

ABSTRACT

The impact of agricultural marketing cooperative on sales promotion cannot be overemphasized. This has prompted the researcher to carry out a research work on the subject matter, the research started by introducing the subject matter in chapter one, background of the study, objectives of the study, research question, statement of the problem the significance of the study was also highlighted in this chapter. The researcher reviewed the work of different authors in the chapter two, the concept of cooperative, meaning of agricultural cooperative, the impact of agricultural marketing cooperative on sales promotion, the role of agricultural cooperative improving the intensive at farming activities. The researcher discussed the method of gathering data, the data gathered were analyzed in chapter four. Lastly, the researcher drew a summary of findings, conclusion in chapter five and made some recommendations among which the researcher recommended that dishonest leadership should be discouraged in cooperative ventures. This should be done by putting in place adequate checks and balances in the performances of such members. Their excess should be properly controlled. Members who show an act of dishonesty should be properly sanctioned and penalized according to the stipulations of the cooperative law.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The need of Agricultural marketing arises with the production of excess, over and above consumption. This related to the concept of marketable surplus which is defined as the proportion of the total output that is available for sale after satisfying the producer. Consumption seed for next seasons planting. There is however, an exemption in this concept; as certain agricultural commodities are produced for meeting specific population need, this kolanut is widely grown in the Southern part of the country, transported and sold to

the people of the Northern part of the country who relish the commodity. Marketing bridge the gap between production and consumption. It brings together the impersonal forces of supply and demand in respect of where the market is located. Therefore, one is involved in marketing whether one grows yam, sells the tubers or process to yam flour and sell it to the village or town market in the Southern part of the country or receives supplies of grains, onions from the North.

Marketing Cooperative are found in Nigeria to be performing unique functions towards the development of Nigeria economic activities cooperative marketing could be a dynamic force in the process of economic development takes place, the marketing system is expected to extend some influence on the social, political and economic sphere of the society. This fact was supported by the World Bank report of 1954 that 'the cooperative movement can provide a valuable organizational basis for agricultural development' marketing cooperative also serves as an auxiliary cooperative.

Today, marketing has assumed a very special position in cooperative movements this is because, for any cooperative to function effectively. All must satisfy the owners who have established it, the process of doing this by achieving the cooperative goals then the society is buying the owners want respectively. All together now brand types of cooperative societies have marketing function for its major operational guide.

1.2 Statement of the Problem

Cooperative Society serves as a very strong tool which provides a favourable atmosphere for the marketing of an agricultural product on sales promotion. The marketing that cooperative society provides to their members include searching for a favourable market for the farm produce of the farmers fixing to enable farmers have optimum profit. However, the study will look into problem on how to distribute work among members who consider themselves as equal. Furthermore, the problem of how to maintain discipline, how to motivate member to work for the society and how to achieve efficient management is to be considered, the problem especially is do the society hire outside person or its members who will most likely not have the required training to manage the society any how.

1.3 Objectives of the Study

- i. To examine the impact of agricultural marketing cooperatives on sales promotion.

- ii. To determine the role of agricultural cooperative in improving the intensive at farming activities.
- iii. To find out how capital hinder agricultural cooperative development in the society.

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