

Market Assessment for Feasible Income Generating Activities in Selected Woredas of South Omo Zone (Male, Benatsemay and Dasenech), Southern Ethiopia

Yidnekachew Alemayehu¹ Biruk Gezahegn^{2*} Tegegn Tesfaye³ Medihin Madebo⁴
Southern Agricultural Research Institute, Jinka Agricultural Research Center, P.O. Box 96, Jinka, Ethiopia

Abstract

The market assessment study was conducted in Dasenech, Malle and Benatsemay Districts of South Omo Zone with the objectives of assessing market feasible commodities for income generation in some selected project woredas of south Omo Zone. A total of 459 members of self-help group from pastoral and agro pastorals were participated on key informants' interview as well as group discussion from 15 kebeles of three woreda. According to the key informants' interview and focus group discussion with in each group we had summarized and prioritized the consensus ideas of the participants in group discussion for feasible income generating activities. The constraints in the study area include absence of market linkage, market information, infrastructure problem and absence of alternative market, producing poor quality product due to lack of awareness and crop disease.

Keywords: Market Assessment, Income Generating Activities, Constraints and Opportunity

1. INTRODUCTION

More than 85% of the Ethiopian population, residing in the rural area, is engaged in agricultural production as a major means of livelihood. Agriculture, which accounts for about 47% of GDP,

80% of export earnings and 85% of employment is the backbone of the economy. The industrial sector which accounted for only 12% of GDP in 2004 comprises making of textiles, food processing, cement manufacturing, construction and hydroelectric power generation, among others (MoARD, 2008).

The main agricultural commodities produced in the country include coffee, cereals, pulses, oilseeds, "khat", meat, honey, hides and skins. Agricultural export accounted for 88.3% in 2007/08 (MoARD, 2008). Coffee is particularly important in the country's economy having accounted for close to 35% of Ethiopia's foreign exchange earnings in 2007/09. Other major agricultural exports are oilseeds (14.8%), pulses (9.3%), hides and skins, and the traditional "khat".

Despite its importance, agriculture continues to face a number of problems and challenges. The major ones are adverse climatic conditions; lack of appropriate land use system resulting in soil and other natural resources degradation; limited use of improved agricultural technologies; the predominance of subsistence agriculture and lack and/or absence of business oriented agricultural production system; limited or no access to market facilities resulting in low participation of the smallholder farmers in value chain or value addition of their produces (Matous, 2013).

Although the southern region is high potential for agricultural production, several problems hinder economic development and food security in the region. Low level of use of improved agricultural technologies, traditional methods of production, natural resources degradation, livestock disease, poor infrastructure and lack of sustainable market outlet are among the key problems. South Omo is one of the zone which shares the above mentioned problems (Misgana *et al.*, 2017).

To reverse this situation and re-instate agriculture as an engine for economic development calls for the development of appropriate human resources, provision of improved agricultural inputs; adaptation/application of appropriate technologies; and improvement and expansion of economic infrastructures.

Securing accelerated and sustained development of the agricultural sector through the transformation of the subsistence agriculture to market- oriented development will also guarantee the sector's contribution to the attainment of the millennium development goals.

To realize this, the government designed and put in place multitude of policies. Agriculture related policy instruments revolve around a major effort to support the intensification of marketable farm products -both for domestic and export markets, and by both small and large farmers. Elements of the strategy include the shift to higher-valued crops, promoting high-value export crops with niche markets, and better integrating farmers with markets both locally and globally, a focus on selected high-potential areas through growth corridors, facilitating the commercialization of agriculture, supporting the development of large-scale commercial agriculture where it is feasible. This market assessment is therefore, to identify feasible IGA and potentials of the project woredas to engage in market-led development. The study aims at identifying potential commodities for income generation so as to enhance the communities' participation in marketable commodities.

2. OBJECTIVES

- i) To make market assessment and identify feasible commodities for income generation in some selected woredas of south Omo Zone;
- ii) To identify the constraints and opportunities of IGA

3. METHODOLOGY

This market assessment task was carried out by establishing multidisciplinary team of researchers from livestock, crop, natural resource and socio economics research, technology transfer work process. Before starting of the study, the study team made short discussion on the ways of data collection, procedures and approach. The market assessment for IGA study was undertaken in one pastoral and two agro pastoral project woredas in South Omo zones of SNNPR. These woredas were Dasenech from pastoral area as well as Male and Benatsemay woreda from agro pastoral areas were selected.

It was intended to take five kebeles each from the selected woreda where self-help groups are established. Secondary information was gathered from experts of woreda offices that provided relevant information for the study. Participant Kebeles with SHG were selected based on secondary data of the respective woreda level NPHHC project facilitator. A total of fifteen kebeles were selected from all respective project woreda,

3.1. Type of Data and Methods of Data Collection

The major data collection methods used in the investigation periods includes group discussion with self-help group, key informant interview and field observation. A preliminary assessment was conducted to collect basic information about the woreda in order to select representative kebeles to conduct market assessment for feasible IGA activities. Participatory research approach was believed as an efficient way to jointly understand feasible IGA activities constraints and jointly identify its upgrading strategies. It was believed to generate policy relevant information that can provide guidance for further research, development interventions and for guiding formal survey. Thus, discussions with key informants and observation by using PRA were conducted on self-help group. After the rapid appraisal, the choice of income generating activities to be targeted was refined by applying priority criteria, weighting their relative importance and establishing ranking score sheets and pair wise matrix method. The check list was prepared to guide focus group discussions and the key informants' interview in order to gather all the relevant information for identification of feasible IGA activities.

The checklist aimed at generating relevant information on the potential commodities of agricultural and non-agricultural enterprises for income generation, the existing market situation and linkages, market institutions and facilities, marketing problems and possible solutions, institutional capacity for market led development, credit facilities and constraints. The questions were gender mainstreamed.

3.2. Data analysis

The information and data gathered from different sources were triangulated and analyzed. The quantitative data was presented in tabular forms while qualitative information incorporated as narrative in the report to support the quantitative data.

3.3. General information of the study areas

3.3.1. South Omo Zone

South Omo Zone is one of the 13 administrative zones found in SNNPRS which covers an area of 25530 km² and is located 4.43°-6.46° N and 35.79-36.06°E, and has a human population estimated 472977. The population density of the zone is 21 persons per km² it's bordering with Gamo Gofa Zone, Keffa Zone and Konta and Basketo special Woreda in north, Kenya in south, konso and Derashe special woredas in east and Sudan & bench magi Zone in west.

The Zone is divided into 8 woredas and 1 city administration. Generally the altitude of the zone ranges between 360m.a.s.l and 3500 ma.s.l. The traditional agro-ecologies Dega,woina dega, kola and semi-arid cover 0.5, 5.1,60, and 34.4 percent respectively of the total area. Rain fall pattern in the area is both unimodal and bimodal. The mean annual rain fall ranges between 400 and 1600 mm. the mean annual temperature ranges between 10.1 and >27.5oc.

The zone has a huge animal resource with an estimate of about 906,442 cattle, 497,092 sheep, 846,611 goats, 311 camels, 453,366 chickens, 322,599 bee colonies and 87510 equines. Whereas Maize, Sorghum, Barley, Wheat, Teff, Godore, Millet, Cassava, Haricot bean and field pea are the major crops grow in the area. Regarding the land use the proportion of cultivated land, grazing land, forest land, cultivated land and non-cultivable land and others are 11.22, 29.25, 12, 55, 15.69, 10.85, and 20.42 percent respectively.

There are 16 different ethnic groups found in 8 woredas. Except the Ari ethnic group which covers 2 of the 8 woredas and a farming system of sedentary farming. The rest of the ethnic groups have a farming system of pastoral and semi pastoral type.

3.3.1.1. Dasenech woreda

It is one of the 8 woreda found in South Omo zone of SNNPRS region located around 234 km far from the zonal town Jinka and 5.14°N latitude, 36.44°E longitudinal and has a human population of 66,230. The woreda is divided into 40 rural kebeles and 1 urban. Generally, the altitude of the woreda ranges 350 - 400 m a.s.l. the woreda has only one agro- ecology, arid. Rainfall pattern in the area is monomial. The mean annual rainfall ranges 250-400 mm and the mean annual temperature ranges 20 - 45 °C.

Dasenech woreda is bordering with from; east to Hammer district and Borena zone of Oromia regional state, North: Hammer and Ngangatom districts, west: South Sudan and Ngangatom districts, and from south to Turkana state of Kenya. The district is mainly platu land area, with only one permanent river, the Omo River, everything to them.

Livestock has a great role in the livelihood of the area since they use pastoral farming system. In Dasenech pastoral area the total livestock species are estimated to be 224,621 cattle, 24,337 sheep, 381,427 goats, 23,412 poultry, 22,400 donkeys, and 300 camel. Sorghum, maize and haricot bean are the major crops in recessional cultivation the area, though irrigation maize, tomato, onion and sesame. The average land holding of the area ranges from 0.25 to 0.75 ha. Non-farm activities of there are charcoal selling, daily laboring and fishing.

Fishing is not widely practiced but the woreda has endowed with untapped potential for fish farming because they are is near Turkana Lake and Omo River which are very large water bodies and suitable for fish habitats. 31 different fish species are believed to be found in Tukana and Omo River water bodies among them only 8 species i.e. Lates (The Nile Purch), Clarias, Barbou, Protoptereus, Hitrotis, Histichodous, Labeo and Tilapia) the most demanded in the market.

The potential Fish production in Turkana Lake and Omo River are estimated to be 10,000 and 2,020 per Km². Omoturkana water bodies found with in Ethiopian land is estimated to be 2,134.6 km² so that the annual fish production from this area is estimated to be 21,229.5 tons per year.

3.3.1.2. Malle woreda

It is one of the eight wordas found in South Omo zone which covers an area of 1432 km² and has human population estimated 102870. The population density of the woreda is 66 persons per km². The woreda is divided in to 23 rural and 1 urban kebele. Generally, the altitude of the woreda ranges between 600-1500 m.a.s.l. Its astronomical locations are 5.080N -6.010N latitudinally and 36.30E -370E longitudinally.

There are two major agro ecologies namely kola and woynadega 85% and 15% found in the woreda respectively. The mean annual RF ranges between 800-1200mm and the mean annual temperature ranges between 18-35 °C. The woreda has an animal resources with an estimated of about 324,652 cattle, 81,181 sheep, 452,943 goats, 213,456 poultry local and improved, 12,256 equines, 2870 dogs, 3028 cats and 267216 bee colonies. The average land holding of the woreda ranges from 0.15-2.1 hectare. There is only one ethnic group/Malle/ and their farming system is mixed crop- livestock production system. The major crops and their yields of the woreda described in table one below.

Table1: Major crop types and their annual yields in Malle woreda

Types of crops	Area coverage /Ha	Yield/qt
Haricot bean	183.875	1576.97
Maize	6267	228718.19
Teff	362	4184.84
Sorghum	6526.25	205673.34
Finger millet	195.625	298
Seasame	7132.825	55903.07
Sunflower	12.9	129.4
Ground nut	89.875	1258.25
Cassava	20.25	3280.5
Coffe	373.39	2173.13

Sources: Malle woreda agricultural and rural development office

3.3.1.3. Benatsemay Woreda

It is one of the eight wordas found in South Omo Zone which covers an area of 2923 km² and has human population estimated 67797. The population density of the woreda is 20 persons per km². The woreda is divided in to 29 rural and 2 urban kebeles. Generally, the altitude of the woreda ranges between 600-1500 m.a.s.l. Its astronomical locations are 5.010N -5.730N latitudinal and 36.380E -37.070E longitudinally. There are three major agro ecologies namely bereha, kola and woynadega 5%, 81.3 and 13.7% found in the woreda respectively.

The mean annual RF ranges between 800-1300mm and the mean annual temperature ranges between 18-38°C. The woreda has animal resources with an estimated of about 459,779 cattle, 146,868 sheep, 741,237 goats, and 97205 poultry local and improved, 28877 equines, and 32500 bee colonies.

The average land holding of the woreda ranges from 0.15-2.1 hectare. There are two ethnic group/Bena and Tsemay/ and their farming system is mixed crop- livestock production system.

The major crops and their yields of the woreda described in table two below.

Table2: Major crop types and their annual yields in Benatsemay woreda

Types of crops	Area coverage /Ha	Yield/qt
Haricot bean	1616.625	12933
Maize	3498.34	82959.19
Teff	557.875	4676.72
Sorghum	4610.5	86036.5
Finger millet	855.75	6846
Sesame	256.65	1335.6
Sunflower	59	354
Ground nut	10.5	84
Cassava	2.5	87.5
Coffee	21.84	103.75

Sources: Benatsemay woreda agricultural and rural development office

4. RESULTS AND DISCUSSION

Table 3: Number of participants of FGDs from SHG and Key Informants Interview

No.	Name of woreda	Name of kebele	Number of participant SHG members		Remark
			Male	Female	
1	Dasenech	Bayu	-	20	
		Derlele	-	40	
		Akodongole	-	34	
		Borkorech	-	20	
		Delegnamur	-	20	
2	Benatsemay	Chali	-	30	
		Olkakibo	-	29	
		Goldia	-	40	
		Luka	-	50	
		Kako sile	-	38	
3	Male	Tikiboko		38	
		Doyso		26	
		Asheker		32	
		Arkirik		42	
Total				459	



Figure1. Focus group discussion with SHG at kebele

4.1. The Main Livelihoods of Dasenech woreda

The main livelihood of the woreda and relative contribution to household incomes are livestock mainly and crop production and their income sources are selling of livestock, livestock product and cereal crops. Livestock has a great role in the livelihood of the area since they use pastoral farming system.

Marketable Commodities

The main marketable agricultural products in the area includes food crops such as maize and sorghum, sesame ,vegetables, haricot bean, sugar cane, moringa, sweet potato some fruits and non-food crop (Timbawo). Live cattle and goat is major marketable commodity from livestock whereas sorghum is the major marketable commodity from cereal crops in the area. During key informant interview, we tried to ask about fish marketing.

Accordingly, there are some cooperatives organized on fishery also market fish to Arba Minh and A. Ababa. According to group discussion with SHG, nonagricultural income generating activities that are available in the area include Timbua, shuforo, local alcoholic (Areke), cheka, petty trading, goat trading and cattle fattening activities. The agricultural crops such as sweet potato, sesame, vegetables, moringa and food crops (maize and sorghum) are grown in the area and some amount of those are sold in the market and the others used for home consumption except sesame which is sold totally. According to group discussion with SHG, maize additionally come from Jinka area through traders and sold there at their woreda market.

Constraints and Opportunity of Producing Commodities

According to focus group discussion with SHG, they were asked to tell their challenges while producing agricultural commodities. Accordingly, there is no market linkage, no market information, infrastructure problem and absence of alternative market, they don't produce quality product due to lack of awareness, crop disease, shortage of rain, shortage of materials and the water pump is not functional in sustainable manner due to fuel shortage. They suggested as a solution for the above constraints is that woreda should avail fuel and able to make water pump sustainably functional.

The self-help group has an opportunity that can able to get improved seed from agricultural office. Also there are a number of governmental institutions that serves the pastoralists by providing improved seed, fertilizer and forage seed as well as existence of irrigation practice in the area.

Marketing of Commodities and Gender Perspective

During group discussion with SHG we tried to assess the gender roles. Accordingly, both males and females are participated in production of agricultural commodity and both are benefited from producing those commodities in the area.

Market actors involved during agricultural commodity marketing are traders, consumers and producers. According to group discussion, there are poor market facilities. Both males and females involved in agricultural commodity marketing and get benefit from it. But male mainly involved in marketing of live animal whereas women involved selling agricultural product. They use Omorate market outlet to sell their products. They sometimes visit different types of markets in order to get price information and majority of them transport their produce to market place by carrying. The self-help group sell their product to traders, consumers, retailers. In some kebeles they produce 'timbo' and market it to the kenya border. The amount of product to be marketed is influenced by the absence of transportation. The income from marketing their produce is controlled by male also in some area of the woreda females has control over income from marketing. According to focus group discussion with SHG, agricultural inputs are provided through agricultural office in the woreda. The constraints that they mainly face is crop disease and shortages of farm materials in the area

Main trading characteristics

According to group discussion with SHG role of middlemen is facilitating the marketing process and benefited from both sellers and buyers. The middlemen provide the services for those who buy and sell the product. The cost of the services for the middle men is covered by buyers more and by sellers also. They get up to 50 birr per live cattle and 20 birr per goat as we tried to interview key informants in the area. According to group discussion with SHG majority of SHG has no market access and there is transportation problem.

Credit Access

During group discussion with SHG the main source of credit in the woreda is Omo micro finance and in some kebele there is mothers saving association established but loan services are not started yet. They take loan for the purpose of petty trading and cattle fattening. The amount of credit disbursed per individual is varies from 3000 birr up to 10,000 birr by forming a group but it depends on their amount of saving and their repayment status. According to group discussion, the SHG raised its limitation is that credit is not provided at the time of they need and required amount.

Market information system

There is no formal market information system in the area rather they get market information informally from their neighbor. The main constraints regarding these are lack of awareness creation, poor practice of pastoralist to bring their product to the market as well as weak marketing system. According to key informant interview, the suggested solution for the above mentioned constraints are marketing system and information system should be strengthened, employing expert, awareness creation and monitoring of concerned body are needed. The problems of the community to engage in given marketing system are

- Skill/knowledge gap
- Problem of market availability
- Absence of market information

Cultural and Religious Factors That Limit Community participation on IGA

As we tried to discuss with focus group discussion, there is no any cultural as well as religious limit to engage on profit making activities and credit taking in the area.

Processing Technology

According to group discussion there is no any agricultural product processing technology except grinding mills. Once operating systems of these grinding mills stopped, it doesn't get technical support as soon as to make functional.

Assessment of Woreda Government Office

As we tried to interview the key informants, there is shortage of expert in the office that can promote effective marketing system, shortages of logistic, high turnover of the expert due to hot weather condition in the area.

4.2. The Main Livelihoods of Benatsemay woreda

The main livelihood of the woreda are livestock and crop production as well as their income sources are from selling of livestock, livestock product and cereal crops. Some of agro pastoralists practice cattle fattening and small ruminant fattening particularly goat in order to get better income.

Marketable Commodities of the Woreda

The marketable agricultural products in the area includes production of maize, teff, finger millet, sunflower, soybean, oats, cassava, groundnut, potato sorghum, common pea sesame, vegetables in some area especially in nearby to small rivers in the area, haricot bean, sugar cane, moringa, some fruits and honey production. Live cattle and goat is major marketable commodity from livestock in the area. Poultry production is also practiced as livelihood because agro pastoralists were aware of poultry production through extension system and introduction of different improved exotic breeds. According to group discussion with SHG nonagricultural income generating activities that are available in the area includes grain trading, vegetable trading, 'shuforo', 'cheka', selling of 'injera' and 'dabo' petty trading, sheep and goat trading, cattle fattening, goat and sheep fattening activities collecting and selling of firewood, selling of charcoal (although it goes against environmental policies), selling of spices, selling of 'tela' etc.

Cereal crops such as maize and sorghum are dominantly grown in the area and its productivity depends on the season but vegetables produced in some limited area by agro pastoralist those who has irrigation availability and nearby to small river. In some area there is no any irrigation access to produce vegetables and other crops example Olkakibo kebele. Vegetables were mainly brought from Jinka area to meet the consumers demand whereas also maize, teff, faba bean from other area out of south Omo Zone

Constraints and opportunities of producing different commodities

According to focus group discussion with SHG, they were asked to tell their challenges while producing agricultural commodities, accordingly the main constraints that forwarded during focus group discussion includes:

- Shortage of rainfall/drought
- Shortage of animal feeds
- Crop and animal disease
- Costs of input is not affordable

The self-help group has suggested as a solution is that, the concerned body should provide support, provision of chemical treatments, provision of technical assistance and awareness creation.

Even though some of the district is potential for production of both agricultural and non-agricultural commodities, the agro pastoralists face different constraints to exploit the potential fully. Crop production in the district depends mainly on rain fall. With currently expanding harsh weather condition, crop production in the area become decreasing from time to time. Not only crop production the livestock sector is also face with the same problem in the area, there is no enough amount of water for animals in the district especially in some kebele such as Luka kebele. Because of extreme shortage of rain fall in these pastoral areas, the pastoralists who previously practice crop production shift to livestock production. But currently livestock production is also face with the same constraints, as there is loss of large number of both large and small ruminants in the area due to lack of water, feed and different diseases. According to the focus group discussion with self-help group, some of the commodities produced in the area also lack market or their price in available local market is very low due to absence of competitive buyers from different area. There is also lack of different market place in the area or available market places are far away from the pastoralist's residence. Some of the FGD participants especially from Kako kebele said that the kebele's DA does not allow them to sell charcoal and firewood as their livelihood practice because it goes against environmental policy.

During discussion the self-help group indicated that existence of road in some area that link with the main market center is an opportunity in the area.

Marketing of Commodities and Gender Perspective

During group discussion with SHG both males and females are participate in production of agricultural commodity and both are benefited but in some areas females mainly involved in production than males and both are benefited from producing those commodities.

Market actors involved during agricultural commodity marketing are traders, consumers and producers. According to group discussion, live cattle and goat are marketed to Addis Ababa and Mojo. There are poor market facilities and infrastructure problems in some study area. Their marketing margin is low because they sell their product at the local market. Both males and females are involved in agricultural commodity marketing and get benefit from it. But in some area females mainly involved whereas males participate in goat and sheep, live cattle marketing example in Goldia. There is partition of job among the gender in the district, farming activities such as preparation of agricultural land for crop production is mainly practiced by male. The main role of female in crop production is that pre-preparation of agricultural land for ploughing and then weeding of crop. In the case of selling live animals, male have the role to sell both large and small ruminants but women also can rarely participate. Selling of poultry, milk and milk products as well as selling of different surplus crop types was practiced by female agro-pastoralists.

According to group discussion with SHG, majority of them produce cereal crops mainly for consumption purpose whereas groundnut and sesame mainly for selling rather than home consumption. Both males and females use Kako, Beneta, Alduba and Key Afer market outlet to sell their products. They sometimes visit different types of markets in order to get price information and majority of them transport their produce to market place by carrying, by using equine animals (mostly donkey), use bicycle and transportation. The self-help group sell their product to traders, consumers and retailers. The amount of product to be marketed has been influenced by the absence of trade license, not being involved in trading activities only, due to other workload and lack of transportation. The income from marketing their produce is controlled mainly by male also in some area of the woreda females also has control over income from marketing of the product. After selling of different commodities, both male and female households have role on control and disposal of the income generated from these commodities.

But some of the SHG especially in Kako kebele said that male household has power to control and dispose income obtained from different commodities. In contrast to this in other parts of the district (e.g. Luka kebele), female household have the power to control the income obtained from different commodities.

According to focus group discussion, agricultural inputs such as improved seed, improved chicken and fertilizer are provided through agricultural office in the woreda. According to focus group discussion with SHG the constraints that they mainly face are improved vegetable seed not provided at a time, poultry disease and climate change. During focus group discussion, treatments should be provided for poultry disease, the price of improved chicken provision should be affordable and there should be seasonal on time provision of improved vegetable seed in appropriate time.

Main trading characteristics

According to group discussion, role of middlemen is facilitating the marketing process and benefited from both seller and buyers. The middlemen provide the services for those who buy and sell the product particularly in live animals. But some SHG has no knowledge about their roles.

Most of the agro-pastoral kebeles of Benatsemay woreda were using local market to sell and buy their products. Access to other potential market is very low due to absence of infrastructure such as transportation and long distance to potential markets at zonal and other district level. The capacity of buyers in these local markets is very low because all participants in this market are only the residents of that particular area even though there is very small number of buyers from other area whose capacity is also very low and there is no visible effect from these traders. But the kebeles that are nearby to the district level market are advantageous because there is better competition from different buyers arrived from different parts of the zone. When pastoralists and agro-pastoralists bring their commodities to available local or district level market, they are faced with different challenges.

Credit Access

During group discussion, the main source of credit in the woreda is Omo micro finance. Although there is Omo microfinance in their kebele, majority of SHG has no credit taking practice.

As we tried to interview key informants, the woreda Omo microfinance is one of the source for credit in the study area. They provide credit services for the purpose of petty trade, for poultry production, for 'shuforo' and 'borde' trading by some awared women and for fattening of small and large ruminants. The amount of credit is depends on the individual savings that deposited in their organization. According to key informant's interview, the amount of credit for individual may range from 3000 up to 10,000 birr by forming groups but it depends on the amount of saving and their repayment status within one year. In urban area for individual 30,000 birr and in group up to 100,000 birr are available by using different collateral system and repay within one year in different quarter. The main challenges for credit service are awareness problem on the repayment condition. In some areas of the district (e.g. Kako kebele), the community have negative image on Omo micro finance, they said that the people who get credit from omo micro finance were punished by prison due to unable to return the loan due to that they don't want to serve by this financial organization. Awareness creation on the loan repayment and its usage are the solution for the above challenges. According to key informants, there is budget shortage for expert,

logistic and material shortage in order to provide technical support and in some area there is poor working environment because of security problem and lack of awareness .

Market information system

Market information system is very important tool to marketable commodity producing agro pastoralists. Without market information system, the producers cannot obtain motivating value for his/her product. Not only for producers, buyers and other market actors also need market information system to fulfill their need from market. There is no formal market information system in the area rather they get market information informally from their neighbor, but they need formal market information system. They bring their commodities to available local or district level even to zonal level market without any information about the market at any time. Due to this they face different challenges during marketing of the commodity especially from brokers.

The brokers in the market place buy the commodities with low price and sell it to other traders with very high price. Lack of infrastructure such as transportation has its own negative effect on market information in that they do not frequently visit available market places due to above mentioned problem. The main constraints regarding these are lack of awareness creation and materials.

According to key informant interview and focus group discussion, the suggested solutions for the above constraints are awareness creation, provision of materials and support from concerned body.

The problems of the community to engage in given marketing systems are

- Skill/knowledge gap
- Problem of market availability in some area
- Absence of market information
- Finance problem

Cultural and Religious Factors That Limit Community participation on IGA

As we tried to discuss with focus group discussion, there is no any cultural as well as religious limit to engage on profit making activities as well as credit taking except those who are protestant followers forbid alcoholic drinking such as tela, local areke and borde.

Processing Technology

Processing technologies are very important to add value to agricultural commodities produced by farmers, pastoralists and agro-pastoralists. According to group discussion there is no any agricultural product processing technology except grinding mills.

Assessment of Woreda Government Office

As we tried to interview the key informants, there is shortage of expert in the office that can promote effective marketing system, shortages of logistic and budget shortage.

4.3. The Main Livelihoods of Male Woreda

The main livelihood of the woreda is livestock and crop production as well as their farming system is mixed crop- livestock production system. Their income sources are selling of livestock, livestock product and cereal crops. The main crop types grown and produced by most farmers of Malle woreda are sorghum, maize, teff, legumes, pumpkin, potato, and different types of fruits such as mango, abokado, and vegetables (in small amount) such as cabbage, onion, tomato ...etc. Selling of injera, selling of bread, selling of shuforo, selling of borde, selling of firewood, selling of different types of fruits and spice in the local market are some of non- agricultural activities which are extensively practiced by residents of Malle woreda especially by the women as their means of livelihood.

Malle district is also potential in honey production especially in kebeles nearest to potential forest areas such as Doyso kebele. Sorghum and maize production is practiced by almost all communities of the woreda. The area coverage by these two crops is higher than any other crop types in the district. The same to these crop types, livestock production is also practiced by almost all communities member of the district although its product and productivity is marginal due to different hindering factors. The production potential of both livestock and crop is faced with different constraints such as shortage of water (rain fall) for both livestock and crop production. The district will be also potential for different vegetable (onion, cabbage, tomato) and fruit production (Mango, Abokado, orange, banana) if the access to small irrigation is landed in the district.

Marketable Commodities of the Woreda

Most of crops produced in the district were used for home consumption but there are also crop types produced only for market (cash crop) in the area. For example coffee, groundnut, pumpkin's seed and sesame are the main cash crops in the area. The other marketable agricultural products includes maize , potato, sorghum, common pea, haricot bean ,pumpkin and its seed, moringa and some fruits. Live cattle and goat are major marketable commodity from livestock in the area .According to group discussion nonagricultural income generating activities that are available in the area include grain trading, vegetable trading,(shaybuna) ,shuforo, cheka, petty trading, cattle trading, fruit trading goat trading activities. Cereal crops such as maize and sorghum, sesame, pumpkin are grown in the area and its productivity depends on the season but vegetables not such much

produced due to unavailability of irrigation.

Constraints and Opportunity of Producing Commodities

Since Malle woreda is one of rainfall dependent area for crop production, the production of the above mentioned main crop varies from year to year depending on the rainfall amount in the area. According to FGD, the magnitude and trends of these main crops production decreasing in past three or four years due to the above mentioned problem. The same is true for livestock production in the area, since this sector also needs enough amount of rainfall for watering the animals and production of livestock feeds and rehabilitation of the existing pasture land.

As mentioned above, although the district is potential for different vegetable and fruit production through small scale irrigation, this sector is not activated still now and there is also shortage of permanent water bodies for small irrigation. Livestock sector of the district is also affected by different hindering factors such as devastating animal diseases, shortage of feed and lack of improved and potential breed in the area. Non - agricultural sectors are also not free from challenges, lack of infrastructure (road and transportation), frequent variation in price of different marketable commodities and lack of competitive traders to the local markets are some of the challenges facing this sector.

According to focus group discussion with self-help group and key informants interview, they were asked to forward their challenges while producing agricultural commodities. Accordingly, the main constraints that forwarded during focus group discussion include:

- Shortage of rainfall
- Lack of awareness
- Lack of regular market access
- Lack of market information
- Problem of infrastructure

They suggested as a solution is that the concerned body should provide support, trainings, infrastructural facilities, facilitate market center. During discussion the self-help group, existence of different marketable goods in the area are for income generation are good opportunity in the area.

Marketing of Commodities and Gender Perspective

During group discussion with SHG both males and females are participated in production of agricultural commodity and both are benefited but males mainly involve in production and both benefited from producing those commodities. But other activities such as selling of 'borde', selling of 'shuforo', selling of 'injera', selling of different fruit types and spices at local market were practice by female households. Selling of live animals and selling of honey were done by male household. But selling of different crop types, selling of other animal products (milk, butter and cheese) and poultry and egg were accomplished by female.

Market actors involved during agricultural commodity marketing are traders, consumers and producers. According to group discussion, marketable commodity marketed to zaba and gento market. Goat and cattle marketed to tinchare market in Gamgofa Zone, Bala market as well as Addis Ababa market center where as maize marketed to Wolaita, pumpkin seed marketed to Shashemene and then exported, groundnut is marketed to Jinka, Natherate and Addis Ababa and sorghum is sold within the kebele market .There are poor market facilities and infrastructure problems in the study area .Their marketing margin is low because they sell their product there at the local market. According to group discussion with SHG, both males and females involved in agricultural commodity marketing and both benefit from it. But in some area females are mainly involved and benefited. According to key informant interview they produce cereal crops such as sorghum mainly for home consumption and maize, pumpkin seed and groundnut is the most marketable commodity in the area; marketed to different area out of the woreda. They sold cattle for cultural ceremony for education. Both males and females use zaba, doyso, Gento and Beneta market outlet to sell their products. They sometimes visit different types of markets in order to get price information and majority of them transport their produce to market place by carrying .The self-help group sell their product to traders, consumers and producer. The amount of product to be marketed is influenced by the infrastructure problem, consumption and different problems.

The income from marketing of different produce is controlled by both males and females but incomes crop sale mainly controlled by females whereas incomes from livestock sale is by males in some area.

According to focus group discussion with self-help group and key informants interview, agricultural inputs such as improved seed, improved chicken and fertilizer are provided through agricultural office in the woreda. The constraints that they mainly face are lack of awareness on improved poultry especially by females, climate change, and shortage of fertilizer in some kebele and problems of input using practice. According to focus group discussion and key informants interview, input supply should be provided in the season, using soil and water conservation system and awareness creation through demonstration. According to the key informants, the constraints of producing marketable agricultural commodities are lack of awareness, regular market access, lack of market information and they suggested as solution like providing trainings, infrastructure facility, and concerned body should facilitate the market center

Main trading characteristics

According to group discussion, role of middlemen is facilitating the marketing process and benefited from both seller and buyers. The middlemen provide the services for those who participate in buying and selling of the product. According to key informant's interview, the middlemen get 100birr-200birr per live cattle and 3birr-5 birr per 50Kg for grain. There is an infrastructure problem that links the woreda market with that of zonal market. According to key informant's traders has potential to purchase upto 10 cattle and on average 35 goats in one market day in the study area.

Credit Access

During group discussion, the main source of credit in the woreda is Omo micro finance. Although there is Omo microfinance in the study area, majority of SHG has not been used credit services. For some SHG credit service is provided through catholic about 2000 birr per individual without interest rate, example in Doyso kebele for the purpose of goat fattening and petty trading. As we tried to interview key informants, the woreda Omo microfinance is one of the sources for credit in the area. They provide credit services for the purpose of petty trade and cattle purchase. The amount of credit disbursed depends on the individual savings that deposited in their organization. The amount of credit may range from 3000 birr up to 10,000birr by forming a group and repay back within one year but it depends on the amount of saving and household's socioeconomic data.

The main challenges for credit service are awareness problem, repayment problem, beneficiary selection problem at kebele level. According to key informants, there is budget shortage for expert, logistic and material shortage in order to provide technical support up to kebele level.

Market information system

Market information system is very important for marketable commodity producing community. Lack of market information discourages the producers because they have no information about the value of their product on available market so that they sell their product in very low price at the local market. There is no formal market information system in the area rather they get informally from their neighbor. The main constraints regarding these are lack of infrastructure and media expert at woreda level. According to key informant interview and focus group discussion, the suggested solution for the above constraints are, there should be infrastructure facility, employing media expert and other and availing market information at kebele level. According to group discussion, the problems of the community to engage in marketing system are:

- Skill/knowledge gap
- Problem of market availability in some area
- Absence of market information

Cultural and Religious Factors That Limit Community participation on IGA

As we tried to discuss with focus group discussion with self-help group, there is no any cultural as well as religious limit to engage on profit making activities as well as credit taking except those who are protestant followers forbid alcoholic drinking such as tela, local areke and borde

According to group discussion, there is no processing technology except grain grinder (wofcho

Processing Technology

According to group discussion there is no any agricultural product processing technology except grinding mills.

Assessment of Woreda Government Office

As we tried to interview the key informants in order to assess the government office capacity, there is shortage of expert in the office that can promote effective marketing system, shortages of logistic and budget shortage. According to FGD with SHG, The Income Generating Activities are ranked by using pair wise matrix method below in table 4 and 5 for each woreda.

Table 4: On Farm Activities

No	Names of Woreda	Types of IGA	Ranks	Remark
<i>Dasenech</i>				
1		cereal crops(sorghum,maize)	1 st	
2		animal production	2 nd	
3		Vegetables	3 rd	
4		Oil crop(sesame)	4 th	
5		root cop(sweet potato)	5 th	
6		Tambo production	6 th	
7		forage production	7 th	
8		Poultry production	8 th	
9		Fruit production	9 th	
<i>Benatsemay</i>				
1		Animal production	1 st	
2		Cereal production	2 nd	
3		Poultry production	3 rd	
4		Oil crop(sesame)	4 th	
5		Groundnut	5 th	
6		Vegetables	6 th	
7		Potato production	7 th	
8		Moringa	8 th	
9		Fruit production	9 th	
<i>Male</i>				
1		Cereal production	1 st	
2		Animal production	2 nd	
3		Pumpkin production	3 rd	
4		Poultry production	4 th	
5		Potato	5 th	
6		Vegetables	6 th	
7		Sesame production	7 th	
8		Fruits production	8 th	
9		Sugar cane production	9 th	

Table5: Off Farm Activities

No	Names of Woreda	Types of IGA	Ranks	Remark
<i>Dasenech</i>				
1		Cattle fattening	1 st	
2		Borde trading	2 nd	
3		Shoforo trading	3 rd	
4		Goat trading	4 th	
5		Petty trade	5 th	
6		Coffee-tea trading	6 th	
<i>Benatsemay</i>				
1		Borde trading	1 st	
2		Cattle fattening	2 nd	
3		Shoforo trading	3 rd	
4		Sheep and Goat trading	4 th	
5		Cereal trading	5 th	
6		Fruit trading	6 th	
7		Coffee-tea trading	7 th	
8		Petty trading	8 th	
<i>Male</i>				
1		Live animal trading	1 st	
2		Borde trading	2 nd	
3		Fruit trading	3 rd	
4		Coffee-tea trading	4 th	
5		Shoforo trading	5 th	
6		Vegetable trading	6 th	

5. RECOMMENDATION

Based on the empirical findings the following recommendation were forwarded

- Awareness creation on credit services for SHG is needed by MFI in Male and Benatsemay woreda
- Providing capacity building for Benatsemay, Male and Dasenech Woreda Trade Office and MFI Company - technical, logistics and financial support are needed .
- Provide capacity building for the SHG: capacity building in the areas of business skill, plan preparation and financial management is crucial to ensure benefit to SHG in Male, Benatsemay and Dasenech woreda
Non-farm income IGAs: Provide revolving fund for prioritized off farm income generating activities in Male, Benatsemay and Dasenech woreda
- The market information system should be established and functional at all levels. This is also valid for all income generation and value chain interventions for the study area.
- There should be training to improve the quality of the product; and establish market linkage in all the study areas.
- The government should deal with infrastructure problems for effective marketing system particularly in Male Woreda

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