

## Scaling up Potato Economic Opportunities: Evaluation of Youths Participation in Potato Value Chain in Nigeria

**Authors :** Chigozirim N. Onwusiribe, Jude A. Mbanasor

**Abstract :** The potato value chain when harnessed can engage numerous youths and aid in the fight against poverty, malnutrition and unemployment. This study seeks to evaluate the level of youth participation in the potato value chain in Nigeria. Specifically, this study will examine the extent of youth participation in potato value chain, analyze the cost, benefits and sustainability of youth participation in the potato value chain, identify the factors that can propel or hinder youth participation in the potato value chain and make recommendations that will result in the increase in youth employment in the potato value chain. This study was conducted in the North Central and South East geopolitical zones of Nigeria. A multi stage sampling procedure was used to select 540 youths from the study areas. Focused group discussions and survey approach was used to elicit the required data. The data were analyzed using statistical and econometric tools. The study revealed that the potato value chain is very profitable.

**Keywords :** value, chain, potato, youth, enterprise

**Conference Title :** ICCEE 2019 : International Conference on Creative Entrepreneurship and Economics

**Conference Location :** Dubai, United Arab Emirates

**Conference Dates :** December 19-20, 2019