identifying factors inhibiting market of cereal crops. This research work is expected to yield new information regarding marketing of cereal crops particularly related to Teff, Wheat and Barely for concerning bodies. The study may also serve as a spring board for further studies in the future on related issues which are not covered in this study.

5.MATERIALS AND METHODS OF THE STUDY

Selection of study area was carried out based on the potential of Teff, Wheat and Barley producing area of West Shoa zone of Oromia region, Ethiopia. Those areas were Dandi districts (Asgori, Ginchi, Olonkomi), Ambo districts (Meti, Golja and Ambo), and Toke Kutaye districts (Guder, Babicha, and Gorosole). These districts were selected using purposive sampling technique based on the potential of specified cereal crops. To execute the survey purposive sampling procedure was used. The sample size of the study was 70 stakeholders. Among 70 sample size of the study, 20, 22, 28 of the respondents were purposely used from Dandi, Ambo, and Toke Kutaye districts respectively. The study was used 70 sample size involving producers, traders and consumers. Questionnaires were distributed to 70 of respondents. Additionally, for interview and focus group discussion, 24 stakeholders were purposely selected from each district. Questionnaire, interview, focus group discussion, internet and relevant documents were used to collect both primary and secondary data. Questionnaires were distributed to 70 of respondents, interview focus groups were held

with 24 stakeholders to collect primary data. The interviewees were purposely selected from cereal crops stakeholders which were 24 in number. Both internet and relevant documents were used to obtain secondary data. Interview and focus group discussion were held with purposely selected producers/sellers, consumers and traders of the selected areas from open market and the discussion was carried with them to understand the cereal crops market constraints.

Focus groups discussion was comprised about 3-5 farmers, 6-10 consumers and 2-3 traders. Although, the study was used interview in order to collect a wide variety of data that does not requires formal testing. Subsequently, the responses were elicited from the groups' discussion after a consensus achieved among the members and from the interviewees for quantitative information. Descriptive statistics like graphs, charts, arithmetic mean, standard deviation and frequency distribution were used by employing Statistical Package for Social Sciences (SPSS), version 20 to analyse the collected data. The data gathered were organized using descriptive statistical analysis. The arithmetic mean was used at a decision point of 103.0. The implication was that a mean value above 103.0 was considered as 'disagree' and values below 103.0 as 'agree'.

6. RESULTS AND DISCUSSION

6.1 Characteristics of Respondents

Based on the data collected through different methods, the respondents' characteristics were presented as follow. As indicated below in Table 6.1.1, among the total number of respondents, 70% and 30% of them were male and female respectively. This shows, in the area, as male participation is higher than female in cereal crops market chain. Along with the sum of respondents, 38.6% of them were aged above 35 years and 11.4% of them were aged 18-25 years. This indicates as there is less involvement of young people than old people in cereal crops market chain of the selected area.

Table 6.1.1: Characteristics of Respondents by Sex and Age

Variables		**sex**			**Age**				
Alternatives		Male	Female	Total	18-25	26-29	30-35	Above 35	Total
	No	49	21	70	8	13	22	27	70
Respondent(N=70)	%	70	30	100	11.4	18.6	31.4	38.6	100

Source: SPSS Output (2016)

Below Table 6.1.2 tells us as 4.3% and 95.7% of cereal crops market chain actors were illiterate and literate respectively. The result shows that greater number of cereal crops market chain stakeholders is an educated; at least they could write and read. 34.3%, 20.0% and 45.7% of the respondents were producers, traders and consumers respectively. This indicates, in the area, as the number of producers is greater next to consumers followed by traders.

Table 6.1.2: Characteristics of Respondents by Qualification and Category

Alternatives		Iliterate	1-4 Grade	5-8 Grade	9-12 Grade	Certificate	Diploma/TVET	BA/BSc	Masters	**Total**	Producers	Traders	Consumers	**Total**
	No	3	5	7	15	6	8	23	3	70	24	14	32	70
Respondent(N=70)	%	4.3	7.1	10	21.4	8.6	11.4	32.9	4.3	100	34.3	20.0	45.7	100

Source: SPSS Output (2016)

6.2.Constraints of Cereal Crops (Teff, Wheat and Barley) Market

Based on data analysed Table 6.2.1 below, item No-1 shows that 34.3% and 52.9 % respondents were agreed and disagreed respectively. Which is no clear transparency among the market chain actors to bring sustainable market in the area. In addition to this, some of the stakeholders reported that "there was imprecise weighing of the entity with some trade as lack of transparency". This problem brings weak market chain in the study area. Result of item No-2 indicates that 24.2% and 65.8% respondents were agreed and disagreed respectively. Meaning, cereal crops production was not produced according to the wants of market and consumers in specified area. Producers are producing the type of the crop they prefer and sell the more expensive crops of their production. In such district, there is no much expectation of development and sustainability of market chain. Item No-3 indicates 84.2% of the respondents were negatively interacted. It means there was no promotion for marketing cereal crops in area as per 104.3 arithmetic mean value. Stakeholders are buying and selling their crops based on personnel contact. This will minimize the strength, development and sustainability of the market chain actors for specified commodity. Item No-4 signifies 65.7% of respondents were agreed. These shows that distance from large market, lack of road, lack of vehicle and lack of

Information has increased the price of the crops as per 102.3 of the arithmetic mean value. Availability of infrastructure is directly related to improved market chain. Item No-5: show that 64.3% of the respondents were agreed. These implies that stakeholders have good willing to strength the market chain of cereal crops in specified

area with the extent of 102.3 arithmetic mean value. In such cases, government should have to facilitate the situation so that willing of the stakeholders can be successful. Item No-6: brings out 60% of the respondents disagreed. This signifies that stakeholders have no willing to accept continuous feedback between them for marketing cereal crops in the mentioned location with the extent of 103.5 arithmetic mean value. In such situation, sustainability is the worries because it is not customer focused rather time profit focused. Therefore, training and creating awareness for the stakeholder is very crucial.

Item No-7 indicates that 41.5% and 42.9% were agreed and disagreed respectively. This finding shows there were happiness with stakeholders approach and handling in marketing cereal crops in specified area with 102.9 arithmetic mean value. Item No-8: convey that 80% of respondents were disagreed. This shows that local government was not reacted for the complaints raised by the stakeholders. It makes the actors un trustful and less motivated which result weak market chain. Item No-9: express 57.1% of the respondents were agreed. This indicate that majority of the stakeholders had access to information about marketing cereal crops with the extent of 102.6 arithmetic mean value.

Figure 6.2.1 signifies that price fluctuation, lack of road and low price of the commodity mentioned as a major problem in specified area. Producers, traders and consumers reported that; prices generally follow the annual pattern of relatively low post-harvest prices in January followed by a period of rising prices that peak during the Meher rainy season (July and August), but are marked by significant price variability. For example, Teff, wheat and barley prices can be higher than expected in the early part of the year. Price also depends on the quality and type of the commodity. Producers sell majority of their commodity at cheap price because of cost of fertilizer, chemical, cloth, home spices and land rent. During July and August when there is heavy rain producers will obligated to sell their produce at low price due to lack of road. Lack of information also reported as a minor problem.

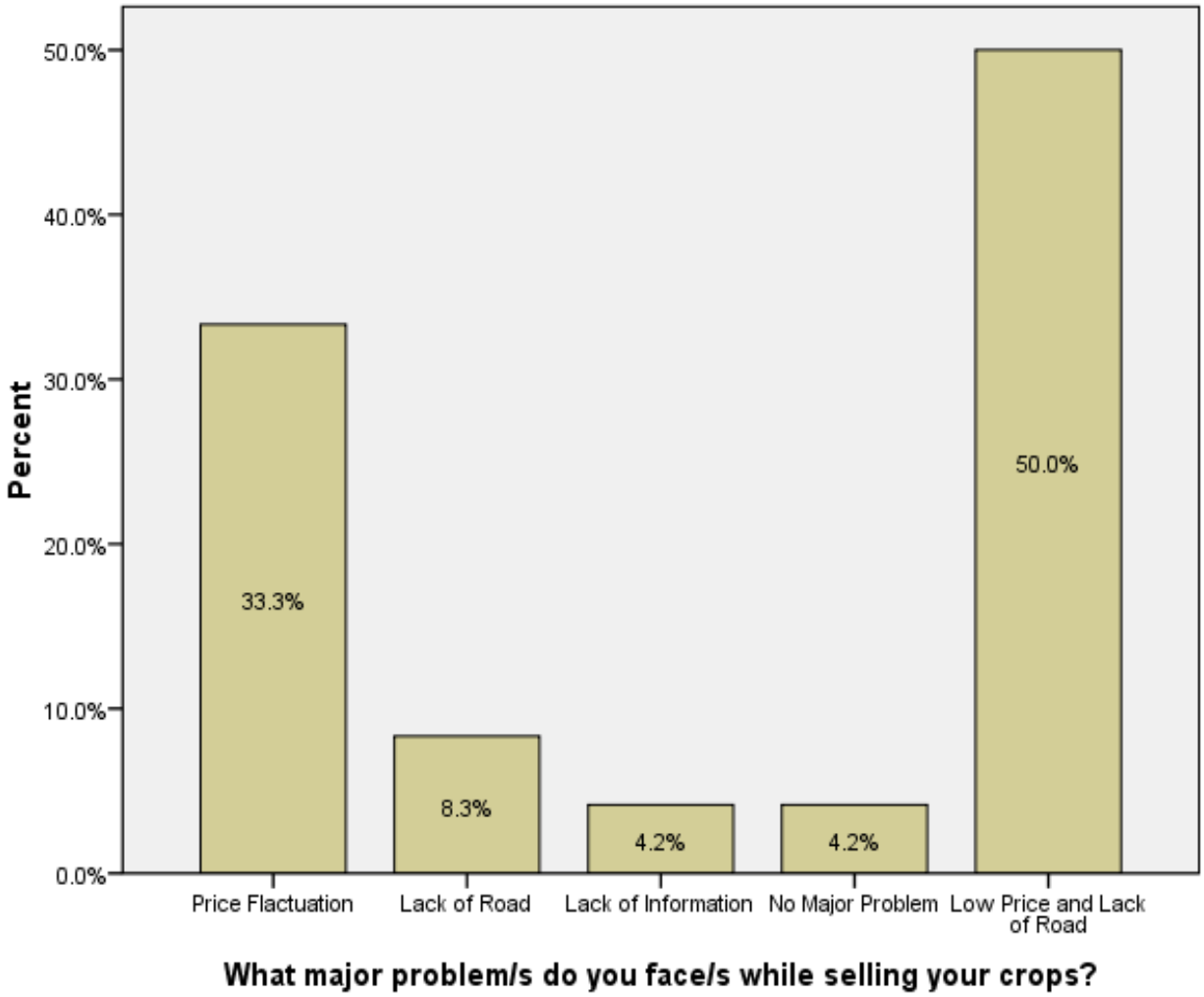


Figure 6.2.1: Problems Producers Facing in Selling Cereal Crops
Source: SPSS Output (2016)

Table 6.2.1: Description of Items Related to Constraints of Cereal Crops Market (A)

S/N	Items Statement	Respondents' Frequency and Percentage										Mean	Std. Deviation	Decision Point
		S. Agree		Agree		Neutral		Disagree		s.Disagree				
		No	%	*No*	%	*No*	%	*No*	%	*No*	%			
1	There is transparency among the market chain actors of cereal crops.	7	10	17	24.3	9	12.9	24	34.3	13	18.6	103.3	1.296	disagree
2	Cereal crops are produced and marketed as per needs and wants of the consumers.	5	7.1	12	17.1	7	10	16	22.9	30	42.9	103.8	1.353	Disagree
3	There is a promotion/advertising practices for marketing of cereal crops	-	-	6	8.6	5	7.1	19	27.1	40	57.1	104.3	0.944	Disagree
4	Distance, lack of road, vehicle and information has increased the price of crops.	29	41.4	17	24.3	5	7.1	13	18.6	6	8.6	102.3	1.395	Agree
5	Stakeholders have a good willingness to strengthen the market chain.	24	34.3	21	30	8	11.4	13	18.6	4	5.7	102.3	1.280	Agree
6	There is a continuous acceptance of feedback among the stakeholders in marketing cereal crops	6	8.6	13	18.6	9	12.9	21	30	21	30	103.5	1.326	Disagree
7	I feel happy with the stakeholders approach and handling in marketing cereal crops	13	18.6	16	22.9	11	15.7	20	28.6	10	14.3	102.9	1.362	Agree
8	The local government body does regularly accept the complaints of stakeholders about the market.	2	2.9	5	7.1	7	10	12	17.1	44	62.9	104.3	1.095	Disagree
9	I do have access to cereal crops market information.	21	30	19	27.1	6	8.6	16	22.9	8	11.4	102.6	1.419	Agree

Source: SPSS Output (2016)

Figure 6.2.1 signifies that price fluctuation, lack of road and low price of the commodity mentioned as a major problem in specified area. Producers, traders and consumers reported that; prices generally follow the annual pattern of relatively low post-harvest prices in January followed by a period of rising prices that peak during the Meher rainy season (July and August), but are marked by significant price variability. For example, Teff, wheat and barley prices can be higher than expected in the early part of the year. Price also depends on the quality and type of the commodity. Producers sell majority of their commodity at cheap price because of cost of fertilizer, chemical, cloth, home spices and land rent. During July and August when there is heavy rain producers will obligated to sell their produce at low price due to lack of road. Lack of information also reported as a minor problem.

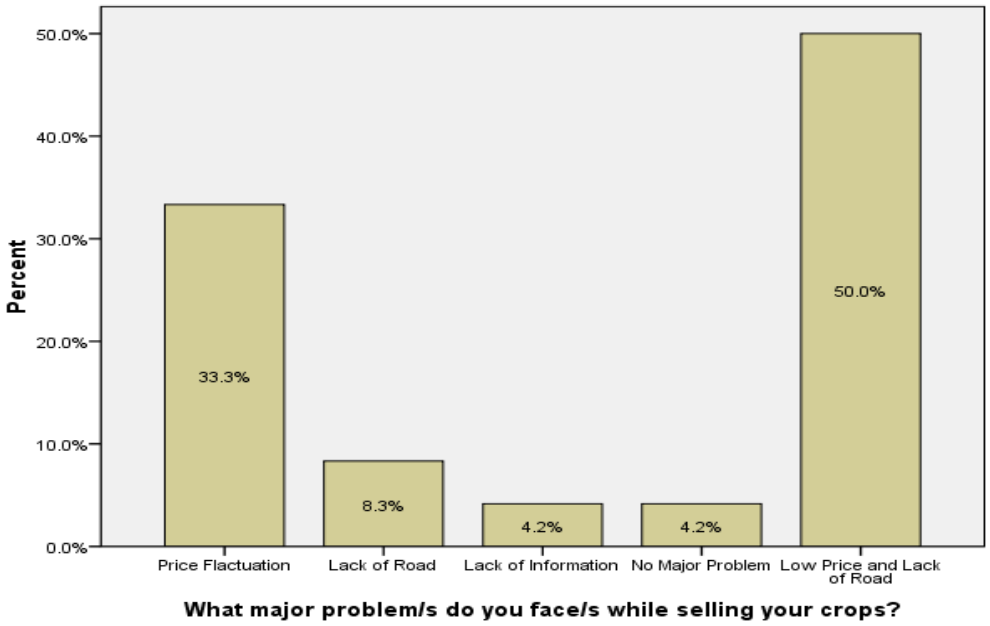
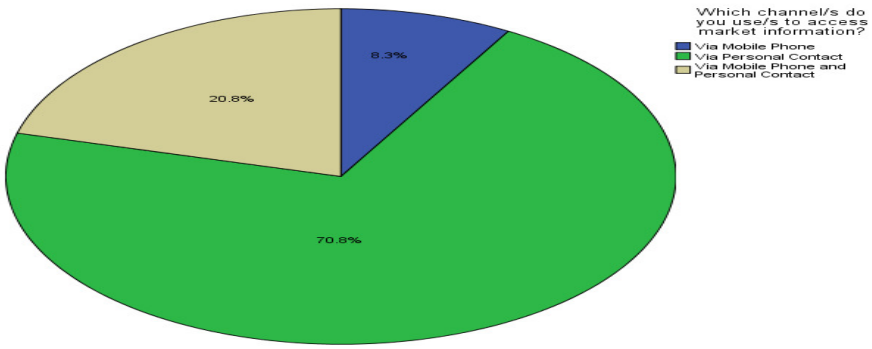


Figure 6.2.1: Problems Producers Facing in Selling Cereal Crops
Source: SPSS Output (2016)

As it is listed in Table 6.2.2, item No-10 transmits that 82.9% of the respondents were agreed. It implies that majority of the stakeholders had access to market information via different channels with the extent of 101.9 arithmetic mean value. So the stakeholders can buy and sell when and where ever they want. Item No-11: put out that 68.5 % 0f the respondents were agreed. This tells that majority of sellers were taxed. The finding also indicates that there are also non-taxed sellers. To have a sustainable market chain it is better to bring non-taxed sellers to taxed sellers. Item No-12 passes on that 45.8 % and 38.6 % of the respondents were agreed and disagreed respectively. This signifies that direct marketing is more practiced than indirect marketing of cereal crops in indicated district.
Item No-13 shows that 45.7 % of the respondents were agreed. This result shows that most of the sellers had storage facilities for cereal crops marketing while some of them do not have. So government should have to give attention for such events. Item No-14 expresses that 34.3 % and 38.5 % of the respondents were agreed and disagreed respectively. This finding indicated that there were sufficient packaging materials in specified area as per the 102.9 arithmetic mean value. Study of item No-15 shows that the stakeholders were not focused on market niche to access cereal crops marketing with the extent of 48.5 % negative response and 103.2 arithmetic mean value. For Item No-16 study tells us that 60 % of the respondents had positive. It shows most of the cereal crops marketers have trade license that allow them in marketing while some of them still don't have. For item No-17 103.7 arithmetic mean value and 57.1 % the greater respondents were disagreed by indicating that there were no after sale practices in specified area. Information plays a vital role for marketing cereal crops. This information reaches the actors through different channels. As indicated by Figure 6.2.2, about 70.8% of the producers get information via personnel contact. About 20.8% of the information reaches the producers via both mobile phone and personnel contact. The role of mobile phone alone for the producers observed as minor.



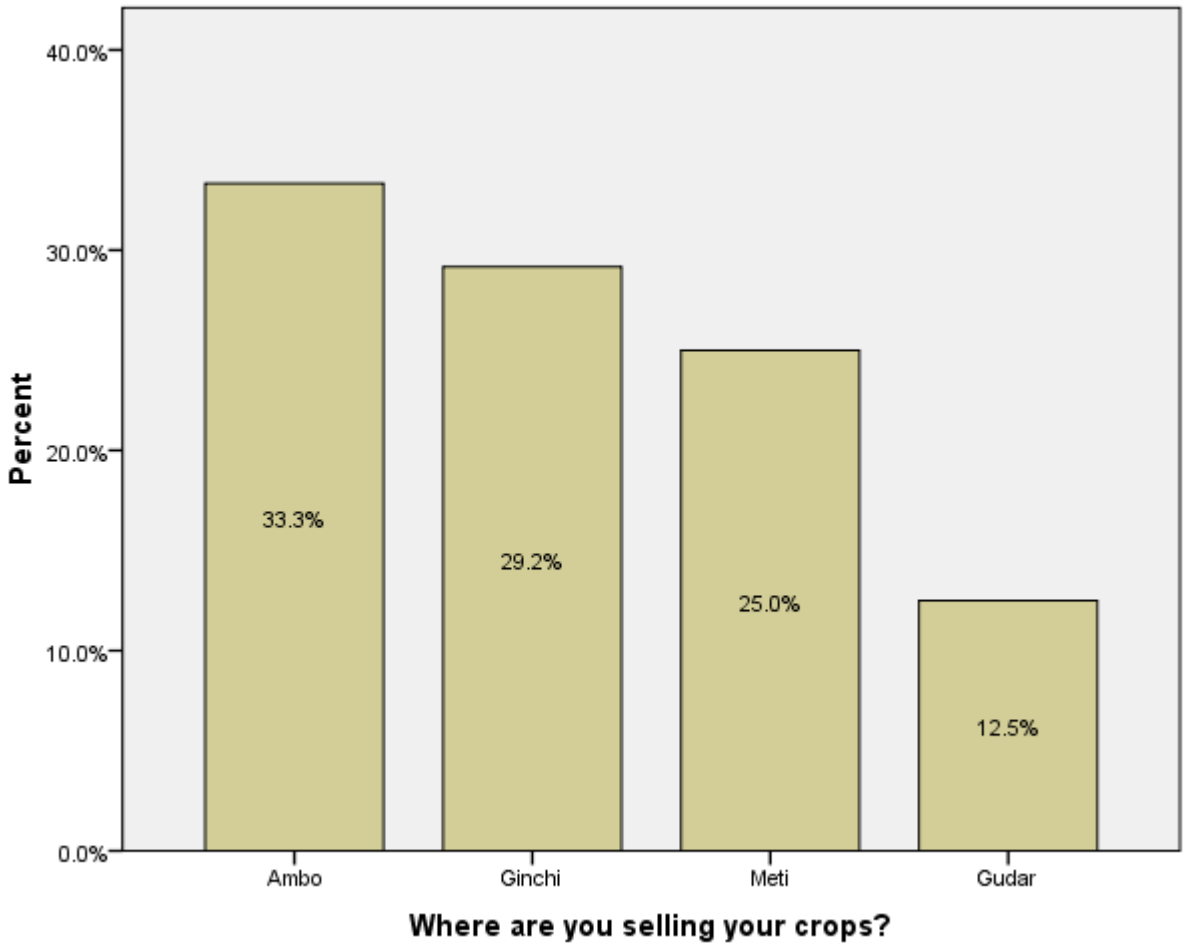
Source: SPSS Output (2016)
Figure 6.2.
2: Communication Channels Producers Use to Access Market Information

Table 6.2.2: Description of Items Related to Constraints of Cereal Crops Market (B)

S/N	Items Statement	Respondents' Responses										Mean	Std. Deviation	Decision Point
		Frequency and Percentage												
		S. Agree		Agree		Neutral		Disagree		S. Disagree				
		No	%	No	%	No	%	No	%	No	%			
10	Radio, television, mobile phone and personal contact are used to access market information.	34	48.6	24	34.3	3	4.3	3	4.3	6	8.6	101.9	1.218	Agree
11	Sellers have pay tax for government in cereal crops marketing.	26	37.1	22	31.4	10	14.3	7	10.0	5	7.1	102.2	1.243	Agree
12	Direct marketing is more practicing than indirect marketing in marketing of cereal crops.	16	22.9	16	22.9	11	15.7	13	18.6	14	20.0	102.9	1.466	Agree
13	There are storage facilities of commodities in cereal crops marketing.	13	18.6	19	27.1	16	22.9	18	25.7	4	5.7	102.7	1.203	Agree
14	There are sufficient packing materials of cereal crops in the environment.	16	22.9	8	11.4	19	27.1	19	27.1	8	11.4	102.9	1.333	Agree
15	I focus on market niche/segment to access cereal crops marketing.	8	11.4	13	18.	15	21.4	22	31.4	12	17.1	103.2	1.268	Disagree
16	Cereal crops marketers have trade license that allow them to participate in marketing.	24	34.3	18	25.7	18	25.7	9	12.9	1	1.4	102.2	1.102	Agree
17	There are after sale services in cereal crops marketing	8	11.4	13	18.6	9	12.9	12	17.1	28	40	103.6	1.461	Disagree

Source: SPSS Output (2016)

As it is indicated in Figure 6.2.3 producers prefers large market to sell their produce because there is options and competition. However, distance, cost of transportation hinder some of the producers from their want. As it is shown on the Figure 6.2.4 majority of the producers sell product to Ambo which is the largest market in the specified area and followed by Ginchi.



Source: SPSS Output (2016)

Figure 6.2.4: Market Places Where Cereal Crops are Selling

7.CONCLUSION

Participants in the Ethiopian Teff, Barley and Wheat market include wholesalers, retailers, part-time farmer-traders, brokers, processors, cooperatives, the Ethiopian grain enterprise (EGTE), and private consumers. The EGTE purchases grain from farmers to stabilize markets and encourage increased outputs. A market and smallholder survey found that the majority of farmers sold crops at markets inside their district; some of producers sold their crops at the nearest market outside of the peasant association, some sold at markets within the peasant association, and others sold at district town markets.

The results obtained in this study shows that:-

Within the stakeholders of cereal crop marketers there were no transparency. In such situation it is very difficult to bring continuous and sustainable market. Therefore, responsible body should have to aware the actors to address the problem.

Production of the crop as per community need and promotion of the crop for market were not adopted in the district. Such situation will minimize the strength, development and sustainability of the market. So awareness for what to produce and promotion of the produce should have to be implemented for the stakeholders.

Price of the crop can be affected by infrastructure like distance from large market, lack of road, lack of vehicle and lack of information. Therefore, responsible body should have to establish the cooperatives and develop infrastructure.

Stakeholders have good willing to strength the market chain of cereal crops, but they were not willing to accept continuous feedbacks. In such situation, sustainability is the worries because it is not customer focused rather time profit focused. So awareness for the actors is strongly recommended.

Lack of government reaction for stakeholders complaints make the actors un trustful and less motivated which result weak market chain. Government reaction is recommended as solution.

Majority of the stakeholders had access to information about marketing cereal crops via different channels in which personal contact takes greater position while the role of mobile phone alone for the producers observed as minor. For more information, marketing price board is recommended.

Even though, stakeholder prefer large market sell; most of the sellers are taxed and had storage facilities while some of them are not. To have a sustainable market chain it is better to bring non-taxed sellers to taxed and provide storage facilities.

Most of the cereal crops marketers have trade license that allow them in marketing and satisfactory packing materials. More facilitation for the situation is recommended by responsible body.

Generally, Stakeholders and government bodies should have to aware about constraints of cereal crop marketing and how to tackle it.

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