

## PRICING OF SELECTED FOREST SEEDS IN EGBA ZONE OF OGUNSTATE

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### ABSTRACT

Data were collected from on prices marketers of selected forest plant seeds in Egba zone of Ogun State through the use of questionnaire. Out of the 6 Local Governments in the Zone, 50 % was sampled for this study. A total of 200 questionnaires were distributed in the randomly selected markets to 162 respondents, in Abeokuta North, 20 in Abeokuta South, and 18 respondents in Odeda Local Government Area. The variation was due to the number of markets. Multistage sampling method was used with a three stage design to select respondents. The questionnaires contain open and close ended questions.

The results from linear regression showed that cost price of these products is not the major determinant of the selling price, but the sellers put prices on their products at their own discretion to make maximum gain. Marketing margin analysis showed that the retailer's margin for each of the dominant seed specie is substantial which means the seed business is actually profitable. It was recommended that there is need for an office that will oversee the affair of non-timber forest products to generate income into the economy and recycling of materials.

### Keywords:

pricing, selected forest seeds, Egba zone,