Trends and Prospects for Demand for Gari: Overview

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Gari

- Gari is a granular roasted free flowing finished product obtained by traditional or industrial processing of cassava roots.
- A report by Phillip et. al. (2004) reflects that cassava (gari) is truly a national food with an urban market presence.
- Cassava gari appears to be a ‘food of choice’ even in the face of alternative food options in urban areas (Maziya-Dixon et al., 2004).
- Some of the dry processed food products from cassava (such as gari and fufu flour) are known to be finding their ways to emigrant Nigerian communities in United States and Europe (Dipeolu et al., 2001).
Forms in which traders sell gari

Yellow gari cost more than white gari.

<table>
<thead>
<tr>
<th>Color</th>
<th>White</th>
<th>Yellow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creamy white</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very white</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Yellow gari cost more than white gari.
Consumption of Gari

- Gari is mostly consumed either as a paste made with hot water and eaten with soup or by soaking in cold water with sugar, coconut, roasted peanut, fish, boiled cowpea as complements.

*Gari* of low quality characterized by high moisture content, high fibre content resulting from poor sieving and large coarse texture.
## Standards & Quality of Cassava Gari

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Limits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moisture content, %, by mass, max.</td>
<td>8.0%</td>
</tr>
<tr>
<td>Acid insoluble ash, %, by mass, max</td>
<td>0.2%</td>
</tr>
<tr>
<td>Total acidity, determined as lactic acid</td>
<td>0.6-1.0%</td>
</tr>
<tr>
<td>Crude fibre, % m/m, max</td>
<td>2.0</td>
</tr>
<tr>
<td>Total cyanide content, mg/kg, max</td>
<td>2.0</td>
</tr>
<tr>
<td>Total ash, % m/m, max</td>
<td>1.5</td>
</tr>
</tbody>
</table>
Production of gari

- Gari is produced following harvesting of cassava, peeling, grating, dewatering, fermentation (optional), sieving, frying and bagging.
Micro processing centres capacity: 1t per day

- Shed and equipment (grater, 2 pressers, 1 sifter, and 3 tray fryers)
Gari Processing Equipment

High powered Grater

Adapted Brazilian Double Press

Adapted Brazilian Automatic Roaster

IITA-CFCWA----2012 ABUJA, S/L
10t/day Automated Gari Plant in Niger Delta since 90s

Sample installed in Obubra Cross River, Portharcourt, Rivers, Ika Delta State, Igbenedion Benin City
AL-FAWAZ FARMS & AGRO ALLIED LTD, ISEYIN, OYO STATE
TRUST-MICHAEL LIMITED, LANLATE, OYO STATE
# Gari Processing Centres

<table>
<thead>
<tr>
<th>Issues</th>
<th>Processing Factories</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Cottage/MPCs</td>
</tr>
<tr>
<td>Products</td>
<td>Unbranded gari</td>
</tr>
<tr>
<td>Availability of Markets</td>
<td>Locally available and strong</td>
</tr>
<tr>
<td>Good Manufacturing Practices</td>
<td>Not in place</td>
</tr>
<tr>
<td>Materials of construction for observed processing machines</td>
<td>Not made of food grade materials</td>
</tr>
<tr>
<td>Standards for traded cassava products</td>
<td>Locally available</td>
</tr>
<tr>
<td>Daily Quantity produced</td>
<td>50-70kg/day</td>
</tr>
<tr>
<td>Environmental</td>
<td>Poor drainage system</td>
</tr>
<tr>
<td>Average Capacity</td>
<td>&lt;50 kg dried product/day</td>
</tr>
<tr>
<td>Market requirements</td>
<td>Locally available and very strong</td>
</tr>
</tbody>
</table>
Market Structures
Socio-economic studies on cross border trade and marketing of cassava products in Nigeria

Traders association, officials of the Gari traders association, Porters Long distance traders from rural markets to Dawanau market, Cross border traders from Niger Republic.

This was supported with observations and social interactions within and outside the market premises.

1. Eight principal cassava products are traded in the Nigerian local markets

2. Gari and chips (flour) are the most important cross border traded commodities and the volumes traded are large (551,100t) contrary to expectations as at 2005.

3. Product prices differ by region being most expensive in the north & south and least expensive in the central regions

4. Traditional market responds easily to local demand through the price mechanism and established networks

5. 2048 stores in the cassava section in Dawanau market dealing with cassava products alone.

www.cassavabiz.org).
The Kano-Katsina-Maradi axes is a major cassava cross border trade route in West Africa.

Nearly 50% of gari is sold to Nigeriene traders who come to Dawanau market to buy. The balance is sold to Mali, Chad, and Northern Cameroon. Areas in Northern Cameroon (Garoua, Kaele, Maroua, Mokolo and Kousseri) prefer high quality gari.
Marketing of Gari

http://community.dur.ac.uk/nigerian.marketing/

Commodity chain of Gari

Farmer
Fresh Tuber/Gari

Village assembly market

Urban processors
Fresh tubers

Urban market

Wholesale
Retail

Restaurants
Households

Producers

Assembly/Bulking market (WS, TR, PO, ASSN, Regu)

Urban market (WS, TR, PO, ASSN, Regu)

Consumer

WS = wholesale trader, TR = retail trader, PO = Processor, ASSN = market associations, REGU = market regulators

http://community.dur.ac.uk/nigerian.marketing/
Gari is a Ready made product in informal market

- *Garri* is consumed by urban/rural households and institutions such as hotels, eateries, schools, hospitals, etc in the region.
- These institutions and some households usually prefer to buy in bulk (in 50kg sacks) because of their huge requirement.
- The main location of purchase is usually the open markets.
- The market for *garri* is characterized by perfect competition in the sense that there are many buyers and sellers who are not in a position to influence marketing transactions by refusing to either sell or buy.
Market information

- Information via informal meeting points or from one colleague/friend in the market to another or from transporters/drivers.

- Channels of information are personal communication, now frequently using mobile phones, either owned by traders or through patronizing kiosks.

- Information is also required on the location of areas of good quality (Competitive bidding; improved branding,
Gender Roles in Marketing and Transport of Gari

PIND 2015
Nigeria consumes ~6,000,000 tons of traditionally prepared garri/yr
~500t/yr is re-packaged for sale in high-end outlets

- Low dry matter root supply
- Rudimentary processing equipment
- Fragmented supply chain
- Environmental pollution (lots of firewood)
- Poor and unhealthy working conditions
Wholesale & Retail
Churchhill Gari Market in P/H

Supplied from Ogoja, CR, Benue, Isoko, Kwale (Delta), Enugu

10-11 trucks of garri daily with each truck carrying between 182-190 bags of 100kg/bag.

100kg bag sells for
2016: N17,000 (yellow) and N16,000 (white).
Enugu gari N21,000 (white only)

2015: N11,000 and N10,000
ILORIN KWARA

Jimoh, CAVAII Sept 2016
## Garri Business in Ibadan

<table>
<thead>
<tr>
<th>Types of Gari</th>
<th>Measurement</th>
<th>Measurement breakdown</th>
<th>Price (₦)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Egba</td>
<td>Bag</td>
<td>14 - 15 Congos</td>
<td>4000/bag</td>
</tr>
<tr>
<td></td>
<td>Congo</td>
<td></td>
<td>400 – 450/congo</td>
</tr>
<tr>
<td>Ijebu</td>
<td>Bag</td>
<td>14 - 15 Congos</td>
<td>3500/bag</td>
</tr>
<tr>
<td></td>
<td>Congo</td>
<td></td>
<td>350/congo</td>
</tr>
<tr>
<td>Ilora and Oyo</td>
<td>Bag</td>
<td>50 Congos</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Congo</td>
<td>-</td>
<td>200 – 220/congo</td>
</tr>
<tr>
<td>Iwo</td>
<td>Bag</td>
<td>35 – 40 Congos</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Congo</td>
<td></td>
<td>250/congo</td>
</tr>
</tbody>
</table>

Bodija Market, Sept 2016
Dayo CAVAII
**Garri Business in Lagos State**

- **Types of garri**
  - Yellow garri
  - White garri (Bendel)
  - White garri (Ijebu)

- **Purchase Price**
  - Yellow (18 paints) – N8,500
  - Ijebu (20 paints) – N8,500
  - Bendel (18 paints) – N8,000
  - Bendel (15 paints) – N6,500

- **Selling Price**
  - Yellow = N600/ Paint
  - White = N500/ Paint

- **Sources of Garri**
  - Edo State
  - Oyo State

- **200 (Igbo) Players in Ikorodu LGA, Lagos**
- **There are 20 LGA in Lagos State**
- **Each player buys 60 bags at least fortnightly (40 bags white & 20 bags yellow)**
- **Volume of trade Per Annum in Ikorodu LGA**
  - White (Bendel) = N1.536b
  - Yellow = N816m
  - Ijebu = N2.040b

Bernard. CAVAII. Sept 2016
Export issues

- Packaging
- Exchange Rates
- Cost of production
- Cost of Transportation
- International Price
- Production Capacity
- Local Consumption
- Available Technology for value addition
- Government Policies

It is estimated that 20 million people of Nigerian descent reside outside Nigeria, with the majority lived in the United Kingdom and the United States. This is a great opportunity to sell to this category of people. http://greenfarmproduct.com
Conditions for processors to sustain high demand by users of GARI

- Producing Gari to meet specifications
- Sustained product quality assurance
- Reliable production capacity to supply needed quantities to users
- Timely delivery of Gari to users
- Market forces - price competitiveness
Gari contributes 65% of Annual Traditional Cassava Markets

$1,754 Billion Industry with 10,000,000T cassava roots required for Traditional Staple Foods

Job creation

Energy efficiency
Branding/packaging
Upscaling Traditional systems
Nutritional

www.cassavasummit.com
Gari Value Chain offers realistic opportunities for food security, job and wealth creation for young people

Cassava Value Chain:
- Production
- Processing
- Packaging

Impact
- Improved livelihoods and Income generation

Gari as an engine for Cassava wealth creation & Food Security