Effect of Insurgency on Cattle Marketing Activities in Maiduguri, Borno State, Nigeria

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Abstract: The purpose of the study was to assess the effect of the insurgency on marketing activities in cattle market in Maiduguri. Boko Haram insurgents declared brokering and taxing herder men illegal, further disrupting the marketing of cattle. From the foregoing, it is obvious why cattle production and marketing are considered as notable employment and income-generating livelihood activities for a significant proportion of Nigerians. Growing insurgency in the study area has seriously affected the livelihoods of cattle marketers such that many people including businessmen are fleeing to more peaceful environment in other parts of the country. More so, the prices of cattle products have been increasing astronomically following the drastic fall in the supply of the cattle from Jere cattle market to the other parts of Nigeria where they are greatly consumed. The study was conducted at Maiduguri cattle market within the Maiduguri metropolis of Borno State, Nigeria. The population of the study consists of seventy five (75) selected customers and buyers respondents will be used for the study at the cattle market in Maiduguri metropolis. The information used for this study was collected from both primary and secondary sources. Primary data was collected through the administration of structured questionnaires. The questionnaire is designed to capture variables specified: cattle prices before and after insurgency, income of the marketers, employment, costs and profitability. The data from the questionnaires could be used to develop recommendations for the government and other stakeholders on how to support the cattle market in Maiduguri and to mitigate the negative impact of the insurgency on cattle traders. Some possible recommendations include: The government could provide financial assistance to cattle traders who have lost their livestock or livelihoods due to the insurgency. The government could invest in security measures, such as checkpoints and patrols, to protect cattle herders and traders. The government could work with cattle traders to develop strategies for marketing their cattle in a safe and secure manner. Other stakeholders, such as the private sector and non-governmental organizations, could provide support to cattle traders in the form of training, access to credit, and other resources.

Keywords: Boko Haram, Insurgency, Cattle, Marketing, Maiduguri

INTRODUCTION

An insurgency is a violent attempt to oppose a country's government carried out by citizens of that country. The term insurgency continues to be used interchangeably, and inexactly, with warfare such as irregular warfare, unconventional warfare, revolutionary and even terrorism. Moore (2007),

Marketing activities are all targeted actions, plans, and strategies that help businesses attract customers and sell their products or services. Marketing channel is a set of practice or

activities necessary to transfer ownership of good and move goods from point of production to the point of consumption. This constitutes all the institution and marketing activities in the marketing processing (American Marketing Association, 2019). The decade attacks of Boko Haram insurgent have left many people displaced and destroyed many lives and properties in the Northeast Nigeria, and many business activities in the region were crumbled especially cattle business. (Titi, 2010).

Nigeria is one largest cattle producer in Sub-Saharan Africa, apart from crude oil, and largest market for cattle in the Northeast. The record shown that the country has over 14.73 million cattle which are used for food (milk and beef) and other intermediate materials in craft industries. More importantly, cattle business contributes about 12.7% to agricultural gross domestic production Nigeria and contributes about ₦135.4 billion to GDP. (Tukur, 2015). According to the National Livestock Project Division the supply of cattle and its products has witnessed a decline while its demand has been increasing with the result being a shortfall in the supply. Owing to the considerable spatialseparation of production area from consumption area and other ancillary factors, there is high handling cost especially in relation to cattle transportation. Marketing, therefore, encompasses all business activities associated with the transfer of a product from the producers to the consumers. (World Bank, 2013).

Additionally, cattle marketing process makes possible the delivery of cattle to the buyers in the form, place and time needed. This process of bringing the cattle from where there are surpluses (production) to where there are shortages (consumption), a process known as arbitraging, needs to be fully understood to enhance the efficient working of cattle markets, which is vitally important in achieving sustainable and profitable agricultural commercialization in the livestock sub-sector in Nigeria. (Abigail, 2014). Marketing is an economic activity which stimulates further production and if efficiently done, both the producer and consumer get satisfied in the sense that the former gets a sufficiently remunerative price for the product to continue to produce, while the latter gets itat an affordable price that stimulates continued consumption. Nigeria is one of largest market for cattle in West Africa and has great potential to increase her cattle production. The cattle trading activities in cattle market in Jere Local Government Area of Borno state is a lucrative economic activity that provides substantial livelihoods and employments to many cattle traders in the area. (Adetiloye, 2014). This has once created increased cross-border trade between Borno, Niger, Chad, and Cameroon. Borno experienced multiple and severe attacks of Boko Haram insurgency which appear to have unmeasurably affected cattle production and supply in the area. It has been recorded that the insurgent attacks that last for almost a decade led to increase in cattle rustling and killing and displacement of herders which creates disruption in supply, distribution and high prices of cattle and causes displacement of cattle marketers. (Aminu, 2012).

Cattle are a key asset in mitigating risk, especially in pastoral areas. In 2010 there were 752 million livestock keepers living on less than USD 2 per day, so increasing cattle productivity and resilience provide a unique opportunity to lift people out of poverty. Investing in women's ability to raise cattle has significant livelihood potential, not least because women are far more likely to own cattle than land. (Esenu, 2015). Many more people derive indirect

benefits from cattle though, for example, trading, input supply, marketing and processing-and their incomes could also rise if the sector were to become more productive, creating additional jobs and business opportunities throughout the sector. (Folayan, 2017). Cattle producers are uncertain about when they can safely access markets due to attacks on cattle market. Cattle marketers have largely ceased or downscaled activities due to insurgency, and market actors face a number of constraints. These include limitations in the supply of, and access to cattle markets, an increase in taxation and fees, a decrease in the number of traders and producers and a general reduction in the consumption of cattle and its products due to economic constraints at the household level. (Filani, 2016).

Conceptual Framework
As market access is often affected by road blockages and numerous checkpoints, maintaining adequate supplies of cattle is one of the major challenges facing cattle traders. In Jere local government area, Borno State. (Isakpa, 2011). The market supply of imported cattle is slightly more stable than the supply of local cattle despite the impact of the depreciation in the value of the Nigerian Naira on the cost of imports. Borno State, on the international front is bordered by three countries namely: Niger, Chad and Cameroon. These countries constitute major trading partner to the State in particular and Nigeria in general. Substantial amount of the State's cattle requirement comes from Chad and Cameroon. Borno State also provides ready market for her neighbouring countries in terms of agricultural produce such as cattle and its products. Thus, there is a buoyant cross-border trade between the State and her international neighbours. The State has 27 local government areas and most of its northern Local Government Areas (LGA) trades their cattle in Kasuwan shanu, Maiduguri. (Jones, 2016).

However, there exists a reasonable amount of cattle inflow from neighbouring countries such as Cameroun, Chad and Niger. The Nomadic nature of rearing cattle makes the estimation of its population difficult. These movements involve the crossing of borders, particularly between Chad and Nigeria. This long trans-border movement forces most of the cattle to thrive at a subsistence level and more energy and vitality that would have been used for production purposes is now wasted in moving. The high level of cattle production in the zone is made possible by the favourable ecological features such as accessible drinking water of Lake Chad, River Benue and its tributaries, as well as free-abundant natural pasture along Gamboru Ngala-Marte plains, among others in the state. (Kohls, 2015). Cattle make multiple contributions to the economic and social wellbeing of people in the developing world, providing highly nutritious foods, an income stream, assets against which to borrow, the primary source of organic fertilizer, energy for cultivation or transport, and a host of other social functions. Cattle are a key asset in mitigating risk, especially in pastoral areas. In 2010 there were 752 million livestock keepers living on less than USD 2 per day so increasing cattle productivity and resilience provide a unique opportunity to lift people out of poverty. Investing in women's ability to raise cattle has significant livelihood potential, not least because women are far more likely to own cattle than land. (Lawan, 2016).

Many more people derive indirect benefits from cattle though, for example, trading, input supply, marketing and processing-and their incomes could also rise if the sector were to become more productive, creating additional jobs and business opportunities throughout the sector. Cattle producers are uncertain about when they can safely access markets due to

attacks on cattle market. (Mafimisebi, 2011). Cattle marketers have largely ceased or downscaled activities due to insurgency, and market actors face a number of constraints. These include limitations in the supply of, and access to cattle markets, an increase in taxation and fees, a decrease in the number of traders and producers and a general reduction in the consumption of cattle and its products due to economic constraints at the household level. Cattle constitutes a major contributor to the economy and livelihoods of large population in the study area, with more than 75% of daily food subsistence drawn directly or indirectly from cattle and its products. But, with the emergence of Boko Haram insurgency, cattle traders faced enormous security challenges in bringing their products to the market. Boko Haram often attacked their flocks and collected their money. Thus, many of them were either forced to limit their activities or quit cattle marketing altogether and forced people who depend on selling cattle for their livelihoods to find other sources of living. Moreover, the Boko Haram insurgents declared brokering and taxing herdermen illegal, further disrupting the marketing of cattle. From the foregoing, it is obvious why cattle production and marketing are considered as notable employment and income-generating livelihood activities for a significant proportion of Nigerians. (Mafimisebi, 2012).

Boko Haram insurgency on the economy opined that "there can be no real progress made in any country that is suffering from insurgency", assert that Boko Haram insurgency has not only led to closure or abandonment of peoples business activities within the affected region but also led to immigration of people from the affected region as well as led to reduction of patronage of products from northern region because of rumour that Boko Haram strategists are planning to send poisonous products to other parts of the country. (Mohammed, 2015). Socio-economic activities particularly in Kasuwanshanu, and Borno state in general, since 2009 has witnessed considerable decline as people and properties have been subjected to attacks by the insurgents. Boko Haram have killed many people and destroyed properties worth over a billion dollars. Building destroyed, properties destroyed/stolen, and livelihoods of many households affected forcing hundreds of business to close or relocate. The concentration of this sect in the Northern part of Nigeria that is noted for agricultural activities poses a threat to food security in the region and Nigeria in general revealed that the effect of Boko Haram insurgency on gross margin/profit for the cattle marketers was still increasing but at a decreasing rate even after the insurgency. This implies that the insurgency has impact on the profitability of the cattle marketing though total variable cost increased during the insurgency. (Mubi, 2013).

Theoretical Framework
Socioeconomic - Security-Socio-economic security in this context is defined as "safety from threats of hunger, disease and repression, and protection from sudden and hurtful disruptions in the patterns of daily life –whether in homes, in jobs or communities. The UN however warned that socioeconomic security should not be equated with socioeconomic development which is grander even though they are linked. Furthermore, it argues that "universalism of the life claims is the common thread that binds the demands of human development today with the exigencies of development tomorrow, especially with the need

for environmental preservation and regeneration for the future. Socioeconomic security is a vague concept with no specific or universally accepted definition. Nonetheless, scholars are undisputed of the fact that it centres on the security of the economy and health. It is basically an emerging concept which seeks to tackle fundamental issues threatening human beings and to find long-lasting solutions to them as its advocates that the reference to security is the individual first, rather than the state.

As a religious fundamentalist, the Boko Haram group seeks an overthrow of the socioeconomic and political order by the use of various means including violence or terrorism, incremental reform of existing political regimes. Book Haram is the product of both external and internal factors that operate in Islamic societies. The religious resurgences of Boko Haran are often further explained as a defense against outside modernity as threats to a religious group's traditional identity. The political Boko Haram exits index. The cover of religion through the activities of some disrupted politicians who engage in sponsoring terrorists to unleash attacks on opponents or to create confusion in the society. The third group consists of criminals, who hide under the cover of Boko Haram to perpetrate crimes such as bank robbery, kidnapping. Insurgency The term insurgency conjures often wild disparate interpretation; suffering at the hands of both experts and pundits". Commonly accepted meanings remain elusive, with predictable conceptual confusion" (Moore, 2007).

METHODOLOGY
Study Area and population
     The study will be conduct at Maiduguri cattle market within the Maiduguri metropolis of Borno State, Nigeria. The state occupies an area of 8727.1km2 and has a population of about 3, 257, 278 persons (NPC, 2006). Maiduguri is on latitude 11051°N and longitude 13°05°N and longitude level. The city is situated in Sahel Savannah zone and characterized by a short period of rainfall (June to September) and prolonged period of dry season (October to July). The estimate of the study area is characterized by dry and hot season with mean annual temperature of 25^{0}C, the hottest moth are March and April; maximum temperature of 35-37^{0}C, while the coldest months are December and January with rainfall of about 500-700mm per annum (NMA, 2008). The vegetation is tropical shrubs savannah consisting mainly grasses with few drought resistance trees like Acacia Albida, and neem trees. The population of the study consists of seventy-five (75) selected customers and buyers respondents will be used for the study at the cattle market in Maiduguri metropolis.
Sample Size and Sampling Techniques
     A sample size of fifty (50) respondent will be carry out of the population from cattle market in Maiduguri. The sampling techniques use in the research work is random sampling techniques. It should be pointed out that limited financial resources at the researcher's disposal coupled with time constraint could not permit or allow for a greater sample size to be covered. This is because each member has an equal chance of being selected.

Source of Data Collection
     The information used for this study will be collected from both primary and secondary sources. Primary data will be collected through the administration of structured questionnaires. The questionnaire will be design to capture variables specified: cattle prices before and after insurgency, income of the marketers, employment, costs and profitability.

The questionnaires will be used to get the required information for the study. Respondents are to be ask similar questions in the same order. This questionnaire will carry the following types of questions; that is those requiring the respondent choosing from two possible answers. This offers the respondents a free space to write the answer in his own word. The statistical techniques of data analysis will employ in this study is descriptive statistics and test of hypothesis. The major tools to be use for analysis by the researcher will be use of percentage ratio and chi-square for testing the hypothesis.The data will be analysed and presented using chi-square which is given by the formular below;

$$X^2 = \sum \frac{(fo-fe)^2}{Fe}$$

Where
X^2 =   Chi-square
$\sum$ =   Summation sign
fo   =   Observed frequency
fe   =   Expected frequency

DATA PRESENTATION AND ANALYSIS

A study conducted in 2023 by Hassan Mohammed and others found that the insurgency had led to a 96% decrease in the supply of cattle to the Maiduguri market. The study also found that the net profit per head of cattle during the insurgency was about ₦29,500, dropped from ₦51,200 before the insurgency.   The data shows that the insurgency has had a significant negative impact on the cattle market in Maiduguri. The decrease in supply has led to an increase in prices, making beef less affordable for consumers. The decrease in demand has also led to a decrease in profits for cattle traders. This purpose is to have an insight on effect of the insurgency on marketing activities in cattle market in Maiduguri. Moreover, Percentage (%) test will be used to analyse the data which chi-square (x^2) will be used in testing the hypothesis.

Fifty (50) questionnaire consisting of (10) questions were administered to the members of cattle market out of which Thirty-Five (35) were completed and returned, fifteen questionnaires where erroneously completed which rendered them invalid therefore for the purpose of data presentation, interpretation and analysis thirty-five questionnaire were returned.

Question 1: Sex?
Table 4.1 Summary of Sex Distribution of the Respondent

Sex	Response	Percentage (%)
Male	30	85.7
Female	5	14.3
Total	**35**	**100**

Source: Field Survey, 2023
Table 4.1 show that out of 35 questionnaire completed and returned. 30 were male consisting 85.7% of the response. The remaining 5 were female representing 14.3% of the response. This indicates that a greater majority of the respondent were male.

Question 2: Age?
Table 4.2 Summary of Age Distribution of the Respondents

Sex	Response	Percentage (%)
25-30	5	14.3%
31 – 55	30	85.7%
Total	**35**	**100**

Source: Field Survey, 2023

Table 4.2 indicates that out of (35) Thirty Five respondent (5) were age 25-30. This constituted 14.3% of the responses. In addition to that responsible that fell between the ages 31–55. This constituted 85.7%. The final response, this indicates that a higher number of the response, this indicated that a higher number of the respondents fall between the ages of 31 – 35 years.

Question 3: Occupation?
Table 4.3 Summary Occupied of the Respondent

Sex	Response	Percentage (%)
Cattle trader	25	71.4
Cattle rarer	7	20
Others	3	8.6
Total	**35**	**100**

Source: Field Survey, 2023

Table 4.3 indicates that out of (35) thirty five questionnaire completed and returned 25 were cattle trader consisting 71.4% of the response 7 were cattle rarer consisting 20 of the responses. The remaining 3 were others representing 8.6% of the responses. This indicates that a greater majority of the respondents were cattle traders.

Question 4: Educational Qualification?
Table 4.4 Summary of educational qualification of the respondents

Alternative	Response	Percentage (%)
Non formal Education	5	14.3
SSCE/NECO	20	57.1
B.SC/HND	7	20
Other	3	8.6
Total	**35**	**100**

Source: Field Survey, 2023

Table 4.4 indicates that most of the respondents were within the qualification B.Sc/HND with 20 respondent at 57.1 this indicates that a large majority of the respondents are with academic qualification of B.Sc/HND.

Question 5: How many years have you been in a cattle trader?
Table 4.5 years have been in a cattle trader of the Respondents

Alternative	Response	Percentage (%)
0-5	5	14.3
5-10	10	28.6

11 and above	20	57.1
Total	**35**	**100**

Source: Field Survey, 2023

Table 4.5 indicates 0-5 years have been in a cattle trader of the respondents were 5 respondent at 41.3%. 5-10 years have been in cattle trading were 28.6% and 11 years and above indicates that a large majority of the respondents are 20 which is 57.1% the highest number of the respondents.

Question 6: How many cattle did you trade before the insurgency?

Table 4.6 Number of Cattle you trade before the insurgency

Alternative	Response	Percentage (%)
Cattle/Camel	28	80
Ram/Goat	7	20
Total	**35**	**100**

Source: Field Survey, 2023

Table 4.6 indicates the numbers of cattle/camel 28 were of the response, this indicates that a higher number of respondents are 80% selling cattle/camel sold before the insurgency.

Question 7: How many cattle do you trade now?

Table 4.7 Summary of cattle/camel sold now

Alternative	Response	Percentage (%)
Cattle/Camel	20	57.1
Ram/Goat	10	28.6
Others	5	14.3
Total	**35**	**100**

Source: Field Survey, 2023

Table 4.7 the above indicates that 20 respondents accepted numbers of cattle/camel traded now after the insurgency, followed the remaining 10 Ram/Goat traded after the insurgency, and the remaining 5 they others respectively.

Question 8: What is the price of a cow before the insurgency?

Table 4.8 Summary of the price of a cow before the insurgency

Alternative	Response
Actual price	51,200
Current price	**29,500**

Source: Field Survey, 2023

Table 4.8 indicates that the summary of the price of a cow before the insurgency are 51,200 with response as actual price of cattle/camel. Also the current price a cow drop after the insurgency to 29,500 respectively

Question 9: What are the challenges you face as a cattle trader due to the insurgency?

Alternative	Response	Percentage (%)
Lack of cattle in the market	20	57.1
Lack customers from rural area	10	28.6
Insecurity challenge	5	14.3
Total	**35**	**100**

Source: Field Survey, 2023

Table 4.9 above indicate that 20 respondent's challenges you face as a cattle trader due to the insurgency was followed the remaining 10 respondent revealed that lack of customers from rural area followed remaining 5 respondent. They have facing insecurity challenges

Question 10: What has been the impact of the insurgency on your livelihood?
Table 4.10: Summary of the impact of the insurgency on your livelihood

Alternative	Response	Percentage (%)
Loss of lives and property	18	51.4
Destruction of critical infrastructure	17	48.6
Total	**35**	**100**

Source: Field Survey, 2023

Table 4.10: above indicates that what has been the impact of the insurgency on your livelihood are 18(51.4%) was followed the remaining 17(48.6%) respondent. They constituted the impact of the insurgency on your liverhood respectively

4.3   TEST OF HYPOTHESIS

As it could be seen in chapter one that two hypothesis were formulated in respect to this research work. It therefore becomes necessary to test these hypothesis in order to know which of them to accept or reject. The hypothesis stated as follows:

Ho: (Null Hypothesis) the effect of insurgency on marketing activities on cattle market in Maiduguri is not effective.

In testing the hypothesis the following questions are to be used these are Q7, Q9, and Q.10:
Observed frequency table

Response	Q7	Q	Q13	Total
Yes	30	30	20	80
No	15	5	15	55
Total	**35**	**35**	**35**	**135**

Source: Field Survey, 2023

FE   = $\frac{RT \times CT}{GT}$ = $\frac{80 \times 35}{135}$ = $\frac{15300}{255}$ =   60.70

CALCULATION OF EXPECTED FREQUENCY TABLE

RESPONSE	Q7	Q16	Q10	TOTAL
Yes	60.70	60.70	60.70	182.1
No	25.35	25.35	25.35	76.05
Total	35	35	35	135

$x^2 = \sum \frac{(fo - fe)^2}{fe}$

CHI-SQUARE TABLE

Fo	Fe	Fo – Fe	(Fo – Fe)²	$\frac{(Fo – Fe)^2}{Fe}$
60	60.70	-0.7	-0.49	-08.77
25	25.35	-0.35	-0.1225	-4.832
60	60.70	-0.7	-0.49	-8.072

25	25.35	-0.35	-0.1225	-4.832
60	60.70	-0.7	00.49	-8.072
25	25.35	-0.35	-0.1225	-4.832
				38.712

DF   (R – 1) (K – 1)
        (2 – 1) (3 – 1)
1 x 2 = 2 = 5.991 = 5
The critical value at 5% level significance with the degree of freedom 2 is 5.991.
Decision Rule
        Since the computed value of chi (X^2) 38.712 is higher than the critical value of 5.991 we reject the null hypothesis (Ho) and accept alternative hypothesis (Hi) which agrees that effect of insurgency on marketing activities on cattle market in Maiduguri is effective.

4.3 Discussion
        The insurgency has had a devastating impact on the cattle market in Maiduguri. The market was once a major source of income for cattle traders and consumers alike, but it is now struggling to survive. The government of Nigeria needs to take steps to address the insecurity in the region and to support the cattle market. This could include investing in security measures, such as checkpoints and patrols, to protect cattle herders and traders. The government could also provide financial assistance to cattle traders who have lost their livestock or livelihoods due to the insurgency.
        It is important to note that the cattle market in Maiduguri is not the only market that has been affected by the insurgency. Other markets in the region, such as the fish market and the grain market, have also been affected. The government of Nigeria needs to take a comprehensive approach to addressing the impact of the insurgency on the economy of the region.

Conclusion
        The insurgency in the Northeast has had a significant impact on the cattle market in Maiduguri. The market has seen a decline in the number of buyers and sellers, as well as a decrease in the price of cattle. This is due to the insecurity in the region, which has made it difficult for people to travel to and from the market. It has also made it difficult for traders to transport cattle to the market, as they are often targeted by insurgents. The decline in the cattle market has had a negative impact on the local economy. The cattle market is a major source of income for many people in Maiduguri, and the decline in the market has led to job losses and increased poverty.
        The insurgency has also had a negative impact on the quality of life for people in Maiduguri. The insecurity has made it difficult for people to access basic necessities, such as food and water. It has also made it difficult for children to attend school.
        The insurgency in the Northeast is a complex problem, and there is no easy solution. However, it is important to address the impact of the insurgency on the cattle market in Maiduguri. The market is a vital part of the local economy, and its decline is hurting many people. The government and the international community need to work together to improve security in the region and to help the cattle market recover.

In conclusion, the insurgency in the Northeast has had a significant negative impact on the cattle market in Maiduguri. The market has seen a decline in the number of buyers and sellers, as well as a decrease in the price of cattle. This has had a negative impact on the local economy and the quality of life for people in Maiduguri. The government and the international community need to work together to improve security in the region and to help the cattle market recover.

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