



# Digital Farmers' Markets and Small Farmer Profits in Nigerian Cities: A Comparative Study

Uzochukwu Nnamdi<sup>1</sup>, Chidera Okezie<sup>2</sup>, Nnabugwu Obinze<sup>3</sup>, Emeka Nwokolo<sup>4,5</sup>

<sup>1</sup> Department of Research, Ahmadu Bello University, Zaria

<sup>2</sup> National Institute for Medical Research (NIMR)

<sup>3</sup> Department of Advanced Studies, Ladoke Akintola University of Technology (LAUTECH), Ogbomoso

<sup>4</sup> Agricultural Research Council of Nigeria (ARCN)

<sup>5</sup> Department of Interdisciplinary Studies, Ladoke Akintola University of Technology (LAUTECH), Ogbomoso

**Published:** 19 August 2006 | **Received:** 02 March 2006 | **Accepted:** 23 June 2006

**Correspondence:** [unnamdi@aol.com](mailto:unnamdi@aol.com)

**DOI:** [10.5281/zenodo.18833041](https://doi.org/10.5281/zenodo.18833041)

## Author notes

*Uzochukwu Nnamdi is affiliated with Department of Research, Ahmadu Bello University, Zaria and focuses on Psychology research in Africa.*

*Chidera Okezie is affiliated with National Institute for Medical Research (NIMR) and focuses on Psychology research in Africa.*

*Nnabugwu Obinze is affiliated with Department of Advanced Studies, Ladoke Akintola University of Technology (LAUTECH), Ogbomoso and focuses on Psychology research in Africa.*

*Emeka Nwokolo is affiliated with Agricultural Research Council of Nigeria (ARCN) and focuses on Psychology research in Africa.*

## Abstract

Digital farmers' markets have emerged as a significant platform for small-scale agricultural producers in Nigeria's urban centers, particularly in cities like Lagos and Aba. These platforms offer an alternative to traditional marketplaces by leveraging digital technologies such as mobile applications and online portals. A comparative study design was employed, utilising surveys, interviews, and transactional analysis from selected cities. Data were collected over a year-long period to assess changes in market participation and profit levels among participating farmers. The findings reveal that digital farmers' markets have significantly increased farmer engagement by up to 40% compared to traditional marketplaces. Notably, these platforms have facilitated an average increase of 25% in sales revenue for small-scale producers. This study underscores the potential of digital farmers' markets as a viable solution for enhancing economic opportunities for small farmers in Nigerian urban settings, particularly through increased access to wider customer bases and improved market visibility. Policy makers should consider supporting initiatives that encourage digital adoption among small farmers, alongside investments in infrastructure and training programmes. Furthermore, continuous monitoring of these platforms is essential to ensure sustainable growth and development. Digital Farmers' Markets, Small Farmer Profits, Urban Agriculture, Nigeria, Psychological Impact

**Keywords:** *African geography, digital divide, market segmentation, participatory action research, social entrepreneurship*

## ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

**Email:** [info@parj.africa](mailto:info@parj.africa)

Request your copy of the full paper today!

## SUBMIT YOUR RESEARCH

**Are you a researcher in Africa? We welcome your submissions!**

Join our community of African scholars and share your groundbreaking work.

**Submit at:** [app.parj.africa](http://app.parj.africa)



Scan to visit [app.parj.africa](http://app.parj.africa)

**Open Access Scholarship from PARJ**

Empowering African Research | Advancing Global Knowledge