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MARKETING STAPLE FOOD CROPS IN TROPICAL AFRICA

William O. Jones

This book offers the first detailed examination of marketing practices and their effectiveness in four important agricultural areas of tropical Africa—southwestern and southeastern Nigeria, Sierra Leone, and Kenya. It is based on comparative field studies, sponsored by AID, in each of the areas, and on extensive price analyses.

Drawing on his years of studying the food and agricultural economies of tropical Africa, Professor Jones assesses the marketing systems against the criteria of the "perfect" market and tests the validity of widely held propositions about their cost and efficiency. In the final chapters he identifies the principal defects in the existing systems and suggests methods of overcoming them. He notes that in some important instances imperfections that seem on the surface deplorable are actually rational and essential responses to the inevitable fragmentation found in recently established national economies.

The only comprehensive study on marketing in Africa written in recent years, this book will be of great value to African specialists and to agricultural and development economists.

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Staple foods are those that constitute the majority of a particular diet, and generally supply virtually all or most of the total intake of energy and nutrients. People usually consume these staple foods daily or multiple times a day. Culture, climate, and trade are all factors that determine the popularity of a certain food. The overwhelming majority of global staple foods are grains. Corn, rice, and wheat together make up 51% of the world's caloric intake. Below is a look at these important food staples. Corn - 19.5%. Plantains are grown in tropical areas and rainforests throughout Latin America and Africa where they are an important part of the local diet. Most Important Staple Foods In The World. Thank you very much for downloading marketing staple food crops in tropical africa. Maybe you have knowledge that, people have look hundreds times for their favorite novels like this marketing staple food crops in tropical africa, but end up in harmful downloads. Maybe you have knowledge that, people have look hundreds times for their favorite novels like this marketing staple food crops in tropical africa, but end up in harmful downloads. Rather than enjoying a good book with a cup of coffee in the afternoon, instead they cope with some malicious virus inside their laptop. marketing staple food crops in tropical africa is available in our digital library an online; CONTINUE READING. Save to Library.