

# Willingness to Pay for the Safety of Kilishi in Sokoto, Nigeria

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## Abstract

This study examined food safety issues and willingness to pay for the safety of *kilishi* in Sokoto, Nigeria. Using simple random sampling, 232 *kilishi* consumers were selected and interviewed with the aid of a well-structured questionnaire. Data collected were subjected to descriptive statistics and Tobit regression analysis. A majority (73.7%) of consumers perceived *kilishi* as unsafe for consumption and were willing to pay a premium for its safety. Income and education positively affected willingness to pay among *kilishi* consumers. Public enlightenment campaigns and enforcement of food safety laws are recommended to raise safety awareness among consumers and compliance by marketers.

**Keywords:** food safety, *kilishi*, Nigeria, Sokoto, willingness to pay

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