

Consumer Attitudes To Edible Frog (*Ranaesculenta*) Meat In Sokoto Metropolis, North-Western Nigeria

Yusuf, A¹., Koko, H. M¹., Sani, I¹., ²Kabir, M. S. Andjibir, M¹.

¹Department of Animal Science, Faculty of Agriculture, Usmanu Danfodiyo University, Sokoto, Nigeria.

²School of Remedial and Basic Studies, Federal Polytechnic Kaura Namoda, Zamfara State

Corresponding Author: Yusuf, A

-----ABSTRACT-----

A cross sectional study was undertaken in Sokoto metropolis North-western Nigeria to determine attitudes to consumption of edible frog (*Ranaesculenta*) meat. A multi-stage sampling technique was used to select a total of 90 respondents from the largest Local government Areas to the smallest administrative unit (area) that make up the Sokoto metropolis. Respondents' were assessed using two self reporting attitudinal evaluation techniques; latent semantic analysis and semantic differential scale, semantic analysis of respondents' comments revealed that 93.30% had positive attitude, 6.70% had negative attitude, toward edible frog meat consumption, on a semantic differential scale Ganda was considered Good (+1.16), Healthy (+3.50), Delicious (+1.16) and Nutritious (+2.33); The implications of the study are; thus indicated that frog meat is not food item in the study area; but remains a product with a high potential for trade and nutritional important.

KEY WORDS: Attitude, Consumption, Frog (*Ranaesculenta*) meat, Latent Semantic Analysis, Semantic Differential.

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I. INTRODUCTION

Frogs are classified as amphibians. Amphibians are essentially a tropical group and well represented in Nigeria (Oldham, 2000). They are the first group of vertebrate animals to make a serious attempt at life on land. Their history is long and complex. Few people realize how ancient frogs are, for 190 years, the ancestors of modern frogs have roamed (if not rule) the earth looking much the same as they do today. The secret of their success is their amazing adaptability (Bay, 2002). They can, in general, move, feed and breathe equally well on land and in fresh water. But nearly all amphibians return to water to breed. Like all amphibians, frogs are cold blooded meaning that their body temperature changes with the temperature of the environment. When temperature drops, some frogs dig and burrow underground or in the mud at the bottom of the ponds. (Larrea, 2001). Frogs like to be near ponds which have plenty of algae and plant near the edge usually with shallow edges so that they can easily climb out. In general, the common frogs seem to prefer ponds which have water flowing in and out of them (Huphes, 1981). Human population is growing very rapidly, creating a significant and increasing demand for additional animal protein. This demand can only be met most easily by rapidly increasing source of animal protein which includes frog production. The demand for frogs is of vital importance to man, most especially in developing countries like Nigeria where other animal protein from chevon, pork, poultry meat and eggs are limited in supply due to low level of animal husbandry or because their cost price is becoming too expensive to afford. Therefore, frogs could become an eminent source of protein to the populace in substitution for other forms of animal protein. Frog culture is an important economic activity in Thailand with high demand for the product in foreign market such as Malaysia, Singapore, Hong Kong, Japan, Germany and France (Akasay, 1994). The demand for frog product is lower in Nigeria compared to other countries like India and France because the production of frog is yet to be popular in Nigeria, high prices of the little available product and the low income of the people especially in the rural areas. Despite the socio-economic, nutritional and health importance of frogs and frog meat, little attention is paid to its scientific study here in Nigeria. Related studies were scanty. The aim of this study is to determine the attitude of people toward consumption of edible frog meat in Sokoto metropolis north-western Nigeria to bridge the knowledge gap.

II. METHODOLOGY

A multi-stage sampling technique was used to select a total of 90 respondents from the five Local government Areas that make up Sokoto metropolis. In the first stage nine wards were selected proportionately; three wards from each of Sokoto North and Sokoto South (being the Local Government Areas that are wholly within the Metropolis) and one ward from each of Wamakko, Kware and Dange Shuni. In the second stage one

area were randomly selected from each of the wards and in the third stage 10 respondents were selected from each area using convenient sampling. Two self evaluating attitude assessment methods; Latent semantic analysis, (Landauer *et al.*,1998) and semantic differential scale were used, in the first instance subjects were asked to freely comments on their feelings towards consumptions of frogs. In the second stage Semantic differential was used to assess their attitudes to frog meat for four evaluative adjective namely; Good, Delicious, Healthy and Nutritious. The adjective were sort from the comments on the latent semantic procedures.

The comments from the first stage of the study were separated into three semantic classes Positive, Indifferent and Negative attitude. The semantic differential scale was analysed according to (Jibir, 2015).Average semantic distances from the positive pole of each adjective was subtracted from the semantic scale point (7.0) to obtain the differential. A positive differential indicates a positive attitude and a negative one indicates otherwise.

III. RESULTS AND DISCUSSION

Table 1: Distribution of respondents according to their attitudinal disposition towards Consumption of Ediblefrog meat

Positive		Negative	
Evaluation	Frequency	Evaluation	Frequency
Interesting	1	I cannot eat frog meat	20
I like it if processed well	1	It is not part of our culture	17
Important	4	I don't like it	18
		Bad	21
		It is a dirty Animal	7
		Religiously rejected	1
Proportion (%)	6.70		93.30

Table 1; Showed that the majority of the respondents with the proportion of 93.30% are not consuming edible frog meat while only 6.70% of the respondents are consuming edibles frogs' meat in the study area. This could be a reflection of religious belief or faith of the respondents. According to Omoniye *et al.*,(2012) reported that in his research.Reflection of the mixture of people's religious inclinations in the study area thoughtit was claimed that some Islamic sects of viewed frog meat as neither *Halal* nor *Haram* and not to be consume.

Table 2: Semantic attitude of consumers towards edible frog meat

Feeling	Semantic Mean	Differential
Good	5.84	+1.16
Nutritious	3.50	+3.50
Delicious	5.84	+1.16
Healthy	4.67	+2.33

When consumer attitudes were assessed using semantic differential scale Edible frog meat was considered Good may be attributed to the facts that most of the water bodies are good to be eaten even when dead like fishes, Delicious, Healthy, and Nutritious (Table 2).

IV. CONCLUSION

Majority of the peoples have negative attitudes towards frog meat consumption in the study area. They also haven't Islamic knowledge on legacy of frogs and frog meat products consumption, therefore there is an ambiguity of being it neither *Halal* nor *Haram* in Islamic view and considered it as unaccepted.

Frog meat consumption was very little in the study area. The community in the area notwithstanding that the quantities purchased by consumers from other places are relatively higher in the study area and consider it Good source of animal protein but they cannot consume it due to the fact that of religious and cultural believe.

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