

**THE NIGERIAN RICE ECONOMY IN A COMPETITIVE WORLD:
CONSTRAINTS, OPPORTUNITIES AND STRATEGIC CHOICES**

Imported Rice Retailing and Purchasing in Nigeria: A Survey

By

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1 Introduction

The Nigerian rice sector has seen some remarkable developments over the last quarter-century. Both rice production and consumption in Nigeria have vastly increased during the aforementioned period. Notwithstanding, the production increase was insufficient to match the consumption increase - with rice imports making up the shortfall. With rice now being a structural component of the Nigerian diet and rice imports making up an important share of Nigerian agricultural imports, there is considerable political interest in increasing the consumption of local rice. This has made rice a highly political commodity in Nigeria. However, past policies have not been successful in securing the market share for local rice. There is a need to draw lessons from these past policies – particularly by finding out what is really happening on the ground in terms of rice production, processing and consumption. This is the more urgent in view of the recent resurgence of an active interest to develop the rice sector in Nigeria

A comprehensive and up to date picture of the rice sector in general and rice production, processing and consumption in particular was lacking (Akpokodje et al., 2001). The present study tries to address this information gap through a survey of imported rice consumers and retailers.

Amongst the stakeholders consulted, it is generally agreed that one of the major constraints that affect the development of Nigerian rice sector is the inability of the local rice to match the quality of imports. Consumers are the ultimate and foremost deciders when it comes to select between different types of goods. The quality differential between local and imported rice thereby seems an important consideration in the decision making process. Price is of course also an important determinant, but it is only one factor among a wider range of attributes that characterize the product. Indeed, imported rice consumption in Nigeria is still increasing rapidly in spite of a heavy custom duty - implying a higher price on the market compared to local rice.

In the context of the formulation of a development strategy for the Nigerian rice sector the need to investigate consumers preferences for imported rice was agreed amongst stakeholders (WARDA & NISER, 2001). Such understanding is considered as a key input into the formulation of a viable strategy which should be demand driven. Indeed, understanding consumer preferences is instrumental in identifying the major issues to be addressed by the up-stream operators in the commodity chain before the product reaches the consumers.

Based on preliminary investigations in major urban markets it was noted that according to rice retailers, imported rice is also easier to retail than local rice. In order to confirm this information it was decided to complement the consumer survey with another survey focusing on rice retailing to see to what extent the strategy of rice retailers also contributes to the dissemination of imported rice.

The specific objectives of the imported rice survey were: (i) to rapidly characterize the different types of imported rice consumers and better understand their preferences for imported rice; and (ii) to rapidly characterize the different types of imported rice retailers and their modus operandi.

The present imported rice survey is a component of a larger effort to update knowledge on current conditions of the Nigerian rice sector. Complementary reports address rice processing (Lançon et al, 2003) and rice production in general (Erenstein et al, 2003) and irrigated rice (Kebbeh et al, 2003). The study and the larger project it contributes to have benefited from financial support from USAID.

The present report consists of four sections – the first section being this introduction. Section two introduces the methodology. Section three subsequently addresses the imported rice consumers and section four the imported rice retailers. Section five concludes.

2 Methodology

Considering the time available, the geographical size of the Nigerian market and the complexity of consumers' behavior, it was decided to design a survey that would be focused on consumers' decisions on purchasing imported rice rather than to develop a more standard and heavy consumption survey that would cover all household food expenditures. For cost-effectiveness, the survey focused exclusively on urban markets because they were considered as the major markets for imported rice. Besides, village and producer surveys carried out simultaneously provided some insight into imported rice consumption in rural areas.

In order to reduce the time needed to sample imported rice consumers, the questionnaire was administrated at the market place at selected imported rice retailing shops by approaching customers at the time they purchased imported rice. This was found to be the most resources-effective method to reach a large number of consumers. Therefore, it should be kept in mind that the sample includes only customers that actually purchase imported rice in urban markets. By implication, we can not provide any insight on other consumer groups (e.g. those that purchase only local rice or those that do not consume rice).

2.1.1 Consumer questionnaire

The questionnaire was purposively kept short to limit the inconvenience caused by an interview carried out while respondents are shopping. The questionnaire was limited to 17 short closed and half-closed questions that can be answered in about 10 minutes (see Annex 1 p. 15):

- A first set of questions deal with customers purchasing habits and the description of the transaction. It includes: quantity purchased, purpose (for home consumption, for a restaurant or for resale), the number of consumers that would be fed with the amount purchased and the frequency of imported rice purchase, if the customers purchase rice from another shop.
- The second series of questions concern specifically the reasons for purchasing imported rice. The customer is asked in sequence to provide the three most important purchasing criteria.
- The third set of questions deal with local rice purchase. The respondent is asked whether he/she is also purchasing local rice and the reasons for doing so.
- The questionnaire ends with two questions on the socio-economic status of the respondent – his/her state of origin and the main occupation of the household head.

2.1.2 Retailer questionnaire

The retailer questionnaire was also kept short (Annex 2). The questionnaire focuses on:

- Retailer bio-data and history on how he/she entered into the rice retailing business;
- The degree of specialization into rice retailing and the balance between rice and other products;
- Motivation to retail imported rice rather than local rice;
- Recording the different types of imported and local rice available in the shop, their price and origin;
- Two questions on credit received from suppliers or given to customers.

2.1.3 Sample

A total of 940 customers of imported rice have been interviewed in 9 main urban centers of 8 states (Table 1). The survey covered the capital city of the five states selected for the producer survey (Erenstein et al, 2003) plus three other urban centers considered as representative of dominant urban food systems, namely: Abuja, Ibadan and Lagos. In each city 2 to 3 market places have been selected,

adding up to a total of 21 market places. In each market place 2 to 3 retailers have been interviewed which sum up to a total of 48 retailers.

Table 1: Sample size for imported rice customers and retailers

State	Town	Market place	# of Customers	# of Retailers
Lagos	Lagos	Mile 12	40	2
		Ojodu/Berger	40	2
		Tejuosho	40	2
Oyo	Ibadan	Aleshinloye	40	2
		Bodija	40	2
		Oja'ba	40	2
FCT	Abuja	G.lada	60	3
		Wuse Market	60	3
Ekiti	Ado-Ekiti	Erekesan	80	2
		Irona	40	4
Niger	Minna	Main market	80	4
		Maitunbi market	40	2
Kaduna	Kaduna	Alh. Ibrahim Umaru Main Market	40	2
		Alh. Tayibu Dalhatu Kawo	20	2
		Isa Ibrahim Kabala Constain	40	2
Benue	Gboko	Main market	40	2
	Makurdi	Wadata	40	2
Taraba	Jalingo	Wurukum	40	2
		Central	20	5
		Mayo Gwoi	40	1
		Main	60	
Grand Total			940	48

Source: Consumers and retailers survey

3 Imported rice purchase

3.1 Type of customers and purchase practices

Three types of customers can be met at the imported rice retailers' shop (Table 2):

- Consumers who purchase rice for their own consumption (63% of the total number of customers interviewed);
- Rice small retailers who purchase imported rice for resale (25% of the sample);
- Restaurants who purchase rice for their clientele (12% of the sample).

Table 2 shows that the surveyed market places in major urban centers - namely Abuja, Lagos, Makurdi and Ibadan - tend to specialize towards a certain type of customers. Rice retailers dominate in terms of share of total customers in Wuse Market - Abuja, Aleshinloye market - Ibadan, Mile 12 - Lagos or Wadata market - Markudi. Interestingly, this is also the case for both market places at Ado-Ekiti a relatively smaller urban centre. This exception may be due to the high population density in the surrounding rural areas and the larger diffusion of imported rice consumption in those areas which allows the development of additional marketing links beyond the city itself.

Table 2: Distribution of customer types by market place

Location	Market places	Consumers	Restaurant	Small Retailer	Overall
Lagos	Mile 12	10%	5%	85%	100%
	Ojodu/Berger	90%	10%	0%	100%
	Tejuosho	48%	28%	25%	100%
Ibadan	Aleshinloye	30%	3%	68%	100%
	Bodija	68%	10%	23%	100%
	Oja'ba	90%	3%	8%	100%
Abuja	Wuse Market	40%	12%	48%	100%
	G.lada	75%	18%	7%	100%
Ado-Ekiti	Erekesan	33%	14%	54%	100%
	Irona	33%	13%	55%	100%
Minna	Main market	80%	15%	5%	100%
	Maitunbi market	78%	18%	5%	100%
Kaduna	Alh. Ibrahim Umaru Main Market	95%	0%	5%	100%
	Alh. Tayibu Dalhatu Kawo	70%	20%	10%	100%
	Isa Ibrahim Kabala Constain	100%	0%	0%	100%
	Mal. Shehu Musa Kabala Constain	75%	5%	20%	100%
	Mohammed Lawal Kawo	70%	15%	15%	100%
Makurdi	Wadata	38%	18%	45%	100%
	Wurukum	50%	25%	25%	100%
Gboko	Main market	53%	18%	30%	100%
Jalingo	Central	80%	15%	5%	100%
	Mayo Gwoi	100%	0%	0%	100%
	Main	88%	8%	3%	100%
Overall		63%	12%	25%	100%

Source: Consumers and retailers survey

Retailers dominate in terms of volume of purchase with 84% of the total volume of transaction recorded, while consumers represent only 10% followed by restaurants with 6%. This discrepancy between the respective weight of each customer type and its share of the total volume purchased is due to differences in the respective size of the average transaction (Table 3). While a consumer will

purchase on average only 20 kg of imported rice per transaction, a restaurant manager will on average purchase 50 kg and a retailer around 400 kg. A longer time interval between two transactions does not necessarily correspond to an increase in the volume per transaction. The smallest transactions are recorded for consumers - purchasing on average 5 and 12 kg of imported rice on a weekly and daily basis respectively. More frequent purchases indeed do not necessarily imply smaller transactions: retailers who purchase on a weekly basis buy a larger volume on average than the ones who purchase on a monthly basis.

Table 3: Average quantity of imported rice purchased (kg per transaction) per type of customer.

Frequency of purchase	Consumers	Restare balan8(al54(st)-38(s)-4012Snsun)14lan8(all(st)-3l(st)-3 .6(Re)-64(
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Source: Consumers and retailers survey

While there is not a clear relation between purchase frequency and the average size of the transaction, there is a clear relation between the type of customer and the frequency of purchase (Table 4). Consumers purchase more often on a monthly basis if not on a weekly basis, whereas restaurant managers purchase preferably on daily basis and retailer on a weekly basis. These differences can be interpreted as the outcome of capital constraints and transaction costs. For urban consumers, the possibility to store rice is one of the factors that helps explain the dissemination of rice consumption amongst African urban households because it reduces the time spent for purchasing household staples which may become a burden in terms of transportation in large city. On the other side, retailers and restaurants hold a larger volume of product and prefer to reduce imported rice stock as much as possible to increase the number of transaction for a given size of working capital.

Table 4: Distribution of type of customers by frequency of purchase.

Frequency of purchase	Households	Restaurant	Small Retailer	Overall
Daily	13%	54%	12%	19%
Every two days	0%	2%	0%	0%
Weekly	35%	37%	58%	42%
Monthly	47%	7%	30%	37%
Less frequently (i.e. not every month)	4%	0%	0%	2%
Overall	100%	100%	100%	100%

Source: Consumers and retailers survey

Gender wise, rice purchase is dominated by female customers for each type of customer, particularly for retailers (72% female) and for restaurant managers (70% female). The situation is more balanced for consumers (52% female – 48% male). There are also some variations across states. Rice retailing, at least at this small scale level, is typically a female business except in Benue state. Males are more represented in the group of restaurant manager in Benue, Ekiti and Taraba, while most of the customers purchasing for home consumption are male in Niger, Kaduna and Taraba for obvious cultural reasons.

The average per capita consumption for consumers has been estimated on the basis of the number of household members fed with the purchased quantity and the frequency of purchases. This estimate of per capita annual consumption of imported rice for households purchasing imported rice averages 47

kg (Table 5). This level is comparable with the one encountered in a country like Côte d'Ivoire. It is also worth noting that this level of consumption is much higher than the global one computed on the basis of food balance sheet which reaches only 30 kg per capita per year (including both local and imported rice). This discrepancy suggests that a high variability still prevails across the country in terms of consumption patterns. This might be particularly true between urban and rural areas, but it is also true between major cities. Two groups of cities can be identified. On one side, there is a group of large cities - including Lagos, Abuja, Makurdi, Gboko - where imported rice certainly plays a pivotal role in consumption habits with at least 64 kg of rice consumed per year per capita. On the other side, there is a group of cities where per capita consumption of imported rice is significantly lower (maximum of 40 kg) because consumption patterns is still dominated by other staples (tuber crops for instance in the case of Ibadan) or because consumers can also purchase local rice (Mina and Kaduna)

Table 5: Annual Per-Capita consumption of imported rice for consumers per city.

City	Annual per capita consumption (kg)
Lagos	64 a
Ibadan	37 b
Abuja	64 a
Ado-Ekiti	55 ab
Minna	55 ab
Kaduna	37 b
Makurdi	72 a
Gboko	65 a
Jalingo	40 b
Overall	47

a,b indicate homogenous subset of consumption level based on test on average

Source: Consumers and retailers survey

3.2 Criteria for imported rice purchase

The major objective of the survey was to identify key factors that influence customers' choices in favor of imported rice over local rice. The survey confirms that cleanliness is the major imported rice attribute that attracts customers (Table 6). Seventy-one percent of the customers named cleanliness as one of the three criteria, and for 38% of customers interviewed it was the first criteria. It is important to underline that this attribute relates exclusively to paddy and rice management along the post-harvest segment of the commodity chain.

Swelling capacity takes a clear second position – being reported by nearly half the respondents as one of the criteria to justify their preference for imported rice. This characteristic is more related to the physical properties of the grain. This attribute, however, is also influenced by the management of post-harvest operations. While, according to rice breeders there is a relation between paddy variety and their swelling capacity, food technologists explain that the high swelling capacity of imported paddy is due to a better drying and a longer storage (one year or even more). On the contrary, the bulk of local rice is usually traded within months after the harvest and does not benefit of a comparable technology in terms of drying and moisture content control.

Taste, availability and grain shape are subsequently reported. Product availability weights heavily against the local rice sector which is marked by a higher seasonality compared to imported rice marketing sub-chain that can rely on a constant supply from the world market upstream.

Price was mentioned by 22% of the respondents as one of the criteria for selecting the type of rice they purchase. This response is rather odd if one consider that imported rice is notably more expensive than

the local one and therefore calls for various interpretations. On the one hand, prices can be considered by several customers as a reliable indicator of rice quality attributes, therefore high prices would be synonymous with high quality rice and therefore used as a criterion for selecting the product. On the other hand, this response may indicate that price is a criterion used to select among different types of imported rice that have the same quality according to customers' perception.

It is noteworthy that physico-chemical attributes directly determined by rice variety and that are less, if not, affected by post-harvest management practices are less prominent in the decision to buy imported rice. Such attributes are often only taken into account by imported rice customers as a second or third most important criterion for deciding which type of rice to purchase.

Table 6: Major criteria reported to justify imported rice purchase (% of respondents per criterion, n=954)

Criterion	1 st criterion (n=954)	2 nd criterion (n=951)	3 rd criterion (n=944)	Overall Unweighted	Overall weighted
Cleanliness	38%	19%	14%	71%	55%
Swelling capacity	13%	19%	15%	47%	30%
Taste	8%	13%	16%	38%	22%
Availability	12%	10%	9%	31%	22%
Grain shape	8%	12%	10%	31%	20%
Price	12%	5%	5%	22%	17%
Color	4%	9%	15%	28%	15%
Cooking time	3%	11%	12%	27%	15%
Odor	1%	1%	2%	4%	2%
Overall	100%	100%	99%	299%	198%

Source: Consumers and retailers survey

Un-weighted frequency corresponds with sum of first, second and third criteria. Weighted frequency corresponds with weighted sum, with weight 1 for first, 0.67 for second and 0.33 for third criterion.

This overall review of customers' preferences indicates that the major factors behind the preference for imported rice in spite of higher prices are more related to post-harvest management operations than to the physico-chemical properties of the imported rice per se.

There are no radical differences in the weight of each criterion when we consider preferences by type of customers (Table 7). Cleanliness remains the major criterion for consumers and restaurants, while it has the same weight as price for rice retailers. It is logical that price remains a major criterion for a trader. Swelling capacity records a higher percentage for restaurant which understandably looks for the higher volume/ratio per kilogram of product. Along the same line, availability received a higher weight for customers involved in business, namely restaurant and retailers, who need to secure their relation with their own customers through a regular supply of rice. In terms of physico-chemical properties, retailers give more attention than other customers to grain shape which is likely a major indicator of rice quality.

Table 7: Most important criterion for selecting imported rice per type of customers

Criterion	Household	Restaurant	Small Retailer
Cleanliness	47%	33%	18%
Swelling capacity	12%	22%	11%
Price	10%	9%	19%
Availability	9%	13%	18%
Taste	9%	7%	7%
Grain shape	6%	7%	15%
Colour	3%	6%	6%
Cooking time	2%	4%	6%
Odour	1%	0%	0%
Grand Total	100%	100%	100%

Source: Consumers and retailers survey

3.3 Determinants of local rice purchase

It is often advocated in West Africa that imported rice customers are a specific segment of the population for whom rice is not a component of their culinary tradition, while local rice outlet is confined to rural areas and populations who have a long tradition in using it as a staple. In short, two separated markets would co-exist and imported and local rice are not fully substitutable. To assess this hypothesis, each customer interviewed while purchasing imported rice was also asked if he or she purchased local rice.

Table 8 shows that the imported-local rice market segmentation is not systematic since more than one third of imported rice customers do also purchase local rice. Teei(ook)1 ()TJluers do chasing imI(m)lpef loce is not in

Table 8: Percentage of customers buying both imported and local rice per location and type of customers.

Cities	Household	Restaurant	Small Retailers	Overall
Lagos	14%	18%	5%	11%
Ibadan	23%	0%	28%	23%
Abuja	52%	28%	85%	58%
Ado-Ekiti	36%	38%	18%	27%
Minna	69%	42%	17%	63%
Kaduna	50%	13%	100%	52%
Makurdi	3%	0%	0%	1%
Gboko	5%	14%	17%	10%
Jalingo	39%	25%	0%	37%
Overall	39%	22%	28%	34%

Source: Consumers and retailers survey

Customers purchase local rice for two major reasons: its price and its taste (Table 9). Sixty percent of the customers purchasing both imported and local rice named price as one of their criteria for purchasing local rice – with half considering it as the most important criterion. Therefore, the survey confirmed that certain categories of urban consumers, likely the poorest ones, cannot afford to purchase exclusively imported rice and shift to the local rice market to satisfy their rice needs at an affordable price. This also indicates that, *ceteris paribus*, without custom duty on imported rice, the urban market for local rice would likely decline further.

Taste offers a more positive perspective for the local rice capacity to compete with imported rice. It was mentioned as one of the criteria by a third of the local rice purchasers. It means that there is still a category of consumers that consider local rice as a product with specific attributes that cannot be found in imported rice. It suggests that with a better management and handling of the product appearance and cleanliness along the marketing chain, the demand for local rice could increase significantly.

It is interesting to note that swelling capacity clearly ranks as the third most frequent criterion for local rice purchase. This confirms that this attribute is not exclusively attached to imported rice types. Other criteria were not frequently reported. The availability of the product is also mentioned as one criterion for purchasing local rice, confirming the importance of a constant supply of product on the market to attract consumers and to consolidate market share. However, in the case of local rice rather than a positive attribute, these answers are more likely referring to seasonal variations in local rice supply.

Table 9: Major criteria reported to justify local rice purchase (% of respondents per criterion, n=325)

Criterion	1 st criterion (n=325)	2 nd criterion (n=97)	3 rd criterion (n=44)	Overall Unweighted	Overall weighted
Price	50%	10%	1%	60%	57%
Taste	21%	9%	5%	34%	28%
Swelling capacity	10%	8%	5%	23%	17%
Availability	7%	0%	3%	10%	8%
Tuwo	4%	0%	0%	5%	5%
Odor	2%	0%	0%	2%	2%
Color	2%	2%	0%	4%	3%
Cleanliness	2%	0%	0%	2%	2%
Cooking time	2%	1%	0%	2%	2%
Grain shape	1%	0%	0%	1%	1%
Total	100%	30%	14%	143%	124%

Source: Consumers and retailers survey

Un-weighted frequency corresponds with sum of first, second and third criteria. Weighted frequency corresponds with weighted sum, with weight 1 for first, 0.67 for second and 0.33 for third criterion.

There are no major differences in terms of the relative importance of each criteria between the different type of customers (Table 10). Price remains the major motivation for purchasing local rice for all categories, while consumers may put more emphasis on the taste than the other two categories. It is interesting to note that local rice quality attributes are particularly appreciated by restaurants for the preparation of a local dish called tuwo, in spite of the limited percentage of restaurants purchasing both imported and local rice. This particularity reinforces the overall conviction that local rice organoleptic attributes are a major asset for maintaining and expanding its share of the urban market.

Table 10 : 1st criterion reported for purchasing local rice per type of customer

Criterion	Household	Restaurant	Small Retailer
Price	50%	54%	46%
Taste	23%	15%	18%
Swelling capacity	10%	12%	7%
Availability	7%	4%	9%
Tuwo	4%	12%	0%
Color	0%	4%	7%
Odor	3%	0%	0%
Cleanliness	1%	0%	3%
Cooking time	1%	0%	4%
Grain shape	0%	0%	4%
Overall	100%	100%	100%

Source: Consumers and retailers survey

4 Imported rice retailing

Customers' interviews confirm that the availability of the product is an important criterion that influences their purchasing habits. Therefore, the decision of food retailer to include or not a given type of rice in the portfolio of products offered to their customers has a long term impact on the purchasing habits, and, hence, on the respective market share of each type of rice.

4.1 Retailer specialization in imported rice marketing

There are no retailers that are exclusively specialized in rice retailing at the market places included in the survey. Traders interviewed always combine rice retailing with the marketing of other products (Table 11). Rice is sold by food retailers in association with other staple grains (including other cereals or legumes) and/or groceries (including a larger range of ordinary goods such as sugar, edible oil, soap and alike). Most common association is with other grains only (40%). The remaining retailers associated imported rice with grains and groceries (30%) or groceries only (30% - i.e. rice is the only staple food sold in the shop).

Table 11: Sale of other products by imported rice retailers by state

Other products sold	Benue	Ekiti	F.C.T.	Kaduna	Lagos	Niger	Oyo	Taraba	Overall
Grain	67%	67%	17%	0%	50%	60%	60%	0%	41%
Grain And Grocery	17%	33%	17%	0%	50%	40%	40%	33%	30%
Grocery	17%	0%	67%	100%	0%	0%	0%	67%	30%
Overall	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: Consumers and retailers survey

With regards to the types of rice sold by imported rice retailers, only one third of fBT9.en5(n)8udo se

Table 15: Share of imported rice retailers getting and providing credit

	Getting credit from their supplier		Overall	
	Yes	No		
Providing credit to their Customer	Yes	54%	17%	71%
	No	10%	19%	29%
Overall		65%	35%	100%

Source: Consumers and retailers survey

5 Conclusion

This rapid appraisal of imported rice customers' preferences confirmed that imported rice cleanliness is the overwhelming factor explaining the expansion of imported rice consumption in Nigeria at the cost of local rice market development and in spite of an increasing tariff barrier. Along the same lines, the lower price of local rice remains the major incentive for imported rice customers to also maintain their purchase of Nigerian rice. However, when price and grain appearance are put aside, customers interviewed acknowledge the attractiveness of Nigerian rice organoleptic properties, an asset that cannot be properly exploited in the current situation due to the ,7or ierlor ne of lhe ,ice oTJ0 -1.1522 TD0.001 Tc-0.00 ionsuracntesthed io thurnrice remainlrs lay13.1(a frm)18.2(p he lowal rice m)18.2(p)0.4(nr)13.1(nt ng)12.1(a hasi in N

Location:

Retailer/market name:

Date starting to fill the sheet:

Date close the sheet

		ased		Home		same	Type of rice bought	same	Criteria for buying this imported rice			al rice	Criteria for buying local rice	Do you have other supplier	State of origin	Main occupation of the Household
									1 st criteria	2 nd criteria	3 rd criteria					
														Y/N		
														Y/N		
														Y/N		
														Y/N		M/F

A. Identification

A 1. Questionnaire number: _____

A 4. Reviewed by: _____

A 2. Enumerator name: _____

A 5. Date of the review: ___/___/_____

A 3. Interview date: ___/___/_____

A 6. State: _____

A 8. Town: _____

A 7. LGA: _____

A 9. Market: _____

B. General information:

B 1. Name: _____

B 2. Sex: M/F

B 3. Age: _____ years

B 4. Year starting retailing: _____

B 5. Previous activity: _____

B 6. How did he/she enter the retailing business ? _____

B 7. Who provided the initial capital for starting ? _____

C. Specialization

C 1. Do you sell anything else that rice ? No/Yes If yes which one? _____

C 2. Do you sell local rice? Yes/No

C 3. If you sell only imported rice why don't you sell the local rice? _____

C 4. If you have stopped selling the local rice when did you stop selling it? _____ and why? _____

D. Rice retailing**D1. Type of rice sold.**

Name of type of rice	Import Local	Distinguishing characters	Today's price		Main supplier	Place of purchase	Origin of the rice	Nb of bags sold last week or Rank
			Value	Unit				
	I/L							
	I/L							
	I/L							