



## Marketing cost, market margin and price spread in fig

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### ABSTRACT

Three marketing channels were noticed in sale of fig viz., Channel-I: Producer –Consumer, Channel-II Producer-Commission agent-Retailer-Consumer and Channel-III Producer-Commission agent-Wholesaler-Retailer-Consumer. Quantity sold through Channel-III was higher. Per quintal marketing cost incurred by producer was worked out to be Rs. 617.53 which was high because of heavy charges by commission agent followed by transport and packing material. From the various items of the marketing cost, major contributing factors were commission charges which was highest (40.75 per cent) followed by packing material (22.93 per cent), transport charges (17.54 per cent) and grading and packing charges (10.67 per cent). Marketing cost incurred by wholesaler in Mumbai market, retailer in Mumbai market and retailer in Pune market was Rs. 79.30 /quintal, Rs. 588.24 /quintal and Rs. 463.01 /quintal, respectively. The total marketing cost incurred by retailer was more because of high transport charges and more losses during transport. Price spread of fig in Pune and Mumbai markets have been studied. In the process of marketing of fig in Pune and Mumbai markets, producers were getting only 64.29 per cent and 51.80 per cent of the consumer's rupee, respectively. The rest of the rupee was swallowed by the market expenses incurred by producer, expenses and margins of retailer in Pune market and Mumbai markets.

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### INTRODUCTION

Fig is perishable commodity and its very small portion is consumed by the farm families, therefore farmers have more marketable surplus. In specialized farming, the producers who are in a position to adjust their production to demand, reap the maximum benefit of the market. The element of time is an important factor in marketing of agricultural produce in general and fruits and vegetables in particular. The marketing possibilities of the perishable commodities like fruits and vegetables depend very largely on the rapidity with which they can be transported to the market. Efficient marketing should be such that the produce should reach the consumer in good state without damage, with less cost and within a short time after the produce is harvested.

### METHODOLOGY

The study was conducted in twelve villages of Purandar and Bhor Tehsils of Pune district of Maharashtra. The data were collected from 60 respondents from sampled villages of both the Tehsils of Pune district and different market

intermediaries included in fig marketing with the help of well-constructed and pre-tested schedule.

### Objectives :

The present study has been undertaken to estimate the marketing cost, market margin and price spread in fig marketing.

### RESULTS AND ANALYSIS

The findings of the present study as well as relevant discussion have been summarized under the following heads:

### Marketing channels in fig in selected markets:

It was found that per farm total marketable surplus of producer was 53.73 quintals. Out of that, total retention was 2.6 quintals which accounted 4.84 per cent and the marketed surplus was 51.13 quintals which accounted 95.16 per cent of the total produce. The following important channels in fig marketing have been identified with reference to the selected market, i.e. channel I Producer

**Key words :** Fig, Marketing, Market margin, Consumer's rupee, Price spread

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