

Processing and Marketing of Selected Cassava Products in South-east Nigeria

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ABSTRACT The study investigates the processing and marketing of cassava products in the Southeast, Nigeria. Multi-stage random sampling was used to select 120 respondents, using structured questionnaire to collect primary data on the quantity and the cost of cassava used for processing each product, the method of processing and cost of processing. The return per naira on investment of the cassava products was evaluated, and the result showed that cassava processing is a profitable venture. Processing cassava tubers into flour was more profitable with a return of 9kobo per N1 invested in the business as against 7.8kobo and 7.1kobo for garri and chips respectively. Several constraints associated with processing and marketing of cassava products were identified. This study recommended the need for government and the private sector to assist cassava processors with credit, processing and storage facilities, good road network as this will boost the economic performance of this sector of the economy.