ADDIS ABABA UNIVERSITY COLLEGE OF EDUCATION AND BEHAVIORAL STUDIES DEPARTMENT OF BUSINESS EDUCATION

MARKETING OF SESAME IN ETHIOPIA THE CASE OF EAST WOLLEGA ZONE OF OROMIA REGION

BY

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A Thesis Submitted to the College of Education and Behavioral Studies Department of Business Education. In Partial Fulfillment of the Requirement for the Award of MA Degree in Marketing Management

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DECLARATION

I, Thomas Tekle, declare that this Thesis is my original work and that it has not been submitted partially or in full by any other person for an award of a degree in any other University.

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This thesis has been submitted for examination with any approval as University supervisor.

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LIST OF ABBREVATIONS

ADLI = Agriculture Development Led Industrialization

CSA = Central Statistical Agency

ECX = Ethiopian Commodity Exchange

EGTE = Ethiopian Grain Trade Enterprise

ETB = Ethiopian Birr

FAO = Food and Agriculture Organization

FDRE = Federal Democratic Republic of Ethiopia

Ha. = Hectare

MoARD = Ministry of Agriculture and Rural Development

MT = Metric Tons

PASDEP = Plan for Accelerated and Sustained Development to End Poverty

QSAE = Quality and Standards Authority of Ethiopia

Qu. = Quintal

Definition of Terms

Ana (Woreda) = the level next to zone in the government structure and may be called District.

Gende (Kebele) = the lowest level next to Ana (Woreda) in the government structure.

Region = Regional state

Zone = the level of government structure that constitute region (A region is divided in to different zones)

ABSTRACT

This study investigates the Marketing of sesame in Ethiopia the case of East Wollega zone of Oromia region with particular emphasis on the agricultural marketing problems of sesame farmers. The study was initiated with the specific objectives of assessing the socio-economic profile of the sesame farmers in order to identify factors affecting the production and marketing of sesame, investigating the marketing practices of sesame farmers in Eastern Wollega zone of Oromia region, evaluating the market structure of sesame in the zone, and identifying and analyzing the marketing problems of sesame farmers in the zone. Both primary and secondary data were collected for this purpose. The primary data were collected from 236 sesame farmers in three woredas and from 4 professionals working with the farmers as supervisor. The quantitative data was analyzed using statistical procedures and presented as percentage, mean, tables, graph, charts etc. The qualitative data was analyzed by interpreting and summarizing, and finally all the data were organized to answer research queations. According to the results of the study, sample sesame farmers were characterized mainly by lack of commercial seeds, forced sales, problems on quality of the seeds, lack of storage facilities, lack of training and development on post harvest activities, lack of awareness on quality standards, malpractices of the traders like manipulating in weights and measurement, grading the produce with good quality as low quality ... and lack of proper credit facility. There are also many minor problems. Capacitating the development agents working as supervisors for the farmers with agricultural marketing knowledge and skill, identifying more productive and more locally and internationally demanded sesame seed of the zone by intensive research work, organizing the sesame farmers as sesame farmers' cooperatives, and continuous training and development of the farmers on the special features of sesame, post harvest activities and quality standards create favorable conditions for the sesame farmers to produce and market their sesame effectively and efficiently.

CHAPTER ONE

1. Introduction

Under this section the introductory parts of the study are discussed as well such as background of the study, rationale of the study, statement of the problem, objectives of the study, scope of the study, significance of the study, limitation of the study and organization of the study. The detail of each part is presented as follows.

1.1 Background of the Study

According to the National Commission on Agriculture (as cited in *Habeeb and Rahman, 2008)* Agricultural marketing is a process which starts with a decision to produce a saleable farm commodity and it involves all aspects of market structure or system, both functional and institutional, based on technical and economic operations like, assembling, grading, storage, transportation, and distribution.

The peculiar characteristics of agricultural produce result in a very complicated marketing system. Those characteristics are:

- ✓ Bulkiness
- ✓ Perish ability
- ✓ Wide varietal differences
- ✓ Seasonality
- ✓ Dispersed production
- ✓ Processing need for consumption

These characteristics make the agricultural marketing a complicated system.

Krishnamoorthy, (2009) indicates that even though marketing plays an important role in the development of rural areas, still there are several problems in the agricultural marketing system. Most of the Ethiopian farmer is very poor and illiterate; as a result they face a lot of problems in marketing their agricultural produce. *Krishnamoorthy, (2009)* says that farmers may face agricultural marketing problems such as:

- ➢ Defective Crop Planning
- ➢ Lack of Organization among cultivators

- Forced sales
- Inadequate storage facilities
- Inadequate means of transport
- Lack of market information
- Insufficient grading and standardization
- Superfluous middlemen
- Multiplicity of market charges
- Malpractices in the market

The above mentioned problems give us a clear picture of a defective agricultural marketing system. A defective marketing system makes the farmer to produce only little output. In order to have best advantage in marketing of his agricultural produce, different authors suggest that the farmer should enjoy certain basic facilities such as:

- The farmer should have proper information about the future demand of a particular commodity in the market, so that he can plan either to sow the seeds of those crops which can get him a fair return.
- Most of the villages are not linked with the business centers, which are the only means of transport for a farmer. Hence, a proper rural network with all-weather roads is necessary to develop the farmers/rural areas.
- The farmer should have proper storage facilities for storing his agricultural produce.
- The farmer should have holding capacity, in the sense, that he should be able to wait for times, when he could get better prices for his produce and not dispose of his stocks immediately after the harvest when the prices are low.
- The farmer should have clear information regarding the market conditions as well as about the ruling prices; otherwise, he may get cheated.
- There should be more organized and regulated markets, where the farmers will not be cheated by the middlemen or intermediaries.
- The number of intermediaries should be less so that middlemen's profits are reduced. This as a result, will increase profits to the farmer.
- The farmer should easily get institutional credit facilities for agriculture and allied activities.

- In the event of failure of crops, due to drought or other natural calamities, he should get financial security and crop insurance for his crops. (Habeeb and Rahman, 2008)

Sesame is one of the agricultural produces that has a very complicated marketing system. Sesame, an ancient oilseed, is one of the oldest cultivated plants in the world. This warm-season annual crop is primarily adapted to areas with long growing seasons and well-drained soils. (www.agmrc.org)

Sesame seed provides excellent food, nutrition, health care, edible oil and biomedicine. It is digestive, anti-aging and rich source of quality oil. It is rich of vitamins E, A, B complex, and Minerals like Calcium, Phosphorous, Iron, Copper, Magnesium, Zinc and Potassium. Sesame oil is used in manufacturing of soaps, cosmetics, perfumes, insecticides and pharmaceutical products (www.fao.org). Sesame cake is by-product of the oil milling industry and valued as livestock feed because of its high methane content. It has been observed that the international market of sesame has been increasing in the recent past due to high demand and various uses.

> As a major producer of sesame, Ethiopia stands fourth in the global sesame market following China, India, and Burma, respectively. Ethiopia exports almost all of its produce and is poised to become one of the top two leading sesame exporting countries in the world, with a rapidly growing export performance in recent years, destined for markets in China, Japan, Korea, Israel and Turkey. The contribution of sesame to the Ethiopian economy is rapidly growing. The total Ethiopian sesame export and the revenue it generated over the past three years exceed that of the preceding eight years by 435% and 807%, respectively. However, despite its ideal location and favorable climatic conditions for producing top quality sesame, the internal marketing system has constrained the Ethiopian sesame sector from reaching its full potential (ECX, 2009)

While it has the potential to grow in different parts of the country, sesame grows mainly in the northern and northwestern regions of Ethiopia (Humera and Wellega). For areas with shorter rainy season periods, the planting period should fall immediately after the onset of the rainy period (June to mid-September). The planting period for areas with longer rainy seasons (late May to October) the planting period should fall in the middle of that period, during which the farmer can benefit from both the rain and sun. (www.ecx.com.et)

Oromia Regional State Scenario:

Oromia region is one of the regions having high potential to grow sesame in the country. As a report compiled by Oromia region Agriculture and Rural Development Office in year 2001/2002 E.C. shows, 964,361 quintals of sesame is produced in the region that accounts for approximately 50% of the sesame produce of the country. Among the 19 Zones found in the region, East Wollega, Qellem Wollega, Illu-Abbabora, West Wollega, Horroguduru Wollega and Jimma produce significant amount of sesame. East wollega Zone takes the Lion's share in the production of sesame in the region which is 391690 quintals that accounts for 40% of the sesame produce of the region.

Short Profile of East Wollega Administrative Zone

East Wollega zone is one of nineteen zones that constitute Oromia regional state. It is situated at the western corner of the region. The land area of the zone is estimated to 14,252.73 square kilometers and occupies approximately 3.93 percent of Oromia's total area and is contiguous with:

- West Showa and Horo Guduru Wollega zones to the east,
- West Wollega zone and Benishangul Gumuz region to the west,
- Ilubabor and Jimma zones to the south, and
- Benishangul Gumuz and Amhara regions to the north.

The estimated 2009/2010 population of the zone is about 1,348,875 of which 49% (661,215) accounts male population where as the rest 51% (687,660) female population. Out of the population of the zone about 14.6 percent is estimated to dwell in urban areas where as the remaining 85.3% resides in rural. The crude density of the zone in the same year is about 94.6 people per km^2.

Presently the administrative structure of the zone consists of or is divided in to 17 Anas or Woredas (Districts) which are further subdivided in to 313 Gendes or Kebeles (the lower administrative unit) of which 287 Gendes or Kebeles are situated in rural and the rest in urban areas of the zone. The capital of the zone is Nekemte town.

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The climate of the zone is affected significantly by variation in altitude. There is a general altitudinal classification that divides the zone in to three climatic regions. These include:

- High land (Beda) with area coverage of 4.91% with average temperature between 10.9 c^0 – 18 c^0,
- Moderate (Beda Dare) with area coverage of 53.17% with average temperature between 18 c^0 – 27.4 c^0, and
- Low land (Gemoji) with area coverage of 49.92%. The average temperature per annum is with the range of 27 c^0 – 33.9 c^0. The Anger and Didesa valleys are found in this low land area in which most of the sesame produce is being produced.(Source: East Wollega zone Administration Office)

1.2 Rationale of the Study

The government of Ethiopia has set its primary economic development objective to the rapid and sustainable transformation of rural areas. The set of policies formulated by the government are based on the frame work known as "Agriculture Development Led Industrialization" or ADLI (FDRE, 2001).

It is believed that ADLI offers Ethiopia better solutions to its social and economic development needs. ADLI as a policy framework is derived from a thorough analysis of the structural distortions of the economy resulting in the declining and so fast economic growth and the review of the best international practices in bringing swift economic development.

Even though ADLI stressed the rapid transformation of the agricultural sector, it also provides for the needed linkage and subsequent qualitative change of the industrial sector (FDRE, 2001).

ADLI as a policy framework and economic development strategy is adopted by the government due to four major reasons:

- In the current Ethiopian economic context it allows to register rapid and sustainable economic growth
- It helps benefit the overwhelming majority from achieved economic development – because ADLI targets more than 85% rural population of the country
- ADLI as a strategy ensures the country to get rid of foreign relief assistance and hunger in the shortest possible time

- It facilitates the advent of a strong and developed market economy (FDRE, 2001)

Thus, the country's rural development policy that was formulated in the year 2001 is founded on the ADLI framework. The agricultural sector has been given in the mentioned policy document a fundamental role and is a key player in the implementation of the rural development policy (FDRE, 2001).

One of the tasks outlined in the rural development policy of the Government is ***the creation and consolidation of an efficient agricultural marketing system***. On the other hand the farmers (especially small farm holders which are the majority) have been producing only little output because of defective marketing system in the country. Therefore it is important to assess the current status of different agricultural produces' marketing system improvement and identify the agricultural marketing problems. Hence, this situation of relative importance of the issue initiates this study. The study is designed to solve the problems of marketing of sesame by giving small farmers of sesame, found in East Wollega Zone of Oromia Region, and provide the chance to express their feelings and attitudes regarding how they produce and market their sesame produce by using qualitative and quantitative research methods, which in turn will help any concerned body including the government to observe the existing situation and further improve the marketing system.

1.3 Statement of the Problem

As one can observe from the existing situation, currently, Ethiopia's marketing system is traditional and backward. It is mainly characterized by high costs and high risks of transacting. Trade is done on the basis of visual inspection because there was no assurance of product quality or quantity, this drove up market costs, leading to high consumer prices. For their part, small-scale farmers, who produce 95 percent of Ethiopia's output, came to market with little information and are at the mercy of merchants in the nearest and only market they, know, unable to negotiate better prices or reduce their market risk. It is time to enter the modern age of globally connected trading systems, relying on technology and knowhow.

The contribution of sesame to the Ethiopian economy is rapidly growing. The total Ethiopian sesame export and the revenue it generated over the past three years (2006 – 2008) exceeds that of the preceding eight years by 435% and 807%, respectively. However, despite its ideal location and favorable climatic conditions for producing top quality sesame, the internal

marketing system has constrained the Ethiopian sesame sector from reaching its full potential. (ECX Website)

A defective marketing system makes the farmer to produce only little output. The reason is, even if she/he produces more, because of sale of superior and inferior varieties for the same price, under weighing, high cost of transport and many unfair deductions makes his marketing costs more and finally she/he won't get even a fair return for his produce. These all are the results of the agricultural marketing problems that exist with in the farmer.

As East Wollega Zone of Oromia region is one part of the country the farmers of sesame in the Zone share all the problems mentioned above in their marketing of sesame.

Therefore this study was designed to answer the following questions:

- What is the demographic characteristic and economic profile of the sesame farmers?
- What are the demographic characteristic and economic related factors affecting the production and marketing of sesame?
- What marketing practices sesame producing farmers perform in Ethiopia in the case of eastern Wollega zone of Oromia region?
- What the sesame market structure looks like?
- What marketing problems of sesame exist?

1.4 Objectives of the Study

The overall objective of this study was to examine the marketing system of sesame in Ethiopia in the case of East Wollega Zone of Oromia region. The specific objectives were:

- ✓ To assess the demographic characteristic and economic profile of the sesame farmers in order to identify factors affecting the production and marketing of sesame.
- ✓ To investigate the marketing practices of sesame in Ethiopia specially the case of Eastern Wollega zone of Oromia region.
- ✓ To evaluate the market structure of sesame in the zone.
- ✓ To identify and analyze the marketing problems of sesame farmers in Ethiopia the case of Eastern Wollega zone of Oromia region.

2.2.2 Marketing of Sesame

- **Production**

There are factors to consider when deciding to grow sesame crop. One factor is environmental suitability. Today, the decision to plan sesame is based on the fact that it is a high-value oilseed crop with extensive local and overseas markets.

The sesame plant is an erect annual (or occasionally a perennial) that grows to a height of 20 to 60 inches, depending on the variety and the growing conditions. Some varieties are highly branched, while others are relatively unbranched. The plant thrives best on well-drained, fertile soils of medium texture and neutral PH but has little tolerance for salt. The plant has an extensive system of feeder roots, making it very drought-tolerant. Growing this plant seems to help condition the soil by improving soil structure. The sesame plant continues to produce leaves, flowers and capsules as long as the weather permits. At maturity, leaves and stems tend to change from green to yellow to red in color. At this point the leaves begin to fall off the plants and the sesame seed pods split, releasing the seed (hence the phrase, "open sesame"). In commercial varieties, maturity occurs in 90 to 120 frost-free days. (Ray, 2010)

According to the Food and Agriculture Organization (FAO), India was the world's largest producer of sesame in 2007, followed by Myanmar (Burma), and then China (www.fao.org). Not surprisingly, nearly 70 percent of the world production is in Asia. Africa grows 26 percent of the world's sesame. Latin America grows 4 percent of the total world production in Mexico, Guatemala and Venezuela.

- **Moisture**

Sesame requires a warm, moist, weed-free seedbed. Good drainage is important, because the plant is extremely susceptible to water logging at any stage of growth. However, the plant also requires adequate moisture for germination and early growth, and a minimum rainfall of 20 to 26 inches per season is necessary for reasonable yields. Moisture levels before planting and flowering have the greatest impact on yield. Light rains during the dry-down period will not seriously damage seed, but the crop should be regularly inspected for the onset of mold or similar fungal problems (Ray, 2010).

- **Weeds**

Sesame plants are poor competitors against weeds. Select fields with low weed densities and cultivate sesame fields early and as close to the rows as possible. Shallow cultivation is recommended, because the fine, fibrous sesame roots grow close to the surface and are easily damaged. Cultivate only as necessary to control weeds (Ray, 2010).

- **Harvesting**

Given the potential of fall rains, it is probably best to plan on timely harvest of the crop. Sesame harvest is usually begun about 90 to 150 days after planting. To obtain high-quality seeds, the crop must be harvested before the first filling frost. Seed damage during harvesting can affect seed viability, and storage and oil quality (Ray, 2010).

- **Storage**

Since sesame is a small flat seed; it is difficult to move much air through it in a storage bin. Therefore, the seeds need to be harvested as dry as possible and stored at 6 percent moisture or less. If the seed is too moist, it can quickly heat up and become rancid (Ray, 2010).

- **Export and Import**

International demand for sesame continues to increase every year. The world's traded sesame seed recently surpassed one million tons per year and was valued at roughly $850 million. In the last 15 years, world trade in sesame has increased by 79 percent (Ray, 2010).

The United States imports more sesame than it grows in 2009, the United States imported 35,945 metric tons (MT) of sesame seed valued at $69 million. Nearly half of the sesame was from India. This is mainly used for baked and other food products, although non-food cosmetic applications are increasing. In 2009, 11813 MT of refined sesame oil was imported in to the United States valued at $51 million. Japan was the number one source for sesame oil to the United States (Ray, 2010).

According to Ray (2010), Japan is the world's largest importer of sesame seed. Sesame oil, particularly from roasted seed, is an important component of Japanese cooking and traditionally this is the principal use of the seed. China is the second largest importer of sesame, mostly oil-grade sesame. (The country exports food-grade sesame.)

To ensure a top price for the commodity and enhance the market share through exports product image (quality perception) is important. Most importers who supply ingredient distributors and oil processors only want to purchase scientifically treated, properly cleaned, washed, dried, color-sorted, size-graded and impurity-free seeds of given minimum oil content (not less than 40 percent) packed according to international standards. Usually, only seed meeting these criteria may be exported from a producing country, (Ray, 2010).

To be able to properly investigate the way the small farm holders produce their sesame production, it is important first of all to understand all the above mentioned components of sesame production: factors to be considered are environmental suitability to decide to produce sesame, the nature of sesame seed, varieties of sesame, the moisture required by sesame, weed related issues, about harvesting, post harvesting and storage activities and import and export conditions. Because production is one of the sesame marketing mixes to be considered.

2.2.3 Ethiopian Scenario

- **Status of Sesame Production in Ethiopia**
  - **Production**

Agriculture is the mainstay of the Ethiopian economy, not only by virtue its substantial contribution to the livelihood of a large majority of Ethiopians but also for its significant contribution to the countries foreign exchange earnings. Cognizant of this fact, the Ethiopian government has pursued the Agricultural Development Led Industrialization (ADLI) strategy since 2001 as a means of economic development. The strategy document specifically indicates that the success of the effort is assured if the performance of the agricultural sector is transformed from a generation's long period of subsistence to a market-oriented commercial production system. To this effect, all responsible ministries and agencies of the

federal and regional governments and different multilateral and bilateral collaborative efforts are in the process of implementing the strategy.

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One of the tasks outlined in the rural development policy of the Government is ***the creation and consolidation of an efficient agricultural marketing system.***

As the most responsible body for this strategy The Ethiopian Ministry of Agriculture and Rural Development (MoARD), has developed a master plan to enhance market-oriented production for priority crops and livestock commodities (MoARD, 2004). The oilseeds sub-

sector, of which sesame is an important product, is one of the priority crops within the master plan. According to the master-plan document, in 2000 the total production of sesame seed was 156,600 tones, and yet this volume of production could potentially increase threefold. Consistent with this, the Ethiopian government aimed to double the production and export of oilseeds between 2005 and 2010.

Table 2.2 Number of Sesame Producers, Land under Cultivation, Total Production and Productivity in 2005-06.

Main production Regions	No. of farmers	Area in ha.	Total production	Yield/ha.	Land holding/ producer	Production contribution (%)
East Wollega	207,901	55,679	323,724	3.81	0.27	22%
Amhara	235,323	61,347	561,143	9.15	0.27	38%
Humera	122,602	71,150	481,412	6.77	0.58	8%
Benishangul Gumuz	70,739	21,693	125,584	5.79	0.31	8%
Other	16,040	1,443	2,004	1.39	0.09	0%
Total	652,605	211,311	1,493,867	7.07	0.32	100%

Source: FDRE-CSA, 2007.

- **Production and Harvest**

Sesame is mainly produced for the market and it is wanted for its seed and for the oil in the seed. Seed oil content is the most important parameter for determining its suitability for oil extraction, while sesame coat color determines the quality for the confectionery market and other purposes. Ethiopia is endowed with different specialty sesame seeds according to information obtained in this survey from the chain actors (Sorsa, 2009).

However, this potential has not been adequately tapped yet due to different production-related problems. One of these problems is the lack of improvement in the seed supply and the accompanying extension service for producers. Producers depend on traditional seeds for many years, and this is one of the most important factors that determine the (lack of) productivity of the seed. Moreover, there is no considerable extension service provided that would improve the production techniques and management of the sesame farming system. In addition to this, a shortage of input supply, mainly fertilizer, is an additional production problem. Farmers also suspect the prevalence of diseases that are damaging their sesame

during the germination and vegetative stages. Because of these and other related problems the productivity of sesame is becoming dismal, and producers consider it one of the most risky crops. As a result of this, most producers have started substituting sesame with other crops like maize and sorghum, which they consider less risky and more profitable. On the other hand, local collectors and purchasing companies complain about the poor quality of sesame due to the substantial quantity of admixtures in sesame and in adequacy of the supply quantities.

- **Sesame Marketing in Ethiopia**

Sesame market in Ethiopia is highly linked with the international market and highly volatile following changes in the supply and demand in the international arena. The major actors in the Ethiopian sesame market are exporters, wholesalers, brokers/agents, local traders (Assemblers), primary cooperatives and their unions, commercial farms and small-scale farmers. A recent study conducted in Metema area revealed that about 34% of the production is directly purchased by wholesalers from the farmers, followed by assemblers (22%) and cooperatives (18%), which shows the important role of wholesalers, assemblers and cooperatives in the sesame market chain (Alemu, 2009).

Understanding of the scattered and small-scale nature of the Ethiopian production system, the role of aggregation in improving the agricultural marketing system is given due emphasis in the national agricultural marketing strategy and this is sought to be achieved through cooperatives and their respective unions.

2.2.4 Problems of Agricultural Marketing

The significance of marketing in a country like Ethiopia where rural sector dominates in the economic sphere can be understood on the basis of the beneficial aspects like marketing, income generation, consumer satisfaction etc. Even though marketing plays an important role in the development of rural areas, still there are several problems in the agricultural marketing system.

Sesame is one of the agricultural produces. To understand well the marketing of sesame, we need to understand all aspects of agricultural marketing and through it we can assess the status of marketing of sesame. Looking in to the problems of agricultural marketing helps to

identify whether marketing of sesame shares those problems or not. As discussed by Habeeb and Rahman (2008) and Krishnamoorthy (2009) where markets for agricultural commodities are generally unorganized and unregulated and where farmers are poor, illiterate and ignorant, there will be a lot of problems in marketing of agricultural produces like sesame. The problems usually faced by the farmers are as follows:

1. Defective Crop Planning

Due to lack of knowledge or information about the demand and supply conditions about the commodities, a large number of farmers generally sow the seeds for the crop, which have good price in the market in current year. After harvesting, the supply will become more than the demand. As a result, the prices of those commodities will get affected immediately and the farmer won't get the prices what he has expected when he has sown the seeds, (Habeeb and Rahman, 2008, PP. 116-117).

2. Lack of Organization among Producers

Lack of organization among producers is one of the basic and fundamental problems in agricultural marketing. Where the farmers are small and scattered and where they are not united at village level, they are not able to bargain and obtain a higher price for their price. This comes from not realizing and not appreciating the value of joint action, for the purpose of bargaining on equal terms with buyers, (Krishnamoorthy, 2009, P. 280).

3. Forced Sales

The village is the common place where most of the farmers sell their produce just after the harvest and hence they get a very low price. The basic reason for this is the indebtedness of the farmer for his needs like to purchase seeds, manures, etc. All of these force his/her produce to the money lenders, merchants and itinerants and to borrow before and during sowing period. For production and other purposes, he/she has to enter in to advanced sale contract on less price terms with these merchants before the crop is harvested. In other cases where the crop is not sold or mortgaged it has to be disposed of immediately after the harvest in order to clear off the debt. (Habeeb and Rahman, 2008, P.117)

4. Inadequate Storage Facilities

The indigenous methods of storage adopted in the villages as well as in most of the markets do not adequately protect the produce from dampness and weevils. For instance the losses due to inadequate storage have been estimated to range from 1.5% to 2.5% in India, because of dampness, Rats, Ants, etc. (Krishnamoorthy, 2009, P. 284). There will be deterioration in the value of the products also. In a situation where there are small producers producing small outputs, they can not think of storing their produces in the store house.

5. Inadequate Means of Transport

Transport plays a very important role in the marketing of the agricultural produce. A smooth and efficient system of transport from the farmer's village to the consumer door will help the agriculturalist to bring his produce to the market without much difficulty (Krishnamoorthy, 2009, P.284). Inadequate transport facility to the contrary is one of the serious problems for the agricultural producers. Where the existing means of transport are inadequate and where communications from the field to the village and from village to the market are poor and defective, there will be delay in supply and also due to the time lag, the produce may be damaged.

6. Superfluous Middlemen

Agricultural marketing is characterized by the existence of a long chain of middlemen or intermediaries in between the producers and the consumers. This in turn reduces the effective share of the producer-sellers to a considerable extent. The existence of a long chain of middlemen take away a huge share of the price paid by the consumer and consequently, the producer gets a small share of the price, (Habeeb and Rahman, 2008, P.118).

7. Lack of Market Information

Market information is essential for producers, traders and consumers. Absence of market information about the prices is another defect in agricultural marketing system. The small farmers have practically no contact with outside world, nor are they in touch with the trend of market prices, demand pattern, consumers' tastes and preferences, and they mostly depend on the oral information received from village merchant, who are not at all interested in giving

them correct information about the prices obtained in the nearby primary or whole sale market. Absence of current news makes a producer from distant points to sell at distress prices or more elsewhere with considerable cost and loss on the one hand and on the other hand the country will have to face an unnecessary shortage of supplies which may force urban consumers to pay high prices for the available products, (Krishnamoorthy, 2009, P.287).

8. Malpractices in the Market

As discussed by Habeeb and Rahman (2008) where the market is unregulated and there are no rules and regulations of conducting business and where there is lack of standard weights and measures, malpractices are common. Hence, the producers of agricultural produces usually be cheated and exploited. They can be charged variably, manipulated in weights and measurements, their produce can be graded as low quality and payment can be delayed. As a result the poor farmer gets very poor returns for his/her hard earned produce.

9. High Cost of Borrowing

Most of the times in countries like Ethiopia where most of the farmers haven't adequate financial strength that enables them to complete the entire process of producing their agricultural produce, the cultivator is financed by the village traders who in turn is financed by the other trader next to him/her. As Krishnamoorthy (2009) reports, in the absence of warehouses and the lack of facilities for taking advances against the security of warehouse receipts there can not be any system of cheap finance against security of goods. The financial institutions found available in the village borrow funds at a high rate of interest. This naturally leads to a rise in the cost of marketing with the ultimate result that the share of the price received by the producer is correspondingly reduced.

In order to have best advantage in marketing of his agricultural produce, different authors suggest that the farmer should enjoy certain basic facilities such as:

- The farmer should have proper information about the future demand of a particular commodity in the market, so that he can plan either to sow the seeds of those crops which can get him a fair return.

- Most of the villages are not linked with the business centers, which are the only means of transport for a farmer. Hence, a proper rural network with all-weather roads is necessary to develop the farmers/rural areas.
- The farmer should have proper storage facilities for storing his agricultural produce.
- The farmer should have holding capacity, in the sense, that he should be able to wait for times, when he could get better prices for his produce and not dispose of his stocks immediately after the harvest when the prices are low.
- The farmer should have clear information regarding the market conditions as well as about the ruling prices; otherwise, he may get cheated.
- There should be more organized and regulated markets, where the farmers will not be cheated by the middlemen or intermediaries.
- The number of intermediaries should be less so that middlemen's profits are reduced. This as a result, will increase profits to the farmer.
- The farmer should easily get institutional credit facilities for agriculture and allied activities.
- In the event of failure of crops, due to drought or other natural calamities, he should get financial security and crop insurance for his crops. (Habeeb and Rahman,2008)

Sesame is one of agricultural produces that has a very complicated marketing system. Sesame, an ancient oilseed, is one of the oldest cultivated plants in the world. This warm-season annual crop is primarily adapted to areas with long growing seasons and well-drained soils. (www.agmrc.org)

CHAPTER THREE

3. Research Methodology

The methodology used in conducting this study is discussed under this chapter. The research design, sampling technique and sample size, type of data used and method of data collection and methods data analysis and presentation are included.

3.1 Research design

The descriptive method of research is used in this study. Descriptive method of research is a fact finding study with adequate and accurate interpretation of the findings. It describes what is. It describes with emphasis what actually exist such as current conditions, practices, situations or any phenomena. Since the present study or investigation is concerned with the present status of marketing of sesame the case of Eastern Wollega zone of Oromia region, the descriptive method of research was the most appropriate method to use. The study is based on both quantitative and qualitative information gathered directly from the farmers and development workers, annual reports of agriculture offices of Zone and Woredas and other related publications. As a result descriptive and simple statistical techniques such as mean, percentage, minimum, maximum, tables, and the like were adopted for the interpretation of both qualitative and quantitative data of the survey.

3.2. Sampling Technique and Sample Size

The sampling technique was proportional cluster non random sampling (equal-sized samples from each group). First the farmers were categorized in to Woredas and from each category the determined number of respondents was selected by using convenient sampling method. Among 17 woredas found in East Wollega Zone, 6(six) of them produce significant amount of sesame namely: Sasiga, Limu, Guto Gida, Haro Limu, Jimma Arjo and, Diga. From these, Sasiga, Diga and Guto Gida were convenient enough to address as they are located in the near distance from Nekemte town. Based on this, farmers of sesame in these three Woredas were selected as sampling frame for the study. As can be observed from annual report of East Wollega Zone's Agriculture and Rural Development Office more than 50,000 farmers are participated in producing sesame in the Zone in the year 2001/2002 E.C. The sample size was determined as follows.

Given – The desired precision level is such that the allowable interval is set as D = ±0.05

-A 95% confidence level is desired

-Determined Z value Z=1.96

-Based on the judgment of the researcher it is estimated that more than 80% of the sesame farmers in the target population have can respond properly on sesame marketing practices, channels and problems. Hence, π=0.81 (Population proportion)

-Using sample size determination formula $n = \frac{\pi (1-\pi) z^2}{D^2}$, (Malhotra and Birks, 2003).

$$n = \frac{0.81 (1-0.81) (1.96)^2}{(0.5)^2} = 236.48$$

=236 (rounded the next lowest integer)

It is decided to address 240 sesame farmers from the three Woredas which is 80 from each Woreda.

Regarding the development workers (professionals), those that are perceived to play key roles in supervising the sesame farmers were selected from the Zonal to Woreda level. Among the professionals only 4(four) of them were selected for interview by judgmental (non random sampling) method. Totally there were 244 respondents for this study.

3.3. Type of Data and Method of Data Collection

The method for collecting data used was survey. This is concerned with looking in to the commonality of some elements. Since this research is a status study, the survey was the most appropriate method to use in gathering data. The study used both primary and secondary data. The analytical part depends on primary data, which were gathered through the collection of quantitative and qualitative data from non randomly selected farmers, and non randomly selected development workers (professionals) of the Zone and Woredas. Because the sample size is large, the appropriate instrument of data collection to address the respondents (specially the farmers) well is questionnaire. The questionnaire contains both close and open ended questions. The larger portion was given to the close ended questions in order to effectively manage the data that is collected and to the convenience of the respondents. The questionnaire was prepared in a sequence that addresses primarily the socio-economic profile of the farmers and then the marketing practices, the market structure,

and lastly the marketing problems of sesame farmers. The questionnaire was translated to Oromifa (Oromo language) for the farmers in order to minimize communication barrier that can occur because of language. The professionals were addressed by interview.

Secondary data were obtained from annual reports, different publications, and other related documents such as Internet, magazines, various books, and the likes.

i) Document Review

An extensive review of documents was undertaken and the appropriate inferences were made.

ii) Questionnaire Administration

After reading and studying samples of questionnaires from related studies, final questionnaire has been prepared with the consultation of some knowledgeable scholars. The researcher saw to it that there were enough items to collect data to cover all the necessary aspects of the problem and to answer all the questions under the statement of the problem.

For validation purpose, the questionnaire was given to ten development agents found in one Woreda to fill up. After they filled up the copies they were interviewed by the researcher to find out their assessment of the questionnaire. They were asked if all the items were clear to them; the number of items were adequate enough to collect data about all aspects of marketing of sesame; the questions were interesting and not boring; all the items were relevant to the research problem; and the questionnaire was not too long. All of them said the items were clear, relevant, interesting and the length was alright. The few questioned items were revised for more clarity and definiteness.

240 copies of questionnaires were distributed to the development agents working on Kebele level supervising the farmers, using them as data collectors, to address the sesame farmers. Among these questionnaires, 238 were filled and collected back. From 238 questionnaires collected two of them were with significant defect and decided to be removed by the researcher. Therefore, the responses of 236 sesame farmers were used for the analysis.

3.4. Methods of Data Analysis and Presentation

Depending on the nature of data gathered, information was grouped in to quantitative and qualitative. The quantitative data was analyzed using statistical procedures such as percentage, mean, tables, graph, charts etc. The qualitative data was analyzed by interpreting and summarizing, and finally all the data were organized as research result.

CHAPTER FOUR

4. Results and Discussion

Both primary and secondary data collected are organized by categorizing in to different sub topics that can enable the findings from the data to answer all the research questions as given bellow.

4.1. Demographic Characteristics and Economic Profile of the Respondents

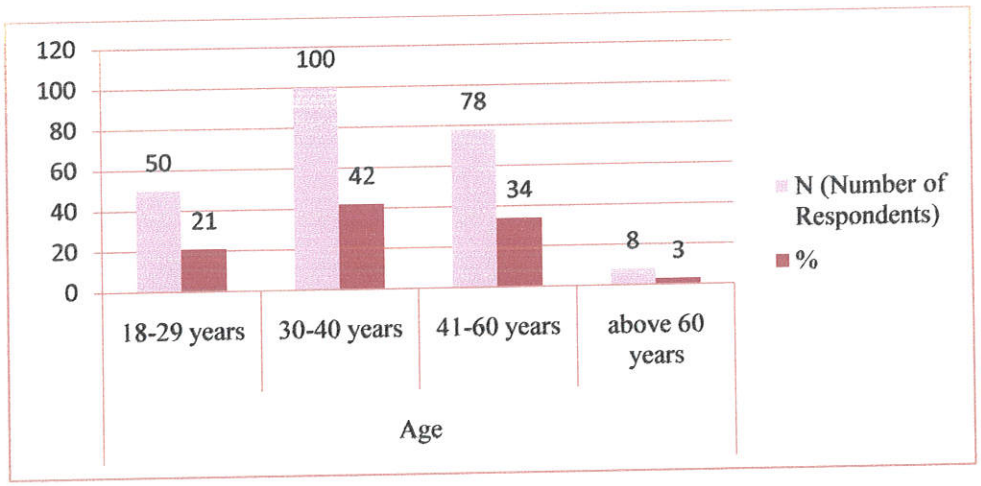
Under this demographic characteristics of the respondents such as their age, gender, marital status and education are investigated and discussed. Similarly, socio - economic profile of the respondents such as land ownership size, cropping patterns, sesame productivity, annual household income and income sources are assessed.

4.1.1. Demographic Characteristics of Respondents

A. Age

The distribution of sesame farmers according to their age is presented in chart 4.1.

Chart 4.1 Age of the respondents.



Source: Survey result, 2011.

From the chart 4.1, it can be seen that the age of the farmers are categorized by different age group. These groups are less than 18 years, 18 – 29 years, 30 - 40 years, 41 – 60 years, and above 60 years. From the data evidence, 42% (100 in number), a larger portion of the respondents are found in the age interval 30 - 40 years. Not simple number (78) which is

34% of the respondents was in the age interval 41 -60. The remaining 50(21%) and 8(3%) are found in the age interval of 18 -29 and above 60 respectively. From this we can say that a larger proportion of sesame farmers in East Wollega are in the age category of 30 years and above. From this we can see that youngsters are not being involved enough in the production of sesame produce.

B. Gender and Marital Status

The distribution of sesame farmers according to their gender and marital status is presented in table 4.1.

Table 4.1 Sex and marital status of respondents

No.	Item	Response	Number of Respondents (N)	%
1	Sex	Male	220	93
		Female	16	7
		Total	236	100
2	Marital status	Married	210	89
		single	16	7
		divorced	2	1
		widowed	8	3
		Total	236	100

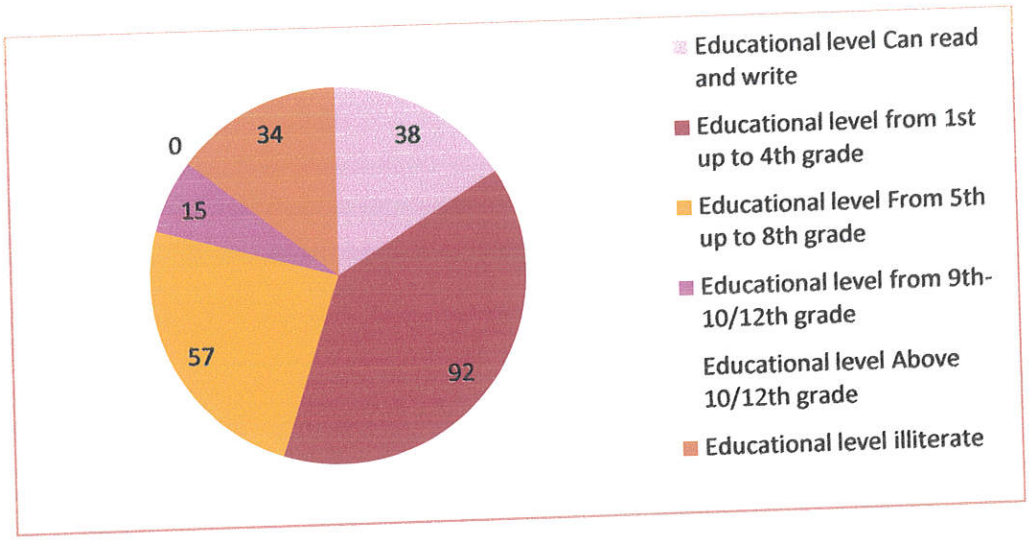
Source: Survey result, 2011.

As can be observed from table 4.1above, only about 7% of all the interviewed sesame farmers were female. Regarding marital status, 7%, 89%, 1%, and 3% are single, married, divorced and widowed, respectively. This shows that marriage is common and it is unlikely for rural household heads to remain unmarried. This can be taken as an opportunity for the sesame farmers as they usually involve their family in the production of sesame in the form of human labor.

C. Education

Education is also another socio economic indicator which influences the economic activity of farming. The educational background of the farmers is presented in chart 4.2.

Chart 4.2 Educational statuses of respondents



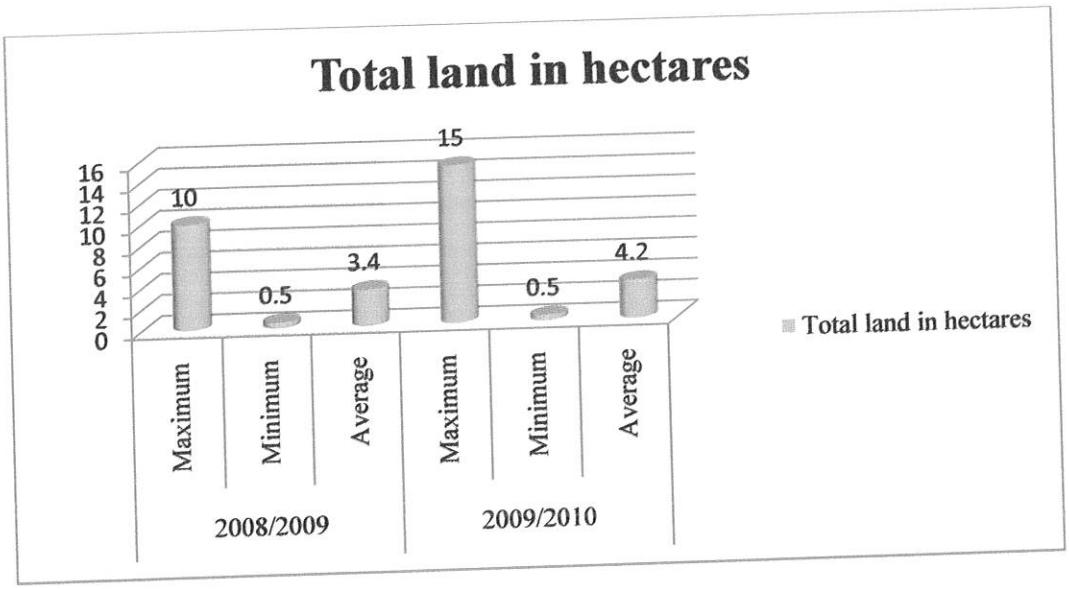
Source: Survey result, 2011.

Chart 4.2 shows that about 69% of all respondents reported to have had a formal education. Educational level of majority of the respondents which are 39% and 92 in number are from 1st up to 4th grade. Another significant number of respondents which is 57(24%) are from 5th up to 8th grade. The remaining 16%, 6% and 15% are under "can read and write", "from 9th - 10/12th grade" and "illiterate respectively. Here also, similar to the case we have seen under the age of the respondents, more educated people are not being involved in the production of sesame produce. From these two points (the cases under age and education) we can understand that in the absence of involvement of young educated people in the production of sesame produce the productivity of sesame produce stays under question.

4.1.2. Land ownership size and cropping patterns

The maximum, average and minimum total land owned in hectare by a single sesame farmer is presented in chart 4.3 below:

Chart 4.3 Total land owned in hectares per farmer



Source: Survey result, 2011.

Table 4.2 below shows the size of different land categories that respondents reported to have at the time of the survey. As we can see from chart 4.3 above, the mean cultivated land area owned in year 2009/2010 by all respondents is about 4.2 hectares. On the other hand table 4.2 shows that the mean cultivated land area owned by sesame farmers in the year 2009/2010 is 1.5 hectares. From this we can say size of land being cultivated for sesame by farmers is small. As mentioned by Krishnamurthy, (2009, pp.247-248) the production is high and more marketable surplus in the case of larger farms. But from this data what we observe is the mean cultivated land area for sesame produce which is 1.5 hectares is too small when compared with the available potential land size suitable for sesame production in the study area. This will result in low production and less marketable surplus.

Table 4.2 Land Ownership Size and Cropping Pattern

	2008/2009			2009/2010		
	Max.	Min.	Av.	Max.	Min.	Av.
Total land in hectares per farmer	10	0.5	3.4	15	0.5	4.2
Area under sesame per farmer	04	0.25	1.5	05	0.37	1.5
Any other crops per farmer	06	0.5	5	10	0.5	5.6

Source: Survey result, 2011.

The mean land area allocated for sesame, during the period under survey, showed no change in two years. As indicated by the interviewed professionals of agriculture, one of the main reasons for no change in land areas for sesame production is that sesame has to compete with maize and sorghum for the same land. Maize and sorghum has much higher productivity. Moreover, the productivity of the existing farmland for sesame is very low, and the sporadic declines are perhaps attributable to land exhaustion resulting from over-cultivation or too diseases that impact sesame. Therefore, only those farmers able to penetrate to the marginal areas, which are under cover of forests and extremely difficult to cultivate, produce sesame in large quantities. The remaining farmers cultivate limited areas of land under sesame as they fear the risk of crop failure.

4.1.3. Sesame Productivity

From the data evidence we can see that average sesame productivity is 3 quintals/ha (See table 4.3). The level of reported productivity is much lower than the average national productivity level reported by CSA (7.07quintals/ha.) for the production year 2005-06 and far below the estimated FAO potential, which is about 16 quintals/ha (FDRE-CSA, 2007). As mentioned by the interviewed professionals of agriculture office of the zone and woredas, the most likely reasons for this could vary. One possible reason is that this survey targeted only smallholder farmers, whose farm management skills and access to technical and modern equipment to boost production and productivity is highly limited. The national average, on the other hand, takes all producers into account, including those who have access to important means for improving productivity. The existing production system suffers from traditional farming practices, unimproved seeds, and the like. This therefore suggests that a need exists for interventions that would enable these farmers to use mechanisms that would improve production and productivity if the sesame value chain is to function in favor of the poor smallholder farmers. An attempt was also made to collect information on the cost of production for sesame. The collected information is based on estimates made by sesame farmers regarding the different cost items involved in sesame production on one hectare of land. Among the cost items the sesame farmers set very small amount of money for fertilizer. As replied by the interviewed professionals, the reason for this is that the sesame produce needs more organic fertilizer than chemical fertilizer. Therefore the sesame farmers use very

small amount of chemical fertilizer in the production of sesame. On average, it is estimated that 1,769.00 birr is needed to cultivate sesame on one hectare of land.

Table 4.3 Sesame productivity and cost of production

Item	2008/09 (On average)ETB	2009/10 (On average)ETB
Land productivity in Sesame (quintal/hectare.)	3	3
Expenditures (per hectare)		
a. Seeds	170	230
b. Fertilizers	63	94
c. For rent of oxen	560	590
d. For transportation	75	105
e. For harvesting	200	250
f. For labour	450	500
Total expenditure per hectare.	1518	1769
Selling price per quintal	1200	1600
Profit in Birr per quintal	694	1010

Source: Survey result, 2011.

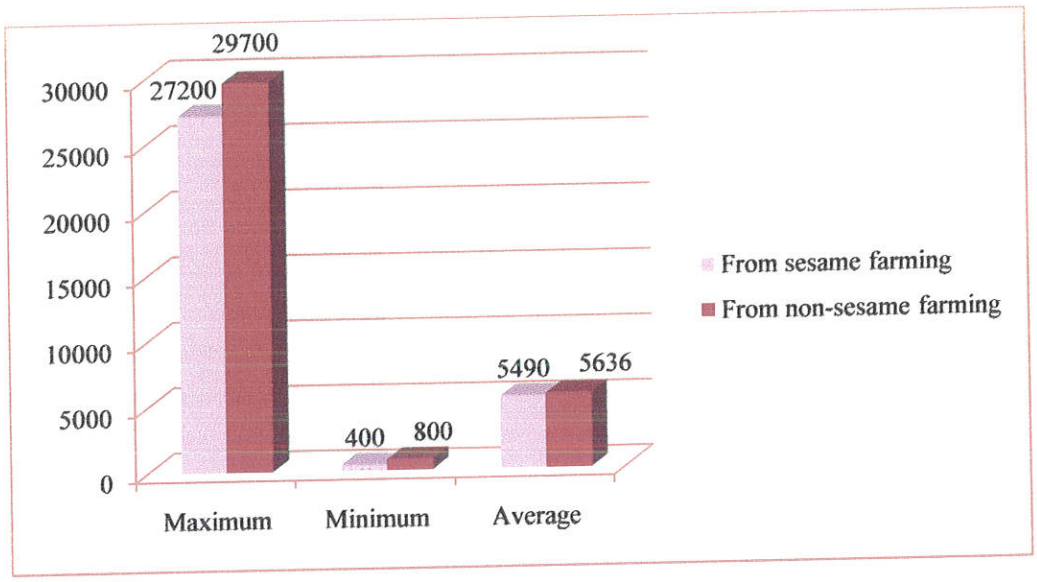
This estimate suggests that sesame production has much appeal for farmers even at the current productivity level. The current level stands at three quintals per hectare, which sells for 1,600.00 ETB per quintal, the going local market price at the time of the survey.

4.1.4. Annual Household Income and Income Sources

Sesame farmers were asked whether they had income from sources other than sesame production. This question is asked to assess to what extent farmers made sesame production their source of income, which will improve their standard of living and also may motivate them to farther produce sesame in more amount. Accordingly, as the data shows in chart 4.4, from annual household income of the sesame farmers the mean income from sesame farming is almost equivalent to income from non-sesame farming. As responded by interviewed professionals, this is resulted because of the rising of the price of sesame in international

market. From this one can understand that the increment of income from sesame is not based on the improvement of the basic activities of production and marketing of sesame.

Chart 4.4 Annual household income and income sources (in Birr)



Source: Survey result, 2011.

4.2. Marketing Practices of Sesame

As marketing of agricultural produces starts with a decision to produce a saleable farm commodity and it involves all aspects of market structure or system, both functional and institutional, based on technical and economic operations, marketing activities involved in the production of sesame such as crop planning, seeds and varieties of seeds, fertilizers, harvest and post harvest activities are discussed.

4.2.1. Production

One of the factors to be considered when deciding to grow sesame crop is environmental suitability. The first question that the interviewed professionals asked was about the background of the zone regarding environmental suitability to sesame production. Their response was as the altitude ranging 1300 – 1700m is suitable for sesame production, because in East Wollega places such as Anger Valley, Didesa Valley and the like have the altitude ranging 1400 – 1600m, the zone can be said suitable for sesame production. Another question was whether the sesame farmers are aware of the overall nature of sesame seed or not and the role of government body in making the farmers aware of such things. The need

for these questions is the uniqueness of the sesame seed and because of this it needs special care knowing the unique nature of it. For instance according to Ray (2010) the sesame plant is an erect annual (or occasionally a perennial) that grows to a height of 20 to 60 inches, depending on the variety and the growing conditions. Some varieties are highly branched, while others are relatively unbranched. The plant thrives best on well-drained, fertile soils of medium texture and neutral PH but has little tolerance for salt. The plant has an extensive system of feeder roots, making it very drought-tolerant. Growing this plant seems to help condition the soil by improving soil structure.

The sesame plant continues to produce leaves, flowers and capsules as long as the weather permits. At maturity, leaves and stems tend to change from green to yellow to red in color. At this point the leaves begin to fall off the plants and the sesame seed pods split, releasing the seed (hence the phrase, "open sesame"). In commercial varieties, maturity occurs in 90 to 120 frost-free days.

Sesame requires a warm, moist, weed-free seedbed. Good drainage is important, because the plant is extremely susceptible to water logging at any stage of growth. However, the plant also requires adequate moisture for germination and early growth, and a minimum rainfall of 20 to 26 inches per season is necessary for reasonable yields. Moisture levels before planting and flowering have the greatest impact on yield. Light rains during the dry-down period will not seriously damage seed, but the crop should be regularly inspected for the onset of mold or similar fungal problems.

Sesame plants are poor competitors against weeds. Select fields with low weed densities and cultivate sesame fields early and as close to the rows as possible. Shallow cultivation is recommended, because the fine, fibrous sesame roots grow close to the surface and are easily damaged.

The farmer, to produce sesame with required quality and productivity, is expected to have adequate knowledge on all the above important nature of sesame seed.

The interviewed professionals responded that rather than the trend of producing sesame they developed through experience. The sesame farmers have no detailed knowledge on the special nature of sesame seed and there is no provision of training on such issues from

government bodies. This shows the sesame farmers have lack of adequate training on how to handle the production process of sesame and the support from the government is not enough.

4.2.1.1. Reason for producing sesame

As it can be seen from table 4.5 below almost all of the respondents produce sesame for domestic market. While 236 (100%) of the respondents reply that they produce sesame for domestic market, among them 178(75%) of them use sesame also for personal consumption.

Table 4.4 Reason for producing sesame

No.	Item	Response	N	%
1	Reason to produce sesame	For self consumption	178	75
		For domestic market	236	100
		For international market	0	0
		Other	0	0
2	Amount of sesame for personal consumption	Very small amount	178	75
		Half	0	0
		Majority	0	0
		Nothing	58	25

Source: Survey result, 2011.

Sesame farmers were also asked what amount of their sesame produce they use for personal consumption. Majority 178(75%) of the respondents responded that they use very small amount of the sesame they produce for personal consumption. The remaining 58(25%) of the respondents replied they use nothing for personal consumption. From this we can see that even if many of the sesame farmers in the study area use a very small amount of their sesame produce for personal consumption, it can be said the farmers produce sesame for market.

4.2.1.2. Varity of Sesame and Availability of Commercial Seeds

Sesame farmers were also asked whether commercial (improved) seeds for sesame are available or not. 100% of the respondents replied that there is no commercial (improved) seed for sesame in the market. The data collected from the sesame farmers show that (see table 4.6) the sesame farmers use traditional seed whether by buying from another farmer

(private traders) or by reserving some amount from their own produce. 223 (94%) of the respondents replied that they get seed from private traders.

Among different varieties of sesame there are only two varieties called Adi and Abasena that are being produced in the study area. 219 (92%) of the respondents described that they use the variety called Adi and the rest use Abasena. In some sesame producing countries such as Indea regarding sesame seed the countries' research institutes conduct adequate research on the commercial varieties and identify and recommend varieties for different states and the important varieties for specific situations. But in the case of East Wollega zone as discussed by the interviewed professionals only one variety of sesame other than Adi and Abasena was tested in different parts of the zone and failed to be effective. After that they said that they have no idea whether similar researches are being conducted or not. It can be said such researches are very important to test varieties of sesame with high demand in international and domestic markets on the farm of the sesame farmer and to make the farmer to focus mainly on highly demanded varieties.

Table 4.5 Varity of Sesame and Availability of Commercial Seeds

Item	Response	Number	%
Varity of sesame	Adi	219	92
	Abasena	17	8
	Qelfo 74	0	0
	E	0	0
	S	0	0
	T-85	0	0
	Tate	0	0
	Other	0	0
	Total	236	100
Are commercial (improved) seeds for sesame available?	Yes	0	0
	No	236	100

Source: Survey result, 2011.

In relation with this, most of the sesame farmers in the study area do not plan the variety of sesame to be produced. Among the sesame farmers asked whether they plan or not, majority 152 (64%) responded that they do not plan. Only 84 (36%) of them replied that they plan their crop. From this we can understand that lack of crop planning can be related with the absence of commercial (improved) seed with different variety in the market.

Table 4.6 Source of Sesame Seed

No.	Item	Response	N	%
1	Source of sesame seed	Cooperatives	0	0
		Government agencies	0	0
		Private traders	223	94
		From his/her own	13	6
		Total	236	100

Source: Own survey, 2011.

4.2.1.3. Harvest

Interviewed professionals from zonal and woredas' agricultural office were asked whether there are any problems faced by the sesame farmers during the sesame harvest. All of the interviewed professionals indicated that the farmers faced some problems during harvesting time. The most important problems faced by the sesame farmers in order of importance are unexpected rain during harvest, theft and shortage of labor force. Unexpected rain is the single most important problem faced by sesame farmers. This problem comes from lack of timely information about the metrology. Theft and shortage of labor force during the collection of sesame are also the two important problems identified by the respondents. The information collected from the professionals allows us to understand that when producers complain about a shortage of labor, they are actually referring to the fact that the production and harvesting of sesame engages a significant part of their labor force.

4.2.1.4. Post Harvest Activities

In sesame marketing there have to be different post harvest activities having their own benefits. Among different post harvest activities the main are cleaning, grading, packaging, and storing.

Grading

Grading and marking of agricultural produce as per accepted quality standard helps farmers, marketing functionaries, processors, traders and consumers in efficient marketing. It enables the farmer to get higher price of the produce, facilitates competitive marketing widens the marketing process as buying and selling can take place between two parties at distant places, by quoting standard grades, it reduces the cost of marketing and minimize storage losses, it facilitates in maintaining quality of the produce, it helps the consumers to get standard quality of produce at reasonable prices and it facilitates the futures trading and thus helps in price stabilization.

From the data evidence, as the interviewed professionals described, there is no grading activity at the sesame farmers' level. Whatever is the standard and quality of the sesame, the farmer offers the sesame produce to the market with out grading his/her produce and the collectors buy as it is. The grading of sesame produce takes place only in the ECX warehouse when the collectors want to trade through ECX.

Packaging

Packaging provides physical protection against contamination, damage or handling losses during transportation of Sesame seed. The produce is handled many times between production and consumption. Hence, it plays an important role in marketing of produce. More care is to be taken in packaging of Sesame seeds meant for export. Here packaging that takes place during the post harvest activities of sesame production is given more emphasis.

Good packaging material should possess the following qualities:

- The packaging material shall be made of substances which are safe and suitable for intended use.
- The packaging material must preserve the quality of Sesame seeds.

- It must be cheap and convenient in handling.
- It must be convenient to store.
- It must prevent spoilage during transit and storage.
- It must be clean and attractive.
- It must help in reducing the marketing cost.
- It must be biodegradable.
- It must be free from chemical residue.
- Packing material should be useful after the main use.
- It must be free from undesirable odor or flavor or contamination of any toxicity to the product.

Regarding the sesame farmers in the study area, the response from the interview shows that even though some of the farmers producing significant amount of sesame pack their produce with clean and new sack, most of the farmers offering their sesame produce to the market in small amount, have no such care of packaging. They do not use convenient packaging material to store, their packaging material is not that much clean and attractive and it is doubtful whether their packaging material is free from undesirable contamination of any toxicity to the sesame produce. Here what we can understand is the collector has a mandate to pack the sesame collected from these kinds of farmers with the required packaging material. But in between the farmer and the collector, due to lack of physical protection, there may be contamination, damage or handling losses during transportation of Sesame seed. This can negatively influence the benefit of the farmer as well as the collector.

Storing (Handling)

Storage protects the quality of seed from deterioration and helps in stabilization of prices by balancing demand and supply. Storage provides protection against weather, moisture, insects, micro-organisms, rats, birds and any type of infestation and contamination.

These and others post harvest activities are expected to be well performed in order to offer better quality sesame produce and as a result gain better price. To investigate the case of East Wollege zone, the interviewed sesame farmers were asked what activities they perform after

harvesting on their sesame produce. Most of the farmers responded that they perform cleaning activity using traditional method by throwing the sesame in to wind. The other post harvest activity mentioned by some of the farmers is packing the sesame produce in new sacks. These two activities are the only answers of the farmers. As table 4.8 shows majority 213 (90%) of the respondent farmers say that they separate their sesame produce with good quality from poor quality based on the orientation they get from development agents in order to get higher price for the premium quality produce. But this activity is not scientific and being performed traditionally simply by looking in to and judging some is good quality and the other is not. As mentioned by the interviewed professionals most of the post harvest activities to be performed are not in practice at the sesame farmers' level. Rather in resent time the activities like grading, storing (Handling) well and packaging properly are being performed at the ECX warehouse after the sesame produce passes through two channel elements the farmer and the assembler (collector).

Table 4.7 Post Harvest Activities

No.	Item	Resp.	N	%
1	Do you differentiate good and poor quality of your sesame produce?	Yes	213	90
		No	23	10
		Total	236	100
2	Do you get an adequate premium price for superior quality over inferior quality produce in the market?	Yes	179	76
		No	57	24
		Total	236	100

Source: Survey result, 2011.

Furthermore, farmers were asked whether buyers consider the quality of sesame when buying from them. From table 4.8 we can see that about 76% of all the interviewed farmers reported that buyers do take the quality of sesame into account when buying. In their explanation, 24% of the farmers indicated that their buyers do not use quality as a criterion for price differentiation; instead, they only assess whether it qualifies as a product, but they do not use quality as a gauge to differentiate purchasing prices.

The sesame farmers who felt that buyers do take quality into account when buying and determining prices indicated that the level of admixture is the first and most important quality indicator used by sesame collectors, followed by the color and size of the sesame seed. From

this we can understand that there is no standard gauge of quality that the farmer can bargain based on and the buyers can manipulate as they like.

4.2.2. Price

Table 4.8 Mechanism for Sesame Price Determination

Item	Question	Response	N	%
1	Who will fix the selling price?	The cooperatives	0	0
		The market	197	83
		Government	0	0
		ECX	39	17
		Other	0	0
2	What factors influence the price of sesame? (the respondents were given an opportunity to select more than one option)	Local buyers	45	19
		International price	53	24.5
		Quality	191	80.9
		Other	0	0

Source: Survey result, 2011.

The most frequently mentioned mechanism used for sesame price determination, as mentioned by 191 respondent sesame farmers is that prices are determined by the quality of sesame, followed by international price. One important factor determining sesame prices is the goodwill of buyers since producers do not have any power when it comes to determine prices. For producers, this means that buyers, because they are small in number at the primary market level, discuss price issues among themselves and fix them at a level they mutually agree on. Therefore, no matter what the quantity or quality of a farmer's product, negotiations are difficult since buyers are unlikely to change their predetermined prices. Some farmers even complained that if they refuse to sell to their first contact and look for an alternative, subsequent contacts will further reduce the price, and the more contacts farmers approach, the more the price will be reduced. In this sense, the concept of competition does not exist among the buyers. That is why farmers believe that buyers play a determining role in fixing the price of the sesame.

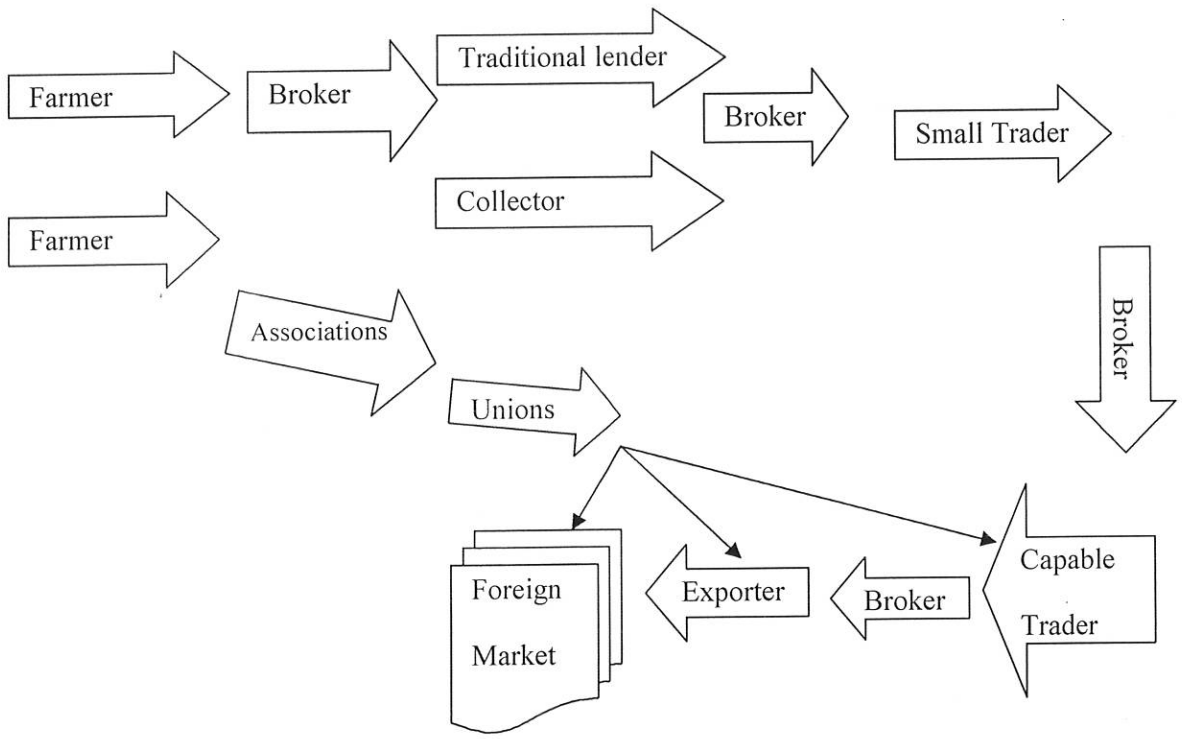
The other important issue to be emphasized here is who will fix the selling price in country level. As can be seen from table 4.9, majority of the respondents 197 or 83% replied that the selling price will be fixed by the market where many buyers and sellers meet on the floor of ECX and compete to each other properly. This trend is expected to be well practiced up to the local market.

4.3. Market Structure of Sesame

4.3.1. The Former Sesame Marketing Distribution Channel

Sesame market in Ethiopia is highly linked with the international market and highly volatile following changes in the supply and demand in the international arena. The major actors in the Ethiopian sesame market were exporters, wholesalers, brokers/agents, local traders (Assemblers), primary cooperatives and their unions, commercial farms and small-scale farmers. A study conducted in Metema area in 2007 for instance revealed that about 34% of the production is directly purchased by wholesalers from the farmers, followed by assemblers (22%) and cooperatives (18%). Let us see the case of East Wollega zone's marketing structure of sesame in the current sesame marketing season. When we see the case of the study area the interviewed professionals explained that all the above actors were participating in the sesame market of the zone until the last sesame marketing season.

Figure 4.1 The Former Sesame Marketing Distribution Channel



Source: Gibiyit Magazine, Sene (June) 2010.

The marketing activities start on the farm and the sesame will be presented for sell in two ways. Those farmers with adequate financial strength take their sesame produce to the market

while those with lack of adequate financial strength sell their sesame produce right on their farm to traders or traditional lenders ("Araxa Abedari").

In both cases the small traders buy the sesame produce from the sesame farmers with the help of brokers. These buyers have usually less financial capacity. Because of this they are not capable of exporting the sesame produce or transferring to larger towns and adding value to the sesame produce. As a result these small traders collect and store the sesame produce in the small towns and using brokers sell it to whole sellers found in larger towns. These whole sellers are those traders who wait for high price to sell the sesame produce to exporters or they are traders who supply the produce to other speculators or if possible they directly export the sesame produce by themselves by forward integration.

In general, the former sesame marketing channel had long and redundant participation of brokers to reach from the producer to the consumer. This redundancy and length of channel is known by raising price with out adding any value to the produce. See diagram 4.1.

4.3.2. Sesame trade arrangement

The most important sesame trade arrangements replied by over one-third of all respondents is selling directly to nearby local markets followed by selling in primary market. In this sesame marketing season no farmer sold sesame produce through cooperatives and cooperatives didn't involve themselves in buying and selling sesame produce in the zone as replied by the interviewed professionals because of new sesame trade arrangement introduced by ECX. Regarding the belief of the respondents on which market offer more price that benefits the farmer more, 177(75%) of the respondent sesame farmers believe that they can get more benefiting price if they can sell their sesame produce through Terminal market which is ECX in Ethiopian case directly by themselves. The question to be raised here is that while selling through terminal market is more benefiting, why the respondent sesame farmers preferred to sell their produce directly to nearby local market and primary market. From the data evidence we can see that the reasons to prefer the indicated markets are mainly because of inadequate storage facility, lack of sufficient financial strength, lack of organization and inadequate transportation facilities.

Table 4.9 Sesame Trade Arrangement

Item	Question	Response	N	%
1	Where do you sell your sesame produce?	Local market (Village market)	94	40
		Primary market	90	38
		Secondary market	52	22
		Terminal market	-	-
		Total	236	100
2	More prices from	Local market (Village market)	-	-
		Primary market	-	-
		Secondary market	59	25
		Terminal market	177	75
		Total	236	100
3	Reason to prefer the market under question number 24	For higher price	-	
		Because of inadequate transportation facilities	190	
		Lack of sufficient market information	72	
		Because of inadequate storage facilities	212	
		Lack of adequate financial strength	197	
		Total		

Source: Survey result, 2011.

4.3.3. Available Intermediaries

Table 4.10 Sesame Marketing Intermediaries

S. No.	Type of intermediaries	N	%	Average Price per Qu. of sesame	Average Sales net of selling cost
1	Itinerant merchants(local collectors)	105	44	1500	350
2	Whole sellers(suppliers)	131	56	1600	450
3	Processors (Mill owners)	-		-	-
4	Marketing cooperative society	-		-	-
5	ECX	-		-	-
6	Others (specify)	-		-	-
	Total	236	100		

Source: Survey result, 2011.

As the above table demonstrates, more than half 56% of the respondents replied that they sell their sesame produce to the whole sellers (suppliers) at primary level buying and selling center established in different areas of the zone by ECX in cooperation with the zonal and woredas' agricultural offices. Not simple number 105 (44%) of respondent farmers sell their sesame produce to local collectors at their home and these local collectors sell the produce they collected to the whole sellers licensed to buy sesame in the current situation without adding any value by better price than what the producers got from them. As indicated by different respondents of this study these licensed whole sellers (suppliers) sell the sesame produce they collected through ECX.

4.3.4. Current Status of sesame Trade through ECX

Interviewed professionals on zone and woreda level expressed that in these sesame marketing season, sesame has been traded only through ECX. Using proclamation 178/2010 (proclamation of marketing system and quality of sesame) ECX introduced new sesame trade arrangement this year (2010/2011) and the only traders licensed to buy sesame from sesame farmers (that fulfill the requirement set) are buying sesame from farmers and selling through ECX.

Trading on the ECX Trading Floor is based on standardized ECX contracts for each commodity according to class (type) and grade. It is believed that standard contracts eliminate the costs and risks associated with contract negotiation and enable a maximum number of buyers and sellers to bid on known contracts, thus increasing market liquidity and enabling a better "discovery" of true market prices. For sesame there are three classes by origin i.e. Humera, Gonder and Wellega sesame classes. For Humera class there are two grades i.e. Humera sesame 1 and 2 (HS1 and HS2), for Gonder, Gonder sesame 1 and 2 (GS1 and GS2) and for Wellega, Wellega sesame 1, 2 and 3 (WS1, WS2, and WS3).

This marketing season, already a warehouse with a capacity of 50,000 quintals with the required facilities was ready in Nekemte town around the place called Sorga. The storage facilities are capable of storing sesame for 6 months without any loss of quality.

Costs of trading through ECX

The costs of trading through ECX are related to warehousing costs (storage and handling) and ECX service fee. However, there are costs that are incurred during the pre-ECX trade, which are related to cost of brokerage that are agreed based on member-client agreement and transportation to ECX warehouses.

Pre-ECX Trade

Any market actor needs to store the product in ECX designated warehouse to trade in ECX. All the costs associated before needs to be covered by the actor. These costs are related with aggregation, cleaning, packaging, and transportation to ECX designated warehouse. If the client is not a member of ECX then all these costs are actually negotiable between the client and member and need to be put in the client-member agreement. The client-member agreement is an agreement made between a member of ECX and client, which is made by the two parties themselves. This includes pre-ECX trade or delegation of the clients.

ECX Trade

The costs of trade through ECX are related to warehousing costs (storage and handling) and ECX service fee and these are:

- Exchange fee for ECX: 0.002 % of the value of each transaction

- Warehouse Storage cost: 0.04 birr/day/quintal (1.20 birr/month/quintal) (includes fumigation, crop rotation, and other storage services
- Handling and product certification fee: 1.45 birr/quintal (Handling fee includes sampling, grading, weighting, loading and unloading)
- Re-bagging cost if there be a need.

Once the product intended for sale through ECX is stored in the ECX designated warehouse, the product is insured by ECX. The physical structure where the product is stored is also insured but it by the warehouse owner. Currently, all the warehouses designated by ECX are owned by the Ethiopian Grain Trade Enterprise (EGTE). Thus, the warehouses are insured by EGTE.

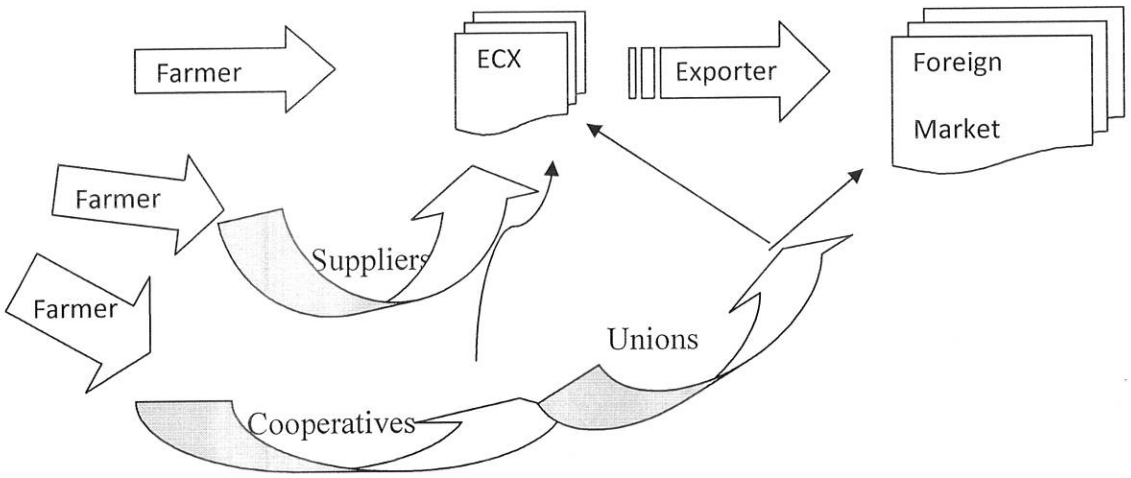
To have better understanding on the ECX contract specifications, contract available for trading, quality and standard for Wollega sesame and definition of some words and phrases, See Appendices 1, 2 and 3.

The Current Sesame Marketing Channel through ECX

In the modern marketing system while the producer has a right to export his/her own produce directly, if he or she wants to sell the sesame produce through ECX, the mechanism in which one can buy and sell being a member directly or through intermediary members to exporters is established. To enable the sesame produce to be supplied to exporters with the required quality and in a way that add value, the supplier part, having well known role and accountable, is made to exist. For small producers that are not capable to supply the required amount and for those not able and not want to be member of ECX, the way through which they can sell their produce being client is facilitated.

In general when we compare the current sesame marketing channel through ECX with the former one there are many and superfluous intermediaries and had long and redundant participation of brokers to reach from the producer to the consumer in the former one.. The existence of a long chain of middlemen reduces the share of the consumer's price received by the actual cultivator. But, in the case of the current sesame marketing channel through ECX, the number of middlemen is minimized to a reasonable amount that can improve the share of the cultivator. See diagram 4.2.

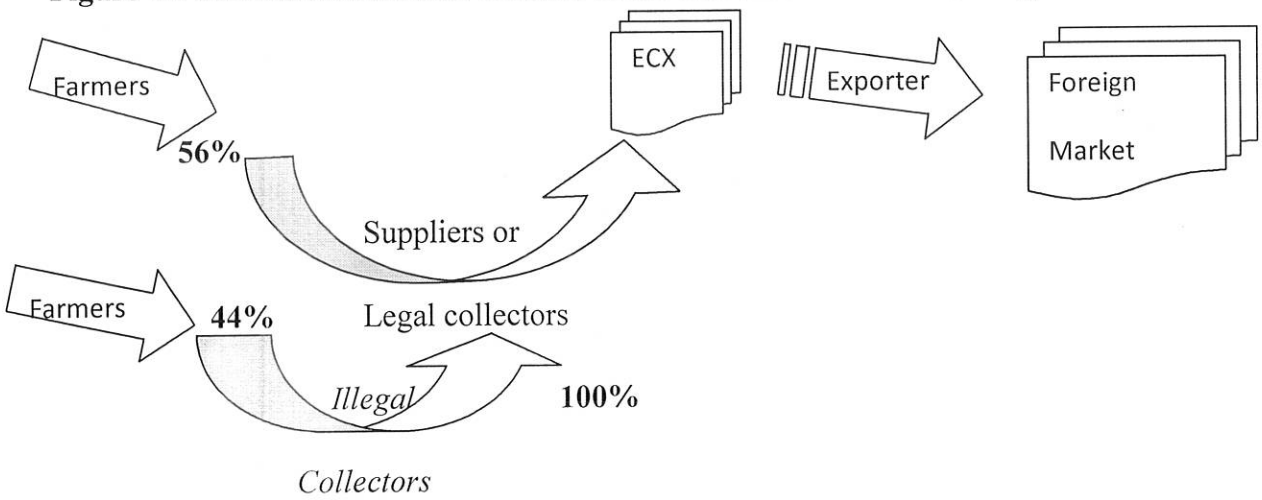
Figure 4.2 Current Sesame marketing channel through ECX



Source: Gibiyit Magazine Sene 2010.

Using the above channel, the study has observed the existing sesame distribution channel whether the sesame farmers in the study area are using exactly through the designed channel or not and identified that this sesame marketing season, the structure of marketing of sesame looks the following.

Figure 4.3 Sesame distribution channel of the current sesame marketing season



Source: Survey result, 2011

From this data we can see that the farmers and their existing cooperatives are not using the opportunity created for them to directly trade their sesame produce through ECX and even the farmers are still selling their sesame produce to the illegal collectors in their village.

4.4. Marketing Problems of Sesame Farmers

Sesame farmers were also asked whether or not they face any marketing problems. Farmers indicated that they have been imposed of different problems. Problems Such as Availability of seeds, Forced sales, Quality of the seeds, Storage facilities, Training and development on post harvest activities, Quality standards, Malpractices of the traders like manipulating in weights and measurement, grading the produce as low quality ... and Credit facility are responded as serious problems by 87%, 72%, 57%, 54%, 50%, 50%, 45% and 38% of the respondents respectively. See table 4.15.

Majority of the sesame farmers are forced to sell their produce in the village usually in wrong time in which they loss the possible price they can obtain if they stay for some additional period of time. The main reason for forced sell as mentioned by the interviewed professionals is lack of storage facility at the farmer level. Both forced sale and lack of storage facility are responded as serious problem by the farmers. Lack of storage facility forces the farmer to sell the sesame produce immediately as harvested because of the fear of distortion.

Table 4.11 Serious Sesame Marketing Problems (Defects of sesame marketing)

No.	Problems of marketing	Serious Problem		Minor Problem		Not a Problem		Total	
		N	%	N	%	N	%	N	%
1	Availability of seeds	206	87	22	9	8	4	236	100
2	Quality of the seeds	135	57	82	35	19	8	236	100
3	Storage facilities	127	54	90	38	19	8	236	100
4	Credit facility	89	38	75	32	72	30	236	100
5	Training and development on post harvest activities	119	50	82	35	35	15	236	100
6	Malpractices of the traders like manipulating in weights and measurement, grading the produce as low quality ...	106	45	100	42	30	13	236	100
7	Quality standards	118	50	99	42	19	8	236	100
8	Forced sales	170	72	40	17	26	11	236	100

Source: Survey result, 2010.

Another reason indicated by the respondents is due to the indebtedness of the farmer. According to Habeeb and Rahman, 2008, P.117, the basic reason for this indebtedness of the farmer is for his needs like to purchase seeds, manures, etc. In the case of the farmers in the study area also the same is true. All of these force his/her produce to the money lenders, merchants and itinerants and to borrow before and during sowing period. For production and other purposes, he/she has to enter in to advanced sale contract on less price terms with these merchants before the crop is harvested. In other cases where the crop is not sold or mortgaged it has to be disposed of immediately after the harvest in order to clear off the debt. This problem is aggravated because of lack of adequate credit facility and the complexity of the available credit service. Lack of credit facility is responded by the respondent farmers as a serious problem.

Regarding the quality standard even in the improved sesame marketing system introduced by ECX in this sesame marketing season and being implemented, the quality standard will be examined and determined only on the warehouse level. Majority of the farmer selling sesame produce at the primary selling and buying center have no opportunity to scientifically make his produce examined and get proper price for proper quality of his/her produce. The licensed buyer has the access to manipulate the quality of the sesame as he/she like and fix what ever price they like.

The other point is malpractices of the traders like manipulating in weights and measurement. Even if the new system requires the buyer to match their weighing instruments with the standard weight and measurement in order to get the license, the interviewed professionals replied that there is no control over the weights and measurements of the buyers. This shows the buyers can adjust their instruments as they like.

Table 4.12 Minor Sesame Marketing Problems (Defects of sesame marketing)

No.	Problems of marketing	Serious Problem		Minor Problem		Not a Problem		Total	
		N	%	N	%	N	%	N	%
1	Transportation infrastructure	58	25	154	65	24	10	236	100
2	Market information	63	27	125	53	48	20	236	100
3	Superfluous middlemen	26	11	128	54	82	35	236	100
4	Promotional support by government agencies	36	15	123	52	77	33	236	100
5	Lack of organization among cultivators	74	31	140	59	22	10	236	100

Source: Survey result, 2011.

The problems that are responded by the respondent sesame farmers as minor problems were Transportation infrastructure replied by 65% of the respondents, Lack of organization among cultivators responded by 59%, Superfluous middlemen by 54%, Market information by 53%, and Promotional support by government agencies responded by 52% of the respondents. From this we can understand that the sesame farmers in the study area are surrounded by many sesame marketing problems that need to be solved in order to make the sesame farmers beneficiary enough and encourage them to produce more and more and make them contribute their role in the development of the country.

Transport Facility

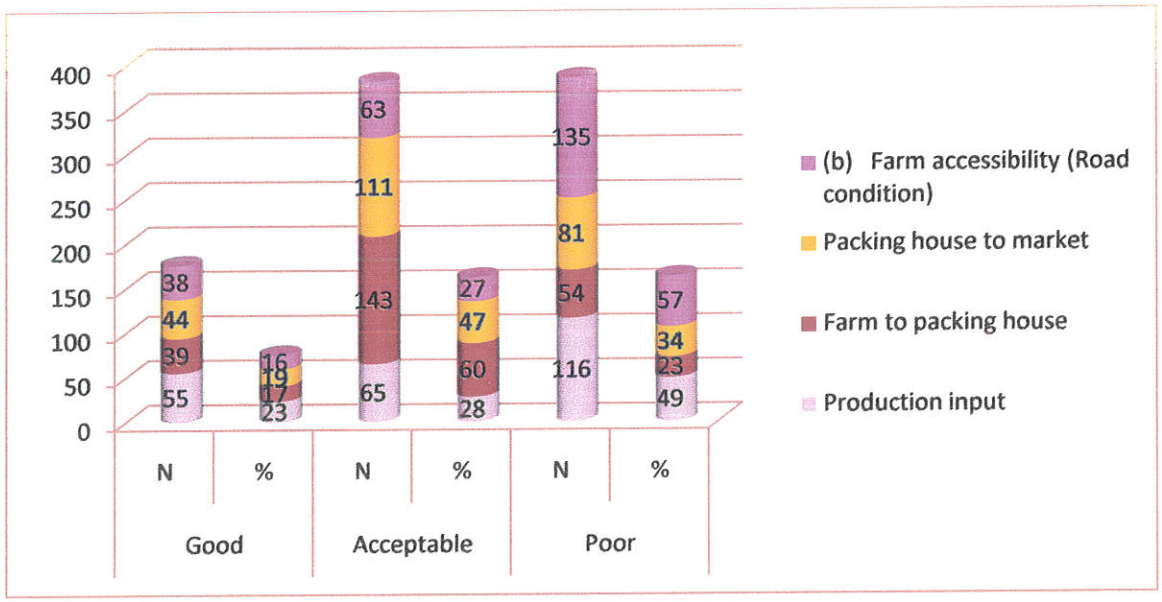
Regarding the transport facility the sesame farmers responded that availability of vehicles for production input and farm accessibility (Road condition) is poor. While majority 116(49%) of the respondents replied that the availability of vehicles for production input is poor, 135(57%) indicated that farm accessibility (road condition) is poor.

The interviewed sesame farmers were also asked about the availability of vehicles for farm to packing house and packing house to market. The respondents who answered availability of vehicles for farm to packing house is poor are 143(60%) and who responded availability of

vehicles for packing house to market is poor are 111(47%) and this shows in most places the facility is in a weak condition.

Inadequate and inefficient transportation system increases the qualitative and quantitative losses resulting in increase in cost of marketing. The cost of transport directly affects the price of sesame produce. All involved parties in sesame marketing i.e. the farmer, the trader and the consumer are affected by the shortage of transport facilities. Most farmers would like to sell their produce directly at terminal market and not at village markets. However, due to bad transportation facilities, the farmers are not willing to take the risk of transportation.

Chart 4.5 Transportation facility



Source: Survey result, 2011.

Organization among Cultivators and its Benefit

Table 4.13 Organization among Cultivators

No.	Item	Response	N	%
1	Is there any cooperative organization among cultivators?	Yes	168	71
		No	55	23
		I Don't Know	13	6
		Total	236	100
2	Are you a member of any one of the organizations of cultivators?	Yes	150	64
		No	86	36
		Total	236	100

Source: Survey result, 2011.

Table 4.14 shows that majority 168(71%) of the respondents said that there is cooperative organization among cultivators. 150(64%) of the respondent farmers replied that they are members of the existing organizations of the cultivators. The interviewed sesame farmers were also asked about what benefits or advantages they gained being the member of those organizations. Surprisingly least number of respondents replied that they are getting limited types of benefit from their cooperative organizations. Number of respondents responded that they are getting benefits such as Supply of agricultural inputs, Credit facility is available, Market information and Training service are 67, 57, 51, and 28 respectively. When we see the number of respondents, the largest number 67 is only 28% of the respondents. From this we can understand that even though there are cooperative organizations among the cultivators, they are not functioning in a good way. The farmers are small and scattered and are not united at village level and they are not able even to sell their sesame produce directly to the ECX using the opportunity they have given to sell to ECX as producer. From this we can say that the small farmers lack organization.

Table 4.14 Benefits of organization among cultivators

No.	Item	Response	N
1	What advantages do you gain being the member of the organization?	Our bargaining power on price is strengthened	0
		Storage facility is somewhat facilitated by the organization	7
		Credit facility is available	57
		Market information	51
		Training service.	28
		Reduction in cost of marketing	14
		Reduction in commission charges	0
		Easy transportation	19
		Reduces malpractices	0
		Supply of agricultural inputs	67
		All	8
		Other (Specify)	0

Source: Survey result, 2011.

In the case of superfluous middlemen the interviewed professionals explained that still there are superfluous middlemen such as illegal collectors just from the home of the producers and traditional lenders ("Arata Abedari"). They collect the sesame produce with low price from the producer and sell it to the licensed buyer in the near buying and selling center with out adding any value.

Market information is mostly not reaching to the farmer timely and in appropriate manner. The information disseminated on the daily price of sesame is most likely reach to those with the access of the radio channels used by the disseminating party. Most of the farmers have not those accesses. Instead the farmers get information through the buyers of sesame. These buyers may not be interested to give the farmers correct information about the price.

The interviewed professionals complain that even if the sesame of the zone is reach in its protein content and it is more of organic, it is not promoted well and therefore not getting appropriate price in the international market. This shows there is lack of promotional support by government agencies.

CHAPTER FIVE

5. Conclusion and Recommendations

5.1 Conclusion

Agricultural marketing is a process which starts with a decision to produce a saleable farm commodity and it involves all aspects of market structure or system, both functional and institutional, based on technical and economic operations like, assembling, grading, storage, transportation, and distribution. The study of agricultural marketing comprises all the operations, and the agencies conducting them, involved in the movement of farm produced foods, raw materials and their derivatives from the farms to the final consumers, and the effects of such operations on farmers, middlemen and consumers. Based on this, the main objectives of this study were to assess the socio-economic profile of the sesame farmers in order to identify factors affecting the production and marketing of sesame, to investigate the marketing practices of sesame in Ethiopia specially the case of Eastern Wollega zone of Oronia region, to evaluate the market structure of sesame in the zone, to identify and analyze the marketing problems of sesame farmers and to render some suggestions or recommendations based on the findings and conclusions of the study.

Three Woredas (Guto Gida, Diga and Sasiga) were selected for this study among the main sesame producers of the zone, based on their accessibility and their contribution to sesame production. The target interviewees were also identified by means of a sampling system among a number of sesame producers in the area. After the necessary data was collected with a standard interview questionnaire, it was analyzed using a renowned tool for this kind of survey data analysis called SPSS (Statistical Package for Social Science Studies).
The main conclusions that one may draw from the results can be summarized as follows:

5.1.1 Demographic Characteristics and Economic Profile of the Farmers

A larger proportion of sesame farmers in East Wollega are in the age category of 30 years and above. This shows that youngsters are not being involved enough in the production of sesame produce. Regarding marital status most of the farmers are married. This can be taken as an opportunity for the farmer as the farmer can use his/her family's manpower during the production of the sesame produce. Even though most of the farmers have a formal education, majority of them are under 8^{th} grade. From this two issues can be concluded. One is well

educated people are not involved enough in the production of sesame. The other one is that the existing famers need to be trained in order to be able to increase their productivity in producing their sesame produce in a modern way. This means, the farmers in their present status are not capable enough to exhaustive farming practices such as "use of high yielding seeds, fertilizers and pest management practices" that can lead them to higher yield.

The mean cultivated land area for sesame produce which is 1.5 hectares (which is only 35.7% of the mean total land owned by each farmer) is too small when compared with the available potential land size suitable for sesame production in the study area. This will result in low production and less marketable surplus because the production can be high and more marketable surplus in the case of larger farms. The other issue to be considered here is that almost all of the sesame farmers cultivate not only the sesame produce. They produce different crops such as maize and sorghum on the larger portion of their land. This can influence the farmers not to give enough attention to the process of producing the sesame produce and in turn result in low productivity of sesame.

Average sesame productivity is 3 quintals/ha. When compared with the average national productivity level, 7.07quintals/ha, and the estimated FAO potential, which is about 16 quintals/ha, the average sesame productivity in the study area is far lower. From this one can conclude that a need exists for interventions that would enable these farmers to use mechanisms that would improve production and productivity if the sesame value chain is to function in favor of the poor smallholder farmers for the reason that sesame production has much appeal for farmers even at the current productivity level.

When we see annual household income of the sesame farmers comparing their income from sesame farming with that of non sesame farming, even though the portion of land cultivated for sesame is much lower than that of non sesame crops, the income from sesame is becoming higher in recent years. This shows the price of sesame in international market is rising and the country's sesame is being highly demanded because of its organic nature as mentioned by different people working around marketing of sesame. This can be one factor that motivates the farmers to produce more in the future.

5.1.2 Marketing Practices of Sesame in East Wollega Zone of Oromia Region.

Today, the decision to plan sesame is based on the fact that it is a high-value oilseed crop with extensive local and overseas markets. In East Wollega areas such as Anger Valley, Didesa Valley and the like have the altitude ranging 1400 – 1600m which is suitable for sesame production. Therefore the zone can be said is suitable for sesame production. The production of sesame requires the farmer to be aware of the special features of sesame seed in the process of producing it in order to produce sesame with required quality and productivity. But the farmers in the zone have no adequate knowledge about the special nature of sesame and different cares needed in different stages of the process of sesame production except their experience they obtained from the traditional way of producing sesame. Almost all of the sesame farmers in East Wollega zone of Oromia region produce sesame only for domestic market. They are not intended to produce to international market. Even they are not trying to sell their sesame produce to the secondary and terminal market. Commercial or improved seeds are not available in the market. The farmers use traditional seeds buying from another farers and local traders or reserving by themselves from their own sesame produce. This in turn led them not to plan the variety of sesame with more demand in the international as well as domestic market and instead they produce the only available varieties (Adi and Abasena) year to year. Regarding the harvesting activity, the most important problem faced by the sesame farmers is unexpected rain during harvest. The reason for this can be lack of timely information about the metrology from the concerned body or lack of access to get such information when released. In the production of agricultural produces one of the most important issues to be considered is post harvest activities. In this study the post harvest activities in the process of producing sesame such as cleaning, grading, packaging and storing (handling) are tried to be assessed. These and others post harvest activities are expected to be well performed in order to offer better quality sesame produce and as a result gain better price. Among these mentioned activities, the sesame farmers in the study area are performing only the cleaning activity using traditional way of cleaning which is manually. Again they are trying to pack their produce in a new and clean sack based on the orientation given to them from the development agents working in their area assigned by government. This trend by itself is not sufficient to offer good quality sesame to the market. The farmers lack to perform the remaining activities. Even the post harvest activities being

performed are in a traditional way and can not able the farmer to obtain the appropriate benefit from sesame produce that he/she can get if used modern technology. On the country level it is obvious that the price is being determined by the market. When we come to the place where the farmer sells the sesame produce (the village), the farmer is already informed by the buyers that the quality of the sesame determines the price. But the reality is beyond this. Because the number of buyers in a primary buying and selling center is very small in the current situation, they have the access of discussing about the price to be fixed in their area and they can determine the price they like. Even there is the act of manipulating the quality of sesame of the farmer in the market by the buyers by grading the good quality as it has poor quality and pay unfair price. This can be related with the inexistence of competition among buyers and malpractices in the market. It can be concluded that these problems are the bottlenecks of the price determination of sesame produce in the study area.

5.1.3 Market Structure of Sesame

Previously the actors such as exporters, wholesalers, brokers/agents, local traders (Assemblers), primary cooperatives and their unions, were directly or indirectly buying sesame from the small-scale farmers in the sesame market in the case of East Wollega zone of Oromia region. But this sesame marketing season based on proclamation 178/2010 (proclamation of marketing system and quality of sesame), ECX has already introduced new sesame trade arrangement and more or less the chain is somewhat shortened. This new sesame trade arrangement allows only the sesame producer, the licensed buyer (collector), ECX through its member and the exporter to exist in sesame marketing structure. The producer (the farmer) is also allowed to trade his/her sesame produce through ECX or to directly export. But as the result of this study shows almost all of the sesame farmers haven't used this opportunity. They are selling their sesame produce to the nearby local markets followed by selling in primary market. The reason behind is each farmer take small amount of sesame to market that enables him/her to fulfill his/her immediate financial problem, no organization among sesame cultivators to bring together their produce to fulfill the required amount of sesame to trade through ECX and there are problems such as lack of storage facility and lack of adequate financial strength to cover different marketing costs. Because of this, even though sesame farmers believe that they can get more benefiting price if they can sell their sesame produce through Terminal market which is ECX in Ethiopian case directly

and it is true, they are not using the opportunity. From this one can conclude that the intention of introducing new sesame trade arrangement is good and it could minimize the intermediaries by excluding the superfluous ones. The problem is the farmers (the sesame producers) that are large in number and expected to get the larger portion of the benefit are not benefiting enough. Still the primary buyers from the farmers are manipulating the market.

5.1.4 Agricultural Marketing Problems of Sesame Farmers In East Wollega Zone

The sesame farmers in the zone are educated only up to 8th grade and the average annual household income from sesame and non sesame farming is 10626 birr. From this we can understand that most of the sesame farmers in the study area are not well educated and are poor. As a result the farmers are facing different problems in marketing their sesame produce. The problems identified as they exist by the study are absence of commercial seeds, forced sales, problems on quality of the seeds, lack of storage facilities, lack of training and development on post harvest activities, lack of awareness on quality standards, malpractices of the traders like manipulating in weights and measurement, grading the produce with good quality as low quality … and lack of proper credit facility, problems on transportation and its infrastructure, lack of organization among cultivators, superfluous middlemen, lack of appropriate market information, and lack of promotional support by government agencies. The beginning eight problems are serious problems in the zone and the remaining can be considered as minor ones. Generally in the presence of these agricultural problems it is difficult to the small farm holder farmers to produce and market the sesame produce efficiently and effectively.

5.2 Recommendations

The study area in particular, not to mention the country at large, has considerable potential to increase sesame production and seize international market opportunities. However, to attain these benefits, various improvements are needed regarding sesame production and marketing practices. Based on the findings of this study, the following points are suggested:

- Among the development agents found on each kebele, for those having diploma in plant science, giving workshops or short term trainings on agricultural marketing in order to capacitate them to advise the farmers on production and marketing of sesame for the short run solution and there should be experts qualified with agricultural marketing on each

Kebele in the long run assigned by the government. On the other hand as the zone has potential to increase sesame production, as a result of the environmental suitability and fertility of land, government should use this as opportunity to reduce unemployment by encouraging the educated youngsters to participate in sesame production. By doing these productivity of sesame can be increased and the sesame producers can offer improved quality sesame to the market that can able them to grasp higher price.

- Commercial or improved seeds should be available. The very low level of productivity of sesame is may be because of the variety of seed being used. The level of research and development activity to date for improving the potential of sesame is extremely low. Only one variety was tasted and failed to succeed in the study area. As things stand, producers are complaining that, after having made substantial investments and expended tremendous effort, their sesame fails during the germination and vegetative development stages due, perhaps, to diseases or pests. This situation frustrates producers and forces them to replace their sesame fields with other, less risky crops that yield better prices. Agricultural research institutes in the region or the country should work intensively on different varieties of sesame seeds to identify more productive and more locally and internationally demanded sesame seed of the zone. If so, the country in general and the poor farmers in particular could benefit from the production and marketing of the sesame seed.

- The sesame trade arrangement introduced by ECX and being implemented this year in the case of East Wollega zone of Oromia region is beneficiary for the farmers if they intensively use all the opportunity provided to them in the arrangement. But most of the sesame farmers are missing the benefit especially because they couldn't sell their sesame produce directly through ECX. Therefore to enable the farmers to trade their sesame produce directly through ECX and grasp the expected benefit, the government should organize the sesame farmers as sesame farmers' cooperatives in which:
  - The farmers can collect together their sesame produce to fulfill the required amount of sesame that enables them to trade through ECX,
  - The farmers can facilitate the required storage facility, and
  - The farmers can solve their financial problem that forces them to sell their sesame produce in small amount in their village and their primary market.

- For those farmers who are interested to sell their sesame produce to the legal collectors, to protect them from different malpractices such as manipulation in weights and measurements, the concerned party should establish a mechanism in which the farmer can know the right weight of his/her sesame produce before contacting to the legal collector (the primary buyer). To have this, the authorized body can organize micro and small scale enterprise as a licensed weigh man providing standardized weighing and measuring equipment as against the present practice of traders using their own equipment. This standard weights and measures safeguards the interest of parties against cheating by false or underweight. There should also be an efficient supervision by authorities of the market at the time of weighing.

- The sesame farmers need continuous training and development on the special features of sesame, post harvest activities and quality standards in order to produce and market the demanded quality sesame in the market and as a result achieve good return. Therefore the government is expected primarily to train the development agents working with the farmers at the Kebele level on production and marketing of sesame and use them to give continuous theoretical and practical training for the sesame farmers on their production and marketing of sesame.

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Agricultural Marketing Resource Center, www.agmrc.org › ... › Grains & Oilseeds

Ethiopia commodity exchange website: www.ecx.com.et ·

FAO Website: www.fao.org

Appendix 1

ECX Contract Specifications for Wellega Sesame Seed 1, 2 and 3

Description	Whitish Wollega Sesame Seed Grade 1, 2 and 3
Symbol	WSS1, WSS2, and WSS3

Contract Available for Trading

Trading unit	50 quintals (referred to as one contract)
Maximum order size (In 50Quintal increments)	Maximum order size represents the maximum number of contracts that a Member may transact in a single transaction 20 contracts or 1000 quintals
Tick size (minimum price movement)	Minimum price increment or decrement that price may be quoted: 1 Birr
Daily Position Limit	10,000 Quintals for members 2,000 Quintals for clients The Daily Position Limit is the total quantity a member or a client is allowed to buy or sell during a trading session.
Daily price filter	The daily price filter is the maximum percentage range, relative to the previous day's closing price, outside of which offer and bid prices may not fall or rise. ECX may change these limits from time to time, on a pre-announced basis. Sesame Seed: 6%
Warehouse Receipt Number	All transactions must refer to an ECX Warehouse Receipt number, indicating that commodities are in deposit in an ECX warehouse prior to trade.
Contract quote basis	All prices will be quoted "arrived Addis Ababa," regardless of actual deposited location, exclusive of taxes, fees and charges. A location differential will be applied after the order is executed.
Quotation Factor	Prices are represented in Birr per Quintal
Trading session	Monday through Friday: 8:00 am to 12:00 pm, with the exception of public holidays.

Source: Ethiopian Commodity Exchange Authority, 2010.

Appendix 2

Quality and standard for wss1, wss2, wss3

SAMPLING PROCEDURES	
• Sampling and analysis at time of deposit and delivery	Conduct sampling analysis using ECX standards
• Sampling procedure	Sampling procedure based on ECX standards
• Failing of sample	Owner of the commodity has the right to request an appeal of the sample and/or grade: • to the Warehouse Manager for the first failure • to the ECX Warehouse Operations for the second failure • to independent analyst appointed by QSAE for the third failure
• Dispute settlement	If agreement is not reached on first two analyses, QSAE will be the final arbitrator
SETTLEMENT PROCEDURE OF Sesame Seed	
• Pay-in of Funds (Time when funds will be withdrawn from buyer pay-in accounts).	On trade date (T)
• Pay-out of Funds (Time when funds will be deposited into seller pay-out account)	Next working day (T+1)
• Weight Tolerance Adjustment	The tolerance for difference between exact weight recorded and the contract standard weight is adjusted at settlement
• Location Differential Adjustment	A location differential, based on transport tariffs between Addis Ababa and the delivery center, will be pre-announced and updated by ECX, and adjusted at settlement.
• Exchange transaction fee	.02% of transaction value to buyer and seller each

• Handling and Product Certification fee	Buyer- Birr 2.6 per quintal Seller- Birr 2.7.per quintal(Handling fee includes sampling, grading, weighting, loading and unloading)
• Warehouse Storage charge	Birr 0.16 per quintal per day (includes fumigation, crop rotation, and other storage services). For the first three days free of charge.
DELIVERY PROCEDURE OF SESAME SEED	
• ECX Delivery Locations	Initial locations are: Addis Ababa, Nazareth, Shashemene, Bure, Nekemte, Humera (to be expanded on regular basis)
• Delivery Period	Number of days the buyer will have to pick up the commodity from the warehouse without paying additional charges: Trade date plus ten days
• Delivery Notice Date	Central Depository issued Notice to the Warehouse indicating transfer of title from depositor to buyer: Next working day after the trade day
• Pick Up Notice	Notification by Member as to date and agent undertaking pick up of commodity from the delivery location: Within delivery period
• Failure to pick up	Buyer is responsible for making arrangement to pick up commodity with in the delivery period (T+10). There will be a 1% charge of value of commodity per day if buyer fails to pick up goods from warehouse after the allotted time. The charge will be doubled every week until the expiration of the warehouse receipt. The charge will be based on total contract value.

• Handling and Product Certification fee	Buyer- Birr 2.6 per quintal Seller- Birr 2.7.per quintal(Handling fee includes sampling, grading, weighting, loading and unloading)
• Warehouse Storage charge	Birr 0.16 per quintal per day (includes fumigation, crop rotation, and other storage services). For the first three days free of charge.
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• Extension of Delivery Period	As per the Exchange decision due to force majeu

General Requirements

Sesame Seeds shall have a good natural color, free of objectionable odor, free of oilseeds other than sesame seeds, free of non-edible seed such as castor seed, contain no live or dead insects, contain not more than 10% moisture by weight and shall comply with the following requirements:

PARAMETERS	WSS1	WSS2	WSS3
• Damaged, Shriveled, Weevil bored, % max.	1.0	2.0	3.0
• Foreign matter, % max.	3.0	5.0	7.0
• Contrasting class	1.0	1.0	1.0
COLOUR CLASSIFICATION			
	Color of these seeds ranges from cream to white, with a mixture of **3%** reddish sesame seeds		
PACKAGING			
	Each grade of sesame shall be packed in clean and sound polypropylene (PP) bag that containing approximately 100 kg per bag. Delivery will be effective on gross weight basis, which implies that weighing of sesame will be done on inclusive of bags basis and no additional payment will be given for the cost of bag.		

Source: Ethiopian Commodity Exchange Authority, 2010.

Appendix 3

Definition of some words and phrases

DEFINITION	
• Moisture Content	The moisture content, expressed on a wet weight basis, shall be determined using an approved moisture meter calibrated according to a method prescribed by the Quality and Standards Authority of Ethiopia (QSAE). (ES ISO 6540)
• Impurities	Means damaged or defective grains, foreign matter and other cereal grains
• Broken grains	Grains which have been cracked, or chipped beyond the pericarp and horny endosperm or in the embryo area and which pass through the appropriate size round hole sieve. • Maize: 5.0 mm • Wheat: 2.0 mm • Sesame Seed: 0.7 mm • Haricot Bean: 7.0 mm
• Foreign matter	Anything other than maize grains which will pass through the appropriate size round hole sieve and any mineral, animal or plant matter which will not pass through the appropriate size round hole sieve.
• Defective grains	Means grains or pieces of grain that fall into one or more of the following categories: Immature grains, Diseased grains, Insect/pest damaged grains Other damaged grains
• Immature grains	Grains or pieces of grain that is light and thin and not fully developed.
• Diseased grains	Grains which are obviously rotted by fungi, bacteria or other organisms of decay
• Insect/pest damaged grains	Grains that have been damaged by any insect or animal pest.

Source: Ethiopian Commodity Exchange Authority, 2010.

Appendix 4

Addis Ababa University

College of Education and Behavioral Studies

Department of Business Education

Questionnaire: To be filled by **farmers of sesame**

This questionnaire is prepared by marketing management MA student of Addis Ababa University. The objective of this questionnaire is to gather data for a study entitled marketing of sesame in Ethiopia, the case of eastern Wollega zone of Oromia region.

It is clear that your genuine response of the questions will have a crucial contribution to find solution for the problems. And the researcher wants to make you confident that the information you will provide will be used only for the purpose of the research study and it will be confidential.

Thanks for your cooperation in advance!

Instruction

- ✓ ***No need of writing your name.***
- ✓ ***For the multiple choice questions encircle the letter of your choice. You can have more than one answer if it is necessary.***
- ✓ ***For the open ended questions please put your answer on the space provided only.***

1. village----------

2. Sex a) male b) female

3. Age

   a) Less than 18 years b) 18-29 years c) 30-40 years

   d) 41-60 years e) above 60 years

4. Marital status

   a) Married b) single c) divorced d) widowed

5. Educational level

   a) Can read and write b) from 1st up to 4th grade

   c) From 5th up to 8th grade d) from 9th- 10/12th grade

   e) Above 10/12th grade f) illiterate

6. Your land ownership size and cropping patterns

	2008/09	2009/10
Total land in hectares		
Area under sesame		
Any other crops		
1		
2		
3		
4		
5		

7. Annual household income and income sources (in Birr)

a) From sesame farming----------

b) From non-sesame farming----------

c) From live stock_____

d) From agricultural employment_____

e) From aid_____

f) From non- agricultural employment ____

g) Total income_____

8. Sesame productivity

	2008/09	2009/10
Land productivity in Sesame (quintal/hectare.)		
Expenditures (per hectare)		
g. Seeds		
h. Fertilizers		
i.		
d.		
e.		
f.		
Total expenditure per hectare.		
Selling price per quintal		
Profit in Birr per quintal		

9. Which variety of sesame is mostly produced in your village?

a) Adi,
b) Abasena,
c) Qelfo 74,
d) E,
e) S,
f) T-85
g) Tate.
h) Other (Specify)

10. Are commercial (improved) seeds for sesame available?

a) Yes
b) No

11. If yes, write the names of available seeds.

No.	Name of improved seed	Source

12. Sources of seeds for sesame

a) Cooperatives b) Government agencies c) Private traders d) Others (Specify)

13. What is your reason to produce sesame?

a) For self consumption
b) For domestic market
c) For international market
d) Other (Specify)

14. What amount of your sesame produce do you use for your personal consumption?
a) Nothing b) Very small c) Majority

15. Do you plan knowing which variety of sesame has more demand in the domestic as well as international market, before sowing the sesame seeds?

a) Yes
b) No, I sow the sesame that is traditionally known in the village.

16. Did you adopt any post harvest activities like cleaning, grading…

a) Yes
b) No

If yes, mention the activities

1. _____
2. _____
3. _____

17. Do you differentiate good and poor quality of your sesame produce?

a) Yes
b) No

18. Do you get an adequate premium for superior over inferior produce in the market?

a) Yes
b) No

19. To which one of the following intermediaries do you usually sale your sesame produce and with what price? Please fill your sales net of selling cost.

S. No.	Type of intermediaries	Price per Qu. of sesame	Sales net of selling cost
1	Itinerant merchants ☐		
2	Whole sellers ☐		
3	Processors (Mill owners) ☐		
4	Marketing cooperative society ☐		
5	ECX ☐		
6	Others (specify) ☐		

20. Who will fix the selling price?

a) The cooperatives b) The market c) Government d) ECX e) Other (Specify)

21. What factors influence the price of sesame?

a) Domestic price b) International price c) Quality d) Other (Specify)

22. Please fill the following table:

No.	(a) Availability of vehicles for	Good	Acceptable	Poor
	Production input			
	Farm to packing house			
	Farm to market			
	Packing house to market			
	(b) Farm accessibility (Road condition)			

23. How much did you sell during the past two years?

	Amount in Quintal	
	2008/09	2009/10
To the cooperatives		
To private traders		
To ECX		
Total amount sold		

24. Where do you sell your sesame produce?

a) Local market (Village market)
b) Primary market
c) Secondary market
d) Terminal market

25. In which one of the above you can obtain more prices net of selling costs such as transportation cost?

a) Local market (Village market)
b) Primary market
c) Secondary market
d) Terminal market

26. Why do you prefer to dispose your sesame produce to the market you selected under question no. 24 above?

a) For higher price
b) Because of inadequate transportation facilities
c) Lack of sufficient market information
d) Because of inadequate storage facilities
e) Other (Specify)

27. In your surrounding, is there any cooperative organization among cultivators?

a) Yes
b) No
c) I don't know

28. If your answer for the question no. 26 is yes, are you a member of any one of the organizations of cultivators?

a) Yes
b) No

29. If yes, what advantages do you gain being the member of the organization?

a) Our bargaining power on price is strengthened
b) Storage facility is somewhat facilitated by the organization
c) Credit facility is available
d) Market information
e) Training service.
f) Reduction in cost of marketing.
g) Reduction in commission charges.
h) Easy transportation.
i) Reduces malpractices.
j) Supply of agricultural inputs.
k) All
l) Other

For the following Questions, please put a tick mark in the box that best matches your response.

No.	Problems of marketing	Serious Problem	Minor Problem	Not a Problem
30	Availability of seeds			
31	Quality of the seeds			
32	Availability of fertilizers			
33	Quality of fertilizers			
34	Transportation infrastructure			
35	Storage facilities			
36	Market information			
37	Credit facility			
38	Training and development on post harvest activities			
39	Malpractices of the traders like manipulating in weights and measurement, grading the produce as low quality …			
40	Quality standards			
41	Multiplicity of market charges			
42	Superfluous middlemen			
43	Promotional support by government agencies			
44	Forced sales			
45	Lack of organization among cultivators			
46	Defective crop planning			

47. If you have some thing to say other than the points covered by the above questions please write on the space provided bellow._____

_____

_____

_____

Thank you again!

Appendix 5

YUNIVARSIITII FINFINNEETTI

COLLEEJJII BARNOOTAA FI QO'ANNOO AMALAA

DIPPAARTIMENTII BARNOOTA BIISINASII

Gaafannoo qonnaan bultoota saliixaatiin guutamu.

Gaafannoon kun barataa digrii 2ffaa "Maarkeeting Maaneejimantii" yunivarsiitii Finfinneetiin kan qophaa'e yommuu ta'u, kayyoon isaa qorannoo mata-dureen isaa "Gabaa Saliixa Itoophiyaa, keessattuu kan naannoo Oromiyaatti godina Wallagga Bahaa" jedhuuf odeeffannoo sassaabuufi.

Deebii isin kennitan rakkoolee jiran adda baasuun furmaata barbaachisaa arguuf ga'ee olaanaa qaba. Qo'ataan qo'annaa kanaas deebii isin kennitan tajaajila qo'annaa kanaaf qofa akka ooluu fi icitiidhaan kan qabamu ta'uu isaa ni mirkaneessa.

Gumaacha keessaniif durseen galata isinii galcha!

Qajeelfama:

- ✓ Maqaa barreessuun hin barbaachisu.
- ✓ Gaaffiilee filannoodhaaf qubee beebii keessan ibsutti maraa. Yoo barbaachisaa ta'e deebii tokkoo ol filachuun ni danda'ama.
- ✓ Gaaffilee filannoon alaa bakka duwwaa kenname irratti qofa guutuudhaan deebisaa.

1. Ganda _____
2. Saala a) Dhiira b) Dhalaa
3. Umrii a) Waggaa 18 gadi b) Waggaa 18 -29 c) Waggaa 30 – 40
   d) Waggaa 41 – 60 e) Waggaa 60 ol
4. Haala gaa'elaa a) kan fuudhe/heerumte b) kan hin fuune/hin heerumne
   c) kan hike/hiikte d) kan irraa du'e/duute
5. Sadarkaa barnootaa a) barreessuu fi dubbisuu b) kutaa 1 – 4 c) kutaa 5 – 8
   d) kutaa 9 – 10/12 e) kutaa 10/12 ol f) kan hin baranne.
6. Hanga qabiyyee lafaa fi itti fayyadama isaa gosa omishaatiin.

	2008/2009	2009/2010
Qabiyyee lafa waliigalaa hektaaraan		
Bal'ina lafa saliixaa		
Bal'ina lafa omisha biroof oolu		
1.		
2.		
3.		
4.		
5.		
6.		

7. Galii waggaa tokkoo fi madda isaa (Birriidhaan)
   a) Saliixii irraa _____
   b) Qonnaa omisha biro irraa _____
   c) Horsiisa horii irraa _____

d) Hojii qonnaa birootti qacaramuun _____
e) Gargaarsa irraa _____
f) Hojii qonnaan alatti qacaramuun _____

8. Omishtummaa saliixaa

	2008/2009	2009/2010
Omishtummaa lafa saliixaa (baay'ina kuntaalaa hektaara tokko irraa argamu)		
Baassii adda addaa hektaara tokkotti		
a. Sanyiif		
b. Xaa'oof		
c. Qacarriif (human namaa)		
d.		
e.		
f.		
Baasii walii gala hektaara tokkootti		
Gatii gurgurtaa kuntaalatti		
Bu'aa kuntaala tokko irraa argamu (Birriidhaan)		

9. Ganda keessan keessatti gosa saliixaa isa kamtu bal'inaan omishama?
   a) Adii b) Abasena c) Qelfo 74 d) E e) S f) T-85 g)Tate
   h) kan biro (ha'ibsamu)
10. Sanyii saliixaa fooyy'aa gabaa irraa ni argattuu?
    a) Eeyyee
    b) Lakki
11. Yoo deebiin keessan eeyyee ta'e maqaa sanyiiwan fooyya'oo gabaa irratti argamanii gabatee armaan gadii keessatti barreessaa:

Lakk.	Maqaa sanyii fooyya'aa saliixii	Madda
1		
2		
3		
4		

12. Maddi sanyii saliixaa isin irraa fayyadamtan kami?
    a) Waldaalee gamtaa b) Dhaabbilee mootummaa c)Daldaltoota dhuunfaa
    c) Kan biro (haa'ibsamu)
13. Saliixa omishuuf sababni keessan maali?
    a) Itti fayyadama dhunfaaf b) Gabaa biyya keessaaf c) Gabaa addunyaaf
    d) kan biro (haa'ibsamu)
14. Omisha saliixaa omishtan keessaa mana keessatti tajaajila nyaataa fi kkf'f harka meeqe fayyadamtu?
    a) Baay'ee xiqqaa b) Walakkaa c) harka caalaa d)Waawuu (hin fayyadamnu)
15. Omisha eegaluun dura gosa saliixaa kamtu gabaa biyya keessaattis ta'e kan biyya alaatti barbaadamaa akk ta'e adda baastani beekuun ni karoorsitu?
    a) Eeyyee b) Lakki
16. Sassaabbii omisha saliixaatiin booda hojiiwwan saliixa irratti raawwatamuu malan (post harvest activities) kanneen akka qulqulleessuu fi gargar fuudhuu ni raawwattuu?
    - Yoo eeyyee jettan waan sassaabbii booda raawwattan tarreessaa:
      1. _____
      2. _____
      3. _____
      4. _____

17. Omisha saliixii keessan gabaatti baasuun dura qulqullinaan (quality) gaarii kan ta'e fi kan hin taane gargar nii baastu?
    a) Eeyyee b) Lakki
18. Gabaa irratti omisha saliixaa keessan qulqullinni isaa gaarii ta'ef kan qulqullinni isaa gaarii hin taane caalaa gatii gaarii ni argattuu?
    a) Eeyyee b) Lakki
19. Qaamolee armaan gadii (intermedieries) keessaa omisha saliixii keessan harka caalu eenyutti gurgurtu? Odeeffannoo saanduqicha keessatti barbaadamanis walumaan guutaa.

Lakk.	Gosa Intermiidiyerii	Gatii saliixaa kuntaala tokkotti	Bu'aa kuntaala tokkotti
1	Daldaltoota mandaraa (Itenirant merchants)		
2	Daldaaltota hedduminaan kuusanii dabarsanii gurguran (whle salers)		
3	Omishtoota bu'aa saliixaa (processors or Mill owners)		
4	Waldaalee gamtaa (cooperatives)		
5	"ECX"f		
	Kan biro (ha'ibsamu)		

20. Gatii saliixaa eenyutu murteessa?
    a)waldaalee gamtaa b) Gabaa yeroo yeroo c) Mootummaa d)"ECX"
    e) kan biro (ha'ibsamu)
21. sababoota kamtu gatii saliixaa irratt dhiibbaa qaba?
    a) Gatii biyya keessaa b) Gatii addunyaa c) Qulqullina (Quality)
    d) kan biroo (ha'ibsamu)
22. Gabatee armaan gadii guutaa: Saanduqa deebii keessan ibsu keessatti mallattoo (√) kaa'aa.

Lakk.	(a) Jiraachuu Geejibaa (kanneen akka konkolaataa)	Gaaruu	Giddu galeessa	Dadhabaa
1	Meshaalee dheedhiif (inputs)			
2	Bakka omishaatii gara bakka qophiitiif			
3	Bakka omishaatii gara gabaatiif			
4	Bakka qophiitii gara gabaatiif			
	(b) Qaqqabamummaa lafa omishaa (haala daandii) (accessibility)			

23. waggoota lamaan darbanitti omisha saliixaa hangam gugurtan?

	Baay'ina kuntaalaan	
	2008/2009	2009/2010
Waldaalaee gamtaatti		
Daldaaltota dhuunfaatti		
"ECX"tti		
waliigala		

24. Omisha saliixaa keessan eessatti gurgurtu?
a) Gabaa mandaraa (Gandaatti) b) Gabaa jalqabaatti (Primary M.)
c) Gabaa lammataatti (Secondary M.) d) Gabaa "ECX" tti

25. gabaawwan kanneen keessaa isa kamitti osoo gurgurattanii gatii bu'aa caalaa qabu argattu?

a) gabaa mandaraatti b) gabaa jalqabaatti c) gabaa lammataatti d) gabaa "ECX"tti

26. Gaaffii lakk. 23 jalatti gabaa filattanitti omisha keessan gurguruuf maaltu isin dirqisiise?

a) Gatii fooyya'aa (caalaa) waan argannuuf b) Rakkoo geejibaatiin

c) Hanqina odeeffannoo d) Dhibiinsa bakka kuusaa e) Kan biro (ha'ibsamu)

27. Naannoo keessan keessa ijaaramni gamtaa qonnaan bultootaa jiraa?

a) Jira b) Hinjiru c) Hinbeeku

28. Deebiin keessan Jira kan jedhu yoo ta'e, isin miseensa kan itti taatan jiraa?

a) Eeyyee b) Lakki

29. Yoo eeyyee jettan miseensa ta'uu keessaniin bu'aalee maal maal argattan?

a) Gatii irratti murteessummaan keenya dabaleera

b) Tajaajila bakka kuusaa omishaa arganneerra

c) Tajaajila liqii arganneerra

d) Odeeffannoo gabaa argachuu eegalleerra

e) Tajaajila leenjii argachaa jirra

f) Baasiin gabaa nu hir'ateera

g) Rakkoo geejibaa nu salphateera

h) Gochoota seeraan alaa nurratti raawwatamaa ture nuu hir'ateera

i) Dhiyeessa sanyii fi xaa'oo arganneerra

j) Hunda

k) Kan biro (ha'ibsam)

Gaaffiilee armaan gadiitiif saanduqa deebii keessan ibsu keessatti mallattoo (√) kaa'aa.

Lakk.	Rakkoolee gabaa	Rakkoo hamaa	Rakkoo xiqqaa	Rakkoo miti
30	Jiraachuu sanyii fooyya'aa			
31	Qulqullina sanyii			
32	Jiraachuu xaa'oo			
33	Qulqullina (quality) xaa'oo			
34	Tajaajila geejibaa			
35	Bakka kuusaa qabaachuu			
36	Odeeffannoo gabaa			
37	Tajaajila liqii			
38	Sassaabbii omishaa booda wantoota raawwatamuu malan irratti leenjii argachuu			
39	Gochoota seeraan alaa kanneen akka madaallii hatuu, qulqullina gadi buusuu...gabaa keessatti			
40	Sadarkaa qulqullinaa (standard)			
41	Heddummachu kaffaltii adda addaa gabaa keessatti			
42	Baaya'achuu wal harkaa fuutoota omisha saliixaa			
43	Omisha saliixaa beeksisuu irratti deggersa mootummaa			
44	Dhiibbaa adda addaatiin omisha yeroo malee gurguruu			
45	Hanqina gamtaadhaan ijaaramanii hojjechuu qonnaan bultootaa			
46	Karoora dogoggoraa gosa meeshaa			

47. Qabxiilee gaaffiilee armaan olii keessatti hammatamaniin alatti yaada yoo qabaattan bakka keenname irratti barreeffamaan ibsaa

_____

_____

_____

Galatoomaa!

Appendix 6

Interview Questions

To be filled by professionals.

Research Title: Marketing of sesame in Ethiopia the case of Eastern Wollega zone of Oromia region.

Researcher's Name: Thomas Tekle

The following questions are prepared to produce a research paper for the fulfillment of Master's Degree Marketing Management given by Addis Ababa University.

Dear, Sir/Madame:

The main intension of the questionnaire is to collect reliable information about the issue of "Marketing of sesame" in East Wollega zone. The main objectives incorporated are to assess the socio-economic profile of the sesame farmers in order to identify factors affecting the production and marketing of sesame, to investigate the marketing practices of sesame in Ethiopia specially the case of Eastern Wollega zone of Oronia region, to evaluate the market structure of sesame in the country, to identify and analyze the marketing problems of sesame farmers in Ethiopia specially the case of Eastern Wollega zone of Oromia region and To render some suggestions or recommendations based on the findings and conclusions of the study.

Please, be honest because your honest response is paramount to attain the intended objectives. All your responses that you provide will be kept confidential and used only for research purpose.

1. Background of the zone regarding environmental suitability to sesame production

   _____

   _____

2. What varieties of sesame are available in your area?

   _____

   _____

3. What middlemen are available that participate in moving the sesame produce from the farmer to the consumer in your area?

a. Itinerant merchants (local collectors)
b. Whole sellers
c. Processors (Mill owners)
d. Marketing cooperative society
e. ECX
f. Others (specify)

4. What is the degree of support from different institutions on production and marketing of sesame to the small farm holders? _____

5. Do the sesame farmers get sufficient information about demand and supply of sesame? _____

6. If the answer for question number 3 is yes, what are the sources of information?

7. What is the status of infrastructure like road, telecommunication and storage in the area of sesame produce?

8. Are the small farm holders producing sesame in your area aware of activities such as sorting, cleaning, packaging, and grading that can improve the quality of their sesame produce?

9. Production of sesame by small farm holders = _____%, by commercial farmers =_____%

10. Current status of sesame trade through ECX _____

Who is a market actor in the case of ECX?

a. The farmer _____%
b. Middlemen _____%
c. Others _____% (please specify)

11. What agricultural marketing problems do you commonly observe regarding the marketing of sesame in your area? _____

_____

_____

_____

12. What is your suggestion about lines of improvement for defects in the agricultural marketing system regarding the marketing of sesame? _____

_____

13. Is there organization among cultivators of sesame? _____
14. If yes how strong is the organization and what benefits are the sesame farmers getting from being member of the organizations? _____

_____

_____

_____

_____

THANKS, FOR YOUR COOPERATION!

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