Cash Crop Marketing as a Catalyst for non-oil export Performance in Kogi East, Nigeria

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Abstract
This study examined Cash Crop Marketing as a Catalyst for non-oil export Performance in Kogi East, Nigeria. The study was anchored on Game theory, Resource-based View Theory (RBV) and Theory of Growth Rate Maximization. The researcher used primary data from a sample of 136 respondents obtained by the use of a well-structured questionnaire from the study area. The study analyzed the data collected using descriptive statistics like frequency and simple percentage. To test the relationship between the variables of the study, the study used linear regression analysis. The results of the analysis showed that there is a positive relationship between the cost of production (COP) and the marketing of cashew nut produce (MCN). This relationship is statistically significant (P<0.05). A positive relationship exists between pricing of agriculture exports products (PAE) and the marketing of cashew nut produce (MCN). It was concluded that despite the critical roles of marketing in Nigeria's agricultural development, successive governments paid more attention to the production aspect of cashew nut, with little attention to marketing related activities. It was recommended among others that the elimination of middlemen in the marketing of cashew nut will enable the direct transaction between the buyers and the farmers thereby enabling the producer have real value for their produce.
Keywords: *Cash crop, marketing, non-oil export, livelihood, foreign exchange*

Introduction

Even in the 21st century, agro-allied exports constitute the backbone of the world's most industrialized as well as developing nations. This gives food for thought to Nigerian policy makers at the apex level to accord due recognition to export promotion in the economic policy framework-literally a low hanging fruit, to rekindle the economy.

According to World Trade Organization statistics, in 2016 the export of agricultural products from Top 10 countries amounted to US$1,159 billion with an annual growth of 5% during 2006-16. The European Union was the highest exporter at US$ 598 billion. India which has to feed its 1.3 billion people, exported US$ 34 billion of agricultural products. Consider a few examples from our African peers and we may get some inspiration. In 2014, Kenya, Ghana and Ethiopia exported over US$ 3 billion worth of agricultural products each whereas South Africa's exports were US$ 11.3 billion (Onyeabor, 2009).

The government of Nigeria has emphasized consistently and rightly so the need to develop the agricultural sector in general and boost non-oil exports in particular. However more needs to be done beyond this swansong to realize this potential (Kotler, 2010). It is remarkable that non-oil exports from Nigeria, which reached a peak of US$ 3 billion in 2013, are largely agro-allied. According to OPEXA, a think-tank of the non-oil sector, over 11 million Nigerian earn their livelihood from non-oil exports, directly and indirectly. These exporters have invested in processing capacity by installing modern plants for export to highly sophisticated markets such as the European Union, Japan and America. It is widely recognized that our exports lack price competitiveness due to high cost of infrastructure and logistics (Onyeabor, 2009).

With agricultural crops like soya beans which is well suited for Nigeria as it is a more weather, disease and pest tolerant crop and by extension a very excellent rotational crop (with Corn, Sorghum or Cotton) and despite the fact that Nigeria is one of the largest producers in Sub-Saharan Africa, the size of the crop is relatively small-less than 500,000 tones (Ali and Byerlee, 2011). This is primarily due to the lack of market liquidity, providing a limited incentive to the farmer to grow the crop. The need for incentives cannot be over emphasized and there is a significant opportunity to close the production as well as yield gap by government providing proper incentives thereby boosting farmer income and creating a virtuous cycle for continuously growing the sector. This can be replicated across the numerous Agricultural value chains of Cocoa, Cashew, Sesame, Maize etc. (Olayemi, 2012).

As a nation we are already disadvantaged from a cost perspective due to anomalies in the area of infrastructure, power, and sometimes monetary and fiscal distortions which impede our competitiveness and which only incentives like the Export Expansion grant can help cushion. It is a well-known fact that most developing and even developed countries provide incentives to boost exports (Oni, 2017). Our government must be commended for reviving the EEG (Export Expansion Grant) scheme which helps to cushion some of the cost disadvantages faced by Nigerian exporters. However, the government needs to walk the talk by translating the announcements and intentions into action rapidly to regain credibility. The exporters are still suffering due to shortage of liquidity as funds are blocked (Okoruwa, *et al*., 2013).

Any nation that wants to deepen its non-oil exports and revenues particularly with a mono –product economy in our case Oil can only achieve this with a basket of incentives for players in the sector and this must be far reaching and be long term in nature and scope. One of our challenges as a Nation is our constant policy flip flops which do not help long term investments and consequently stunt economic growth.

Cashew is native of Brazil and was introduced to Nigeria by the Portuguese explorers during the 15th and 16th century (Brown, Minja and Hamad, 2014). In early 1950's cashew was on large scale production with the establishment of commercial plantation of about 8,000 hectares at Oghe, in Anambra state and Mbala in Imo state while about 824 hectares were also established in Oyo state (Oajejo 2015). In Nigeria, cashew produce had been exported for foreign currency which had been depressed due to the advent of oil boom in the 70s and 80s in 1994, cashew nut accounted for N743m (U.S $7.43m) in 1995 (Central Bank of Nigeria Annual Report, 1997). The studies at Cocoa Research Institute of Nigeria (CRIN) have established the possibilities of utilizing the apple to produce juice, wine, vinegar, jam etc. while whole cashew kernels when roasted plain or salted are consumed as desert fruit. However, ground cashew kernels are mixed with cocoa to produce cashew chocolate and the broken made into cashew butter (Olunloyo, 2009).

With advanced technology, barriers to trade across national boundaries are being weakened by the day. Products now move from one country to country on demand and at will. However, the challenge with many developing economies is the number of products that are available for their export trade. In Nigeria for example, oil especially crude has been the dominant export product over the years. This has in a way made the marketing of other non-oil export products extremely difficult because the Nigerian economy has been labeled to be a mono-export economy.

Prior to Nigeria's independence in 1960, cash crops were introduced, harbors, railways and roads were developed and a market for consumer's goods began to emerge (Onwualu, 2012). However, for more than five decades now, oil has emerged as a leading variable in the national economic science.

Its dominance and over – whelming importance has left Nigeria operating a mono – economy with oil accounting for more than 78 percent of federal government revenue, more than 95 percent of export earnings, and about 11 percent of GDP at factor cost. Agriculture (including livestock, forestry and fishing) is still the principal activity of the majority of Nigeria, constituting about 40 percent of GDP.

By 1979, the country's sales of petroleum product had fallen drastically, mainly due to the actions of United States and her collaborators after the Arab-Israeli war. It was in light of the falling of oil price that federal government of Nigeria embarked on non-oil export promotion to boost its foreign exchange earnings. That it did by establishing the Nigeria export promotion council (NEPC). Since 1986, the Nigeria has taken a number of steps and initiated various policies to promote non-oil export expansion under the rubric of structural adjustment programme (SAP). The objectives of SAP were to stabilize the economy and remove distortion in economic incentives by changes in trade and exchange regime, decontrol of prices, and marketing arrangement for goods and services. Among other things, these reforms are also expected to alter and re-align aggregate domestic expenditure and production patterns so as to minimize dependence on imports and on oil exports, and above all to enhance the non-oil export base. Seven years of implementing the economic reforms under the well-intended SAP of 1986-1993 left the economy prostate, while the next half-decade (1994-1999) witnessed an unprecedented corruption and international isolation which further crippled the economy. Unfortunately, after more than 15 years under a democratic experiment, the economy is still groaning under the strains of those past events. The government and people of Nigeria have always acknowledged that Nigeria products are not doing well in the international market but nothing concrete has been done to reverse this trend. In a recent study by the Bank, it was contended that in most of developing countries that have successfully grown through export promotion, tier trade policies have included substantial protection of local manufactures.

In addition, government has taken some steps to offset some disadvantages of protection by actively supporting exports. Interventions to support specific industries have generally not been successful. The export push strategy; a mix of fundamental and interventionist policies used to encourage rapid manufactured export growth has resulted in numerous benefits which includes more efficient allocation of resources; increased acquisition of foreign technology and rapid productivity growth. The problem hinged mainly on the neglect of non-oil sector, Nigeria's wealth due to oil boom was only a euphoria, which quickly went as it came.

Starting from 1985 till now, policy makers realized that a major effort to diversify the sources of foreign exchange and reduce the dependence on crude oil export was imperative. The industrialization strategy had to correct the significant of anti-export bias that existed, achieve a more mental trade incentive regime and perhaps a pro-export bias. The export of cashew though dates back to several years ago gained prominence only recently and has been at the centre of business and trade in the eastern flank of Kogi State. For about a decade now, the people of Kogi East have been involved in cashew nut trade to the extent of exporting these nuts to countries like China, Japan etc. hence this study examines the challenges of marketing non-oil export like the cashew nuts in the Eastern part of Kogi State.

Objectives of the Study
The basic objective of this study is to evaluate the marketing cashew nut as a non-oil export product from Kogi East in Nigeria. The specific objectives include:
i. To explore the effect of level of cost of production on the marketing of cashew nut produce.

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ii. To investigate the effect of pricing of agriculture exports products on the marketing of cashew nut produce.

Research Questions
   i.   What is the effect of level of cost of production on the marketing of cashew nut produce?
   ii.   What is the effect of pricing of agriculture exports products on the marketing of cashew nut produce?

Hypotheses of the Study
H_{01}: Level of cost of production has no significant effect on the marketing of cashew nut produce
H_{02}: Pricing of agriculture exports products has no significant effect on the marketing of cashew nut produce

Conceptual Framework
This subsection examines the conceptual review of marketing, challenges of marketing and non- oil exporting.

Cashew Nut
The cashew tree *(Anacardium occidentale L)* is native to tropical America. The specie belongs to the class of the dicotyledons, order terebintals, family Anacardiaceae (Tsakiris, 2012). There has been growing interest in cashew and this can be ascribed to the purported dual role of the kennel: it can be used as a substitute for peanut and almond in the confectionery industry and as an important source of lipids and protein. The tree which is widely cultivated in Asia for its nuts and other products grows as tall as twelve meters with a thick and tortuous trunk and branches so winding that they frequently reach the ground. The cashew 'fruit' is very peculiar and is really not a fruit but a swollen pedicle that grow, behind the real fruit which yields, "the cashew (Copeland, 2011)". This large pulpy and juicy part is a pseudo fruit with a true sweet flavor and aroma and the cashew nut grows externally in its own kidney shaped hard shell at the end of the pseudo fruit or pedicle which is commonly referred to as the cashew fruit or apple. The shell is 2-3m thick, with a leathery outer case and a thinner, harder inner case, between which is a honey combs structure containing the phenolic cashew nut shell liquid CNSL; an excellent source of phenol for polymer production (Malindru, 2017).

The kernel is protected from the latter both by the tough skin and the inner case, and is a rich source of protein, carbohydrate and the triglyceride, cashew kernel oil. The kernel and the shell liquid each comprise 20-25% of the nut which the remaining consists of the testa and the shell structure. Cashew kernel oil as a good source of vegetable oil has been recognized and this has found great use in domestic cooking and pharmaceutics (Ojeh, 2015). Cashew kernels are of high nutritive value. It contains 21 percent of protein, fat (47%), moisture (5.9 %), carbohydrates (22%), phosphorus (0.45%), calcium (0.05%), iron (5%) for every 100 gm and other mineral elements. Cashew kernel contains 47 percent fat but 82 percent of this is unsaturated fatty acid, which lowers the cholesterol level in blood. The most prominent vitamins in cashew are Vitamin A, D and E, which help to assimilate fats and increase the immunity level.

The cashew has a long record as a useful plant, but only in the twentieth century did it become an important tree crop (Tsakiris, 2012). The cultivation of cashew has the power to offer a means of sustenance for growers, empower and elevate the status of rural women in the processing industry, open up avenues for employment, and bring in foreign exchange through exports. Today, the crop is extensively cultivated for its nuts which are good source of vegetable oils, however, processing the

kernel to obtain quality edible oil has always posed problem for oil processor. This work was therefore aimed at elucidating the effects of three different extraction methods on the quality of cashew kernel oil and their economic viability.

Marketing

Marketing is an organizational function and process which involves creating, communicating, delivering value to customers, managing relationships in such a way that it benefits the organization, customers and stakeholders (American Marketing Association 2004, Agbionu et al, 2021). Even though some marketing practices are as old as human trade, the marketing concept has its roots in the United States of America in the late 19th century. The strong economic upswing of the time inspired a positive social climate where salesmen were seen as proud symbols of American commerce, (Dagg and Tapley, 2017, Yunusa et al, 2021) and business barons like Morgan, Rockefeller, and Carnegie became the idols of an adventurous and upcoming market society. The washing machine, the refrigerator, and affordable motorized vehicles were introduced to the markets at this time, and, by using their dollars, the people democratically decided ("voted") on product success or failure (Hammed, 2008). Around the same time, American farmers found themselves in the unfortunate situation of being taken advantage of by institutionalized distributors of agricultural products (Ellis, 1980). As a consequence, farmers founded agricultural cooperatives that organized the distribution of goods across the American continent without the support of avaricious intermediaries. The problems of market distribution that emerged with this progressive movement were both the roots and the main focus of marketing research (Adeloye, 2012). In this context, Powell (1910) was the first to use the term marketing in a scientific publication in the Quarterly Journal of Economics, where he describes the distribution of Californian fresh fruit to Eastern markets.

Contemporary marketing practice is concerned with "creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders" (American Marketing Association 2014). With this definition, the previous marketing concept was modified, altering the exchange of goods into the exchange of values, supporting financial goals of the firm into supporting the benefits of diverse stakeholders, and the management of individual exchanges into the management of enduring customer relationships. Empirical evidence of the success of what this definition understands as marketing is given by the sheer number of 680,000 registered trademarks in Germany in 2003 as opposed to 10,000 in 1895 (Nebo & Ejionueme, 2017, Malik & Audu, 2023).

While marketing practice is concerned with creation, communication, and delivery of value and customer relationship management, marketing theory also scrutinizes phenomena in the social environment of the organizations. For practitioners, Salau et al, (2017) defines marketing as an enhanced distribution function, Meffert (2010a) as an all-embracing leadership philosophy, Dubs and colleagues (2012), as the integrative function of the customer acquisition and relationships management, and Zagaire (2014) as function, concept, and philosophy. When considering the pages dedicated to brands in marketing textbooks, they play a surprisingly minor role, and are even completely ignored in marketing definitions. A mismatch of marketing theory and practice is empirically most salient on the job market.

Cashew Marketing

Cashew known botanically as Anacardium occidentale L., is one of the commodities that has given Nigeria recognition worldwide. The Portuguese explorers introduced it to Nigeria in the 15th and 16th centuries, and since then, the crop has spread to all agro-ecologies of the country (Hammed and Anikwe, 2008). The cashew tree grows with minimum attention and is easily cultivated (Aliyu,

2001). It is usually found from sea level to an altitude of 1000m (3000 feets). The average yield of nuts from a mature tree ranges from 7 to 11kg per annum. The tree is capable of living for between fifty and sixty years and produce nuts for about fifteen to twenty years. Nigeria is the second largest producer of cashew nuts, producing 950,000 tonnes per year after Viet Nam which produces 1,110,800 tonnes (FAOSTAT, 2013). In Nigeria, over 20 States engage in commercial cashew production. These include Kogi, Kwara, Kogi, Oyo, Edo, Ondo, Anambra, Enugu, Benue, Cross River, Imo, Sokoto, Nassarawa, Ogun, Osun, Plateau and Kebbi among others (Ezeagu, 2002). Cashews are a highly nutritious and energy-rich food. The kernel of the cashew nut is delicious and versatile, and can be consumed raw, fried, or seasoned with salt or sugar. They are also an excellent source of healthy fats and are commonly used in many different types of cuisine. The demand for cashew nuts has been rising in many temperate countries. The produce therefore requires an efficient trading system.

Cashew reportedly rank third in world production of edible nuts that are traded globally. World trade in edible nuts had experienced rapid growth, averaging about 2.7 per cent per year since the early 1970s. The value increased from US\$ 1.94 in 1980 to US\$ 2.84 billion in 1990. Worldwide, trade in cashews exceeds US\$ 2 billion and demand is increasing. Of the total world supply, 110,000 tones are traded on international markets. International trade in raw cashew nuts has traditionally involved shipments from.

Theoretical Framework

Theory of Growth Rate Maximization
Robin Marris, in 1964, developed a dynamic balanced growth maximizing model of the firm. He concentrated on the proposition that modern big firms are managed by managers and the shareholders are the owners who take decision about the management of the firms. Whereas the government aims at maximizing the growth rate of the economy, the shareholders aim at maximizing their dividends and share prices. To strike a balance between the objectives of the two parties, Marris developed the balanced growth model in which the manager chooses a constant growth rate at which the firm's sales, profits, assets and other performance variables grow. In this way, the goals of the government are brought into congruence so as to try to achieve a balanced growth. This theory is based on the assumption that there is a given price structure, a given production costs, absence of oligopolistic interdependence, constant factor prices, firms grow through diversification, and all major variables such as profits, sales, costs, and assets grow at the same rate. The implication of this theory is that management in this case the government should strive to achieve a growth rate through diversification of non-oil product to emerging product like the cashew nut production.

Methodology

Research Design
The approach adopted in the execution of the study was a survey design. The researcher chose survey design as it is one method where a group of people is studied by collecting information from them. More so, this type of design specified how the researcher's data were collected and analysed. So, the design was specified to use questionnaire and oral interview. This survey was used by the researcher to source for his primary data. The choice of this design become necessary because this study is interested in accurate assessment of the independent and dependent variables under investigation without attempting to control or manipulate them. Furthermore, it is essential because when a study is focused on individuals and their opinions, the best method to the research should be the survey.

Population of the study.

Kogi State in Nigeria produces the highest amount of cashew nuts, with an export of 100 metric tonnes out of the country's annual export of 220 metric tonnes. However, the glut that hit the cashew industry in Kogi State is giving farmers and other dealers worries. The population of this study comprised of all the marketers and exporters of Cashew in Kogi East. This population framework will be made up of male and female who were twenty years and above but not more than sixty-five years of age in the study area.

Sampling procedure and sample size in determination
Two sampling techniques will be adopted and variously applied for the study. These are purposive and simple random. Purposive and simple random sampling techniques will be used to select the required marketer and exporter in Kogi East. Simple random techniques became necessary because it allows equal representatives of the sample to be represented. The researcher will purposively sample a total of one hundred and twenty (120) persons for the distribution of the research questionnaire, using a total of 50 purposively selected cashew nut producers and 70 purposively selected marketers and exporters in Kogi East. Our focus is to seek their opinions on non-oil export with regard to marketing of cashew nut as an export product in Nigeria.

In the choice of the sample population for this study, the researcher used simple random sampling technique. The technique provided each member of the entire target population equal and independent chance of being selected or included in the sample. Another reason why the researcher chose the technique is that it is a simple and easy probability sampling technique in terms of conceptualization and application.

Method of Data Collection
In this study, data were collected from two sources: primary and secondary. The primary data will be collected using the questionnaire method as the fundamental instrument to obtain the required data from cashew marketer, producers and exporter in the study area while the source of secondary data was review of textbooks, magazines, lecture notes, newspapers, and materials from the internet which formed the literature background for this study. The questionnaire will be administered to the selected cashew marketer and exporters in Kogi East assisted by two research assistants who will be well trained on how to carry out the questionnaire administration. Care will also be taken to explain the instructions on how to complete the items on the said questionnaire to avoid high instrument mortality. This will also be necessary to minimize the problem of multiple ticking of responses which may render such instrument invalid during collation.

Instrument for data collection
The study adopted the questionnaire as the research instruments for data collection. The questionnaire was divided into two main sections: Section A and B. Section A was designed to obtain respondents' personal data such as sex, age, marital status, educational background while section B, has items measuring four items per variable which focused on the variables of interest in the study. Similarly, the instrument was designed along with the rating scale model with four points scale to enable the respondents evaluate a series of statements in the questionnaire. Thus, the scaling and rating category in this study constitutes the following: Strongly Agree = 4, Agree = 3, Disagree = 2, Strongly Disagree - 1.

These items measured dependent and independent variables of the study. The independent variables measure level of cost of production, pricing of agriculture exports, volume of market information and obsolete equipment while the dependent variables are marketing of cashew nut produce.

Methods of Data Analysis

The data for the study will be collected, coded and analyzed using computer-based Statistical Package for Social Sciences (SPSS version 23.0 for Microsoft Windows). Various statistical methods will be used in analyzing this study: percentages, frequency and tables were used to examine the respondents' bio-data. Multiple regression analysis will be used to assess the nature and degree of relationship between the dependent variable and a set of independent or predictor variables. Multiple Linear regression analysis will be used to examine the effect of the independent variables of the study on the dependent variables of the study. However, probability value of the estimate will be used to test the 4 hypotheses for this study.

Decision rule: The following decision rules were adopted for accepting or rejecting hypotheses: *If the probability value of b_i [p (b_i) > critical value] we accept the null hypothesis, that is, we accept that the estimate b_i is not statistically significant at the 5% level of significance. If the probability value of b_i [p (b_i) < critical value] we reject the null hypothesis, in other words, that is, we accept that the estimate b_1 is statistically significant at the 5% level of significance.*

Results and Discussions

This section contains is divided into four subsections namely; presentation of the demographic characteristics of the respondents, presentation of the objectives based on the specific objectives of the study, regression analysis and discussion of the result based on the specific objectives of the study. The presentation is guided by the research objectives and statistics were generated with the aim of generating responses for the research questions. One hundred and forty (140) questionnaires were distributed to the respondents, while one hundred and thirty-six (136) questionnaires representing 97.14% of the total number of the questionnaires sent out were successfully filled and returned and then used for analysis.

Table 1: Pricing of Agriculture Exports

Variables	Frequency	Percentage (%)
The export price is low because of spoilage by diseases		
Strongly Agree	53	38.97
Agree	38	27.94
Disagree	26	19.12
Strongly Disagree	19	13.97
Total	**136**	**100.0**
The presence of middlemen distorts the price the farmers go home from their labour		
Strongly Agree	62	45.59
Agree	39	28.68
Disagree	21	15.44
Strongly Disagree	14	10.29
Total	**136**	**100.0**
Pricing is greatly affected by export policies of government		
Strongly Agree	48	35.29
Agree	36	26.47

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Disagree	28	20.59
Strongly disagree	24	17.65
Total	**136**	**100.0**
Farmers do not have complete control on the determination of the overall price of their products		
Strongly Agree	53	38.97
Agree	36	26.47
Disagree	28	20.59
Strongly Disagree	19	13.97
Total	**136**	**100.0**

Source: Field Survey, 2023

The Table 1 presents results based on specific objective on pricing of agriculture exports, majority of the respondents 38.97 % strongly agreed that, the export price is low because of spoilage by diseases, 27.94 % agreed, 19.12 % disagreed while 13.97 % strongly disagreed to the statement above. Majority of the respondents 45.59 % strongly agreed that, the presence of middlemen distorts the price the farmers go home from their labour, 28.68 % agreed, 15.44 % of the respondents disagreed and 10.29 % strongly disagreed to the statement. Most of the respondents, 35.29 % strongly agreed that, pricing is greatly affected by export policies of government, 26.47 % agreed, 20.59 % disagreed while 17.65 % strongly disagreed. Majority of the respondents 38.97 % strongly agreed that, farmers do not have complete control on the determination of the overall price of their products, 26.47 % agreed, 20.59 % disagreed while 13.97 % strongly disagreed.

From the above description we agreed with Smith (1987) that pricing of agriculture exports have a significant relationship with the marketing of cashew products and other agricultural products. Pricing determines the availability of the cashew nut based on the law of demand and supply. Regulation of cashew marketing by government will eliminate the menace of middlemen who inflate the prices of the products thereby making producers to have less income for their cashew nut. Price management has traditionally been seen as one of the most important areas in cashew marketing

Table 2: Marketing of Cashew Nut Produce

Variables	Frequency	Percentage (%)
Marketing of cashew nut is a means of livelihood for the majority of women in the study area.		
Strongly Agree	53	38.97
Agree	38	27.94
Disagree	26	19.12
Strongly Disagree	19	13.97
Total	**136**	**100.0**
Cashew nut marketing provides income to teeming population of the people in Kogi East		
Strongly Agree	62	45.59
Agree	39	28.68
Disagree	21	15.44
Strongly Disagree	14	10.29
Total	**136**	**100.0**

Marketing of cashew nut is not organized in Kogi East.

Strongly Agree	48	35.29
Agree	36	26.47
Disagree	28	20.59
Strongly disagree	24	17.65
Total	**136**	**100.0**

Price fluctuation affect cashew nut marketing to a great extent.

Strongly Agree	53	38.97
Agree	36	26.47
Disagree	28	20.59
Strongly Disagree	19	13.97
Total	**136**	**100.0**

Source: Field Survey, 2023

The Table 2 overleaf presents results based on specific objective on marketing of cashew nut produce, majority of the respondents 38.97 % strongly agreed that, marketing of cashew nut is a means of livelihood for the majority of women in the study area, 27.94 % agreed, 19.12 % disagreed while 13.97 % strongly disagreed to the statement above. Majority of the respondents 45.59 % strongly agreed that, cashew nut marketing provides income to teeming population of the people in Kogi East, 28.68 % agreed, 15.44 % of the respondents disagreed and 10.29 % strongly disagreed to the statement. Most of the respondents, 35.29 % strongly agreed that, marketing of cashew nut is not organized in Kogi East, 26.47 % agreed, 20.59 % disagreed while 17.65 % strongly disagreed. Majority of the respondents 38.97 % strongly agreed that, price fluctuation affect cashew nut marketing to a great extent, 26.47 % agreed, 20.59 % disagreed while 13.97 % strongly disagreed.

From the above description we can infer that cashew nut marketing provides a means of livelihood to the people of the study area. However, the marketing of cashew nut in the state should be organized. Challenges such as the information asymmetry that exists in the market should be eliminated by increasing the volume of market information so as to provide the buyers with requisite knowledge on the possible locations of the products in Kogi East.

Test of Hypotheses
Table 3: Model summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.866[a]	.743	.628	8.08239	2.670

a. Predictors: (Constant), UOE, COP, VMF, PAE
b. Dependent Variable: MCN
Source: SPSS 20.0 Result Output, 2023

Table 3 shows the model summary. The coefficient of determination R^2 for the study is 0.743 or 74.3 %. This indicates that 74.3% of the variations in the model can be explained by the explanatory variables of the model while 25.7 % of the variation can be attributed to unexplained variation captured by the stochastic term. The Adjusted R Square and R^2 show a negligible penalty (62.8 %) for the explanatory variables introduced by the researcher. The Durbin Watson statistics is 2.670 shows that there is a minimal degree of negative autocorrelation in the model of the study; hence the estimates of the model can be used for prediction.

Table 4: Regression coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-4.747	12.230		-.388	.053		
	COP	.805	.281	.579	2.864	.012	.923	1.084
	PAE	.142	.222	.141	.641	.031	.778	1.285
	VMF	-.029	.224	-.025	-.130	.899	.975	1.025
	UOE	.234	.225	.228	1.038	.316	.779	1.283

a. Dependent Variable: MCN

Source: SPSS 20.0 Result Output, 2023

Table 4 presents the results of the relationship between the independent and the dependent variables of the study. The results are discussed below:

Effect of level of cost of production on the marketing of cashew nut produce
The result of the multiple regression as shown in Table 13, a positive relationship exists between cost of production (COP) and the marketing of cashew nut produce (MCN) and the relationship is statistically significant *(p<0.05)* and in line with *a priori expectation*. This means that a unit increases in cost of production (COP) will result to a corresponding increase in the marketing of cashew nut produce (MCN) by margin of 57.9 %.

Effect of pricing of agriculture exports products on the marketing of cashew nut produce
As shown by the result of the multiple regression analysis, a positive relationship exists between pricing of agriculture exports products (PAE) and the marketing of cashew nut produce (MCN) and the relationship is statistically significant *(p<0.05)* and in line with *a priori expectation*. This means that a unit increases in pricing of agriculture exports products (PAE) will result to a corresponding increase in the marketing of cashew nut produce (MCN) by margin of 14.1 %.

Testing of the Hypotheses

Decision Rule for accepting or rejecting hypotheses based on probability value criteria
Using probability value of the estimate to test the hypotheses, we have the following decision rule.

Decision rule: *If the p-value of* (b_i) > than the critical value we accept the null hypothesis, that is, we accept that the estimate b_i is not statistically significant at the 5% level of significance. Or if the *p-value of* (b_i) < than the critical value, we reject the null hypothesis, in other words, that is, we accept that the estimate b_1 is statistically significant at the 5% level of significance.

H_{01}: Level of cost of production has no significant effect on the marketing of cashew nut produce.
Using the probability value of the estimate, p (b_1) < critical value at 0.05 confidence level. Thus, we reject the null hypothesis. That is, we accept that the estimate b_1 is statistically significant at the 5% level of significance. This implies that level of cost of production has a significant effect on the marketing of cashew nut produce.

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H$_{02:}$ Pricing of agriculture exports products has no significant effect on the marketing of cashew nut produce

Using the probability value of the estimate, p (b$_2$) < critical value at 0.05 confidence level. Thus, we reject the null hypothesis. That is, we accept that the estimate b$_2$ is statistically significant at the 5% level of significance. This implies that pricing of agriculture exports products has a significant effect on the marketing of cashew nut produce

Conclusion

The study investigates the marketing non oil export products: A study of cashew nut in Kogi from 2008 to 2018. Cashews are an important export crop for Nigeria and an important source of income for smallholder farmers and small scale producers in Kogi State Nigeria. However, the industry is not likely to maximize the benefit inherent in production if the challenges and issues surrounding marketing of the product is not resolved. According to research, the marketing of cashew nuts is not well-organized. The process involves the producer, village merchants, wholesalers or agents, and exporters. As it only occurs for three months each year, there are no dedicated traders for raw cashew nuts. This results in intermediaries or wholesalers acting as middlemen between traders and manufacturers, providing information services between sellers and buyers. Often there are intermediaries or wholesalers between the traders and manufactures who provide the services of information between the seller and the buyer. This has resulted in middlemen playing an important role in the marketing of nuts thereby reducing the margin or dividends for the cashew farmers.

This is more so for cashew nuts that are mostly harvested prematurely and store without being dried properly. These resulted in low quality and poor priced nuts when taken to the market. In addition, most consumer markets in Nigeria are not well developed particularly in the area of weights and measures. There are no standard units of measurement and lack of uniform means of measurement in most areas and where such exist, they have been tampered with. The study concludes that cost of production, pricing of agriculture exports products, volume of market information available to the exporters and use of obsolete equipment on the production are factor that stakeholders and government need to address to help in marketing cashew nut in the study area.

Recommendations

Based on the findings of the study and building on existing research, it is suggested that more studies be carried out to address the following: It is recommended that excessive costs in the value chain should be eliminated to increase producer prices. These costs include: those associated with purchase of improved cashew seedlings and production, cost of processing and storage. This can be done when the government help producers of cashew with high yielding cultivars, pesticide and storage facilities so that a lower cost of production will ensure that the farmers make a good profit from the marketing of their products.

The study showed a positive relationship exist between pricing of agriculture exports products however, the elimination of middlemen in the marketing of cashew nut will enable the direct transaction between the buyer and the farmers thereby reducing the price of purchase which is hitherto increased by the middlemen.

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