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Economic analysis of soyabean marketing in logo local government area of Benue state, Nigeria

*Adu, V.M.

¹Department of Agribusiness, Joseph Sarwuan Tarka University, Makurdi. PMB 2373, Makurdi, Benue-State, Nigeria.

Corresponding Author: aduvivian247@gmail.com **Phone Number:** 08065437057

Abstract

This study examined the economic analysis of soyabean marketing in Logo Local Government Area of Benue State. Specifically, the study sought to: determine the socio- economic characteristics of soyabeans marketers in the study area, Profitability of soyabean marketing and describe the constraints of soyabeans marketing. Despite the increasing demand and profitability associated with soybean marketing, marketers in Logo Local Government Area still face challenges such as unequal market share distribution, inadequate modern marketing practices, and limited access to improved technologies. These challenges affect efficiency, profitability, and the overall performance of soybean marketing, thereby necessitating the need for this study. The population for this study includes two hundred and forty-one (241) registered soyabean marketers in Logo Local Government Area of Benue State, Nigeria. The sample size was obtained using Taro-Yamane (1967) with total number of one hundred and fifty (150). The model specification used in this work was descriptive statistics, gross margin analysis and factors analysis model. Table one showed that majority (73.3%) of the soyabean marketers were males while 26.7% were females. This showed that men involved in soyabean marketing more than women in the study area. Table 1 shows that majority (73.3%) of the soyabean marketers were males while 26.7% were females. This showed that men were involved in soyabean marketing activities more than women in the study area. Table 2 showed that the result of costs marketing soyabean incurred a total mean of 67285.00 the returns of marketing soyabean incurred a total mean of 72639.17. It revealed a mean gross margin of 5354.17. The returns on investments (ROI) showed that for every ₦1 invested in marketing of soyabean, a return of 08k is realize. Table 3 showed the constraints were named based on the item loadings. Factor 1, 2 and 3 respectively. Factors which were highly loaded under factor 1 include Perishability of soyabean (0.468), Low demand for produce (1.356), Inadequate credit facility (0.716), and Inadequate Road network (0.728). Factor 2 which include Lack of storage facility (0.811), Inadequate distribution system (0.808), High cost of transportation (0.93), High rate of taxation (1.169) and Lack of market information (0.673). Factor 3 which include Price fluctuations (0.732) and Poor accessibility to markets (0.865). In conclusion, there is a moderate level of inequality in the distribution of market shares among soybean marketers in Logo Local Government Area of Benue State. This calls for a strategic and inclusive approach to address disparities, fostering fair competition and opportunities for smaller participants in the soybean market. Based on the findings of this study, the following are recommended: Farmers should be encouraged to adopt modern agricultural technologies and practices to enhance the efficiency of soybean production. This could include providing training programs on sustainable farming methods, the use of advanced machinery, and precision agricultural techniques. By embracing technology, farmers can improve yields, reduce production costs, and contribute to the overall performance of the soybean market.

Keyword: Economic, Analysis, Soyabeans and Marketing.

Introduction

Soya beans, which belong to the leguminosae family, subfamily papilionaceae, and the genus *Glycine max* (L) Merrill provide Nigerians with a cheap source of protein thereby helping to ameliorate undernourishment in the country. According to Food and Agriculture Organization (FAO 2019), 15 million people (12.6% of the population) are undernourished. The soybean industry plays a crucial role in the global agricultural sector, providing a significant source of protein and vegetable oil (Asghar *et al.*, 2020).

Soybean marketing in Nigeria has gained increasing attention due to the crop's potential to contribute to food security, industrial growth, and rural income generation. Soybean is a major legume crop cultivated in several regions of the country, particularly in the Middle Belt, including Benue, Kaduna, and Taraba States (Udeh, *et al.*, 2018). Economic analysis of soybean marketing in Nigeria involves evaluating the costs of production, pricing mechanisms, market channels, profitability, and constraints affecting the efficiency of the value chain (Singh *et al.*, 2019). Despite the crop's potential, soybean farmers in Nigeria often face challenges such as poor road infrastructure, limited access to credit, and weak linkages to major processing industries (Babatunde *et al.*, 2010). These factors contribute to inefficiencies in the marketing system, reducing the margins and income of smallholder farmers (Rustam, 2020).

Additionally, the Nigerian soybean market is influenced by both domestic demand and regional trade within West Africa. The growing demand for soybean products, especially for animal feed and food processing, has made soybean an economically valuable crop. However, the market is largely informal, and price

volatility remains a key issue due to seasonal supply fluctuations and

Limited storage facilities (Ajeigbe *et al.*, 2018). Economic analysis helps in identifying opportunities for improving market access, developing pricing strategies, and designing policies that can stabilize the market and enhance value addition. With proper investment in extension services, improved seed distribution, and agribusiness development, Nigeria has the potential to strengthen its position as a leading soybean producer and marketer in sub-Saharan Africa, International Institute of Tropical Agriculture (IITA, 2020).

Benue State, often referred to as Nigeria's "food basket," plays a pivotal role in the country's soybean production, contributing approximately 30% of the national output (Haliru and Ibitoye, 2014). Despite the state's significant production capacity, soybean farmers and marketers face challenges such as inadequate infrastructure, limited access to credit, and insufficient market information. These factors contribute to inefficiencies in the marketing system, affecting the profitability and sustainability of soybean enterprises in Benue State (Akanni, 2012).

Moreover, the soybean market in Benue State is characterized by a high concentration of sales among a few wholesalers and retailers, indicating a less competitive market structure (Agada, 2014). This concentration can lead to price manipulation and reduced margins for smallholder farmers. Additionally, the lack of standardized grading and storage facilities hampers the quality and marketability of soybean products. Addressing these issues through policy interventions, investment in infrastructure, and capacity building for farmers and marketers is essential for enhancing the efficiency and profitability of soybean marketing in Benue State (Obiesie, 1983).

Logo Local Government Area (LGA) in Benue State is a significant contributor to Nigeria's soybean production, benefiting from the state's favorable agro-ecological conditions. The economic analysis of soybean marketing in Logo LGA involves examining production costs, pricing mechanisms, market structures, and the efficiency of distribution channels. Despite the area's potential, soybean farmers and marketers face challenges such as inadequate infrastructure, limited access to credit, and insufficient market information. These factors contribute to inefficiencies in the marketing system, affecting the profitability and sustainability of soybean enterprises in the region (Agada, 2014).

Moreover, the soybean marketing in Logo LGA is influenced by both domestic demand and regional trade within West Africa. The growing demand for soybean products, especially for animal feed and food processing, has made soybean an economically valuable crop. However, the market is largely informal, and price volatility remains a key issue due to seasonal supply fluctuations and limited storage facilities (Ogbanje, 2017). Economic analysis helps in identifying opportunities for improving market access, developing pricing strategies, and designing policies that can stabilize the market and enhance value addition. With proper investment in extension services, improved seed distribution, and agribusiness development, Logo LGA has the potential to strengthen its position as a leading soybean producer and marketer in Benue State (Ogbanje, 2017). The aim of this study is to analyze soybean marketing in Logo Local Government Area by examining its profitability, marketing channels, and challenges faced by marketers. The study also seeks to identify factors affecting marketing efficiency and recommend strategies for improving soybean

marketing and increasing marketers' income and productivity.

Statement of the Problem

The nutritional value of soybean as a source of protein for both people and animals is becoming more well known, suggesting that soybean is considered as a future crop. As a result, the demand for soybeans will continue to rise (Mutegei *et al.*, 2013). Despite the fact that the market's current demand for soybeans is higher than the supply, growers of the crop confront challenges in getting their products to market. The causes of this situation are unclear; one possibility is that there are not many consumers in the sector, which suggests that they might band together and set a high price for their goods, creating an uncompetitive market (Zulauf, *et al.*, 2019).

Many research have been conducted on soybean marketing in Logo local government area of several studies have been conducted in Benue State and other parts of the world on soybean marketing and its economic importance. For example, Bashir *et al.* (2018) examined the assessment of soybean marketing efficiency in Ghana. Similarly, Okonkwo and Umeh (2014) analyzed the marketing efficiency of soybean in Benue State, Nigeria, while Udeh *et al.* (2018) carried out an economic analysis of soybean marketing in Benue State, Nigeria. In another related study, Zare *et al.* (2018) investigated the impact of soybean marketing on income distribution and food security. Also, Nzima and Dzanja (2015) studied the efficiency of soybean markets in Malawi, whereas Ogbanje (2017) focused on the analysis of soybean marketing margin in Benue State, Nigeria. Therefore, this present study becomes necessary in order to further contribute to existing knowledge on soybean marketing. The study was conceived to close the knowledge gap in the development of

soyabean processors in Logo Local Government, Benue State, Nigeria with regard to costs, returns and profitability USDA (2021).

Objective of the Study

The study aimed at reviewing the economic analysis of soyabeans marketing in Logo, Benue State. Specifically, the study sought to:

1. determine the socio- economic characteristics of soyabeans marketers in the study area;
2. determine the Profitability of soyabean marketing;
3. describe the constraints of soyabeans marketing;

Test of Hypothesis

H₀₁: The result of the paired t-test revealed a significant difference in the mean returns obtained from soybean marketing activities in the study area. The analysis showed a mean return of ₦5,354.17 with a standard error of ₦49,278.47. The high standard error relative to the mean value indicates a wide variation in gross margins among the respondents, suggesting differences in the level of profitability realized by soybean marketers. Despite this variation, the result implies that soybean marketing is a profitable venture in the study area.

The profitability recorded may be attributed to several favorable factors identified among the respondents. Most of the soybean marketers were within their active and productive age bracket, which enhanced their capacity to participate effectively in marketing activities. In addition, many of them belonged to marketing associations, possessed considerable years of marketing experience, and benefited from the high demand for soybean products. Furthermore, the existence of a conducive marketing environment contributed to the smooth

operation and profitability of soybean marketing enterprises in the study area.

Methodology

The study adopts the explanatory survey method. According to Iheanacho and Iheanacho (2012), explanatory survey examines the problems that have not been clearly defined. It relies more on reviewing available literature, focus group discussions, interviews and informal discussions with stakeholders in the field.

The research was carried out in Logo Local Government Area. The Local Government area has an area of 1,408 km² and a population of 170,000 inhabitants (2006 census). It is located in the north-eastern part of Benue State, North Central Nigeria. It lies between latitudes 6° 25' and 8° 08'N and longitudes 7° 47' and 10° 0'E. The state lies within the tropical (AW) climate and experiences two distinct seasons, the wet/rainy season and the dry/summer season. The rainy season lasts between April and October with annual rainfall in the range of 100-200mm. The dry season lasts between November and March. Logo Local Government Area produces numerous agricultural products such as yam, cassava, rice, fish, sugar cane, soyabean, beans, potatoes, soybeans, sorghum, millet and cocoyam.

This study area was selected because it is among the major soyabean producing areas in Nigeria.

Logo Local Government Area shares boundaries to the East by Ukum Local Government Area, North by Wukari Local Government of Taraba State, on the North-West by Guma Local Government Area, in the West by Buruku Local Government Area and South by Katsina Ala Local Government Area figure one (1).

The sample size for the study was obtained using Taro-Yamane (1967) sample size

determination technique as given in equation 1.

$$n = \frac{N}{1+N(e)^2} \quad (1)$$

Where:

Thus, the sample size for this study is gotten using the Taro Yamane formula as follows:

$$n = \frac{241}{1 + 241(0.05)^2}$$

$$n = \frac{241}{1 + 241 \times 0.0025}$$

$$n = \frac{241}{1 + 0.6025}$$

$$n = \frac{241}{1.6025}$$

$$n = 150$$

The sample size for the study therefore, is one hundred and fifty (150)

The **Bourley's** Proportional Allocation Technique (1964) was used to determine the location and number of questionnaires to be distributed to each in Logo Local Government Area of Benue State. The formula is given in equation as follow:

$$n_b = \frac{e(n)}{N} \quad (2)$$

Where:

n_b =Bourley's Proportional Allocation Formula.

e =Population allocated from Agricultural Zones

n =Total Sample Size,

N =Population of the Study.

Table 1 shows the allocation of sample size to each location.

$$\text{ANYIIN} = \frac{150 \times 91}{241} = 57$$

$$\text{UGBA} = \frac{150 \times 60}{241} = 37$$

$$\text{ABEDA} = \frac{150 \times 50}{241} = 31$$

$$\text{AYILAMO} = \frac{150 \times 40}{241} = 25$$

The sample size of this population is one hundred and fifty (150)

Data Collection

Primary data will be used in the study. Data will be collected using well-

structured questionnaire answered by the respondents. Information on socio- economic characteristics of soyabeans marketers, marketing efficiency of soyabeans, Profitability of soyabeans marketing, determine the relationship between the marketing variables and the constraints of soyabeans marketing in the study area will be collected.

Validation of instruments

Validation in this context is a term used to describe the degree to which an instrument measures accurately what it was designed to measure. The content of the research instrument will receive further validation from an expert.

Reliability of the Instrument

The test-retest method was used where some of the questionnaire samples were taken to the field to test its reliability and the respondents provided the accurate information as desired.

Variable Specification

Age: The number of years of the soyabeans marketers at the time of the survey. It was measured in years.

Level of education: The number of years the soyabeans marketers spent in acquisition of formal education measured in years.

Farm Size: Measured in hectare.

Household size: The total number of people depending on soyabeans for their living.

Marital status: Refers to whether the soyabeans marketers is married or single at the time of data collection. Measured as dummy (MS=1 for married, MS=0 for single).

Gender: The sex of soyabeans marketing is measured as dummy (Male=1 and Female=0).

Marketing Experience: The number of years that soyabeans owner has actively undertaken soyabeans marketing experience.

Access to Credit: This refers to whether or not by soyabean marketers owner has access to credit, measured as dummy (CA=1 for access to credit, CA=0 for otherwise)

Output: Quantity of Soyabean Produced (25Kg) of Logo soyabean marketer

Model Specification

Descriptive statistics

The descriptive statistics that were used are frequencies, mean, and percentages to achieve objective one (i).

Gross Margin Analysis

Gross margin analysis was used to achieved objective two (ii)

$$GM = TR - TVC$$

Where:

GM = Gross margin / hectare

TR = Total Revenue / hectare

TVC = Total Cost / hectare

Factors Analysis Model

Factors analysis model was used to achieve objective (iii) which is to describe the constraints of soyabean marketing.

$$X_i = a_1F_1 + a_2F_2 + a_3F_3 + a_4F_4 + a_5F_5 + a_6F_6 + a_7F_7 + a_8F_8 + a_9F_9 + a_{10}F_{10} + a_{11}F_{11} + U_i$$

Where;

X_1 = (Inadequate credit facilities)

X_2 = (Price fluctuations)

X_3 = (Poor accessibility of market)

X_4 = (High cost of transportation)

X_5 = (Lack of storage facilities)

X_6 = (High rate taxation)

X_7 = (Perishability of soyabean)

X_8 = (Low demand of produce)

X_9 = (Lack of market information)

X_{10} = (Inadequate distribution system)

X_{11} = (Inadequate Road network)

a_1 - a_{11} = factor loadings

F_1 - F_{11} = factor to be extracted

U_i = error term

Results And Discussion

Socio-economic Characteristics of Soyabeans Marketers

Table 1 shows that majority (73.3%) of the soyabean marketers were males while 26.7% were females. This showed that men were involved in soyabean marketing activities more than women in the study area. The dominance of male participation in soybean marketing may be attributed to the strenuous and demanding nature of the business, which often requires mobility, capital, and intensive market interactions. The finding agrees with the study of Philip and William (2019), who observed that the majority of soybean farmers and marketers were males. However, the result contradicted the findings of Demissie *et al.* (2015), who reported greater female involvement in soybean-related activities in their study area.

On the marital status, majority of (92.7%) of the respondents were married and will have ability to work on the farm without hiring labour. About 7.3% are single, this suggests that there may be high demand for food and additional income as the family size increases. This result showed that marital status is important factor in terms of socio-cultural participation and acceptance (Eronmwon, *et al.* 2014; Gibbs, *et al.*, 2015).

The analysis of the household size of soyabean marketers in the study area showed that majority 53.3% lived with (6-9) persons in their households, 26.7% lived with 10-above persons as their household members whereas most 20% lived between (3-5) persons in their house. The findings of this study conformed to that of Okoye *et al.*, (2008) who confirmed that soyabean farmers in Anambra state had mean large household size of 6-9 persons. Similarly, Igboji, *et al.*, (2018), revealed that the results of this study were also in line with that of (Kolawole, *et al.*, 2016), who reported that majority 70 percent of his respondents had family size of between 5-10 persons. The implication of

this was that most respondents had large families.

The results of analysis of the education level attained by soyabean sellers in the study area revealed that 40.7% attained secondary education, 33.3% completed primary education, while 26.0% had non-formal education. The findings of this study agreed with (Bashir, 2018), who opined that education had positive effect on soyabean marketing output in Delta State, Nigeria. This is true because lack of education has been identified as a major factor militating against institutional support towards agriculture (Agbogidi *et al.*, 2018). The findings of (Ngenwi *et al.*, 2010) agreed with this work. They asserted that access of farmers to credit; education and agricultural seminars will significantly reduce chronic poverty among soyabean sellers in Nigeria.

Table 2 shows the distribution as members of cooperatives. Majority (78.0%) of the soyabean marketers do not belong to cooperative societies while (22.0%) subscribe to co-operative societies with mean of 1.7800. This implies that those that did not belong to any social group are majority because majority of the farmer in the study area lack knowledge on the benefits of these cooperative societies.

Majority (78.0%) of the respondents had no access to funds while 22.0% did have access to funds. This implies that those that have access to funds are probably members of the cooperative societies in the study area and must have gotten some benefits from them, thereby they enjoy easy access to farm inputs.

Majority (58.0%) of the respondents fell within the age bracket of 36--45 years, while 29.3% fell within the age bracket of 26 – 35 years and minority (12.7%) were 46-55 years. The increasing age of soyabean producers' access to funding would lead to low productivity because the ageing farmers

are less energetic to work (Ejike *et al.*, 2018). In terms of farm size most (49.5%) had farm sizes of between 3- 6 hectares, 33.3% had 2 or below 2 hectares whereas minority 17.1% had farm sizes more than 7 hectares. The mean farm size of soyabean producers in the study area was four (4) hectares. This result implies that most of the soyabean producers in the study area were small and medium-scale farmers. This finding is in line with (Kolawole and Ojo, 2007) who opined that Nigerian agriculture involved small-scale farmers who were scattered in various communities.

The study revealed that majority 100% earned as the result, the need for loan acquisition should not be neglected. Researchers like (Ekezie, 2019) and (Ejidike, *et al.*, 2018) showed that the significant effect of having access to credit facilities in reducing household poverty is as a result of the flexibility of using the credit for different activities in their households.

In the study area, most (40%) of the marketers had 7-11years of marketing experience with the mean of 8 years. This showed that most of the marketers had moderate years of marketing experience. This shows that the managerial ability of the marketers can be said to be fairly good. According to Agbogidi, *et al.* (2017), experience has been observed to have influence on practitioners' ability to enhance scarce resources by small holders in Nigeria.

The result of the data analyzed on the annual farm income of soyabean marketers in the study areas revealed that majority 58.7% earned between ₦500001 – ₦800000 per annum, 35.3% earned between ₦3100001 – ₦500000 per annum, while 6.0% earned ₦800000-100000 per annum. However. This implies that soyabean marketing in the study area earn more income from other sources than selling of farm products which can result due to high price of inputs and poor marketing price.

Table 1: Socio-economic Characteristics of Respondents (n=150)

Variables	Frequency	percentage %
Gender		
Female	40	26.7
Male	110	73.3
Marital Status		
Married	139	92.7
Single	11	7.3
Household Size		
3-5	30	20.0
6-9	80	53.3
10 and above	40	26.7
Level of Education		
Primary	50	33.3
Secondary	61	40.7
Non-formal Education	39	26.0
Age		
26-35	44	29.3
36 – 45	87	58.0
46 – 55	19	12.7
Members Cooperative		
Yes	33	22.0
No	117	78.0
Market Experience		
≤ 6	41	27.33
7 – 11	60	40
12 – 16	39	26
≥ 16	10	6.66
Access to Credit		
Yes	33	22.0
No	117	78.0
Annual Non Farm income		
Yes		
No	150	100
	0	35.3
Annual Farm Income		
₦ 100001- 500000	53	34.9
₦ 500001 – ₦ 800000	88	57.9
₦ 800001 – ₦ 1000000	9	5.9

Source: Field survey data, 2025.

Profitability of Soyabean Marketing

Table 2 showed the Budgetary technique (gross margin analysis) was used to determine the Profitability of Soyabean Marketing in the study area. Results showing the returns and profit from soyabean marketing are presented in Table 4. the result showed that the costs of marketing soyabean incurred a total mean of 67285.00 the returns of marketing soyabean incurred a total mean of 72639.17. It revealed a mean gross margin of 5354.17. The returns on investments (ROI) showed that for every ₦1 invested in marketing of soyabean, a return of 08k is realize. This showed that marketing of soyabean in the study area is profitable. This agrees with the findings of (Bashir, *et al.*

2018) that soyabean marketing was profitable in their study area.

Transportation was the highest among the cost of items of the total mean cost of 36008.33. The soyabean marketers in the study area spent more on transportation. The implication of this is that the soyabean marketers in the study area invested more on transportation since the distance from the point of production is much to the market. Storage cost was the least cost among the cost of items of 3351.667. This was due to the fact that the soyabean marketers in the study area did not store most of their produce in expensive storage facilities. Most of them used their hut in storing their produce (Udeh, *et al.*, 2018).

Table 2: Profitability of Soyabean Marketing

Variables	Observation	Mean	Standard deviation
Storage cost	150	3351.667	3969.609
Transportation cost	150	36008.33	22099.45
Distribution cost	150	13856.67	9849.398
Taxes	150	4698.333	8697.973
Cost of soyabean	150	9370.00	4562.236
Total		<u>67285.00</u>	<u>27556.42</u>
B. Returns			
Soyabean Produce	150	72639.17	76834.89
Total		<u>72639.17</u>	<u>76834.89</u>
Gross Margin		5354.17	49278.47
Returns on soyabean sales=			
₦1.08			

Source: Field survey data, 2025

Challenges in soyabean marketing

Table 3 showed the constraints were named based on the item loadings. Factor 1, 2 and 3 respectively. Factors which were highly loaded under factor 1 include Perishability of soyabean (0.468), Low

demand for produce (1.356), Inadequate credit facility (0.716), and Inadequate Road network (0.728). Factor 2 which include Lack of storage facility (0.811), Inadequate distribution system (0.808), High cost of transportation (0.93), High rate of taxation

(1.169) and Lack of market information (0.673). Factor 3 which include Price fluctuations (0.732) and Poor accessibility to markets (0.865). Ajeigbe, *et al.*, (2018) in their study on constraints and prospects of soyabean production and marketing, identified major varieties of soyabean such as white soyabean, water soyabean, yellow soyabean among others in the study area.

A critical assessment of the major factors indicates interplay of items that resulted into categories that may influence soyabean marketing in the study area. Low supply due to seasonal variation, low pricing activities, by middlemen, low demand, and pest and disease which were socio-economic factors and had constituted soyabean marketers to actively participate fully in

soyabean marketing enterprise in the study area (Rustam, *et al.*, 2020). On the other hand, Lack of storage facility, Inadequate distribution system, low demand for produce, high cost of transportation, lack of market information and high rate of taxation which were categorised under factor 2 had constrained soyabean marketers in the study area (Rustam *et al.*, 2020). Political or administrative as represented in factor 3 is a constrain because Price fluctuations and high rate of taxation had all hindered soyabean marketers from engaging fully in soyabean marketing in the study area. This may be attributed to the failure to government which has reject to implements policies necessary for the smooth running of business enterprise.

Table 3: Challenges of soyabean Marketing

Challenges	Factor 1	Factor 2	Factor 3
Lack of storage facility		0.811*	
Perishability of soyabean	0.468*		
Inadequate distribution system		0.808*	
Price fluctuations			0.732*
Low demand for produce	0.517	0.405	0.434
Poor accessibility to markets			0.865*
Inadequate credit facility	0.716*		
High cost of transportation		0.486	
High rate of taxation			0.670
Lack of market information		0.673*	
Inadequate road network	0.728*		

Source: Field Survey Data, 2025

Conclusion

In conclusion, there is a moderate level of inequality in the distribution of market shares among soybean marketers in Logo, Benue State. This calls for a strategic and inclusive approach to address disparities, fostering fair competition and opportunities for smaller participants in the soybean market. Additionally, the returns on investments (ROI) showed that for every ₦1 invested in marketing of soyabean, a return of 08k is realize. Together, these metrics provide valuable insights for policymakers

and industry stakeholders to develop targeted interventions that promote both equity and financial stability in the soybean marketing landscape of Logo.

The performance of the soybean market, gauged by its efficiency, competitiveness, and economic contribution, underscores its vital role in the local economy, reflecting its resilience in the face of various challenges.

Despite challenges posed by external factors like climate change and global market trends, the soybean market in Logo

exhibits potential for growth and development. Opportunities arising from technological advancements, improved farming practices, and market-oriented policies present avenues for enhancing the market's overall performance. The successful navigation of these challenges and the exploitation of available opportunities are crucial for sustaining the soybean market's positive economic impact in Logo. As stakeholders continue to adapt to changing dynamics, the analysis underscores the importance of informed decision-making to foster a robust, competitive, and economically viable soybean market in Logo Local Government area of Benue state, Nigeria.

Recommendations

Based on the findings of the study, the following recommendations were made:

- i. Soybean marketers and farmers should be encouraged to adopt modern agricultural and marketing technologies that can improve productivity, reduce losses, and enhance profitability within the soybean market.
- ii. There is need to strengthen cooperative societies and marketing associations to enable marketers access better market opportunities, improve bargaining power, and reduce inequalities in market share distribution among participants.
- iii. Government and relevant stakeholders should establish effective market information systems that provide timely information on soybean prices, demand, and supply to help marketers make informed business decisions.
- iv. Adequate support should be provided in the area of infrastructure, storage facilities, transportation, and access to credit in order to improve market efficiency and sustain the profitability of soybean marketing in the study area.
- v. Farmers and marketers should be

encouraged to adopt climate-smart agricultural practices such as drought-resistant soybean varieties, water conservation methods, and sustainable land management practices to reduce the effects of climate change and ensure long-term stability in soybean marketing.

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