

SOCIO-ECONOMIC CHARACTERISTIC AND PROFITABILITY ANALYSIS OF RABBIT PRODUCTION IN ONDO STATE, NIGERIA

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ABSTRACT

The study examined the prospects and challenges of rabbit production in Ondo State, Nigeria, with a view to determining among other things the profitability of rabbit farming, level of acceptability of rabbit meat as well as the constraints hampering rabbit production in the study area. The study revealed that 80% of the respondents are male, 86% are literate with higher educational qualification, 78% are agricultural science specialists and 76% are civil servants. The mean flock size of the respondents is 28 rabbits. The likert rating scale on perception showed that respondents disagree that consumers are aware of the importance of rabbit meat, with a mean score of 3.44. The gross margin revealed that rabbit production had a profit margin of N13,700/Respondent/Month. The correlation analysis showed a significant relationship between gross margin and years of experience with r-value of 0.688 and P-value of 0.002 which makes the null hypothesis to be accepted. The regression analysis has R² value of 0.589 which implied that about 59% variation in the dependent variable is explained by the independent variables. The major constraint faced by respondents is the absence of a ready market for rabbit with a mean score of 4.02 on the likert rating scale.

Keywords: Characteristic, Production, Profitability, Rabbit, Socio-economic.