

**MARKETING AND UTILIZATION OF *Artocarpus altilis*
(Parkinson) FORSBERG IN THE RAINFOREST AREA OF
OSUN STATE, NIGERIA**

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ABSTRACT

This study centered on *Artocarpus altilis* (var. *apyrena*) commonly called breadfruit to determine its occurrences in the Osun State of Nigeria; the various utilities consumers derive; its potential uses and marketing of the products. In the rainforest zone of the study area, three (3) Local Government Areas: Atakumosa West, Irewole and Ife East were purposively sampled. A total of 135 structured questionnaires were administered to randomly selected farmers, marketers and consumers. The results reveal that the *Artocarpus altilis* was commonly occurring in the study and 54.51% in Ife East. The ANOVA results show that variations in marketing costs and market margin were significant between and among the LGAs in the study area $P < 0.05$. Several factors can be adduced to these and they include, varying levels of resources endowment, varying levels of demand and levels of rural infrastructure, which may influence marketing efficiency. The consumption patterns were determined by local availability and not dependent on levels of income. The perishable nature of *artocarpus* makes for high level of wastage. This will require further research in preservation of the fruits and their transformation into other useful and storable value-added forms.

Keywords: Marketing and utilization, *Artocarpus altilis*, breadfruit, Non-wood forest products.